

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, November 21, 2013
1125 N. Vine Street, Room 102

MEETING MINUTES

CAB: Chris Helms, Eugenia Hamilton, Kristin Almquist, Karen Borek, Ron Bornstein, Jennifer Casteix, Karen Christensen, Nance Crosby, Pamela Doherty, Chuck Ford, John Hildebrand, Fred Johnson, Jim Jutry, Paul Lindsey, Tsianina Lomawaima, Anne Maley, Jim Murphy, Harold Paxton, Hope Reed, Andrew Schorr, George Steele, Cristie Street

Absent: Bill Bowen, Florencia De Roussel, Michael Dunne, Stephen Golden, Kent Laughbaum, Cita Scott

Guest: John Crouch

AZPM Staff: Jack Gibson, Enrique Aldana, Mark Channell, Kimberly Heath, John Kelley, Laura McKee Michael Testerman

- I. Meeting was called to order at 12:05 p.m.
- II. AZPM 2013 Emmy Nominee and Winner Reel
- III. Welcome and Introductions
 - a. John Crouch, guest
 - b. John Hildebrand, Ph.D. new CAB member
 - c. Hope Reed, new CAB member
- IV. Management Report
 - a. November is Native American Heritage Month
 - b. Downton Abbey is coming in January of 2014
 - A short video clip was shown
 - c. Audience Content and Development:
 - TV November sweeps are underway. Audience report will be available at the January CAB meeting. The national rankings indicated that PBS was TOP 10 in primetime in July.
 - Radio: NPR 89.1 had the largest summer audience ever.
 - The a.m. drive cume +27.4% and AQH listeners +22.3%; the full weekday cume +6.1%
 - Radio: Classical 90.5 showed an improvement over the Summer 2012
 - The a.m. drive cume +31.8%; p.m. drive +50%; TSL +2.9%; full weekday cume +6.4% and TSL +1.6%

- Online:
 1. Unique visitors -6.4%
 2. Page views -3.7%
 3. Time on site -11.5%
 4. Average visits/day -3.1%
 5. Page views/day -3.7%
- Twitter followers: +2.9% since September 2013
- Online production:
 1. AZ Illustrated new studio set
 2. TRAUMA, a one-hour documentary is in production for 2/2014
 3. AZ Illustrated/Weekend is in development
 4. OSIRIS-Rex (2x60:00) is in production
 5. Wild West (1x30:00 pilot) "Raptors" set for Summer or Fall 2014
 6. TSO Encore Series for Classical 90.5

d. Financial Responsibility

- Overall our financial position remains favorable
- Stronger first quarter than usual (Cristie will review details in the Financial Information Committee report)
- FY'14 will pose challenges for all revenue centers
- Staff and CAB must keep on top of FY'14 revenue goals vs. FY'13
- FY'14 includes key strategic investments in staffing for major gifts, underwriting, and original content production, and major investment in tech infrastructure.

e. Developing our People and Our Culture

- John Booth was appointed Executive Producer effective 10/14
- Michael Chihak was appointed News Director effective 10/21
- Recruiting is underway for an account executive and major gifts officer; as well as a Morning Edition newscaster
- We are developing a new position – Chief Technology Officer. Target for this is July 1
- Andrea Kelley attended the Excellence in Journalism Conference in San Diego
- Fernanda Echavarri attended the NPR Education Reporters Group in DC

f. Strategic Partnerships Centered on Original Content Production

- To be covered under the New Business section of the Agenda

g. Developing our Best Use of Technology

- Redundant TV/Radio Master Control HVAC is our #1 capital priority. The radio tech upgrade will follow HVAC upgrade.

- Radio MCR/Production Renovation phased to minimize disruption of service
- Work continues with Public Radio Capital. Report coming up today with a more complete discussion later in the Agenda
- KUAS-FM 88.9/Sierra Vista working with engineering consultants to develop optimal approach and timetable
- Classical 90.5 application at FCC to upgrade power from 50w to 250w.

V. Consent Agenda

- a. Minutes from the 9/19/13 CAB meeting: Fred Johnson motioned to approve the minutes; Chuck Ford seconded the motion. All were in favor; minutes were approved.

VI. Committee Reports

a. Development Committee

- At the September CAB meeting we discussed the Board's role in development and helping staff to generate support for the work we do. We asked all members to fill out a survey indicating the areas you would be willing to contribute. That information has been compiled. The top 3 responses were:
 1. Send thank you notes or make calls to recent contributors
 2. Host a group of prospects or donors in your home or restaurant to better acquaint them with the value AZPM provides to our community
 3. Participate in cultivation activities such as attending events or visiting with donors, together with AZPM staff.
- Homework: the end of the calendar year additional gift campaign is underway.
 1. Between January 6-January 9 the Development team will send each CAB member the names and phone numbers of those donors that have made recent gifts
 2. Please make thank you calls to those on your individual list between January 10-18
 3. Report back at the 1/19/14 CAB meeting of your actions
 4. A sample script was provided

b. Financial Information Committee

- All standard charts and graphs were included in the Board book
- The numbers on the left equal the numbers on the right since we are only in the first quarter now
- We have set aggressive goals and have targeted additional sources of revenue
- We are off budget but ahead year over year

- As for expenses, we have front loaded acquisitions, but have to pay when we get them.
- Next month we will discuss capital improvements
- Question: What is auxiliary revenue?
- Answer: It's a fancy way of consolidating what we sell under our professional services bucket (headshots, production for other groups, sale of DVD's). It is a catch-all for items that are not donations, memberships, and other gifts.
- Question: Where would sponsorships fall?
- Answer: Under the Underwriting department

c. Governance and Planning Committee

- The committee met on November 4th
- Two of three vacancies have been addressed (filling the remaining terms of Steve Alley, Edie Auslander, and Dave Iaconis). One seat is still to be filled before the January meeting.
- We are working to develop a standby list of 5 prospective CAB members
- Need to update our CAB Matrix before filling the open seat. Everyone was asked to complete a CAB Matrix data sheet before they leave.
- Board Buddies were discussed; each new Board member will be assigned a "Board Buddy" as a mentor.
- Strategic planning is to begin with staff in December/January and CAB in February. A Doodle request will be sent to the CAB to identify a February date for a day-long planning retreat.

VII. Old Business

- a. Radio Service Expansion project
- b. The objective is to increase the signal coverage for NPR 89.1
- c. Last year we engaged PRC which is a group dedicated to providing assets and information research to public radio to explain their footprint. They looked at our two program services on the radio side.
- d. The second phase to their project is to review or existing radio licenses to see if one is available that could help us.
- e. We have applied to the FCC to raise the power output
- f. There were no questions on this Agenda item.

VIII. New Business

- a. Strategic Partnerships
 - Review of Current Partners
 - Page 24 of the book is a list of all the current community partnerships that AZPM has established

- The top of the list are collaborations for events; tickets that can be used to take donors out; the bottom part of the list contains the print trade – we trade radio time for print ads.
- There was a breakout project. Each table was asked to strategize on where they see AZPM developing a partnership that could benefit both sides and that will get AZPM and the CAB and staff out in the public (for example: Science Sundays).
- One person was asked to take notes at each table.
- A brief report was given after the project
- The staff member at each table was asked to send Laura the notes from their group

b. Developing AZPM's People & Culture

- A staff survey will be completed in 12/2013. We will summarize the results.
- AZPM Human Resources Coordinator
 1. Has improved the communication
 2. Professional recruitment and Retention
 3. Standardized HR policy and procedures
 4. Professional orientation
- AZPM's diversity policy was shared
- We have implemented monthly all staff meetings; invested more into training staff; expanded our involvement in education; developed a performance appraisal system and are rewarding productivity and innovation.
- The survey will be repeated each to see if the changes have made a difference.
- We will conduct a similar CAB survey in May 2014 to give the new meeting format time to adjust and to acquaint our new members.
- Question: Do we have a sense of the diversity of our viewing public?
- Answer: Yes.
- Question: Is there a goal to make the diversity of leadership staff more balanced?
- Answer: In terms of hiring leadership, we will hire the best applicants possible. It is not always possible to hire for gender. We are currently out of balance due to three females transitioning out in the same year.

IX. Other Business

a. Guest, John Crouch addressed the CAB.

- He gave his background
- He was asking to work with us if we would like to undertake an outreach project with various Native American communities.

- b. Our next CAB meeting strategic discussion topic is Technology on January 16, 2014.
 - c. The meeting evaluation will be sent via Survey Monkey. Everyone was asked to complete the survey when they receive it.
- X. Meeting was adjourned at 1:42 p.m.