

ARIZONA PUBLIC MEDIA®

COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, November 17, 2016

1125 N. Vine Avenue, Room 102

MEETING MINUTES

CAB: Kent Laughbaum, Susan Tarrence, Jennifer Casteix, Kristin Almquist, Judith Brown, Mary Ann Dobras, Lynne Wood Dusenberry, Steven Eddy, Chuck Ford, Frank Hamilton, Hassan Hijazi, John Hildebrand, Paul Lindsey, Harold Paxton, Hank Peck, Jill Perrella, Hope Reed, Jill Rosenzweig, Andrew Schorr, Cita Scott, Adrian Shelton, George Steele, Cristie Street, Magdalena Verdugo

Absent: Ted Borek, Bill Bowen, Lois Eisenstein, Michael Finnegan, Laura Todd Johnson, Tsianina Lomawaima, Roxie Lopez

Emeritus Members: Ron Bornstein, Anne Maley, Jim Murphy

Guests: Ed Frisch

AZPM Staff: Jack Gibson, Enrique Aldana, Sabrina Lobato-Gonzales, John Kelley, 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 new CAB member Mary Ann Dobras and guest Ed Frisch (Financial Information Committee member).

The fall sizzle reel was shown.

II. Consent Agenda

Chuck Ford moved that the minutes of the September 8 be accepted; Hank Peck seconded the motion. The minutes were unanimously accepted.

III. Committee Reports

a. Development Committee – Hank Peck

- The committee met on October 20. The major donor thank-you call project will continue. CAB members will be asked to help steward major donors at social events.
- Major gifts goal was exceeded by 10.7%.

b. Executive Committee – Kent Laughbaum

- Survey results were reviewed and considered. There may be licensing issues involved in providing the sizzle reels to CAB members; the possibility is being investigated. Audience demographics were requested; information on audience gender and age was distributed. Sustainers are already in the system and are difficult to measure.
 - Staff-CAB communications should go through Jack to preserve editorial integrity.
 - The CAB lunch fee, which was instituted last year to ease the financial burden on the organization, is no longer necessary and will be discontinued.
- c. Governance Committee – Jill Perrella, Chair
- The committee met November 7 to discuss the currently open seat and the seat opening in May. Candidates have been submitted to Kent Laughbaum for consideration.
 - Keeping the pipeline filled with prospects is also a priority.
 - The bi-annual CAB assessment will be done in May and will be discussed more deeply at a future meeting.
 - Various levels of emeritus membership are being considered.
- d. Financial Information Committee – Paul Lindsey, Chair
- Committee members were introduced.
 - Finances are strong; expenses are being held down while revenues are up. The timing of some capital expenditures temporarily affects the balance sheet.

IV. Old Business

- a. KUAS 88.9 FM/Sierra Vista Update – John Kelley
- A location for a new broadcast antenna has been identified; however, the engineering review revealed that the current tower is already overloaded. We are now looking at building a new tower. Cochise County officials are open to a partnership. It still looks possible to be on the air by the first quarter of 2017.
- b. Audience Assessment - News
- News and non-news staff have taken the survey; it will be offered to the School of Journalism faculty next, and then to the general public.
 - CAB members were asked to provide feedback and comments on AZPM's local election coverage. Betsy Bolding reported that the League of Women Voters often recommended that people check AZPM's website for information about candidates. Steven Eddy echoed Ms. Bolding's comment; TEP uses AZPM as a resource for its employees with respect to election and candidate information.

V. New Business

- a. Coffee Chats. Mary Paul will schedule small group meetings over the next couple of months to allow CAB members to get to know each other better over coffee.
- b. Donor Stewardship Program. The number of major donors has nearly tripled in the last couple of years, making it difficult for the staff to steward. CAB members can help by hosting donors at theater or music performances, lectures and events.
- c. Managing the transition of the on-air campaign will result in some changes in fundraising activities. The goal is now a combined goal, not separated by media form (radio vs. TV). Fundraising drives will run simultaneously, which is harder on the staff in the short run, but with some virtualization technology, will result in the fewer fundraising drives.

- d. Strategic Planning Retreat will be held on December 9 at Habitat for Humanity, 3501 N. Mountain Ave., just south of Prince. Members were encouraged to attend and participate. The retreat will consist of presentations by guest speakers, and an analysis of the three strategic priorities that have been identified by the committee. A new interactive way to vote and communicate feedback will be used; members were asked to bring smart phones or tablets to use the technology.

VI. Management Report

- TV Rankings were presented; the whole reach ranking is #1 in the country.
- Summer radio survey material was presented.
- Online continues to be a fast-growing platform. A redesigned website is about to launch. 55,000 page views were recorded on Election Day (367% more than average). Twitter followers are increasing, and views of *Arizona Illustrated* on Facebook have exceeded actual TV views.
- Production on *Youth Mental Health* (w.t.) continues; a robust community engagement segment is being planned.
- *Tucson Remembers: The Vietnam War*: A number of community members with experience in Vietnam era have already been interviewed. Jack Gibson thanked Kent Laughbaum for his help in connecting Vietnam-era military veterans with the producers.
- Visibility and Financial Stability: Membership numbers are very strong. Moving the campaign dates will make it hard to measure success over last year. Although the messaging will ask the community to support AZPM as a whole, gifts may still be designated/restricted to the desired platform (e.g., classical music).
- New messaging will be discussed in more detail at the strategic planning retreat. Spots featuring community members talking about why they support AZPM have been produced and are currently running. A 30-second spot was shown.
- Marketing and Communications is now fully staffed; two new promotions producers have been hired.
- Jack Gibson acknowledged Hope Reed's work on the community outreach component of *Passing On*. The program was awarded the Governors' Award at the recent Rocky Mountain Emmy® awards ceremony. John Booth was inducted into the Silver Circle.
- Recent events include lunch with NPR's political correspondent, Mara Liasson, and dinner for Mark Samels, the executive producer of American Experience: *Command and Control*, which will screen at the Loft this evening.
- Technology activities include work on establishing service to southeastern Arizona (Bisbee, Douglas) as well as to Sierra Vista, and a possible re-packing as a result of the spectrum auction.
- The master control system was outsourced to WGBH in Boston on October 11. Although a few bumps have been encountered, things are smoothing out. The move will provide greatly improved quality control and will save capital costs. UA Channel has moved online only; Ready TV and World have combined and a new hybrid channel in the works; Vme is offered to cable subscribers only.
- Phase 1 of the radio renovation is schedule to wrap by the end of December.
- Steven Eddy asked if demographic data from Facebook views is available; many FB viewers are significantly younger than listeners. Online giving (as opposed to phone calls to the donation line) is increasing.

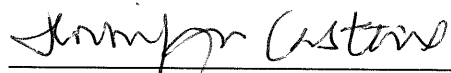
VII. Other Business

- Vice Chair Susan Tarrence reminded all members to complete the meeting survey.

- Anne Maley asked all to remember *PBS NewsHour* anchor Gwen Ifill, who succumbed to cancer last week.
- Scott Vaughan asked how the \$500,000 combined pledge drive goal was determined. Judith Brown asked if an acknowledgement crawl for TV might be a possibility. Jack Gibson will discuss with the production staff. Some stations do a post-pledge acknowledgement roll, but a real-time crawl might encourage donors.
- Susan Tarrence thanked Anne Maley for designing and organizing the strategic planning retreat.
- The next meeting will be January 12, 2017. The Holiday Tea will celebrate the Emmy® award-winning staff at the home of Paul Lindsey and Kathy Alexander on December 11.

With no more business coming before the Board, Susan Tarrence declared the meeting adjourned at 1:27 pm.

Signed this 12th day of January, 2017



Jennifer Casteix, Secretary