

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board
Thursday, November 5, 2015
1125 N. Vine Avenue, Room 102

MEETING MINUTES

CAB: Cristie Street, Kent Laughbaum, Jennifer Casteix, Kristin Almquist, Ron Bornstein, Bill Bowen, Steven Eddy, Lynne Wood Dusenberry, Manny Felix, Chuck Ford, Chris Helms, John Hildebrand, Fred Johnson, Paul Lindsey, Tsianina Lomawaima, Roxie Lopez, Anne Maley, Harold Paxton, Jill Perrella, Hope Reed, Andrew Schorr, Cita Scott, Adrian Shelton, George Steele, Susan Tarrence,

Absent: Karen Borek, Lois Eisenstein, Laura Todd Johnson, Jill Rosenzweig, Magdalena Verdugo

Guests: SVP Teri Lucie Thompson, Ed Frisch, Sue Beauchamp, Kimberly Ely

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

I. Call to Order, Welcome and Introductions

Chair Cristie Street called the meeting to order at 12:00 pm, welcomed all attendees, and introduced guests Teri Lucie Thompson, Ed Frisch, Sue Beauchamp, Kimberly Ely.

Mission Moment: Hope Reed shared the reasons she is involved with AZPM. She helps independent producers with distribution strategies for public television stations. She started as a volunteer and became more deeply involved.

II. Preview: Fall 2015 Sizzle Reel

III. Consent Agenda Items

- a. For acceptance: Minutes of the September Meeting: Ron Bornstein moved that the minutes be accepted, Jennifer Casteix seconded the motion. The minutes were unanimously accepted.
- b. CAB Committee Meeting Minutes: Included in the meeting materials were minutes of the Executive, Development, and Financial Information Committees.

IV. Committee Reports

Development Committee – Roxie Lopez, Chair

- Membership revenue is holding strong; major gifts revenue is expected to increase in 2Q.
- The “sushi menu” of engagement activities was explained. CAB members were requested to fill out the form and leave it. Suggestions are welcome.
- The end of calendar year appeal signing party will be held November 19; donor lists to attendees will be distributed via email.
- Planned giving activities continue. A workshop hosted by BeachFleischman will be held November 16.
- Sustaining and regular member demographics were shared.

Executive Committee – Kent Laughbaum, Chair

- The Executive Committee’s last meeting was focused on preparing for the retreat.
- Comments from the last CAB meeting’s evaluation were summarized. The FCC spectrum auction was a common theme, as was the diversity of activities. More information on the spectrum auction was requested. *StoryCorps* location suggestions were appreciated.
- Mr. Laughbaum thanked SVP Teri Lucie Thompson for her leadership, especially concerning the spectrum auction.
- An update on the spectrum auction will be given later in the meeting.
- The effect of sustaining memberships on pledge drive goals was discussed at the Executive Committee meeting.
- Cristie Street’s leadership in putting together the retreat was acknowledged.

Financial Information Committee – Paul Lindsey, Chair

- Mr. Lindsey reviewed the first quarter financials.
- Overall, the financials look positive. Mr. Lindsey explained the format of the report and summarized revenue vs. expenses. Committee members were acknowledged.

Old Business

- a. 10/29 CAB Planning Retreat
 - Cristie Street opened the floor for comments and feedback on the CAB retreat. A survey was sent.
- b. *The C Word*: CAB member screening
 - Jack Gibson thanked the board members who viewed the program and provided their feedback.
- c. *StoryCorps* Housing Cost-Sharing

- Jack Gibson also thanked the board members who contributed to the housing costs of the *StoryCorps* crew.
- d. Community Assessment Update
 - The community assessment project has been postponed while staff focuses on the FCC spectrum auction.
- e. FCC Spectrum Auction Update
 - A short video explaining the spectrum auction was shown.
 - A long-range strategic vision document, a link to the video and a glossary of terms were emailed prior to the meeting.
 - Participation options include:
 - Outright sale of some or all of our licensed spectrum.
 - Move one or more channels from UHF to VHF.
 - The recommended option is to move one station (KUAS) from UHF to VHF.
 - KUAS currently serves as a fill-in signal to reach homes in the Catalina foothills. Most residents in that area use cable or satellite and would not be affected by changes to over-the-air reception.
 - Estimated closing revenue will be determined as the reverse auction progresses.
 - The first two items on the auction timeline have been accomplished. ABOR was briefed on September 24; the community is being briefed via the CAB today. Permission to submit an application to participate will be sought at ABOR's November meeting.
 - The auction's quiet period was explained. The quiet period is intended, in part, to prevent collusion on the part of the owners of multiple stations. During the quiet period, station staff cannot discuss the auction with other participants, and participants cannot discuss with the public. In addition, given their representation of multiple stations, AZPM's legal counsel will also observe the quiet period and will not communicate with AZPM or UA staff after the quiet period has begun.
 - SVP Teri Lucie Thompson introduced the draft proposal to ABOR, which has been carefully crafted and will be delivered to ABOR by President Hart. ABOR will be requested to:
 - Grant President Hart or her designee permission to participate in the spectrum auction, which will begin on March 29.
 - Approve the move of KUAS 28 from UHF to VHF.
 - Create an endowment to benefit AZPM exclusively, which will be funded with revenue secured through the auction.
 - Observe the quiet period and auction timing.
 - Approve proposed pivotal pricing points.
 - The proposal to ABOR must be kept private until it has been delivered.

- Chris Helms asked how media requests for comments or information will be handled.
 - Once the quiet period begins, we cannot comment on anything other than whether or not we are participating. Bid strategy and price points must not be addressed.
 - Any requests for information under the Freedom of Information Act should be reported to the FCC, which is consulting with the Department of Justice.
- Applying to participate doesn't mean the FCC will accept the application.
- Any violation of the quiet period could, among other penalties, result in loss of broadcast license.
- In general, the FCC's goal is to clear the bandwidth of Channels 32 to 59.
- A complicating factor in the Tucson market is its proximity to Mexico.
- Withdrawal from the auction process is an option if revenue doesn't turn out as expected.
- The cost of repackaging channels was discussed. A federal fund has been established to reimburse stations for most of their cost of moving channels to a different frequency if required to do so by the FCC as part of spectrum repackaging.
- Ron Bornstein commended staff and administration on their prudent approach.
- ABOR only holds one other television broadcast license; KAET at ASU already broadcasts on a VHF frequency and will not participate in the auction.
- The desired low VHF channel reassignment for KUAS is Channel 6, which was formerly occupied by KUAT. Branding issues may arise if another station is reassigned to that frequency.
- John Kelley, Jack Gibson, Laura Todd Johnson, Teri Lucie Thompson and President Hart and their respective staffs make up the decision-making team. Once the auction begins, it could move quickly.
- Ron Bornstein moved that the CAB approve the three-part strategy:
 - Application to the FCC to participate
 - Authorization of Dr. Hart to execute
 - Establishment of an endowment
 - Fred Johnson seconded the motion, which carried unanimously.

New Business

- a. AZPM Diversity Report Update
 - Sue Beauchamp, AZPM Human Resources Coordinator, reviewed the 2015 update of AZPM's Diversity Policy. The policy is updated every two years and must be ratified by the CAB. Two hard copies were available at the meeting for perusal.

- Paul Lindsey moved that the CAB endorse the Statement of Diversity; Hope Reed seconded the motion, which carried unanimously.
- b. EOY Major Donor Appeal: CAB Note Writing 11/19
 - Personal notes will be written to major donors at the home of Cristie Street on November 19.
- c. PBS 6 On-Air Campaign: Participation
 - Jack Gibson asked CAB members for volunteers to participate in on-camera fundraising for the December TV campaign.

Management Report

- a. Rankings and ratings for TV, radio, online and social media were reviewed.
- b. AZPM Original Productions: 2015 Emmy® Awards
 - AZPM original productions in progress and news activities were reviewed.
- c. Review of Strategic Progress
 - Results of the October membership campaign were explained. The goal was eventually exceeded, but the number of sustainers going into the campaign wasn't communicated internally and affected categorization of funds raised. Sustainer dollars will be considered when setting campaign goals going forward.
 - November 19 is the opening day of *StoryCorps*. The van will be stationed at the Reid Park Zoo.
 - AZPM's new *Passport* program will benefit donors who contribute more than \$5 per month, enabling them to gain exclusive access to PBS programming online.
 - Johanna Lundy, new Associate Director of Development was introduced.
 - AZPM received 14 Rocky Mountain Emmy® awards in 10 categories, including the Emmy® award for Overall Station Excellence.
 - A short clip reel of Emmy award-winning programming was shown.
 - AZPM's commitment to UA's 100% Student Engagement has resulted in three student journalists who are delivering the news breaks on camera. A short clip reel was shown.
 - CAB member connections to Cochise County officials would be helpful in sourcing a tower site.
 - Options for outsourcing TV Master Control operations are being discussed.
 - *Passing On* is the new title for the documentary focusing on death and dying.

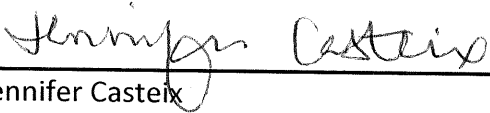
Other Business

- a. Other Business (from floor)
 - No other business was introduced.
- b. The next CAB Meeting will be held January 21, 11:45 am lunch, 12:00 pm agenda, at 1125 N. Vine Avenue, Room 102.
- c. A meeting evaluation will be sent via Survey Monkey.

- d. Board Book: CAB members were reminded to remove and take with them only the pages from the first section of the book and the manila folder.

With no further business coming before the Board, Cristie Street declared the meeting adjourned at 1:27 pm.

Signed this 21st day of January, 2016



Jennifer Casteix
CAB Secretary