

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, November 20, 2014
1125 N. Vine Avenue, Room 102

MEETING MINUTES

CAB: Eugenia Hamilton, Cristie Street, Karen Borek, Ron Bornstein, Jennifer Casteix, Lois Eisenstein, Michael Finnegan, John Hildebrand, Fred Johnson, Jim Jutry, Roxie Lopez, Harold Paxton, Hope Reed, Jill Rosenzweig, Andrew Schorr, George Steele, Susan Tarrence

Telephonic Attendees: **None**

Absent: Kristin Almquist, Bill Bowen, Florencia DeRoussel, Chuck Ford, Chris Helms, Laura Todd Johnson, Kent Laughbaum, Tsianina Lomawaima, Paul Lindsey, Anne Maley, Jim Murphy, Issac Ortega, Cita Scott

Guests: Nance Crosby, Michael Finnegan

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

- I. The meeting was called to order at 12:00 pm by Chair Eugenia Hamilton.
- II. AZPM's Rocky Mountain Emmy® awards were announced and a video clip of each award-winning show was shown.
- III. New CAB member Susan Tarrence was introduced and welcomed.
- IV. The consent agenda items were reviewed. Ron Bornstein moved to accept the minutes of the September 18 minutes; Jennifer Casteix seconded the motion. The minutes were approved as written.
- V. Committee Reports
 - a. 2014-15 Committee Assignments
 - The proposed committee assignments were reviewed and discussed briefly. Fred Johnson moved to adopt the committee assignments as proposed; Susan Tarrence seconded the motion, which carried unanimously.
 - b. Community Engagement Committee – Jennifer Casteix, Chair

- Ms. Casteix welcomed members new to the Community Engagement Committee and thanked members whose term is complete.
 - Previous and upcoming events were reviewed.
 - New to the list of events is the Tucson Festival of Books. AZPM will host a 10x10 booth as last year. Planning for the event will start at the next committee meeting.
 - The possibility of increasing public studio tours was discussed as a strategic way to disseminate AZPM's message.
 - Events represent an excellent way to receive public opinion. At last year's Festival of Books, several parents mentioned that their children learned to read by watching *Sesame Street*. Committee members at the booth reported receiving feedback, testimonials and compliments; the need to share AZPM's impact on Tucson families was discussed.
- c. Financial Information Committee – Cristie Street, Chair
- FY first quarter financials were reviewed.
 - Membership was ahead through September, even before the October radio pledge.
 - It's still early for capital and program gifts; Development will start ramping up in the coming quarter.
 - Expenses are in line and on track with the budget.
 - Program dues and fees were assessed during the first quarter. It was not unexpected, but it is sometimes hard to predict when those expenses will hit.
- d. Governance Committee – Nance Crosby, Chair
- The Governance Committee has four major tasks:
 - Supply a good pool of potential board member candidates to fill vacancies over a multi-year cycle. There are currently 2 open seats, but more will become available over the next 3 years.
 - Assign board buddies to help new board members acclimate.
 - Identify potential officer candidates for next term.
 - Review the CAB's bylaws and adjust as necessary.
 - Lois Eisenstein offered her experience to help with the task of reviewing the bylaws.
 - The recruitment process was discussed. The committee proposes to use an invitation to an informal briefing and studio tour as a way to gauge interest. A large number of people representing a diverse pool will be invited to self-select. Ways other than full CAB membership (e.g., participation on a committee or special task force, etc.) will be promoted as a way to groom potential candidates. The Committee will ask CAB members to recommend people of influence, diversity in opinion, gender, ethnicity and vision for consideration.
- e. Development Committee – Roxie Lopez, Chair
- Roxie Lopez has graciously agreed to chair the Development Committee.

- Ms. Lopez reviewed recent events and introduced upcoming events. In an effort to cut costs and increase efficiency, an e-ticketing system was adopted and seems to be working well.
 - Future events include the Holiday Tea and *Downton Abbey Season 5* preview.
- An end-of-calendar-year mailing will drop December 1 and will include the Annual Report.
 - CAB members were requested to help with the mailing by writing personal notes to addressees of their acquaintance. The notes will be written on post-its and affixed to the form letter. A note-writing party will be held at the home of Eugenia Hamilton for this purpose. Dates were discussed. November 25 was the date that worked best. Directions and a list of addressees will be sent.
- PBS selected AZPM to participate in a planned giving effort. PBS provided the mailer; AZPM only paid for postage. The mailer was sent to more than 5,000 people over the age of 70 and has already garnered a significant response.
- PBS's planned giving video was shown.
- Marketing plan materials were discussed. Desert Program Partners is an AZPM restricted fund used to support original content production. The account is held on the UA side. Unrestricted gifts offer AZPM the most freedom to address the greatest need, but past mail campaigns specific to Desert Program Partners have been targeted to major donors.
- The establishment of multiple giving tiers within the Leadership Society is being considered.

VI. Old Business

- a. Development Exercise Follow-Up – Enrique Aldana
 - Mr. Aldana reviewed the assignment. CAB members were requested to recommend new major donor, underwriting and member prospects. He thanked all who participated and asked for feedback:
 - Lois Eisenstein related that she initially found the assignment difficult, not knowing the net worth, abilities or inclinations of her prospects, and feeling discomfort asking for money. After meeting with Mr. Aldana, she realized that his team provides support and will do the actual asking; all they ask is an introduction to people who care about AZPM, PBS and/or NPR. Reassured, she went through her contact list and realized that she knows many people who are passionate about public media. She suggested setting up “un-ask” events to introduce the larger mission and help set up a network of support. Mr. Aldana added that Ms. Eisenstein’s list was composed of about 50 names.
 - Mr. Aldana shared Anne Maley’s response. She called a friend and invited her to lunch with Mr. Aldana and/or Jack Gibson. The friend responded that she knew what AZPM did and didn’t feel the need to meet. When Ms. Maley asked if she would give, the friend asked how

much Ms. Maley gives. Ms. Maley told her, whereupon the friend opened her checkbook and wrote a matching check.

- The list of potential names is being researched to determine current or past relationships with AZPM, UA, UA Foundation, other non-profit organizations, etc.
 - Documentaries can cost up to \$2,000 per finished minute (\$60,000 for a 30-minute documentary). If everyone can do what Ms. Maley did, the funding of original productions is possible. Mr. Aldana is also looking to add to the funding for a dedicated science reporter.
 - Ms. Hamilton thanked Mr. Aldana, Ms. Eisenstein and Ms. Maley for assuaging the fears of those concerned about where supplying names might lead.
 - The Development team can supply program one-sheets that provide details on potential documentaries seeking funding.
 - Mr. Aldana reassured CAB members that a development team member will notify the CAB member prior to contacting a prospect, and will keep the CAB member informed during the process.
 - Jack Gibson added that this will be a multi-year strategy. Relationships must be built first; the “ask” may not come until the 5th or 6th meeting, possibly even later. Donors are stewarded slowly. The goal is to cultivate donors who will want to give over the long term, on an ongoing basis.
- b. White Paper – Executive Summary
- Jack Gibson reviewed a white paper created by Romi Wittman and intended to give the Task Force an overview of the organization’s operations and clear up misconceptions and miscommunications. He congratulated Ms. Wittman on the brevity of the document, which is located in the Appendix section of the CAB board books.

VII. New Business

- a. CAB Brag Sheet – Romi Wittman
- A 2-sided card was created to help CAB members recall tangible facts. The goal is to have a newly-updated brag sheet at each CAB meeting to provide a current snapshot of the organization on an ongoing basis.
- b. UA/AZPM Task Force – Eugenia Hamilton and Paul Lindsey
- A special task force to study the future of AZPM has been convened at the request of University administration. A member roster of the task force was displayed. Various stakeholder groups are represented, including CAB. UA faculty, UA administration, local business leaders, UA students, and AZPM staff. Eugenia Hamilton and Paul Lindsey represent CAB; Romi Wittman represents AZPM staff.
 - The first meeting will be held in mid-December, with regular meetings until mid-May.
 - The task force will determine recommendations with respect to service to the community, service to the University, and how best to accomplish AZPM’s

mission with the resources at its disposal. Mr. Gibson hopes that the task force will be able to identify creative strategies for improving operations.

- Jack Gibson and SVP Teri Lucie Thompson will be at the first meeting, then will step back to allow free discussion and deliberation.
- A professional facilitator has offered his services pro bono to get the group started and help them elect a chair, determine a course of action, and assess what is possible within the time frame mandated. It is hoped that the task force will have some significant recommendations in advance of the University's budget planning process for the next fiscal year.
- A charge is being developed, but a secondary goal is to inform UA Administration both about what AZPM does and about how it serves the UA and the greater community.
- The task force's report will be sent to President Hart, SVP Thompson, and Jack Gibson, and will be a public document.
- The task force will not actively lobby to reverse the budget cut. Even after the cut, AZPM is in a much better position than many of its counterparts, owing to indirect and in-kind support from the University. Rather, the task force's outcome may drive reconsideration by spelling out a clear business plan and a vision statement that makes AZPM more attractive to UA. The concern is that the UA administration is unaware of many things that AZPM does, its benefit to the University and its benefit to the greater community. The hope is that there will be opportunities within the task force to provide feedback.
- Unless the task force decides it needs to operate in silence, Eugenia Hamilton will report on its activities to the CAB.

c. *StoryCorps* Visit – Cristie Street

- Karen Christensen has donated her rental property to house *StoryCorps* staff during their stay. She needs coverage for utilities and housekeeping and requested donations to that fund. Checks may be sent to Enrique Aldana with "*StoryCorps*" noted on the memo line. Cristie Street has agreed to backstop the \$1,000. Jack and Laura Gibson will contribute to the fund; Ms. Street encouraged members to contribute to help offset costs.
- The visit represents a great promotional and marketing opportunity for the organization. CAB members can sign up to tell their stories, and at least one major donor event will be scheduled. The local host station receives a copy of all local interviews; several will be chosen for national distribution.

d. Revisions to CAB Bylaws – Kent Laughbaum.

- Mr. Laughbaum was unable to attend the meeting. Mr. Gibson thanked Jim Jutry for his help in revising the bylaws and providing legal review. Virtually all amendments reflected changes to committees.
- Ron Bornstein moved that the bylaws be amended as proposed; Mr. Jutry seconded the motion. The bylaws were accepted as amended by unanimous consent.

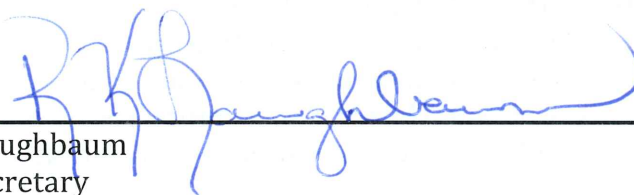
VIII. Management Report – Jack Gibson

- November sweeps wrap up next week. Rankings were reviewed and explained.
- Time Spent Listening is up on the Classical station.
- The online platform is the growth leader, currently trending toward nearly half a million views, largely due to election coverage.
- Election coverage was reviewed.
- AZPM's latest original documentary, *Raptors!*, airs in November.
- *Arizona Illustrated* host Tom McNamara is retiring from KVOA but will stay with AZPM.
 - The Boneyard episode shot at Davis-Monthan was extremely well-received, thanks in large part to Kent Laughbaum.
- Financial stability was reviewed; revenue is ahead and expenses favorable against the budget. The trends going forward are very positive for growth.
- AZPM's PBS Learning Media showed growth of 19%.
- The new HVAC system for Master Control will allow for upgraded radio automation, moving to an IP signal and routing technology.
- A clip of PBS's video of the Mark Twain Prize honoring Jay Leno was shown.

Owing to time constraints, the last agenda items (meeting evaluation, board book recap) were omitted. Members were reminded of the Holiday Tea on December 7.

With no further business coming before the board, the meeting was adjourned at 1:35 pm.

Signed this 15 day of Jan, 2014


 Kent Laughbaum
 CAB Secretary