

**ARIZONA PUBLIC MEDIA®**  
COMMUNITY ADVISORY BOARD

Thursday, March 19, 2015  
1125 N. Vine Avenue, Room 102

**MEETING MINUTES**

**CAB: Eugenia Hamilton, Kent Laughbaum, Cristie Street, Karen Borek, Ron Bornstein, Bill Bowen, Jennifer Casteix, Lois Eisenstein, Chris Helms, John Hildebrand, Fred Johnson, Jim Jutry, Paul Lindsey, Roxie Lopez, Anne Maley, Jim Murphy, Harold Paxton, Hope Reed, Jill Rosenzweig, Cita Scott, Adrian Shelton, George Steele, Susan Tarrence**

Telephonic Attendees: **None**

Absent: **Kristin Almquist, Florencia DeRoussel, Chuck Ford, Laura Todd Johnson, Tsianina Lomawaima, Issac Ortega, Andrew Schorr**

Guests: **Nance Crosby, John Escher, Michael Finnegan, Dr. Lynn Nadel**

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

- I. Chair Eugenia Hamilton called the meeting to order at 11:55 am.
- II. The preview video of Ken Burns' latest documentary, *Cancer: The Emperor of all Maladies*, was shown.
- III. Dr. Lynn Nadel, AZPM Task Force Chair and UA Faculty Senate President will join the meeting in progress.
- IV. The consent agenda items were reviewed. Ron Bornstein moved to accept the minutes of the January 15 meeting; Lois Eisenstein seconded the motion. The minutes were approved as written.
- V. Committee Reports
  - a. Community Engagement – Jennifer Casteix, Chair
    - Ms. Casteix reported briefly on recent community events:
      - *Community* Interactive: Education
      - *Life in the Universe* lecture series

- Tucson Festival of Books
  - Upcoming events include:
    - Presentation to the Tucson Rotary Club
    - AZPM Volunteer Appreciation Event
    - *Last Days in Vietnam* preview screening
  - Ms. Casteix thanked all who helped with the Tucson Festival of Books and asked for feedback, comments and suggestions. Cita Scott suggested having a video camera in the booth next year to capture impromptu testimonials. Kent Laughbaum reported on the rock-star quality of the *PBS Kids* characters who made appearances; PBS is reaching kids in a way that most baby-boomers did not experience. Other suggestions included having program schedules, membership packets and PBS promotional items (especially *Downton Abbey* items) available to hand out. Lois Eisenstein was impressed with the diversity of people who expressed support. The tours were very well attended, both by locals and by out-of-towners. People were blown away by what AZPM does and don't understand why they don't know more about it.
- c. Financial Information Committee – Cristie Street, Chair
- Income showed a strong performance from Underwriting and Membership. The appearance of overachieving in the CPB category is because of timing; it will balance out in Q4.
  - Expenses are running lean. Some capital expenditures may show up in Q3-4 but are on track overall. No changes are anticipated.
- d. Governance & Board Development – Nance Crosby, Chair
- The list of more than 70 prospects has been whittled down to approximately 40 for 3 open seats, plus a student seat. Letters of invitation to the executive briefing have been sent. The invitation is not exclusively for Board recruitment; it is broader in scope in terms of potential engagement. Briefings will constitute a valuable listening opportunity. The committee worked on presentation content today and will solidify over the next 1-2 weeks. Board members who recommended a potential candidate should contact Nance for status.
- V. Old Business – UA/AZPM Task Force
- The Task Force has been on hold pending the announcement of the state budget. New realities must now be considered, but Dr. Nadel still sees the Task Force as secondary to the CAB in making suggestions that will lead to a positive future. The Task Force has several meetings scheduled between late March and mid-May, and are working toward specific and positive recommendations.
  - A draft of the Task Force's report should be ready to share before the May CAB meeting.

- The Task Force had hoped to argue for the cancellation or reduction of the budget cut, or propose spreading the cut out over a longer period of time. With the announcement of the state budget, it is clear that such an argument is not an appropriate choice. The Task Force will recommend no further cuts be made, and will focus on clarifying and enumerating AZPM's value to the University and the greater community.
- Bill Bowen commented that some UA administrators still seem to have a rather uninformed view of AZPM and its role; Jim Murphy hopes the Task Force will focus on educating the administration, faculty and students about the resources that AZPM offers. Dr. Nadel responded that raising awareness of AZPM's value to the University and identifying AZPM as a UA asset is very much in line with the Task Force's objectives.

## VI. New Business

- a. Endorsement: AZPM Diversity Policy
  - CAB Secretary Kent Laughbaum reviewed the Diversity Statement and moved that it be endorsed. Jennifer Casteix seconded the motion, which was approved unanimously.
- b. Communication with the Press/Brag Sheet
  - Chief Communications Officer Romi Wittman distributed the current press/brag sheet and requested CAB members to use her as a resource when dealing with questions from the public or the media, and to contact her with questions or suggestions.
- c. Community Assessment: Measuring the Impact of AZPM
  - Senior staff has developed a list of metrics to be synthesized into a meaningful dashboard display representing the areas that matter to most people. The dashboard should be online by July 1. A beta version should be ready by May 1.
  - A number of community assessment projects are in various stages of progress.
    - Anne Maley gave a detailed report at the last CAB meeting on the very productive donor listening panels.
    - Membership Director Pat Callahan will send out member feedback requests.
    - Qualitative and quantitative sample listening surveys are being drafted.
    - An online general audience survey should be ready to launch in late spring/early summer of 2015.
    - Drafts of news feedback solicitations and audience sampling are also underway.
    - The classical music selection process was explained. Listener feedback will be solicited in a variety of ways.

- The community ascertainment of impact project will examine the following areas:
  - Audience
  - Behavior
  - Business goals
- Surveys will introduce the factors under each category and seek strategies for achievement.
- CAB President Eugenia Hamilton led a General Audience Survey Exercise in which each CAB member was asked to compose sample survey questions on various topics. Representative questions were recorded and all questions were collected to be synthesized into a cohesive list and disseminated to CAB and AZPM staff.

## VII. Management Report

- The February Nielsen sweeps are over; the results will be available in time for the May CAB meeting.
- This fall Tucson will become a monthly rather than a diary market. Data will be encoded into our TV and audio streams, and a device imbedded in homes will measure that data. The industry standardizes the data being measures; ratings can and do affect underwriting rates.
- Radio and online numbers were reviewed.
- The AZPM original documentary *Cancer: Winning by Living*, which was produced as a companion piece to Ken Burns' *Cancer: The Emperor of All Maladies*, will be aired Sunday, March 28, and will included a live panel discussion by patient navigators and will include a call-in component. A preview was shown.
- The response to the mailing at the end of the calendar year was significantly higher if a personal note from a CAB member was included. In addition to the higher response rate, the size of the average gift increased as well.
- A new 5-day radio campaign targeted toward winter residents was launched in January. The more focused and structured messaging seemed to work; every category showed significant increases. A successful January campaign may or may not affect the April campaign. There is still significant room for growth in the percentage of listeners who do not contribute.
  - Dr. Nadel asked about the renewal rate; approximately 35% do not renew. The focus on the sustainer program has lowered the number of lapsed pledges. Dr. Nadel believes there is a winter visitor organization and will try to identify it.
- The March TV pledge is almost over. All percentages were up compared with last year. About 100 *Antiques Roadshow* tickets remain. *Antiques Roadshow* will make its third visit to Tucson on May 30.
- The management team met on February 24 to discuss the budget cuts and formulate alternate financial scenarios.
- Organizational Culture updates:

- Several staff members will attend conferences and trainings this spring.
- An updated organization chart has been inserted into the Appendix section of the CAB books.
- Partnership updates:
  - The turnout for *Community Interactive: Education* was disappointing, but the event was successful.
  - The next *Community Interactive* event will focus on the arts in Southern Arizona and is tentatively scheduled for January, 2016.
  - The radio recap of the *Life in the Universe* lecture series was recorded last Friday and will be broadcast after *Science Friday* tomorrow (March 20). The show will be available for streaming and a re-broadcast date and time are to be announced.
  - Under consideration is a similar radio recap of the cancer documentaries.
- Technology updates:
  - Several radio projects are underway, including:
    - Satellite receiver upgrades
    - Automation and audio board upgrades
    - Improved service to Sierra Vista and Southeastern Arizona
- Ms. Hamilton called for any other business from the floor; no additional business was introduced.
- An online meeting evaluation will be sent.
- Members were reminded to take only the current meeting materials from the front of the Board book.
- The Next Executive Committee meeting will be held Thursday, April 16. The next full CAB meeting will be held Friday, May 15. The Task Force is invited to attend.

#### X. Adjournment

- With no additional business coming before the Board, Ms. Hamilton declared the meeting adjourned at 1:34 pm.