

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, September 18, 2014
Marvin D. "Swede" Johnson Building, Room 205

MEETING MINUTES

CAB: Eugenia Hamilton, Cristie Street, Kent Laughbaum, Kristin Almquist, Karen Borek, Bill Bowen, Jennifer Casteix, Lois Eisenstein, Michael Finnegan, John Hildebrand, Fred Johnson, Laura Todd Johnson, Tsianina Lomawaima, Roxie Lopez, Jim Murphy, Harold Paxton, Hope Reed, Andrew Schorr, Cita Scott, George Steele

Telephonic Attendees: Ron Bornstein, Florencia DeRoussel, Anne Maley, Susan Tarrence

Absent: Chuck Ford, Chris Helms, Jim Jutry, Paul Lindsey, Issac Ortega, Jill Rosenzweig

Guests: Dr. Ann Weaver Hart, Andrea Smiley, Betsy Bolding, Judith Brown, Dan Cavanagh, Karen Christensen, Nance Crosby, Ellen Poulson

AZPM Staff: Jack Gibson, Enrique Aldana, John Booth, Mark Channell, Kimberly Heath, John Kelley, Tom McNamara, Mary Paul, Romi Wittman

- I. The meeting was called to order at 1:15 pm by Chair Eugenia Hamilton. The following guests and new members were introduced and welcomed:
 - Tom McNamara, *Arizona Illustrated* Host
 - Romi Wittman, AZPM Chief Communications Officer
 - Lois Eisenstein, new CAB member
 - Laura Todd Johnson, new CAB ex-officio member
 - Susan Tarrence, new CAB member
- II. Consent Agenda
 - It was moved and seconded that the minutes of the May and July CAB meetings be approved; the motion carried unanimously.
- III. Committee Reports
 - All CAB members are expected to serve on at least two committees, unless they chair a committee, in which case service on a second committee is optional.
- a. Community Engagement Committee – Jennifer Casteix, Chair

- Upcoming events include the *Makers* preview screening, sponsored by TMC for Women and Ann Lovell.
 - The *Downton Abbey* preview screening is sponsored by Broadway in Tucson.
 - The Community Engagement Committee is mindful of new fiscal responsibilities. They are working with AZPM staff to secure sponsors for each of its activities.
 - The Committee meets quarterly in September, December, March, June.
- b. Development Committee – Enrique Aldana, AZPM Development Director
- The Development team was awarded grants from WNET and WETA to produce companion pieces for *American Graduate* (fall 2014) and *Cancer, the Emperor of all Maladies*, which will air in the spring of 2015.
 - Hosted several events similar to those Jennifer mentioned; events are now open to public in an effort to expand membership.
 - Launched a new e-ticketing system (EventBrite) that helps reduce expenses associated with direct mailings, invitations and events.
 - Working with PBS on a planned giving mailer to be sent to approximately 5,000 members in early October.
 - The top three fundraising priorities are:
 - Desert Program Partners (funding for original documentaries)
 - Radio area renovation
 - Science producer/reporter
 - Working with UA Foundation to identify foundations to leverage and secure additional funds.
 - Creating a new multi-tiered Leadership Society to recognize donors at different levels.
 - The Development Committee consists of every member of the CAB. The goal is 100% participation from CAB to help identify prospective major donors, members, underwriters and planned giving donors. Each CAB member was asked to identify two prospects from his/her circle of influence to meet with the Development staff. Meetings with prospective donors to include the inviting CAB member and a Development staff person will be set up. Coffee, lunch, dinner, station tours or office meetings are all possible. Progress will be reported at the next CAB meeting.
- c. Financial Information Committee – Cristie Street, Chair
- The Financial Information Committee is the liaison between AZPM Business Office and CAB.
 - The FY14 budget outcomes and projected FY15 budget were reviewed.
 - Goals for next year include a focus on program gifts and matching sponsorship proposals.
 - Sustaining memberships increased; expenses have been well managed.
 - Several key hires were made.

- Deferred capital expenses do not represent permanent savings.
 - Kudos to Kimberly Heath, AZPM CFO, and the staff for a successful first-time use of zero-based budgeting.
- d. Governance Committee – Jim Murphy, Chair
- There are several open seats on the CAB; please communicate any recommendations to Jim or Eugenia.
 - CAB buddy system explained; veteran board members willing to mentor a new CAB member should please contact Jim.
 - A revised committee structure was proposed; please consider serving on one of the committees listed.

IV. Old Business

- a. Editorial Standards Policy
- The Policy has been co-endorsed by Senior Vice President Teri Lucie Thompson on behalf of the UA Administration. Having this seminal document in place and endorsed by the University confirms AZPM's editorial independence and ability to present a fair and balanced representation of the community.
- b. Meeting Evaluation Process
- Responses to meeting surveys have been historically low. Jennifer Casteix suggested that previous survey questions focused more on the presenter's style than on content.
 - Agendas are typically themed; the takeaway points from each meeting need to be identified. The new surveys will solicit suggestions about areas of depth.
 - An online survey about this meeting will be sent out next week. Today's meeting theme will be optimizing AZPM's relationship with the University.
- c. Sierra Vista Radio
- AZPM has received a license for a full power radio station in Sierra Vista, which will be used to broadcast NPR. Our current translator can serve only a small area of Sierra Vista. AZPM has been in discussions with KVOA to share a space on their Mule Mountain tower. By replacing or refurbishing KVOA's existing tower to handle our radio antenna and KVOA's TV translator, we will now be able to serve Huachuca City, Benson, Bisbee and Douglas.
 - AZPM Chief Communications Officer Romi Wittman will be responsible for rolling out a communications plan to support this service expansion.
 - The application period for a radio license is not common occurrence; there might be an application period once every 10-12 years. AZPM began the application procedure for this license in 2007.
 - The reserve fund was tapped because the new station is part of the strategic build-out for radio operations; it represents a strategic investment.

- The Sierra Vista market continues to expand, representing new opportunities for underwriters and donors. Kristin Almquist asked if Development would like CAB members to go beyond the 2-person commitment to find donor prospects among any Sierra Vista contacts they might have.

IV. Management Report

- The new fall season clip reel was shown.
- Audience numbers for both TV and radio were reviewed. Both listenership and viewership increased dramatically over last year.
- Online media has also demonstrated growth. Page views, pages per visit and time spent were up, while the bounce rate was down. The new website has been redesigned and streamlined for ease of use and improved access to information.
- Twitter followers are up over 60% over last year.
- A record 36 AZPM staffers (including four students) and 23 program/story segments were nominated for this year's Rocky Mountain Emmy® awards.
- Original productions for fall include *Your Vote 2014* and *Raptors!*. AZPM is collaborating with the Associate Students of University of Arizona (ASUA) and the League of Women Voters on a series of candidate debates and forums.

The Management Report was suspended upon the arrival of guest speaker University of Arizona President Ann Weaver Hart.

V. New Business

- Dr. Hart was introduced and welcomed.
- Dr. Hart gave a brief summary of the University's goals for growth and academic vision.
 - Student tuition currently represents 70-75% of the general fund; 8 years ago, that same percentage came from state funds.
 - An increasingly large portion of the cost of higher education is being borne by middle-income parents of average scholars who don't qualify for financial aid based on need or merit.
- Dr. Hart congratulated AZPM Director and General Manager Jack Gibson and the staff for the record number of Emmy® award nominations AZPM has received.
- Dr. Hart recognizes that AZPM and many UA departments are struggling financially. She is encouraging UA staff to find creative ways to reduce costs while maintaining the quality of core activities.
- An appropriate and immediate next step is the establishment of a broad-based task force commissioned specifically to lay out a plan designed to ensure a bright future for public media in Southern Arizona.

- Dr. Hart called for questions. Lois Eisenstein asked Dr. Hart to speak from her personal perspective about the added value of public media to a public university, what has succeeded, and what might be done better.
 - There have been substantial debates at other institutions about what should and should not be done with respect to public TV and radio stations. We should engage in the same discussion. Dr. Hart expressed the opinion that few students view traditional TV or listen to traditional radio, but do ask how their tuition dollars are being spent, and that public radio and TV services are currently not integrated enough with the University. Student and faculty achievements are not being showcased enough; the rich resources of the University need to be better conveyed to the community. If we are perceived as using student resources to subsidize a community media service, that creates a huge conflict with departments whose budgets have been cut over the last 6-8 years.
- Dr. Hart would like to see better integration, more visibility, a better job of using the resources of our radio/TV professionals to bring in revenue to support the core mission. The more integrated we are, the more the service becomes a true partnership between community resources and University resources.
- Dr. Hart addressed the question of fairness and equity as opposed to mission differentiation with respect to state allocations to University services and departments. The 3 state universities were funded differently: NAU and ASU were teachers' colleges operating at a relatively low cost, and UA is a major research university. 40% of the state funds were allocated to ASU, 40% to UA and 20% to NAU. After major lobbying by ASU and NAU, the state transitioned its funding to reflect headcount (parity). On average, NAU gets more money per student than ASU or UA. State appropriation does not acknowledge mission differentiation or the cost of delivering program services. Each student receives the same level of support, regardless of major or a program's cost. Funding is not weighted.
- We have to persuade legislators that it is in the best interest of the state to fund the high-cost STEM programs.
- There has been talk about zeroing out state support for public universities. That would leave Arizona the only state in the nation with three public universities that are not actually publicly funded.
- Eugenia Hamilton asked how the CAB can help with the formation of the task force.
 - The development of a business plan is the primary goal, so counsel from the business community is necessary. Any suggestions as to nominees who are experienced in leading large, big-budget businesses would be helpful. The task force should include representatives from student government, CAB, faculty and staff members, be small enough to be flexible, and creative enough to focus on the visioning process.
- The task force will need to be assembled quickly; state legislators are already preparing to address the 2016 budget.

- The state's current fiscal crisis was characterized as a "perilous opportunity."
- Cristie Street asked how communication with the community has been expressed to convey both positive intention and the "perilous opportunity" in response to the fiscal challenges that both the University and AZPM are facing. Dr. Hart responded with three points:
 - It's always good for smart, creative people to re-evaluate from time to time, and we need to do that.
 - Everyone has to tighten their belts. The UA has embarked upon a \$1.5B fundraising campaign and people will want to know who is giving to that campaign.
 - All of us want philanthropy to be alive and well, but because AZPM can raise funds independently of the UA and because ABOR holds the licenses, we have an interesting challenge in a partnership that has to have boundaries drawn around it. Dr. Hart appealed again for more student/faculty visibility.
- Dan Cavanagh commended the University for its strong history of support for public media and for its media curricula. Dr. Hart commented that the journalism program exemplifies actualizing experience into practice.
- The task force will not have an easy job. CAB members were asked to let Eugenia Hamilton or Jack Gibson know if they are interested in serving on or advising the task force.
- Eugenia Hamilton expressed interest in hearing what is going on in other areas of the country; others may have had experiences from which we can learn.
 - Dr. Hart responded that she would like to avoid selling AZPM's broadcast licenses and divesting, but warned that it is an increasingly common occurrence. She advised thinking creatively, considering the many options, being entrepreneurial and finding additional revenue sources through our expertise.
- Eugenia Hamilton thanked Dr. Hart for attending; Dr. Hart departed at 2:45 p.m.

The Management Report resumed.

- Jack Gibson continued his report on *Your Vote 2014*. Candidates will not drive the agendas of the debates/forums. A podium for each candidate will be provided whether or not the candidate chooses to participate.
 - Kent Laughbaum expressed concern about potentially bad student behavior at the ASUA-sponsored debate, especially if one candidate doesn't show, and questioned whether either candidate could be threatened by potentially embarrassing behavior. Jack responded that we are not broadcasting live; if bad behavior occurs, we will shut down. Historically, political events on campus have been more like pep rallies rather than contentious.
 - Candidates need to be told that debates/forums will happen with or without them. Confirmation calls to candidates' offices are welcome.

- Jack Gibson introduced Tom McNamara, new host of *Arizona Illustrated*.
 - Tom has received a lot of feedback already. He has a long relationship with AZPM and is excited about the collaboration.
 - A clip reel highlighting upcoming episodes of *Arizona Illustrated* was shown.

With no more business coming before the board, the meeting was adjourned at 3:03 p.m.

Signed this _____ day of _____, 2014

Kent Laughbaum
CAB Secretary