

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, March 20, 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, Andrew Schorr, George Steele, Cristie Street

Absent: Morgan Abraham, Kristin Almquist, Pamela Doherty, Hope Reed, 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. Video: AZPM 2014 Spring Sizzle Reel
- III. Welcome and Introductions
 - a. Tom Kleespie, AZPM Senior Producer
 - b. Laura Caywood Barker, Administrative Assistant
- IV. Management Report
 - a. February sweeps ended 3/5; full report at the May CAB meeting
 - b. Nielsen/Arbitron Winter survey ends 3/26; full report at the May CAB meeting
 - c. February 2014 azpm.org analytics:
 - Unique visitors +22.5%
 - Page views +8.2%
 - Time on site was 1:32
 - Average visits/day +13.4%
 - Twitter followers +27.5%
 - d. Local Productions: 2/25 LevelOne Trauma on PBS 6/Tucson; and scheduled 5/23 on KAET 8/Phoenix.
 - A clip was shown
 - Tom Kleespie was recognized for his work
 - e. Financial Responsibility and Sustainability;
 - Revenue +7.32%; Expenses -13.03%; Variance +86.03%

- f. The objectives of the monthly all staff meetings are outlined below. It has been a year since the 1x per month frequency was initiated. Staff was recently surveyed regarding the future of the meetings (frequency). Results will be shared later this meeting. The objectives:
- Improve staff communications by meeting regularly
 - Recognize staff achievements
 - Create formal/informal opportunities to meet colleagues
 - Improve internal culture at AZPM
- g. Strategic Partnerships Centered on Original Content Production
- Community Interactive: The Working Poor – 2/12
 - 606 attendees; 210 evaluations; more than 14 articles
 - Level One Trauma Preview Screening – 2/29
 - 175 attendees at Duvall Auditorium for screening w/Dr. Rhee; similar event at Phoenix campus on 5/19; KAET airing 5/23
 - Sid the Science Kid at the Fox – 2/27
 - Meet and greet with cast; Diamond Children’s visit day before; media sponsorship with Fox; PBS Kids activity table in lobby
- h. Developing the Best Use of Technology
- Master Control HVAC issues: meeting with UA Facilities to discuss alternatives
 - Radio renovation: timetable informed by HVAC
 - 89.7 Translator: engineering completed; authorization to the FCC this week
 - TV Master Control upgrades: new encoding equipment; consultation on best practices.
 - Question/Answer:
 - Q: For the Level One Trauma event in Phoenix – will we recover part of our costs?
A: No. Public TV operates on a share system; we generate income by attaching underwriting to the national program.
 - Q: Are we improving broadcast ability in Sierra Vista:
A: We have a 10 watt translator in Sierra Vista on the wrong side of town. We are looking to partner with Channel 4 on a reinforced tower or to build a new tower on our own
 - Q: Should the CAB invite anyone to the 5/19 event in Phoenix?
A: Yes. The event will be in partnership with the UA Foundation and Alumni Association; if you have people in the Phoenix area who would like to go, yes, invite them.
 - Q: Have we identified income versus expenditures and taken a hard look at it.
A: Regarding the financial report, we are in much better shape than historically at this point in the fiscal year. We

pay our large PBS and NPR dues in November; we use the reserve fund to pay forward. The next time we meet we will have the results of the 3rd quarter.

- Q: How did you decide on “AZPM”?

A: Several years ago all the stations were separate. Research was conducted on station identification and branding; the conclusion was to consolidate everything under AZPM.

- Q: Have you identified an underwriter for Level One Trauma yet?

A: No; there is no national air date identified as of yet

- Q: It appears that we have lost our local underwriter for AZ Week.

A: the Stonewall Foundation was on for years; it is their choice to renew. We do not have anyone in the wings just yet.

V. Consent Agenda Items

- a. Fred Johnson motioned to approve the January 20th meeting minutes;
- b. An unidentified individual seconded the motion.
- c. There were no objections; the minutes from the January CAB meeting were approved.

VI. Committee Reports

a. Development Committee:

- New staff: Mark Channell and Julie Ben-Yeoshua
- Able to cast a wider net of calls/visits
- Additional research completed on prospects
- Able to analyze YOY data to make appropriate decisions
- Behind the Scenes Tours:
 - Osher Lifelong Learning Institute
 - Philanthropic Education Organization
 - SaddleBrook HOA
 - UA Gift Center
- Working closely with Membership to host screenings to strengthen community engagement opportunities
- End of Year Appeals:
 - Researching the success of other non-profit EOY campaigns
 - What’s working, what’s not
- PBS – Building Capacity Campaign
 - Working with PBS to develop a multi-tiered strategy on developing planned gifts
 - Creating a current baseline and the end goal

- Mailers, TV and radio spots, online marketing
- Community Advisory Board Engagement
 - Attendance at gatherings and events
 - Thank you calls from board members have been well received
 - Would like to continue this exercise
 - Thank you for your support!
- b. Financial Information Committee
 - Revenue: essentially on budget; CPB support timing typically hits 3rd quarter
 - Expenses: positive movement on the hiring front; closing the gap and investing in personnel to drive growth
 - Overall Takeaways: Historically there is a ramp to our budgets; don't start to balance out until the third quarter. AZPM is in a solid position to pursue long-term goals like local content and original productions
- c. Governance and Planning
 - Two open seats to be filled: Pamela Doherty & Michael Dunne's
 - Need to identify CAB buddies for new members. Volunteers appreciated.
 - Proposal to suspend term of CAB Chair. Service time as Chari would not count against term limit. Provides opportunity for potential leaders to become more familiar with AZPM and CAB before they step into a leadership role
 - George Steele motioned; Nance Crosby seconded the motion; there were no objections. The Bylaws will come for change/approval at the May meeting.
 - New members to sign up for a committee.
- d. Eugenia Hamilton did a recap/summary of the full day Strategic Planning retreat.
 - The strategic planning process timeline was shared with the CAB
- e. Community Engagement
 - March 19th: The Story of the Jews: Tucson JCC at 6:30 pm
 - April 5th: Curious George at the UA Bookstore and Children's Museum
 - June 1 / August 17: Summer STEAM at Children's Museum Tucson
 - Community Interactive: Education for September 2014
 - Working on an event for DM to engage military families
 - TFOB Recap: CAB, staff and volunteers turned out; kids' photos with Curious George and Clifford were taken; The Address and A Book I Love spots were recorded on location.
 - A video clip was shown

VII. MCR HVAC Issues: this was addressed under the Management report

VIII. New Business

a. Radio Format

- This part of the discussion is up for conversation among ourselves and the CAB but not for the general public

b. Content Development

- Goals: improve quality; increase impact/engagement; identify tangible metrics
- News/public affairs content: strengthen news on all platforms; more engaging public affairs programs
- Tradeoffs: quality over quantity; proof of concept
- Original content plan:
 - Focused on quality
 - HQ news/public affairs content for all platforms
 - Produce must-see television
 - Provide daily radio/web presence with strong journalistic values
 - Change offers multiple TV schedule opportunities
 - Work to deliver 2-3 docs per year

IX. Other Business

a. The next CAB meeting is Thursday May 8th; 5:30 cocktails; 6:00 dinner meeting

- Annual CAB meeting/election of officers 2014-16
- UAF Vine Street

b. Meeting evaluations will be sent electronically

c. Please take only the first section of the agenda book and folder

d. No other business from the floor

X. Meeting was adjourned