Senior Staff Meeting
Wednesday, April 15, 2015

Present: Enrique Aldana, Pat Callahan, Mark Channell, Michael Chihak, Frank Fregoso, Jack Gibson, Kimberly Heath, Dana Horner, John Kelley, Ed Kesterson, Mary Paul, Martín Rubio, Romi Wittman

Absent: Jason Katterhenry

Agenda Items

- Jack Gibson asked Pat Callahan to set up discussion with UA Alumni Relations about UA alumni in the Phoenix market, and whether we can test a strategy to gain supporters in a new market area. The plan is to reach out to the more likely prospects living in the Phoenix area; UA alumni could be helpful there. If Alumni Relations could give us a list, a small-scale test to gauge the return rate on a direct mail piece could be performed.

- Jack spoke with Sue Beauchamp about employee evaluations. Everyone should have the forms used during the last evaluation period. Managers should use the last part of the form from last year, then use a new copy of form to set at least 3 new goals. Forms for student and volunteer evaluations are in development. Student evaluations will be a little more rigorous. Reviews are due to Sue by the end of the month, then follow-ups with employees scheduled. Martín Rubio will talk with Sue about evaluations for Ian’s group; John Booth should also be a part of that conversation. Senior staff reviews will come up in late June, early July. The self-evaluation form will be distributed at the end of the month. 360 reviews will be discussed in management evaluations. There really is no trend to pick up on; the last round of 360 reviews were inconclusive.

- Jack would like a list of accomplishments for FY14-15 from each department by April 30. Title categories are sufficient. The list will be given to SVP Teri Thompson for possible inclusion in the division report and for AZPM’s Annual Report. Benchmarks, independent ratings, anything quantitative is appropriate.
• AZPM has received a handful of requests for use of our materials in other places. This is a bit of a sticky area; we can’t just let people use materials without a license agreement, because anything we create is legally the property of the State of Arizona. CAB member Lois Eisenstein may be able to help develop a licensing document. Dana asked where the ownership lies if clients pay for production. Clients should still get a license if they use it on their website. Any agreement should specify start and stop dates and uses. Music is a huge issue; we have to get licenses for music – precisely the issue we want to be aware of. John Booth commented that nonprofits have to specify use; PBS to PBS use is usually okay, but beware. Linking to our website isn’t a problem – it’s when they want source material to use in their website, for sale, etc. Some are problematic.

• The common recurring events calendar was discussed. Managers were requested to email Mary with any events that affect the organization as a whole.

Departmental Reports:

John Kelley
• Has filed the Issues and Programs lists for KUAS-TV and KUAT-TV on the FCC website as required on a quarterly basis.
• Is working on the Spectrum Auction presentation.
• A potential new location for the Sierra Vista NPR FM transmitter and antenna has been identified.
• Is working with UITS to re-acquire Room 251.

Pat Callahan
• Radio pledge continues. Revenue is about 11% behind where we were at this point last year. If the goal is not attained by Friday evening, pledge will start up again on Monday and will continue until the goal is attained.

Michael Chihak
• Metro Week will break down the proposed county bond issues.
• Arizona Week will cover water issues in the state, including an interview with Senator Jeff Flake and a discussion of pressure on agribusiness.
• Arizona Spotlight will feature a drama production at the Arizona Schools for the Deaf and the Blind, featuring students playing the same role side by side.
• Michael Chihak will be out of the office M-W of next week. Andrea Kelly is in charge of the newsroom in his absence.

Martín Rubio
• Production will cover the ABOR tuition hearings on Monday, April 20.
• Crews will also work on a production project with the Institute of Civil Discourse this Saturday.
Dana Horner
- Account Executive interviews have begun. There are 5 strong candidates.
- Business is late coming in, but is good. Goal will probably be exceeded. There have been many last-minute orders.

John Booth
- *Arizona Illustrated*'s April 19 show will examine why cheesy local commercials connect with the community.
- April is national Autism Awareness Month.
- Respect for rattlesnakes will be featured in a future show.
- *Tucson’s Favorite Places* will focus on Tucson’s back alleys.
- Leading up to *The Last Days in Vietnam* airing on April 28, *Arizona Illustrated* will feature military-related stories on its April 26 show. Stories include the last chopper to leave the US embassy in Hanoi, now retired at the Boneyard; a Vietnam veteran filmmaker; Davis-Monthan pilot training.
- Is working with Jacobo Ramirez, Martín Rubio and Steve Bayless to plot new post-production work flow without Ian’s position.
- Is implementing the partnership with CALS and WRCC (Beyond the Mirage). AZPM’s role will be primarily marketing, distribution and editorial oversight.

Kimberly Heath:
- Is working on finalizing the financial reports. The final 3 months of the fiscal year will represent best estimates projected out through remainder of the year. A big part will be the capital budget, how it comes into play, and what we buy before the end of the year. There will be no need to borrow from the reserve this year.

Ed Kesterson:
- The problem with the audio vault storage has recurred. Ed was able to cobble together another storage drive, which seems to be an effective patch. Extra spare parts might help tide us over to the new system.
- Jim Blackwood out last week. He continues to work on previously mentioned mastering projects and is starting a new mastering project for an Italian client.
- The Tucson Philharmonia Youth Orchestra spring concert was recorded on Sunday.
- A CD evergreen project was initiated to provide a library of fillers in case of equipment or satellite outages, but the substitute programs have newscast and credit holes left with no replacement programming.
- Will air an Earth Day special next Wednesday afternoon.
- Dana Horner asked if we get any heads-up as to NPR underwriting spots that might conflict with local underwriters. For example, should Athena Health, a national client, be juxtaposed with a local health management client? Ed replied
that we do get the list, but the only way to see the sponsors would be to
download the spreadsheets the week before.

Frank Fregoso
• The radio automation project continues.
• Everyone at NAB this week; so installation is stalled temporarily. He is prepared
to start installation on Monday if the radio fundraising campaign is finished.
• Completed inventory and submitted the paperwork to facilities management.

Lili Bell
• May sweeps are starting on Channel 6 April 23 and run through May 20.
• May’s schedules will be posted this Thursday.
• Hillary Rosenfeld is out Friday.

Enrique Aldana
• A Behind-the-Scenes tour is scheduled for this Friday, and is being coordinated
by CAB member Karen Borek.
• Is working with Romi on proposals for major donors and foundations, and on a
marketing pamphlet specifying giving levels for the leadership society.
• Is also working with Mark Channell and PBS on planned giving and gift annuities.
• Enrique and Mark Channell are attending training on new UA Foundation
planning procedures.

Mark Channell
• Has received a new bequest. The date of delivery is uncertain, but the widow
called with notification.

Romi Wittman
• Will Holst’s last day will be Wednesday, April 22. The possibility of replacing him
with an ETE position is being considered.
• Is working with John Booth on Emmy submissions; they are due at the end of the
week.
• Is also working on grant proposals, leadership society materials.
• The next events will be the Last Days of Vietnam preview screening on April 27.
• The volunteer appreciation will be Monday, May 4.
• StoryCorps will conduct a site visit in September.
• Is having success with having UA picking up some of AZOM’s promotions. The
cancer documentary and PBS NewsHour have been tweeted and shared on UA’s
social media outlets.

Jack Gibson
• CAB candidate briefings are being held today and tomorrow. The Governance
Committee is working to get CAB and committee seats teed up. The CAB is losing
two valuable members in Jim Jutry and Jim Murphy. Enrique Aldana commented that one guest at Friday’s behind-the-scenes tour is a prospective CAB candidate.

- Antiques Roadshow logistics and staffing were discussed. A schedule of staff members who will be required to work the membership booth, media booth, development area and VIP tours was distributed. Mary Paul or Laura Maher will send out an all-staff email informing employees of the volunteer opportunity at *Antiques Roadshow*, and clarifying that employees would be volunteering for WGBH, not for AZPM, and that volunteering at the event is exactly that - volunteering. Hourly staff who are working production may be paid, but staff not working production cannot be paid. Staff volunteering must also commit to the entire day - no dropping in or leaving early, especially on the production side. Staff who volunteer to help with VIPs, at the membership booth, etc. may be able to work in shifts; clarification and confirmation from WGBH will be sought.

The meeting was adjourned at 10:45 am.