

ARIZONA PUBLIC MEDIA[®]
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, May 26, 2016

1125 N. Vine Avenue, Room 102

MEETING MINUTES

CAB: Cristie Street, Lynne Wood Dusenberry, Chuck Ford, Frank Hamilton, Chris Helms, Fred Johnson, Laura Todd Johnson, Kent Laughbaum, Tsianina Lomawaima, Roxie Lopez, Anne Maley, Harold Paxton, Hope Reed, Jill Rosenzweig, Cita Scott, Susan Tarrence, Scott Vaughan, Magdalena Verdugo

Absent: Kristin Almquist, Ron Bornstein, Bill Bowen, Jennifer Casteix, Steven Eddy, Lois Eisenstein, Manny Felix, John Hildebrand, Paul Lindsey, Jill Perrella, Andrew Schorr, Adrian Shelton, George Steele

Emeritus Members: Betsy Bolding, Karen Christensen, Jim Murphy, Simon Rosenblatt

Guests: Melinda Burke, Michael Finnegan, Allison Vaillancourt

AZPM Staff: Jack Gibson, Enrique Aldana, John Booth, Pat Callahan, Kimberly Heath, John Kelley, Johanna Lundy, Mary Paul, Sandy Riggins, Gene Robinson

I. Call to Order, Welcome and Introductions

Chair Cristie Street called the meeting to order at 12:00 pm. She welcomed all attendees and introduced the guests.

II. Mission Moment

Scott Vaughan spoke briefly about his experience in making major donor thank-you calls.

The spring sizzle reel was shown.

III. Consent Agenda

Fred Johnson moved that the minutes of the March 17 meeting be accepted; Jill Rosenzweig seconded the motion. The minutes were unanimously accepted.

The 2016-17 meeting schedule was reviewed; there will be no July meeting. Frank Hamilton moved and Hope Reed seconded that the schedule be approved. The schedule was unanimously approved.

IV. Committee Reports

- a. Development Committee – Roxie Lopez, Chair
 - The charitable gift letter was sent out.

- New revenue streams to fund AZPM student salaries are being sought.
- The leadership society brochure is in its final stages and the End-of-Fiscal-Year mailing to major donors is being prepared.
- FY 16 3rd quarter went very well and the organization is poised for a very strong 4th quarter. Major, state, program, and capital gift revenue percentages total more than 135% of the goal.
- Ms. Lopez thanked those who participated in the Major Donor Thank-You Call project and asked for volunteers for the next round of calls.

b. Executive Committee – Kent Laughbaum, 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.
- Asked all to respond to the email from Mary Paul containing a link to the post-meeting evaluation. Comments are appreciated, considered and acted upon.
- The committee is working with Governance Committee on procedures for filling suddenly open seats.

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

- Fiscal performance is very strong. There is work yet to be done to offset state funding reductions, but finances are in a very good position.

d. Governance Committee – Karen Christensen for Nance Crosby and Lois Eisenstein, Co-Chairs

- Ms. Christensen thanked committee members for their work in selecting strong and engaged new members. Appointments to the four expiring seats were announced and will be effective September 2016. A fall briefing will be scheduled to keep the pipeline filled. Cristie Street thanked the committee for their active and productive work.

e. Strategic Planning Committee – Anne Maley for Ron Bornstein, Chair

- The committee met in April to discuss some minor revisions to the plan. No weeping, transformational changes will be made, just refreshing and updating. A Strategic Planning retreat is planned for October 14. The finalized, updated plan will be presented to the CAB for approval at the January meeting.

V. Old Business

a. News Assessment Update – John Kelley

- Appreciates CAB feedback on the early version. In response to CAB members' comments, a professional research firm will design a new survey tool to provide additional data. The revised survey will be sent in the next few days; members were requested re-take the survey before it is sent out to further constituents.

b. CAB Member Financial Summary Statements – Cristie Street

- Thanked all for 100% participation and requested that outstanding checks for meeting expenses be sent as soon as possible. The term is January-December (calendar year). 7 members are outstanding.

VI. New Business

a. Election of Officers

- Karen Christensen introduced the proposed officer slate and asked for nominations from the floor.
- Fred Johnson moved and Anne Maley seconded, that the slate be approved as presented. The motion was carried unanimously. Officers will serve a 2-year term; Cristie Street will continue as Immediate Past Chair.

b. On-Air Campaigns

- The frequency, length of on-air campaigns was discussed. Membership is the single, greatest source of revenue. It is crucial to increase support from 1 in 10 to 2 in 10 viewers/listeners. Jack Gibson explained a chart showing how state appropriation (UA contribution) must be offset by increased member revenue. A second chart compared AZPM with other major market counterparts and against other university-licensed stations. Although AZPM is not out of sync with peer stations, we are sensitive to what we're hearing and it does feel like we are on the air a lot more than we really are. December might be a good period to test a combined campaign (TV and Radio simultaneously); that strategy would provide 2-month respite (January, February) as pledge-free quiet zones. On-air campaigns do NOT represent the entirety of the membership program. Direct mail, telemarketing, and other methods of solicitation are the iceberg under the tip. The on-air campaign is more about visibility than finance.
- Harry Paxton commented that some of his Green Valley friends who are otherwise ardent supporters are turned off by national specials (e.g., *The Three Tenors*, *John Denver*, etc). Jack Gibson responded that there is a movement on the national level to pledge during regular programming rather than specials. The risk is that programs like *Nova* don't bring in as much as music specials do.
- Betsy Bolding added that she has heard a clear, consistent message that people would support AZPM more if we could guarantee no more than 2 radio fundraisers per year. The third radio campaign really annoyed people. NPR listeners resent the time (at least a week) that regular programming is interrupted.
- Talking points addressing these and other questions and issues were included in the meeting materials. Messaging is being addressed and given attention.
- For many stations, "local productions" are pledge breaks. Many stations pledge 150+ days per year. Seattle pledges 365 days/year. Boston typically pledges noon-midnight. Michael Finnegan asked about KJZZ's 2-day pledge drive; Jack Gibson responded that it doesn't take long in a market the size of Phoenix. In Tucson, we get 40% of contributions on the last day.
- Frank Hamilton asked if there might be a way to get matching donations from major donors. Jack Gibson replied that a corporate matching program is in the works.
- 23% of members are sustainers, which has an impact on reporting. On-air is the tip of a big, deep iceberg. Listening panels were conducted with donors, listeners who used to donate, listeners who never donate. Their responses are being analyzed to optimize our approach to campaigns. One option will be to schedule shorter campaigns more frequently (e.g., 2 days, 4 times per year).
- Kimberly Heath added that on-air campaigns are the only way to reach those who are not supporters. Harry Paxton asked if increasing the donor percentage to 2 in 10 is achievable. It is improving; achieving 2 in 10 would completely offset the UA budget cuts. TV's viewer-donor ratio is currently 1 in 8, radio is 1 in 11. Management believes that Tucson has the capacity to step up. The financial plan's goal is to be one year ahead in revenue in order to build in a buffer in the event of a bad year.

c. UA Reorganization.

- Jack Gibson welcomed University of Arizona's Vice President of Business Affairs, Allison Vaillancourt, who will take AZPM into her portfolio. The change in AZPM's reporting structure reinforces editorial integrity, eliminating built-in conflicts inherent in reporting to University Relations.
- Allison Vaillancourt added that she started her career as a radio journalist, believes strongly in editorial independence, and hopes to preserve it.

VII. Management Report

Audience Development

- According to the most recent Nielsen report, audiences are growing. Gross rating points for prime time are down but the week overall is improved. A new measurement technology was introduced this year; it will take a full year to cycle through data to establish norms.
- Radio numbers were reviewed. NPR continues to show growth and improvement.
- Classical AQH is up 17.5%, showing excellent growth. The station is not reaching a larger audience, but listeners are spending more time.
- Online is showing phenomenal growth. The bounce rate was explained. The News Twitter feed grew almost 28% over last year.
- Members at the \$60 level and up have access to AZPM Passport, which is proving to be an effective tool for growing memberships.
- AZPM's latest long-form documentary, *Teen Mental Health* (working title), has potential for extensive community outreach into high schools and strong possibilities for national distribution.

Financial Sustainability

- Finances are in good shape. A combined membership campaign with national, virtual production will be run in June. The TV goal is \$125K over all six stations. *PBS Kids* will air announcements that we don't pledge on children's programming. Also planned is an end-of-fiscal year countdown campaign, with a goal of 5,000 new members for the year. Growth projections were lowered; the pressure is not off revenue centers, but over-delivery will enable them to hit targets earlier.
- The fund balance remains untouched. Jack Gibson asked for the CAB's advocacy and ambassadorship in educating audiences and in finding out why viewers and listeners do not pledge.

Organizational Culture

- The evolution of an organizational culture is an area of pride. Only one position is currently open; for the first time in about 10 years, AZPM is fully staffed. Student journalists are doing news breaks; a before/after video was shown to illustrate the improvement of one student over six months. Another video of student employees was created to help secure funding for student workers.
- Mental Health Producer/Reporter Gisela Telis received several honors recently, including a UA Excellence Award for her work in mental health reporting, and an honorable mention for the Carolyn C. Mattingly Award for Mental Health Reporting from the National Press Foundation.
- *Divided by Law*, a co-production with The Arizona Daily Star, received a regional Edward R. Murrow Award for radio documentary.

Partnerships

- *Community Interactive: Stories from the Border* is tentatively scheduled for September 27.

Technology

- KUAS in Sierra Vista has been granted a provisional license; Jack Gibson thanked Laura Todd Johnson and her team for their help with the Memorandum of Understanding to Cochise County for antenna collocation.
- Jack Gibson reviewed Spectrum Auction scenarios.
- Options for joint master control operations are being explored.
- Tsianina Lomawaima asked for an update on diversity numbers. Although the goal is to hire only the best-qualified candidates, diverse audiences must be represented. Sandy Riggins commented that the new Account Executive brings 30+ years of media sales experience and is bilingual. A full diversity report is presented to the CAB every other year at the January meeting.
- Scott Vaughan enjoys AZPM Passport, but wonders if more people watching on Passport reduces the measurable audience. Mike Finnegan added that the \$60 threshold seems like a lot for UA students, and asked if students might receive a discount. Jack Gibson replied that the pricing of AZPM Passport is tied to the licensing rate and asked Pat Callahan to research.

VIII. Other Business

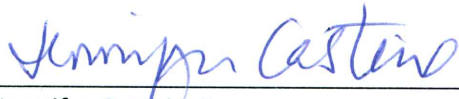
Retiring members Chris Helms, Fred Johnson, and Anne Maley were thanked for their years of services and presented with gifts.

Cristie Street spoke briefly about her experience as CAB chair and thanked all members for their support and opportunities. She is excited to welcome Susan Tarrence and knows what leadership and collaborative skills Kent Laughbaum will bring to the helm.

Members who can help with TY calls were asked to see Roxie Lopez after the meeting.

With no further business coming before the Board, Cristie Street declared the meeting adjourned at 1:35 pm.

Signed this 8th day of September, 2016



Jennifer Casteix, Secretary

