

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, January 16, 2014
1125 N. Vine Street, Room 102

MEETING MINUTES

CAB: Chris Helms, Eugenia Hamilton, Florencia DeRoussel, Karen Borek, Ron Bornstein, Bill Bowen, Jennifer Casteix, Karen Christensen, Nance Crosby, John Escher, Chuck Ford, Stephen Golden, John Hildebrand, Fred Johnson, Jim Jutry, Kent Laughbaum, Paul Lindsey, Tsianina Lomawaima, Anne Maley, Jim Murphy, Harold Paxton, Hope Reed, Andrew Schorr, George Steele, Cristie Street

Absent: Morgan Abraham, Kristin Almquist, Pamela Doherty, Cita Scott

AZPM Staff: Jack Gibson, Enrique Aldana, Mark Channell, Frank Fregoso, Kimberly Heath, Jason Katterhenry, John Kelley, Laura McKee

- I. Meeting was called to order at 12:00 p.m.
- II. Winter Sizzle Reel was shown
- III. New CAB member, Jill Rosenzweig as introduced.
- IV. Management Report
 - a. February is black history month.
 - b. November sweeps are in and audiences liked what we offered. The top 10 programs are as follows:
 - Carol Burnett: Mark Twain Prize
 - Secrets of Scotland Yard
 - Masterpiece "Paradise"
 - American Experience: JFK
 - Keeping Up Appearances
 - Doc Martin
 - Antiques Roadshow
 - American Masters "Jimmie Hendrix"
 - As Time Goes By
 - NOVA "At the Edge of Space"
 - c. November prime time viewing +43.75%; we had 161,363 PBS6 viewers.
 - d. AZ Illustrated Average number of viewers +12.1%.
 - e. NPR 89.1 continues at #5 in the Tucson market.
 - f. Classical 90.5FM/89.7FM cumulative audience may have been negatively impacted as the result of an upgrade to the MusicMaster music

scheduling software. Adjustments to programming parameters are ongoing. Even so, Fall '13 share was the highest of the year. Overall, finished 2013 at 13th in the market – its highest position of the last year.

- g. Azpm.org analytics:
 - Unique visitors 54,087 (+22% to 12/12)
 - Page views 154,651 (+10.5% to 12/12)
 - Time on site 1:43 (+10.8% to 12/12)
 - Average visits/day 2,575 (+17.4% to 12/12)
 - Twitter followers 5,729 (+2.2% to 11/13)
- h. OSIRIS=REx (2x60:00) is in development
- i. Wild West w.t. (1x30:00 pilot) “Raptors” set for Summer or Fall 2014
- j. TSO Encore Series for Classical 90.5
- k. Trauma Center premier Tuesday, 2/25 at 8pm. A clip of Trauma was shown
- l. Financial Responsibility and Sustainability:
 - Overall, financial position remains favorable
 - Stronger 1-2Q than usual: Cristie will review in detail at the March CAB meeting
 - FY'14 will pose challenges for all revenue centers. We 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
- m. Developing our People and Our Culture
 - Highlights from the AZPM Staff Survey were shared
 - The survey indicates a generally positive direction in cultural development among the staff.
 - The comments were not shared today, but we will re-survey the staff to examine the validity of the comments and will share those during the strategic planning session.
 - Rob Lantz was appointed *Morning Edition* news anchor effective 1/27/14; Amanda LeClaire was appointed midday news anchor/reporter eff. 2/3/14; Vanessa Barchfield was appointed news anchor/reporter, eff. 2/4/14; Kelli Gero was appointed Underwriting Account Executive, eff. 1/6/14.
 - Recruiting for TV Program Coordinator, Chief Marketing & Communications Officer, Webmaster, Accounting Specialist, Freelance “On-Call” host/Presenters.
 - Developing a new position, Chief Technology Officer. Target July 1.
- n. Strategic Partnerships Centered on Original Content Production
 - A Downton Abbey Celebration: 1/5 at the Murphy Wilmot Branch, Pima County Library
 - Masterpiece Mystery! Sherlock, Season 3: UA Campus event, 1/16
 - Math Educator Appreciation Day (MEAD) at Tucson Magnet High School, 1/25

- Career Day at Dietz Elementary, 1/29
- Trauma Center, member screening and lecture with producer Tom Kleespie and Dr. Peter Rhee, Duvall Auditorium, UAMC, 2/18
- Community Interactive: bringing people and ideas together (in partnership with CFSA). 4 events scheduled:
 1. "Poverty: The Working Poor" 2/12 at the Fox
 2. "Arts & Culture" TBA Spring 2014
 3. "Education" TBA Fall 2014
 4. "The Border" TBA Winter 2015
- o. Question and Answers to Management Report:
 - Q: How did the stations do with the year-end appeal and when will donors be acknowledged?
 - A: We are tabulating the final numbers; we may have fallen short of the year end goal, but hope to make it up in January. As for the "thank you's", we had announcements for both services that were to go out every hour for three days.

V. Consent Agenda items

- a. Minutes from the November meeting: Fred Johnson motioned to approve as submitted; Jennifer Casteix seconded the motion. There were no objections; therefore, the minutes were approved as submitted.
- b. The minutes from the Executive Committee meeting and the Community Engagement Committee meeting were included in the handouts for review.

VI. Committee Reports

- a. Audit Committee:
 - The committee met with the auditors immediately before this CAB meeting; they have issued an unmodified opinion.
 - Reports are done timely to meet reporting requirements.
 - No disagreements with management, no difficulties, and no shortcoming.
 - It was a very clean audit
 - Balance sheet was stronger this year than last
 - Net position as referred to in the financial statements has increased from the prior year as a result of appropriations, contributions, and investments.
 - The percentage of expenditures has remained constant over the last three years.
 - The auditors were very complimentary on the cooperation they received from the staff

- b. Development Committee

- When we met last, the staff was launching a year end giving campaign to engage major gift donors who could make additional gifts for 2013.
- Follow up thank you calls were tasked to the CAB. The members who made calls: Ron Bornstein, Karen Christensen, Pamela Doherty, Eugenia Hamilton, Chris Helms, Fred Johnson, Jim Jutry, Anne Maley, Jim Murphy, George Steele, Cristie Street.
- The feedback from the CAB members who made the calls is consistent – that the donors very much appreciated the call.
- Results of the 2012 versus 2013 December Highlights:
- 2012: mailed 30 end of year letters; received 7 responses (23%); total additional gifts \$10,000.
- 2013: Mailed 247 end of year letters; received 37 responses (15%); total additional gifts \$37,720

c. Governance and Planning Committee

- Jill Rosenzweig has joined the CAB
- All vacancies have been addresses except the seat vacated last month by Michael Dunne, who is relocating to the Pacific Northwest. Michael's seat will be filled before the March meeting.
- Developing standby list of 5 prospective CAB members
- Need to update CAB Matrix before filling any open seats. Please complete the Matrix data input sheet before you leave today, if you have not done so.
- Strategic planning to begin with the staff on 1/30 and the CAB in February.
- Strategic planning will address 3 questions: 1) how far have we come since 2009; 2) what do we face now and are likely to face in five years; 3) what do we intend to do?;
- Strategic planning process timeline: 1) leadership team & staff to determine impact of the 2009 plan & identify current/likely future environmental challenges (January); 2) CEO discusses major organizational issues facing AZPM with planning committee & together they set agenda for CAB planning retreat; 3) full day CAB retreat; 4) leadership team will finalize action plans, budgets, and measurable goals; 5) commence implementation and baseline measurements (July 1)

VII. Old Business

- a. At our last meeting, our diversity policy was shared. The diversity of AZPM was outlined for the CAB. Our objective is to make AZPM as reflective of a community both from within the organization, but as important, on the air. Our focus will remain on identification of the best candidates. Management is invested in professionalizing recruitment efforts.

- b. Follow up to the visitor at our last meeting: AZPM has an open meeting policy. In the this case, the visitor contacted Chris Helms and Jack Gibson who thought he (visitor) wanted to discuss issues that were a concern to him (visitor) and should be a concern to us. The open meeting policy was provided to the CAB; it is the decision of the Executive Committee as to whether an individual will be permitted to speak at a meeting.
- c. Notes from the last meeting's breakout session were included in the packet for review.

VIII. New Business

- a. Strategic Discussion Topic: Technology.
- b. John Kelley and Jason Katterhenry discuss highlights of the technology challenges we are facing
- c. TELEVISION "TV SATELLITE DELIVERY"
 - ANALOG IS "OUT," DIGITAL N-R-T ("NOT REAL TIME") IS "IN" (ALSO TRUE FOR RADIO).
 - AUTOMATION SYSTEM
 - 19,000 RESIDENT TV PROGRAM & INTERSTITIAL ELEMENTS.
 - THE AUTOMATION SYSTEM DOES NOT ENCOMPASS ALL OF THE STORAGE PLATFORMS (SERVERS & TAPE).
 - CONSULTANTS WILL EVALUATE THE CURRENT SYSTEM DURING THE WEEK OF JANUARY 27, 2013.
 - "OLD VS NEW VIDEO ENCODERS"
 - ENCODER UPDATE
 - 3 CURRENT ENCODERS NO LONGER SUPPORTED BY VENDOR – HARDWARE OR SOFTWARE.
 - VENDOR WILL COMMISSION NEW UNITS DURING THE WEEK OF JANUARY 27, 2014.
 - "HOT STUFF"
 - AIR CONDITIONING IS CRITICALLY IMPORTANT.
 - SERVERS ARE INTEGRAL AND ESSENTIAL EQUIPMENT.
 - LOSS OF SERVERS IN DECEMBER 2012 (\$92K IN EQUIPMENT AND UNRECOVERABLE VIDEO) WHEN TEMP ROSE TO 90. 30 DEGREES COLLER IS OPTIMAL.
 - RECENT INADVERTANT SHUTDOWN OF AIR CONDITIONING REAFFIRMS NEED.
 - TO QUANTIFY: TV AUTOMATION STORAGE, PLUS WEB, VIDEO EDITING AND OTHER SERVERS, HAVE A COMBINED STORAGE CAPCITY OF 286 TERABYTES.
 - 1 TB = 500 HOURS OF HD VIDEO.

- 286 TB = 143,000 HOURS OF BROADCAST PROGRAMS AND LOCAL VIDEO PROJECTS STORED AND/OR IN PROGRESS.
- 78,624 HOURS OF TV & RADIO PROGRAMMING BROADCAST IN 2013.
- ADDITIONAL RADIO AUTOMATION EQUIPMENT TO RESIDE IN THE SERVER WILL NOT BE INSTALLED UNTIL REDUNDANT AIR CONDITIONING IS PROVIDED.
- A NEW EMERGENCY AUXILLIARY AIR CONDITIING SYSTEM HAS BEEN DESIGNED TO TAP INTO THE UA'S STABLE AND BACK-UP POWER ENABLED CHILLED WATER SYSTEM, TO BE POWERED BY AZPM'S NEW DIESEL GENERATOR.
- WE ARE NOW WORKING OUR WAY THROUGH THE UA APPROVAL PROCESS

"TV MASTER CONTROL RENOVATION PLAN"

- WE ARE NOW DEVELOPING ARCHITECTURAL PROGRAM PARAMETERS FOR A MASTER CONTROL RENOVATION TO UPDATE CONTROL ROOM WHICH WAS ORIGINALLY DESIGNED FOR ONLY TWO VIDEO STREAMS (6 & UA CHANNEL). WE NOW OPERATE 6 STREAMS OF VIDEO FROM THE SAME FACILITY. IT'S CRAMPED & NOW MOSTLY "OLD TECH."
- "SUN SOUNDS ON UA CHANNEL"
- SUN SOUNDS – RADIO READING SERVICE FOR THE VISUALLY IMPAIRED.
- PROVIDED SINCE 1985 ON ONE OF CLASSICAL 90.5 SUBCARRIER CHANNELS THAT CAN BE HEARD VIA A SPECIAL MONITOR ONLY.
- NEW: NOW ON UA CHANNEL SAP CHANNEL ON COX AND COMCAST (WHERE APPLICABLE).

"ORIGINAL PRODUCTION"

- JASON KATTERHENRY, CONTENT SYSTEMS ARCHITECT:
 - VIDEO EDITING STORAGE CAPACITY IMPROVEMENTS.

RADIO

"NEW DIGITAL AUDIO CONTROL BOARDS"

- WILL REPLACE AGED-OUT ANALOG BOARDS AND GIVE US A FULLY DIGITAL STREAM FROM MICROPHONE TO TRANSMITTER.
- CONNECTION WILL BE BY IP NETWORK, NOT COPPER WIRES
 - BOARDS AND AUDIO ROUTING EQUIPMENT WILL BE "SMART" PLUG & PLAY UNITS" ALLOWING GREATER SPPEED AND FLEXIBILITY FOR MAINTENANCE AND REPAIR.

“RENOVATION PLAN”

- RADIO STUDIOS TO BE REVAMPED FOR MORE AUDIO EDITING, NEWS PRODUCTION, AND INTERVIEW SPACES, AND PLATFORM FLEXIBILITY (E.G., EQUIPPED FOR VIDEO RECORDING IF THE NEED ARISES).
- TO BE ACCOMPLISHED IN CONCERT WITH THE TV MASTER CONTROL RENOVATION.

CONTENT DISTRIBUTION

OVER-THE-AIR, CABLE & SATELLITE REPRESENT DISTRIBUTION V1.0 – 3.0.

“WI-FI DEVICES: CONTENT DISTRIBUTION 4.0+”

- JASON KATTERHENRY:
 - DISTRIBUTION OF CONTENT TO MOBILE DEVICES VIA WIRELESS INTERNET CONNECTION.

“89.7 TRANSLATOR UPGRADE”

- THE FCC HAS GRANTED A CP TO INCREASE THE POWER OF THE CLASSICAL SERVICE 89.7 TRANSLATOR ON TUMAMOC HILL FROM 50 TO 250 WATTS.
- INCREASE WILL IMPROVE THE CLASSICAL SERVICE IN PORTIONS OF THE TUCSON METRO AREA WHERE THE 90.5 BIGELOW TRANSMITTER IS AFFECTED BY TERRAIN SHADOWING (E.G., CATALINA FOOTHILLS, ORO VALLY AND MARANA – FROM PUSCH RIDGE AND OTHER TOPGRAPHICAL ISSUES). IT WILL NOT BE A PANACEA, HOWEVER.
- AZPM’S FIRST HD RADIO-ENABLED TRANSLATOR
 - THE TRANSLATOR WILL PASS THROUGH NPR PROGRAMMING ON THE HD-2 CHANNEL
 - NPR 89.1’S HD-2 CHANNEL BROADCASTS THE BBC WORLD SERVICE 24/7.

“CURRENT NPR (FM) COVERAGE”

- 50kW AM SIGNAL IS LIMITED TO DAYLIGHT ONLY.
 - FEW PEOPLE LISTEN TO AM ANY MORE.
 - IT HAS ALSO BEEN PREDICTED THAT DESPITE VOCAL LOBBYING BY THE NAB, SOME CAR MANUFACTURER’S OEM RADIOS MAY SOON NO LONGER OFFER ACCESS TO THE AM BAND.
- A REMINDER THAT AZPM HAS RECEIVED A CONSTRUCTION PERMIT TO BUILD A NEW NPR FM STATION ON MULE MOUNTAIN BETWEEN SIERRA VISTA AND BISBEE. CONSULTING ENGINEERS ARE NOW IN THE PROCESS OF EVALUATING THE EXISTING TOWER ON WHICH

THE ANTENNA WILL BE LOCATED (KVOA). THE TOWER WILL REQUIRE SOME STRUCTURAL CHANGES OR POSSIBLY A REBUILD.

- THE CURRENT NPR TRANSLATOR IN SIERRA VISTA DOES NOT REACH THE MAJORITY OF THE RESIDENTS IN THE AREA AND DOES NOT REACH BISBEE OR DOUGLAS AT ALL.
- THE NEW STATION WILL REACH SIERRA VISTA, HUACHUCA CITY, BENSON, BISBEE AND DOUGLAS.

“CURRENT CLASSICAL COVERAGE”

- MUCH LARGER GEOGRAPHIC FOOTPRINT.
- WHY IS THAT?

“TUMAMOC HILL VS MT. BIGELOW”

- 900’ VS 9000’ HEIGHT ABOVE AVERAGE TERRAIN.

“ERP: EFFECTIVE RADIATED POWER”

“CURRENT CLASSICAL COVERAGE” - ADDITIONAL DISCUSSION

- 90.5 SIGNAL REACHES INTO PHOENIX MARKET; THERE ARE MEMBERS IN SCOTTSDALE.
- THE PBS 6 OVER-THE-AIR TV SIGNAL ALSO REACHES SCOTTSDALE AND OTHER PORTIONS OF THE PHOENIX METRO MARKET AS DO ITS ASSOCIATED SD MULTI-CAST CHANNELS, READY TV AND Vme.
- RADIO CUME LISTENING: FALL 2013
 - CLASSICAL
 - METRO = 37,400
 - TSA = 40,100
 - NPR
 - METRO FM = 90,200
 - TSA FM = 97,700
 - METRO A/F = 93,800
 - TSA A/F = 108,300
- PUBLIC RADIO CAPITAL EXAMINED AZPM’S RADIO NETWORKS AND PROJECTED DECLINING LISTENERSHIP AND REVENUE GENERATION FOR THE CLASSICAL SERVICE OVER TIME.
- THE NPR SERVICE’S GROWTH POTENTIAL IS LIMITED BY ITS GEOGRAPHIC SERVICE AREA.
- THE NPR SERVICE’S RECEPTION IN MOST OF THE GROWING, AFFLUENT POPULATION CENTERS OF ORO VALLEY, MARANA, CATALINA AND SADDLEBROOKE IS POOR.
- ENGINEERING CONSULTANTS GOLDMAN & ASSOCIATES MAPPED THE SIGNAL STRENGTH OF THE TWO SERVICES IN THE TUCSON METRO AND HAVE NOW BEEN ASKED TO PREDICT HOW A POSSIBLE TRANSMITTER NETWORK SWAP WOULD AFFECT LISTENERS IN THE TUCSON VALLEY AND NORTHWEST TUCSON, ESPECIALLY WHO

MIGHT NEWLY RECEIVE THE NPR SERVICE VIA FM - AND OF THOSE WHO NOW RECEIVE A STRONG CLASSICAL SIGNAL - WHO MIGHT NO LONGER DO SO?

- 7000+ DATA POINTS WILL BE EXAMINED. THE NEW DATA SET SHOULD BE COMPLETED SHORTLY.
- THE BIG QUESTION IS: DO WE NOW DISTRIBUTE THE TWO RADIO SERVICES ON THE MOST APPROPRIATE, EFFICIENT AND PRODUCTIVE TRANSMITTER AND TRANSLATOR NETWORKS?

FUTURE TECH

- JASON KATTERHENRY:
 - ULTRA HIGH DEFINITION TELEVISION (UHD), ETC.

IX. Other Business

- a. Next CAB meeting is 3/20 at 11:30 a.m.
- b. Meeting Evaluations will be sent electronically
- c. Reminder to sign up for the Festival of Books if you are interested (sign-up sheets were provided in the packets)

X. Meeting adjourned at 1:30 p.m.