

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, July 16, 2015
1125 N. Vine Avenue, Room 102

MEETING MINUTES

CAB: Cristie Street, Kent Laughbaum, Jennifer Casteix, Florencia DeRoussel, Lynne Wood Dusenberry, Lois Eisenstein, Manny Felix, Chuck Ford, Chris Helms, John Hildebrand, Laura Todd Johnson, Tsianina Lomawaima, Paul Lyons, Harold Paxton, Jill Perrella, Cita Scott, Adrian Shelton, George Steele, Susan Tarrence, Magdalena Verdugo

Telephonic Attendees: Fred Johnson, Hope Reed, Andrew Schorr

Absent: Kristin Almquist, Karen Borek, Ron Bornstein, Bill Bowen, Steven Eddy, Paul Lindsey, Roxie Lopez, Anne Maley, Jill Rosenzweig

Guests: SVP Teri Lucie Thompson

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

I. Call to Order, Welcome and Introductions

- Chair Cristie Street called the meeting to order at 12:06 pm. She welcomed all attendees and introduced guests and new members.

II. Program Review

- A video clip reel of program highlights was shown.

III. Consent Agenda Items

- a. For acceptance: Minutes of the May Meeting. Chris Helms moved that the minutes be approved as written; Chuck Ford seconded the motion. The minutes were unanimously approved.
- b. Minutes from the recent meetings of the CAB Executive Committee, Community Engagement Committee and Governance Committee are included in today's meeting materials.

IV. Committee Reports

Executive Committee – Cristie Street, Chair

- Ms Street reviewed the May CAB meeting evaluation and requested all members to provide their feedback via the electronic surveys sent following each meeting. The CAB self-assessment survey will be addressed later in the meeting.
- Committee assignments are being re-evaluating. Now is the time for all members to evaluate their participation and inform leadership of their interests. The goal is for each member to serve on two committees.

Community Engagement Committee - Jennifer Casteix, Chair

- Ms. Casteix welcomed new CAB members, including Magdalena Verdugo, who will serve on the Community Engagement Committee.
- The Committee's first meeting of the fiscal year was held 2 weeks ago with 15 attendees. Committee members discussed outreach opportunities for FY16. *StoryCorps's* Tucson visit will be a major event; volunteer needs are uncertain at this point, but *Downton Abbey* previews in December and the Tucson Festival of Books in March will require significant volunteer commitment.
- The Community Engagement Committee works toward AZPM's strategic initiative of engaging the community; suggestions are welcome.

Governance & Board Development Committee – Lois Eisenstein for Nance Crosby, Chair

- In Chair Nance Crosby's absence, committee member Lois Eisenstein furnished the committee report. Ms. Eisenstein began by commending Ms. Crosby for her leadership and organization.
- The Committee was tasked with securing CAB candidates, officer nominations, and drafting the annual CAB self-assessment survey. Committee members were identified and thanked for their work this year.
- Two additional board members have stepped down this spring, leaving two seats open. In addition to Eugenia Hamilton, Florencia DeRoussel is taking a year's maternity leave. Ms. Eisenstein acknowledged Eugenia Hamilton's contributions to the board during her many years of service. Ms. Hamilton has been enormously helpful in strategic planning, consulting, and metrics analysis.
- The responsibilities of this year's Governance Committee are now concluded.
- Cristie Street expressed her gratitude for Eugenia Hamilton's service and mentoring. Ms. Hamilton was active as a committee member prior to CAB membership.
- Florencia De Roussel was presented with basket of baby gifts from the board.
- The newest CAB members introduced themselves briefly and identified their affiliations: Manny Felix, ASUA President; Paul Lyons, AudioEye, Inc.; Magdalena Verdugo, Chicanos por la Causa; Jill Perrella, Snell & Wilmer, LLP; Lynne Wood Dusenberry, UA (retired).

VI. New Business

a. Election of Officers

- Secretary Kent Laughbaum was nominated to succeed Cristie Street as Vice Chair and Jennifer Casteix was nominated to succeed him as Secretary. There were no nominations from the floor; both nominees were unanimously elected. Ms. Street congratulated the new officers.

b. CAB Assessment: Measuring the Impact of the CAB

- The annual CAB Self-Assessment Survey was distributed through Survey Monkey; the response rate was 56%. Ms. Street thanked those who responded. The results of the survey are included in the meeting materials. Survey results will be considered in formulating future meetings, committee structure and activities.

c. Redefining Development

- The fundraising program was reviewed and budgets of each form of income/revenue generation explained.
- Enrique Aldana explained the CAB's present involvement in the fundraising process. All members of CAB are part of Development committee. He thanked CAB members for the successful year just completed. There is a lot of work ahead; the escalated UA reductions this year will require everyone's help.
- Examples of activities that CAB could help with include:
 - Thank-you calls to donors from CAB members.
 - Personal notes attached to EOY appeal letter. Last year's effort was a great success.
 - Participation in on-air campaigns and promotional spots.
 - Help in developing a prospect list. Members' circles of acquaintance and influence are very valuable; members can provide introductions, set up tours, etc. Strategic thinking in how we leverage relationships is needed. Last year the CAB's input was really valuable, but there is more work to be done.
- Mark Channell addressed planned giving. Planned gifts tend to be larger amounts than major gifts, but are often deferred. The goal is to get the message about the importance of planned gifts to audiences. We have partnered with PBS national on their planned giving program. The PBS postcard campaign ("Are Your Ducks in a Row?") emphasizes the importance of estate planning. The Write-a-Will workshop held last spring resulted in one bequest and one gift annuity. Gifts of appreciated security and other forms of planned giving were explained.

- Donor/engagement opportunities were also discussed. We are poised to take advantage of a generational wealth transfer. All CAB members' styles of approach are valued and will be respected so as to be the most efficient and the least scary. Cristie Street opened the floor for discussion and asked for participation on the CAB development steering committee. New ideas and new tools are sought; we don't want to tell you how you can help, we want to hear from you how you think you can help.
 - Enrique Aldana gave several examples: George Steele connected him with a local foundation. Lois Eisenstein invited her friends to a behind-the-scenes studio tour. Roxie Lopez knew someone involved in a local foundation and made an introduction. Relationships don't happen overnight; they take time to steward.
 - Susan Tarrence asked where we see the most potential for fundraising. Enrique Aldana replied that the most growth potential is in development, major gifts and underwriting. Unrestricted funds are especially helpful.
 - Jack Gibson added that the Membership program is fairly mature; there's not much more that can be done to increase it. Membership had a terrific year this year, but its growth potential isn't as great. Underwriting does have a lot of growth potential in TV as opposed to radio. Major Gifts represents huge potential for growth; donors have done what we asked (e.g., given at the \$1,000 level) but the potential would be huge if we were to ask them to increase their giving. Establishing a breakdown of the leadership society and creating a tiered giving system benchmarked to inspire competition and recognize bigger donors has enormous potential. A one-size-fits-all approach is a mistake in terms of asking for development help. There are many different ways to connect; we need to be thoughtful about comfortable roles for CAB members to take part.
 - Planned gifts represent another opportunity for huge growth. The planned giving program is the seed corn: we may not see the fruit of our efforts, but the benefits will be reaped in the future.
 - Kent Laughbaum commented that CAB members come from a different background but we have in common our loyalty and love for AZPM. People are just waiting to be asked and engaged. The CAB is diverse; you have unique spheres of influence. You are special in what you bring individually.
 - Lois Eisenstein added that last year each board member was requested to bring in one contact. She was uncomfortable with that, but her commitment to the organization and the community's love and support for AZPM led her to developing relationships rather than asking for money. People don't know

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what AZPM does and didn't understand what the funding cuts meant. She started with her reading group, then broadened to her other groups with commonality of interest. Once invited on a station tour, everyone wanted to know more, asked questions, and wanted to know how they could be a part of AZPM's work. People increased their support; many approached her after the tour and offered to make introductions and connections. She found it very exciting that she really didn't need to ask. Once people are presented with the opportunity to become involved, the ripple effect will continue to spread. The first step is the hardest part.

- Ms. Eisenstein reported that some of her friends are asking about young audiences, professionals, artists – young people who will become the future but who are not ready to write an estate plan and who may not yet be in a position to become major donors. How are we going to engage younger contributors and younger audiences?
- Jack Gibson responded that staff is investigating several projects, including micro-gifts and crowdfunding, designed to appeal to younger audiences and to teach about what we do, about philanthropy and giving back, and to build relationship bridges through smaller contributions. To make a bequest or a large or sustaining gift requires trust. There will be some operational hurdles; other markets have reported mixed results. The payoff may be less financial but more in terms of relationship-building and habituating philanthropy. We have one of the best mail programs in the country. One of the challenges is to ensure that one doesn't upset the other. Be careful that an iPhone gift doesn't short-circuit traditional gifts.
- Cristie Street suggested thinking of development as a portfolio of strategies.
- Florencia DeRoussel remarked that she is not a good asker but her way of contributing is to bring AZPM to her people. She invites AZPM to an annual event at her office. If she is invited to an event that will include donors for that cause, she invites Enrique Aldana to go with her. Once AZPM is in front of people they often make their own connections.

d. City of Tucson RFP

- Jack Gibson explained the proposal submitted to the City of Tucson to operate Access Tucson and Channel 12 and provide production services for mayor and council meetings. Opportunities include:
 - Revenue generation potential;
 - Timely access of mayor and council meetings for news team;
 - Journalism student engagement;

- Public service to city residents, helping the city meet objectives;
- Partnerships with Pima Community College and Pima County Library.
- Management will meet with the City next week for further discussions.
- Harry Paxton asked if the organization would receive more public awareness or approval. Jack Gibson responded that the partnership will be tricky from an editorial perspective and will require compartmentalization. AZPM would provide the technical infrastructure and better quality services, but the City would still control the content. AZPM's programs will not air on City channels, nor will AZPM have editorial control over what does air on City channels.
- e. Communication with Members of the Press/Brag Sheet
 - Romi Wittman reviewed procedures for CAB members speaking with the press; she reminded them to use her as a resource and explained the brag sheet, which includes up-to-date statistics and talking points. A new brag sheet will be distributed at each CAB meeting. Talking points on the current brag sheet was discussed briefly.
 - Cristie Street requested that all CAB members like AZPM's Facebook page and follow on Twitter.

V. Old Business

- a. AZPM Task Force Update
 - Jack Gibson, SVP Teri Lucie Thompson, Task Force Chair Dr. Lynn Nadel and Cristie Street met with UA President Ann Weaver Hart to discuss the Task Force's work and review recommendations. The recommendations will be reviewed over the summer, delivered to the CAB in September, and made public later in the fall.
 - No additional cuts are expected to be announced; just the second year of the original 5-year planned cuts.
 - Cristie Street extended her thanks again to Jack Gibson and SVP Teri Lucie Thompson for leading the organization through this complex process.
- b. The dashboard launch has been postponed to the fall because of the need to redeploy technical resources.

VII. Management Report

- a. Audience Engagement (slides)
 - May sweeps numbers were excellent – the best in 3 years. Viewership is up overall, 23% improvement over last year.
 - Radio audience research data will be released later this month.
 - The growth of the social media platforms continues to surprise and delight management, showing significantly increased views, likes, shares, etc.
 - Credit for the increase in time spent on page is attributed to the mini-documentary approach to *Arizona Illustrated*.

- *Metro Week* is up nearly 350%, while *Arizona Week* shows 285% growth.
 - Beginning in August, *Metro Week* and *Arizona Week* will move to new time slots to provide flexibility in the election season and attract bigger audiences.
- b. Original works in production include *Your Vote '16* and *Death and Dying* (working title), AZPM's latest long form, fully funded documentary. A short clip was shown. The project has massive outreach potential concerning end-of-life planning, directives, and resources. Other current productions include *Ear Worms*, a music cognition mini-documentary produced in partnership with the UA School of Music and the College of Speech, Language and Hearing Sciences, and *Beyond the Mirage*, in partnership with UA College of Agriculture and Life Sciences. A short clip shown. Tucson Remembers: Vietnam, a companion program for Ken Burns' Vietnam series, will air in the fall of 2017.


VIII. Other Business

George Steele would like copies of the contents of the CAB book. All documents are posted on the private CAB page of the website.

IX. Adjourn

With no further business coming before the Board, Ms. Street declared the meeting adjourned at 1:36 pm.

Signed this 10th day of September, 2015



Jennifer Casteix
CAB Secretary