

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, March 17, 2016
1125 N. Vine Avenue, Room 102

MEETING MINUTES

CAB: Cristie Street, Lynne Wood Dusenberry, Lois Eisenstein, Chuck Ford, Chris Helms, Fred Johnson, Laura Todd Johnson, Kent Laughbaum, Anne Maley, Harold Paxton, Jill Perrella, Jill Rosenzweig, Andrew Schorr, Cita Scott, George Steele, Scott Vaughan

Absent: Kristin Almquist, Bill Bowen, Jennifer Casteix, Steven Eddy, Manny Felix, Frank Hamilton, John Hildebrand, Roxie Lopez, Tsianina Lomawaima, Hope Reed, Adrian Shelton, Magdalena Verdugo

Emeritus Members: Betsy Bolding, Dan Cavanagh, Nance Crosby, Jim Murphy

Guests: Ted Borek, Hassan Hijazi, Laura Penny

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

Cristie Street welcomed all attendees and announced the resignation of Teri Lucie Thompson, who has accepted a position at the University of Texas. She introduced new board member Scott Vaughan, and welcomed guests Ted Borek, Hassan Hijazi and Laura Penny.

Mission Moment: Chris Helms spoke briefly about participating in a major donor private studio tour.

II. Preview: Spring 2016 Sizzle Reel

III. Consent Agenda Items

a. For acceptance: Minutes of the January Meeting: Ron Bornstein moved that the minutes of the January meeting be accepted. Anne Maley seconded the motion; the minutes were accepted unanimously.

b. CAB Committee Meeting Minutes included in packet: Development, Executive, Community Engagement, Governance, Financial Information Committees.

IV. Committee Reports

Community Engagement Committee – Cita Scott for Jennifer Casteix, Chair

- Reviewed recent events: *Passing On* screenings and community workshops were very well attended. Ms. Scott commended Hope Reed for interfacing between AZPM, PCOA and host organizations. She asked Kent Laughbaum to make a brief report on the Tucson Festival of Books.
- Upcoming events include the Volunteer Appreciation event, which will combine events for regular volunteers and *Antiques Roadshow* volunteers. Other events include screenings of *Beyond the Mirage*.
- Ms. Scott thanked Jack and Laura Gibson for hosting the reception for Scott Simon.

Development Committee – Enrique Aldana for Roxie Lopez, Chair

- The “sushi” menu will now be referred to as the “CAB Engagement Menu.”
- The draft major gifts ladder will be discussed in more depth during the New Business portion of the meeting.
- An appreciation event that would highlight student achievement is in the planning stages.
- The major donor thank-you call project was explained. A short meeting to discuss the project will be held immediately following the CAB meeting for those interested in participating.

Executive Committee – Kent Laughbaum, Vice Chair

- Thanked all for participating in the 2:1 meetings. CAB members’ feedback has been illuminating and helpful.
- The possibility of scheduling a CAB “immersion day” was discussed.
- Members were encouraged to participate in post-meeting evaluations.
- Thanked Cristie Street for hosting the social media webinar.

Financial Information Committee – Kent Laughbaum for Paul Lindsey, Chair

- The financial report was explained. Kimberly Heath made some adjustments to the report at the request of the committee. The Development department was congratulated for their good work.
- Expenses are being controlled well. The financial picture is very strong.

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

- Cristie Street explained the path of officer succession and announced that she will not stand for an additional term as Chair. Officer elections will be held at the May meeting.

- Nance Crosby welcomed newly-appointed CAB member Scott Vaughan, who replaces Karen Borek. Mr. Vaughan attended the community briefing last spring.
- Mr. Vaughan spoke briefly about his background and experience.
- Four CAB seats are reaching their service limit this year. The committee is working to refine its recommendations to the Chair for replacements to be appointed in September.
- The demographic and generational makeup of the board doesn't currently reflect the community. The Committee will request the help of some of the younger board members to brainstorm the recruiting of younger members.

Old Business

- Audience Assessment: News
 - John Kelley reported on the radio news assessment project. CAB members will receive emails this week asking for their feedback on five audio samples. Other constituencies to be consulted include the general public, AZPM news staff, AZPM non-news staff, and UA Journalism School faculty.
- Pledge Task Force
 - A similar assessment project focusing on pledge messaging will take place April 9. The opportunity to participate will be made public via radio, television and web.
- Social Media Training
 - Cristie Street offered assistance to anyone who would like additional coaching with social media.
- Update: Emeritus Member Participation
 - Ms. Street thanked all emeritus members for their commitment and participation.
- Annual Board Assessment for Meals
 - About half of all CAB members have paid the annual fee of \$150 to help defray the cost of meals and other meeting expenses.

New Business

- CAB Giving – 100% Engagement Initiative
 - Almost all CAB members have made financial commitments. Pledges are up to date in almost all cases.
- Strategic Planning
 - The Strategic Planning Committee has been in hiatus because of the potential impact of the Spectrum Auction. The Committee will meet April 11 at 3:00 pm; committee members were announced. Appropriate updates and revisions to the current strategic plan will be drafted and reported to the CAB.
- Election Coverage

- News Director Michael Chihak spoke about the news department's 2016 election plan. Today the 4-part radio series on Latino voters wraps. Presidential candidates will visit Arizona this week and next; AZPM is working with NPR/PBS stations in Phoenix to coordinate coverage. The presidential primary election is next Tuesday; mail-in ballots are due today.
- *Your Vote 2016* is AZPM's dedicated website. Mr. Chihak encouraged CAB members to bookmark the page and refer to it for up-to-date, in-depth election coverage. Key races to be covered include Presidential, State and US Senate, 3 Arizona Corporation Commission seats, 3 representative seats, and various local races. Community forums are being considered for live broadcast and streaming, and recorded forums for airing on *Metro Week* and *Arizona Week* as appropriate. 13 staff members and 5 interns will be working on the election coverage over the next 9 months. The website will contain links to numerous resource websites.
- Major Gifts Ladder
 - Enrique Aldana updated the board on the most recent draft of the leadership society letter reflecting the giving tiers. The current names of the tiers may need to be revised; he asked the CAB to contact the Development committee with naming suggestions.
- Underwriting
 - John Kelley gave an extended explanation of the FCC's underwriting guidelines as to what is and what is not permissible in underwriting messages, and included examples of appropriate and inappropriate messages.
 - The FCC allows different treatment for-profit and non-profit underwriters ("enhanced" underwriting). Mr. Kelley proposed the enhancement of TV underwriting messages, including allowing the client to appear on the air to promote his/her own business and to communicate support of the public media outlet.
 - A clip of an example was played and questions taken.
 - Susan Tarrence asked if underwriters are aware of the value of underwriting on public media.
 - Dan Cavanagh asked if the CAB would consider becoming underwriters as a group.
 - Scott Vaughan commented that there is more possible than permission for an on-air presence; the clip shown was recorded at the sponsor's own location, which represents an entirely new facet of underwriting.
 - Paul Lindsey added that, for his business, AZPM's viewer- and listenership represents his target demographic, making underwriting with AZPM a good value.
 - Radio underwriting is tightly scheduled; there is a lot of possibility for increased TV underwriting.

Management Report

- No January-to-January data is available because of the transition from diaries to Nielsen code readers.
- No results from are available yet from the winter radio survey; NPR continues to do very well in listenership. The Community Concerts series returns to Classical 90.5 in April.
- Online is on fire with increasing page views, decreased bounce rate.
- PBS Passport offers access to a library of PBS programs from *Downton Abbey* back to programs such as *I, Claudius*. PBS Passport is available to members who give \$60/year.
 - Membership Manager Sara Gromley explained notification to qualifying members. The authentication email is the key into the account; qualifying members may call the help line or the membership department for assistance.
- AZPM's most recent original documentary, *Passing On*, has been accepted by PBS for national release in the fall.
- *Behind the Scenes at Antiques Roadshow* and the Tucson episodes of *Antiques Roadshow* will be air in late March/early April. A clip of *Behind the Scenes* was shown.
- The teen mental health documentary has been in pre-production since January; shooting will begin later this month.
- *Beyond the Mirage*, the result of a partnership between AZPM and the College of Agricultural and Life Sciences, premieres on Channel 6 on April 15 at 9:00 pm; a clip was shown. Community screenings and panel discussions are planned.
- The January radio campaign fell a bit short, but the December campaign was exceptional. The planned listening panels may help refine the messaging.
- The TV campaign is currently in progress; Pat Callahan gave a brief status update.
- New staff members Hildy Ko, Steve Jess, Sara Gromley, Gene Robinson, Michael Testerman and Peter Michaels were introduced.
- Candidates for the position of General Sales Manager are being actively recruited.
- Five UA School of Journalism students are working at AZPM for course credit.
- Mental Health Producer/Reporter Gisela Telis was awarded the UA's Award for Excellence.
- A calendar of events is included in the meeting packet.
- Border issues will be the topic of the next Community Interactive event.
- The radio production renovation project was reviewed.
- AZPM continues to work with UA and Cochise County officials to co-locate on an existing tower in Southeastern Arizona.
- The advantages of outsourcing Master Control operations were explained. There are several options; one of the most promising possibilities is operated by WGBH

in Boston in partnership with Sony, which stores content in a cloud-based system.

Other Business

- a. Other Business (from floor)
 - No other business was introduced.
- b. Next CAB Meeting: Thursday, May 26, 11:45 am Lunch, 12:00 pm agenda, 1125 N. Vine Avenue.
- 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.*

With no other business coming before the Board, Chair Cristie Street declared the meeting adjourned at 1:41 pm.