

ARIZONA PUBLIC MEDIA®

COMMUNITY ADVISORY BOARD

Thursday, July 25, 2014
1125 N. Vine Street, Room 102

MEETING MINUTES

CAB: Chris Helms, Eugenia Hamilton, Cristie Street, Kristin Almquist, Jennifer Casteix, John Hildebrand, Fred Johnson, Jim Jutry, Tsianina Lomawaima, Roxie Lopez, Issac Ortega, Harold Paxton, Cita Scott

Telephonic Attendees: Ron Bornstein, Florencia DeRoussel, Jill Rosenzweig, Andrew Schorr

Absent: Karen Borek, Bill Bowen, Chuck Ford, Kent Laughbaum, Paul Lindsey, Anne Maley, Jim Murphy, Hope Reed, George Steele

Guests: Karen Christensen, Nance Crosby, Stephen Golden

AZPM Staff: Jack Gibson, Enrique Aldana, John Booth, Mark Channell, Kimberly Heath, John Kelley, Laura McKee, Mary Paul, Laura Caywood Barker

- I. Meeting was called to order at 12:00 p.m.
 - a. Executive Assistant Laura McKee's departure announced
 - b. New Executive Assistant Mary Paul welcomed

- II. Video clip shown: *The Roosevelts*

- III. New Business
 - a. Update on Activities (Eugenia Hamilton)
 - In 2010 AZPM instituted a new strategic plan dedicated to the journalistic aspect of AZPM's business, committing to trustworthiness, journalistic integrity and impact within the community.
 - The CAB committed to raising funds to support this new role, and adopted strategic business plans predicated on partnership with the UA, a relationship which has existed for more than 50 years.
 - In 2010 UA officials officially recognized our strategic plan and acknowledged and formally affirmed our Editorial Standards & Policies.
 - Membership, listenership, viewership and partnerships have grown and we have made significant improvements in technology, journalistic staffing, and facilities.
 - A timeline of meetings and milestone events relating to the budget cuts was presented.

b. Questions and Answers (All)

- Recommendations include engaging an independent working group, possibly within Eller College, to analyze the budget.
- The establishment of an independent faculty advisory committee may be appropriate.
- AZPM's editorial independence is paramount; the budget cuts are less critical than preserving AZPM's journalistic and editorial independence, integrity and political neutrality.
- Due diligence should include comparison to other UA units which have sustained heavy cuts (e.g., State Museum, UA Presents, UA Museum of Art).
 - Cuts should be public information, not only for ancillary units but also for academic units.
 - Cuts in state funding to UA has contributed to financial situation of many units; some are subsidizing.
- A plan for improving relationships with UA leadership will be presented later in the meeting.

c. Fiscal Scenarios for FY 15-16 (Jack Gibson)

- Challenge: AZPM is only one of many non-profits in the community seeking support from the same donor base.
- It is difficult to project five years out, but the budget for FY 15-16 is solid enough to talk about.
 - We are going ahead with original content production as planned, including *Arizona Illustrated*, *Arizona Week*, *Metro Week*, *Arizona Spotlight*, all 19 daily newscasts. Other projects: Raptors, Cancer, Boneyard documentaries. Ken Burns' *Vietnam* could tie in with Boneyard project.
 - We are holding off adding a third major gifts officer and a fifth underwriting account executive.
 - We will hire a strategic communications officer to formulate the seriousness of the cuts, balance with stewardship and strategically manage both internal and external communications.
 - All AZPM events must be sponsored; we are no longer able to support with budgeted funds.
 - Our message to the community of consistent, middle-class donors is, "We need your support now more than ever." How the community can best support AZPM will be addressed in the next section of the meeting.

d. Productive Actions (Cristie Street)

- AZPM's Editorial Standards and Policies will be updated and presented to UA leadership and CAB for ratification.

- The ratification of the Editorial Standards and Policies goes hand in hand with the mission of AZPM.
 - UA administration's perception and understanding of AZPM's mission and strategic intent needs to be clarified.
 - Cuts may affect our ability to achieve our mission. AZPM and UA administration need to determine whether UA perceives AZPM as a journalistic entity or a marketing function of the UA.
 - Link strategic planning with fiscal planning and request UA administration's support of the development of a business plan that reflects the funding cuts.
 - Repair relationship with UA administration.
 - Perhaps designate an ambassador/emissary from the CAB to facilitate better relations with UA administration.
 - Find new sources of revenue to replace what is being lost to avoid downsizing or losing programming.
 - Executive Committee should consider drafting a strong, mature, forward-looking letter to ABOR and UA leadership communicating our objectives. Language could be repurposed for other stakeholders (e.g., audiences, investors, faculty council).
 - Fill vacant CAB seats.
 - Determine how funding cuts to AZPM compare to those to other UA units. We need to be fair and not expect exceptions.
- e. Discussion (All)
- A discussion followed in which the second point of the document (the commission of a third-party analysis and business plan) was clarified to ensure consistency between AZPM's business and strategic plan and the UA's strategic objectives.
- f. Approval of Plan (Chris Helms)
- A motion to charge a small working group with the development of a document addressed to ABOR and UA leadership and covering the four points discussed was made by Nance Crosby; it was seconded by Fred Johnson.
 - A vote was called for and carried unanimously.
- g. Next Steps/Timeline (Eugenia Hamilton)
- The Executive Committee will create and send a draft to CAB members for feedback.
 - The highly confidential nature of the draft was stressed.

IV. Other Business (Chris Helms)

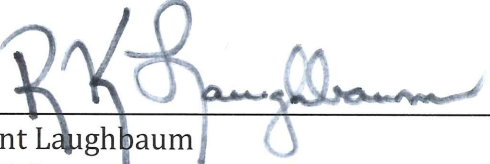
a. From the floor

- The Community Engagement Committee needs new members and the Strategic Planning Committee needs a new chair.

- Supporters who sent letter and emails to UA administration may be contacted to say we are heartened by the public outpouring of support. Support for editorial integrity and the third-party business plan study are first priority.

V. Meeting Adjourned at 1:47 pm

Signed this 18 day of SEP, 2014



Kent Laughbaum
CAB Secretary