

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

**Meeting of the Community Advisory Board**

Thursday, January 21, 2016  
1125 N. Vine Avenue, Room 102

**MEETING MINUTES**

**CAB: Cristie Street, Jennifer Casteix, Kristin Almquist, Karen Borek, Lynne Wood Dusenberry, Lois Eisenstein, Chuck Ford, Frank Hamilton, Chris Helms, John Hildebrand, Roxie Lopez, Harold Paxton, Hope Reed, Andrew Schorr, Adrian Shelton, George Steele, Magdalena Verdugo**

**Absent: Bill Bowen, Steven Eddy, Manny Felix, Fred Johnson, Laura Todd Johnson, Kent Laughbaum, Tsianina Lomawaima, Anne Maley, Jill Perrella, Jill Rosenzweig, Cita Scott**

**Guests: Melinda Burke, Acting SVP, University Relations and VP, Alumni Relations; Dr. Jerrold Hogle, Distinguished Professor of English; Nance Crosby, Co-Chair, Governance and Board Development Committee**

**AZPM Staff: Jack Gibson, Enrique Aldana, John Booth, Mark Channell, Kimberly Heath, John Kelley, Johanna Lundy, Mary Paul**

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

Chair Cristie Street called the meeting to order at 12:02 pm, welcomed all attendees and introduced guests Melinda Burke, Dr. Jerrold Hogle, and Nance Crosby.

Melinda Burke has been named Acting Senior VP for University Relations, filling in for SVP Teri Lucie Thompson, who is on leave.

She welcomed new CAB appointee Frank Hamilton and Dr. Jerry Hogle.

Mission Moment: Harry Paxton reported on outreach activities in Green Valley, including the *Downton Abbey* preview held at the Performing Arts center and the joint presentation with Pima Council on Aging on end-of-life issues.

**II. Preview: Winter 2016 Sizzle Reel**

### III. Consent Agenda Items

a. For acceptance: Minutes of the November Meeting: Susan Tarrence moved that the minutes be accepted; Harry Paxton seconded the motion. The minutes were unanimously accepted.

b. CAB Committee Meeting Minutes included in packet: Marketing and Brand Management, Community Engagement, Executive, Governance and Board Development, Development, Financial Information.

### IV. Committee Reports

Audit Committee – Paul Lindsey for John Escher, Chair

- The auditors delivered an unmodified opinion.
- Due to a change in GASB rules which affect how money is paid into pension plans, government accounting guidelines now require that the University's pension spending be broken out by department.
- The audit results are posted on the AZPM website.

Community Engagement Committee – Jennifer Casteix, Chair

- The *Downton Abbey* previews held in December were very well attended. Ms. Casteix extended her thanks to Dr. Jerry Hogle for his commitment in giving the lectures and answering questions at all five previews, and presented Dr. Hogle with an appreciation gift.
- Ms. Casteix also thanked Karen Christensen and Ken Kay for providing housing for the *StoryCorps* crew, and to Paul Lindsey and Kathy Alexander for hosting the holiday tea.
- Upcoming events include previews and screenings of *Passing On*. One preview has already occurred in Green Valley; another preview is scheduled for February 4. Dates and locations of full screenings are to be confirmed.
- AZPM will have a huge footprint and a great presence at the upcoming Tucson Festival of Books. *Books I Love* and *Shakespeare I Love* will be recorded in the tent and studio tours will be offered. Many volunteers will be needed.

Development Committee – Roxie Lopez, Chair

- The end-of-calendar-year letter writing campaign held at the home of Cristie and Bill Street was a great success. Ms. Lopez thanked all who attended and all who wrote notes.
- The recent estate planning workshop was well-attended. Another workshop is scheduled for March.
- December 2015 was the best month in AZPM history for development.
- The Development Committee discussed expanding the menu of engagement opportunities. Activities on the menu were described.

- The possibility of raising the major donor threshold was discussed. Acknowledging sustaining members was also discussed.
  - The names of monthly sustainers will be read during pledge drives (with their permission).
  - The development team sends thank-you letters; membership volunteers call to thank donors. CAB members could come in once a month and call sustaining donors.
  - Adrian Shelton added that many donors consider their contribution an investment, not a charitable donation. As investors, some donors would appreciate a report summarizing how their money is spent and the overall financial health of the organization. Enrique Aldana responded that the Annual Report is sent to major donors, but more could be done. The standard TY notes could be re-worded to reflect appreciation for an investment, rather than a contribution, made. A quarterly report that highlights the efficiency of the use of resources could be sent electronically to donors. Cultivating investor relations and adopting a shareholder mentality would be a good move. Thank-you phone calls from CAB members would also make a powerful statement. Especially with corporate sponsors, it might be possible to list major donors in on-screen credits.
- Raising visibility and awareness was also discussed. Roxie Lopez challenged all CAB members to mention AZPM and relate an anecdote or story, to 2-3 people per week. Kristin Almquist suggested wearing the AZPM lapel pin to events, and Adrian Shelton suggested wearing AZPM logo wear to UA games.
- The Committee has scheduled meetings for Wednesday, February 17 at 11:00 am; Wednesday, March 23 at 2:00 pm, and Wednesday, April 13 at 2:00 pm.

#### Executive Committee – Cristie Street, Chair for Kent Laughbaum

- A summary of evaluations from the previous meeting was reviewed. Most questions focused on the spectrum auction and CAB retreat follow-up (engagement menu).
- Ways to stratify donors/investors are still being explored. A high-level member circle was proposed.
- 2:1 meetings are still being scheduled. Those meetings represent a great opportunity for dialogue rather than one-way communication.

#### Governance and Board Development Committee – Nance Crosby and Lois Eisenstein, Co-Chairs

- Lois Eisenstein welcomed Frank Hamilton as the newest Board member. The briefing session held in March resulted in his interest.
- Frank Hamilton introduced himself and spoke briefly about his background. Most of his career has been in market research, most notably with Nielsen.

- The briefing in March attracted many engaged and qualified people. Four Board seats will open this year. The committee is looking to expand the short list. The bench is very strong; the committee's next action will be to determine the next candidates for appointment. Any potential candidate recommendations should be sent to Nance Crosby or Lois Eisenstein.
- Adrian Shelton commented on the diversity factors that the committee takes into consideration, including generational diversity.

## **Old Business**

- a. FCC Spectrum Auction
  - The application to participate has been submitted to the FCC. The quiet period, created to prevent collusion, has begun. The FCC is holding to its proposed launch date of March 29. More information about the spectrum auction is available on the FCC website ([www.fcc.gov](http://www.fcc.gov)).
- b. Audience Assessment: News
  - By the end of the 2<sup>nd</sup> quarter of this year, a secure, private website will be available to CAB members and donors as an assessment tool and provide an opportunity for feedback. Jack Gibson is looking to the CAB to be the beta testers, both qualitative and quantitative.
- c. Social Media Training
  - A webinar will be held February 4 at 8:30 am. Personal invitations will be emailed. The webinar will be archived online for those who are not available or who would like to review. Participants will need only a computer and a phone. CAB members are also welcome to participate in person at the Nextrio office.

## **New Business**

- a. Emeritus Member Participation
  - The Executive Committee discussed emeritus member participation at its last meeting, and recommends that all emeritus members be invited to participate in CAB meetings on a regular basis. This vote would allow the emeritus members to receive meeting schedules, agenda information, etc.
  - Paul Lindsey moved, and John Hildebrand seconded, that emeritus members be invited to all regular meetings.
  - The motion was discussed, voted upon, and approved unanimously.
- b. Institution of Annual Board Assessment for Meals
  - The Executive Committee proposed that all members contribute \$150 annually to help defray costs and streamline administration of CAB meetings and lunches.
  - Chris Helms moved, and Lois Eisenstein seconded, that the resolution be adopted. The motion was discussed, voted upon and approved unanimously. Mary Paul will send out an email reminder.

- c. Pledge Task Force
  - AZPM is seeking CAB members interested in serving on a special pledge task force. The task force will have conversations with donors via a listening panel regarding the messaging in the pledge campaigns themselves, how it is perceived, and how to update/optimize the messaging. A group of about 8-10 people is desired. CAB members interested in participating should contact Mary Paul.
- d. *Passing On* Community Outreach
  - Hope Reed reported on the outreach plan for *Passing On*. The goal is to spread the message of the documentary beyond the broadcast on February 22. Screenings are being scheduled and workshops are being designed. Pima Council On Aging is a great partner.

## Management Report

### Review of Strategic Progress

- Rankings and ratings for TV, radio, online and social media were reviewed. The method of TV measurement has been upgraded to digital from diary, so the numbers are a bit different. Numbers should level out over next 6-9 months as metering stabilizes.
- On the radio side, numbers indicate more listening outside of Pima County than inside. KUAZ is still the top news/talk radio station in the market. Adjusting the music mix on Classical 90.5 has produced positive results.
- The online platform continues to be the growth leader.
- The visiting producer provided by the *Localore* grant will be at AZPM through mid-summer. A *Localore* story will be recorded live at the El Camino ballroom this Sunday.
- *Arizona Science* launched November 6. An audio clip was played.
- *Passing On* premieres February 22 at 9:00 pm on PBS 6.
- *Behind the Scenes at Antiques Roadshow* will air March 27; the Tucson episodes of *Antiques Roadshow* will air at about the same time.
- *Your Vote 2016* will start taking off as caucuses and primaries are held.
- The latest long-form documentary, *Teen Mental Health* (working title), was just funded by Lovell Foundation.
- The organization's financial sustainability is excellent. The revenue centers have been overachieving.
- The winter radio campaign will run January 25-29. The goal will not be as ambitious as last year's goal because the sustainer program is doing so well. As in last year's winter drive, winter visitors and part-time residents are the primary targets.
- Organizational culture, promotions, new hires, and open positions were reviewed briefly. John Kelley has been advanced to Chief Operating Officer, a reorganization of duties designed to allow Jack Gibson more time to interface

with donors and the community. Jack Gibson will continue to supervise the Chief Operating Office, Chief Financial Officer, and the revenue centers.

- Partnerships were reviewed. A fourth UA Journalism student (male) has been added to do TV newsbreaks. Partners include the *Arizona Daily Star*, The Loft Cinema, Academy Village, Tucson J, Green Valley Center for the Performing Arts, The Arroyo Café Players, UA School of Journalism, Pima Council on Aging, UA College of Science, UA Libraries, Tucson Festival of Books, UA College of Life Sciences and Agriculture, and The Community Foundation for Southern Arizona.
- Technology: Preventive maintenance and production server upgrades were completed over the winter break. The FM transmitter on Mt. Bigelow was also upgraded. An application for funding for a new KUAT transmitter able to boost the NPR signal from Tumamoc Hill has also been submitted.
- The radio renovation project has been submitted to Facilities Management.
- A significant capital equipment grant will be used to replace production and broadcast equipment that was getting to the end of its life span.
- Two AZPM staff members will attend PBS TechCon and NAB in April.
- AZPM is working with UA Real Estate on a state land use plan for a future tower site at Mule Mountain to support the KUAS-FM translator; if successful, the tower will be a full power station serving Sierra Vista, Bisbee, Douglas and Cochise County.
- Jack Gibson thanked Hope Reed for her help in coordinating the community outreach events for *Passing On*.

## Other Business

- a. Other Business (from floor)
  - No other business was introduced.
- b. Next CAB Meeting: March 17, 11:45 am Lunch, 12:00 pm agenda, 1125 N. Vine
- c. A meeting evaluation will be sent via Survey Monkey.
- d. Board Book Reminder: *Please remove and take with you pages from the first section of the book and the manila folder ONLY.*

Chair Cristie Street declared the meeting adjourned at 1:30 pm.