

**ARIZONA PUBLIC MEDIA®**  
**COMMUNITY ADVISORY BOARD**

**Meeting of the Community Advisory Board**  
Thursday, September 8, 2016  
1125 N. Vine Avenue, Room 102

**MEETING MINUTES**

**CAB: Kent Laughbaum, Susan Tarrence, Jennifer Casteix, Kristin Almquist, Ted Borek, Bill Bowen, Lynne Wood Dusenberry, Steven Eddy, Lois Eisenstein, Michael Finnegan, Chuck Ford, Frank Hamilton, Hassan Hijazi, John Hildebrand, Roxie Lopez, Harold Paxton, Hank Peck, Jill Perrella, Hope Reed, Andrew Schorr, Cita Scott, Adrian Shelton**

**Absent: Mary Ann Dobras, Laura Todd Johnson, Paul Lindsey, Tsianina Lomawaima, Jill Rosenzweig, George Steele, Cristie Street, Magdalena Verdugo**

**Emeritus Members: Judith Brown, Karen Christensen, Nance Crosby, Jim Murphy, Simon Rosenblatt**

**Guests: Allison Vaillancourt, Anne Maley**

**AZPM Staff: Jack Gibson, Pat Callahan, Michael Chihak, Sabrina Gonzales, Kimberly Heath, John Kelley, Johanna Lundy, Mary Paul, Gene Robinson, Scott Vaughan**

**I. Call to Order, Welcome and Introductions**

Chair Kent Laughbaum called the meeting to order at 12:00 pm, welcomed all attendees and introduced guests Allison Vaillancourt and Anne Maley. He reviewed the structure and purpose of each section of the CAB book.

**II. Mission Moment**

Hope Reed spoke briefly about working on the outreach component of the long-form original documentary *Passing On*.

The fall sizzle reel was shown.

**III. Consent Agenda**

Chuck Ford moved that the minutes of the May 26 meeting be accepted; Steven Eddy seconded the motion. The minutes were unanimously accepted.

**IV. Committee Reports**

a. Community Engagement Committee – Jennifer Casteix, Chair

- The committee met in June and on September 8.
- The purpose of the committee is to represent AZPM in the community with ambassadorship and outreach support.

- The new marketing strategy was discussed at the most recent meeting. The strategy stresses the importance of telling stories of how AZPM affects the lives of Tucsonans.
- Upcoming events were reviewed.

b. Development Committee – Roxie Lopez, Chair

- Although all CAB members are considered members of the development committee, a small subcommittee meets several times a year to help plan stewardship activities, donor events and CAB engagement opportunities.
- It was a banner year for Development. The major gifts, program gifts and capital gifts programs all exceeded budget.
- The major donor thank-you call project was explained and volunteers requested.
- In order to free Development staff to focus on attaining new donors, CAB members may be asked to help steward current major donors at special events, theater performances and concerts. Stewarding activities are purely social and require no financial conversations or requests for support.

c. Executive Committee – Susan Tarrence, Vice-Chair

- The committee is examining the possibility of a CAB immersion/orientation day for new members or members who might want a refresher. The goal is to prepare members for engagement.
- The evaluations from the May 26 meeting were reviewed. Ms. Tarrence asked that all members complete the post-meeting evaluation. Member feedback prompts action, and all comments are appreciated.
- On-air pledge host and talent opportunities are available.

d. Financial Information Committee – Kent Laughbaum for Paul Lindsey, Chair

- Reviewed the financials for FY16. Significant challenges are being met well. Revenue is up against the budget; expenses are down against budget.

e. Strategic Planning – Anne Maley, Chair

- Significant progress has been made in fundraising activities and in keeping the budget balanced. She congratulated board and staff members for surpassing stretched goals.
- The strategic plan, a 30,000-foot view of the organization's health and direction, is undergoing revision to condense and simplify. Many of the strategic objectives specified in the last iteration of the plan have been met, especially those focusing on organizational culture. The revisions will be incremental, not transformational.
- The committee met last week and will meet again in mid-October.
- The Strategic Planning retreat has been postponed to December 9 to allow the committee time to prepare a final draft for discussion and feedback.

## V. Old Business

a. KUAS 88.9 FM Sierra Vista Update – John Kelley

- The Cochise County Board of Supervisors has approved an agreement supporting the collocation of our antenna on the County's tower on Mule Mountain. AZPM has commissioned a structural engineering study to determine what needs to be done to support the antenna.
- The renewed lease for AZPM's Classical and NPR translators on Ft. Huachuca has been fully executed.
- Nance Crosby asked if the number of households reachable by the new Sierra Vista signal is known. The signal currently only reaches Sierra Vista and Huachuca City; once operational, it will

extend to Tombstone, Benson, Bisbee, Douglas and other areas of Southeastern Arizona. The exact number of households is not known at this time.

b. Audience Assessment: News – John Kelley

- Thanked all who have participated in the online news assessment survey. AZPM's news staff has participated; the survey will be sent to all AZPM non-news staff next week, then to the faculty of the UA School of Journalism.

c. Your Vote 2016 Election Plan – Michael Chihak

- Michael Chihak reviewed AZPM's coverage plan for the coming presidential election. A series of 20 in-depth radio reports covering candidates, races and issues will start Monday, September 19 and will be completed by October 14 (the start of mail-in ballot voting).
- The two public affairs TV programs (*Metro Week* and *Arizona Week*) will start their coverage Friday, September 16.
- The dedicated web page *Your Vote 2016* has been active since May and is updated daily. Currently 8 dozen stories are archived on the website.
- Election night coverage will span three platforms: online, radio and TV. Coverage for each platform was explained briefly.
- Mr. Chihak encouraged CAB members to contact him directly with any questions.
- The only candidate forum looking likely to occur would be between US Senate candidates John McCain and Ann Kirkpatrick. The forum will be produced in partnership with the Associated Students of the University of Arizona.
- Hope Reed requested talking points about AZPM's election coverage. Michael Chihak and Gene Robinson will work together to produce talking points for CAB, volunteers and staff.

## VI. New Business

a. 2016-17 Committee Appointments

- Committee descriptions and the list of 2016-17 committee appointments was distributed.

b. Candidates for Emeritus Status

- Former CAB members Ronald C. Bornstein, Christopher Helms and Anne Maley were nominated to receive emeritus status. Roxie Lopez moved and Lynne Wood Dusenberry seconded that all three nominees be accepted. All three nominees were endorsed unanimously.

c. AZPM Political Coverage - Discussion

- Jack Gibson introduced the topic as a follow-up to News Director Michael Chihak's report on 2016 election coverage. Mr. Gibson has noticed that unedited, uninterrupted candidate speeches aired by NPR in their entirety are often not accompanied by news or analysis, leading to a discussion with AZPM's editorial team about our practices. The discussion that followed resulted in several points being made:
  - Content should be fair and representative, but should be packaged and fact-checked, so as not to offer candidates unrestricted airtime in an unchecked environment.
  - In the absence of analysis and comment, the airing of candidate rhetoric could be construed as endorsement.
  - It is critical that news organizations confirm facts, ensure intellectual content, and display context by providing listeners with a link to original material.
  - The element of trust in the news organization must be preserved by exercising the obligation to provide fair and balanced coverage.

## VII. Management Report

### Audience Engagement

- Ratings are excellent; cume, rankings and gross rating points are all up. The local productions is experiencing excellent growth over last year; *Arizona Illustrated* is doing particularly well.
- The code reader bump was explained. In the first year of using new measuring technology, there may be a spike in audience numbers. The code reader is a device that picks up an inaudible code emitted by a television set, and is more accurate than the viewing diaries formerly used to measure audiences.
- Radio turned in the best sweeps period in AZPM history. KUAZ's ratings have broken all records. *Classical 90.5* has benefited from James Reel's attention to the music mix, which seems to resonate well with the audience.
- Online and social media audiences continue to grow, and the website continues to evolve.
- AZPM's original production *OSIRIS REx: Countdown to Launch*, will premiere tonight featuring launch footage from the AZPM news team in Cape Canaveral. Mr. Gibson thanked the team at the Lunar and Planetary Science Laboratory for their cooperation, and Robert Shelton for his assistance with funding for the news team's travel expenses.
- Production on *Teen Mental Health* (w.t.) continues; additional funding for the community outreach aspect of the project is being sought. Emeritus member Jim Murphy has been helpful in making connections, especially with school districts.
- *Tucson Remembers: The Vietnam War* (w.t.) is in pre-production. The project, part documentary, part oral history project and part community outreach project, will coincide with Ken Burn's multi-part series on the war in Vietnam. Kent Laughbaum and Cristie Street have provided assistance in making connections with local Vietnam veterans. The Vietnam generation has been looking for ways to talk about their experiences; their stories will be captured for archival on the AZPM website.

### Financial Sustainability

- The recent TV pledge drive ended short of goal, but did well compared to 2012 (also a summer Olympics and presidential election year), resulting in a positive cash flow for Membership. The number of new gifts was significant, and underscored the value of on-air campaigns. First-time donors are responsible for significant upticks in revenue.
- The fall radio campaign kicks off a week from tomorrow and will target new listeners. In response to listener feedback, the pledge messaging has been improved, and the length of the pledge drive has been reduced.
- The goal will be smaller because the sustainer program has been so successful. Last year's goal is now unattainable because of money already in the pipeline at the start of the campaign.
- Adrian Shelton asked about the demographics of the new donors, and whether we are reaching different elements of the community. The membership team does track and analyze donor demographic data.
- Lois Eisenstein asked how efforts to increase giving from 1 donor in 10 to 2 in 10 are going. Improvements have been made and a report prepared for the next CAB meeting. The method of measurement is being debated; the current measuring system counts all viewers, regardless of age. Discounting child viewers, the ratio is probably closer to 2 in 10. Radio measurements do not present the same challenge; there is no radio programming targeted specifically to children.
- The marketing effort has been refocused to include new messaging ("Building a Better Southern Arizona"). The number of screenings and community events has been increased to boost engagement opportunities.

### Organizational Culture

- A number of open positions have been filled; only a few unfilled positions remain.
- AZPM has received more Emmy® nominations than any other station in Tucson, and any other public station in the Rocky Mountain region. In addition to individual Emmy® nominations, AZPM's original documentary *Passing On* has received the coveted Governor's Award from the Rocky Mountain chapter of the National Association of Television Arts and Sciences.
- Executive Producer John Booth will be inducted into NATAS' Silver Circle in honor of more than 25 years' service to the industry.
- Nancy Montoya was awarded a fellowship with the Institute for Justice and Journalism, based at the University of California in Berkeley. She has also been awarded a grant to work with Native American youth journalists.
- Afternoon radio host Dan Kruse has retired, but will remain on the ancillary announcer roster. Morning host John Weaver has moved into the afternoon slot, and Nicole Cox hired to cover the morning shift.

### Partnerships

- The UA's student governing body, the Associated Students of the University of Arizona (ASUA), has done a lot of work on several joint projects, including a US Senate candidate forum and the screening of the OSIRIS REx launch.

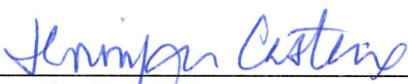
### Technology

- After a series of lengthy delays and setbacks, rapid progress has been made on KUAS-FM in Sierra Vista. First-time NPR service to Southeastern Arizona should be ready to launch by the first quarter of 2017.
- TV master control will move to a cloud-based system operated by Sony and WGBH in early October. Coordinating live election coverage may be a little tricky, but the cost savings (approximately \$1.2M in capital costs over the life of the 7-year contract, not including the savings in staff time) will offset any minor inconveniences. Channel lineup changes resulting from the outsourcing were reviewed.
- Renovation of the radio space is scheduled to begin in early October and targeted for completion by the end of the calendar year.

### VIII. Other Business

With no further business coming before the Board, Chair Kent Laughbaum declared the meeting adjourned at 1:31 pm.

Signed this 17<sup>th</sup> day of November, 2016

  
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Jennifer Casteix, Secretary