

ARIZONA PUBLIC MEDIA[®]
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, May 25, 2017

AZPM Studio A

MEETING MINUTES

CAB: Kent Laughbaum, Jennifer Casteix, Ted Borek, Bill Bowen, Mary Ann Dobras, Lynne Wood Dusenberry, Steven Eddy, Lois Eisenstein, Hassan Hijazi, Laura Todd Johnson, Tsianina Lomawaima, Matt Lubisich, Harold Paxton, Cita Scott, George Steele, Cristie Street, Magdalena Verdugo

Absent: Susan Tarrence, Kristin Almquist, Chuck Ford, Frank Hamilton, John Hildebrand, Paul Lindsey, Roxie Lopez, Hank Peck, Jill Perrella, Hope Reed, Jill Rosenzweig, Andrew Schorr

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

AZPM Staff: Jack Gibson, Enrique Aldana, John Booth, John Kelley, Mary Paul, Sandy Riggins, Gene Robinson, Martín Rubio

I. Call to Order, Welcome and Introductions

Chair Kent Laughbaum called the meeting to order at 12:07 pm and welcomed all attendees.

II. Year-End Sizzle Reel

III. Consent Agenda

Steven Eddy moved that the minutes of the March 16 meeting be accepted; Ted Borek seconded the motion. The minutes were accepted unanimously.

IV. Committee Reports

- a. Development Committee – Mary Ann Dobras for Hank Peck, Acting Chair
- Committee met in April and May.
 - An online system to execute and track donor thank-you calls has been created. The system is easy to use and allows for real-time updates.
 - The end of fiscal year campaign will kick off with a mail campaign launching May 30.
 - Ms. Dobras thanked Susan Tarrence for hosting a social gathering at which committee members wrote personal notes to attach to the end of fiscal year letters.
 - The CAB engagement menu is included in the meeting packets. All CAB members are requested to fill out and return the menus before the end of the meeting.
 - Development revenue was reviewed.

b. Executive Committee – Jennifer Casteix, CAB Secretary

- Reviewed the survey responses from the March 16 meeting. The contents of the meeting binders are all posted online. Laminated wallet-sized cards containing the link to online CAB resources were distributed.

c. External Relations Committee – Steven Eddy

- The committee met in March in response to the draft federal budget, which proposed cutting all funding to the Corporation of Public Broadcasting. The committee determined that an alarmist response was not yet necessary. Congress subsequently reinstated CPB funding, which was cut again in the most recent version issued by the Executive Office. Federal representatives attended the radio commissioning event.
- The state legislative update was reviewed. A one-page report prepared by Tim Bee's office that outlines the highlights was distributed. The proposed bonding measure was signed earlier this week. Over the life span of the bonding program, approximately \$1.1B will go into infrastructure; UA's share should be approximately \$400M, much of which will go toward deferred maintenance.

d. Financial Information Committee – George Steele for Paul Lindsey, Chair

- The committee met electronically. Revenue is up, while expenses are being held down. There is a large apparent variance, which is related to the timing of the CPB grant vs. the timing of last year's grant.

e. Marketing and Branding Committee – Chris Helms for Hope Reed, Chair

- The committee met May 10 and discussed the current campaign (Trusted. Now More Than Ever.). Mr. Helms asked Gene Robinson to give a brief summary of the campaign.
- The committee also discussed federal funding, which will be addressed later in the meeting.

V. Old Business

a. Corporation for Public Broadcasting – Jack Gibson

- Federal funding for CPB is in a holding pattern at the moment. Congress has upheld the current budget, which is in effect through the end of September, 2017. Supporters may be confused; the FY18 budget released Monday shows zero support for CPB. There is significant bi-partisan support in Congress for CPB.
- The CPB community service grant provides the funding for local productions.
- The External Relations committee will work with UA Federal Relations on the timing of communications, messaging, and a possible action campaign. Action cannot be premature; it is essential to wait until action is truly necessary.

VI. New Business

a. AZPM Strategic Plan – Ted Borek, Jack Gibson

- The 2017-21 strategic plan was developed in response to information brainstormed at the December strategic planning retreat.
- The plan is incremental, not transformational. The new plan consolidates and streamlines both strategic objectives and tactics. Strategic objectives have been consolidated and reduced from five to three.

- The Mission, Vision and Values statements and strategic intent statement have been clarified and tightened.
 - The tactical plan has an 18-month time frame and provides metrics, which will be reported back to the CAB at 9 months and again at 18 months.
 - Some items in the old strategic plan were accomplished and/or are no longer necessary an area of focus.
 - Kent Laughbaum thanked CAB members who attended the Strategic Planning retreat in December for the input that made the revision possible.
 - Chris Helms moved to endorse the strategic plan; Lynne Wood Dusenberry seconded the motion. The 2017-21 Strategic Plan was endorsed unanimously.
- b. Special Recognition – Kent Laughbaum
- George Steele was recognized for his decade of service to the CAB.
 - Michael Chihak was recognized for 40 years of service to the journalism industry. Mr. Chihak will retire from AZPM at the end of the fiscal year.

VI. Management Report

- The management report was conducted in situ in each department. John Booth led one group while Martín Rubio led a second group through the AZPM newsroom, edit suites, radio and TV production areas, and fundraising departments.

VII. Other Business

All members were reminded to complete the meeting evaluation and the biennial CAB performance survey, and to take only the current meeting materials out of their binders.

The next meeting will be September 21, 2107 in Room 102 of the University of Arizona Foundation's Vine Avenue Annex, 1125 N. Vine Avenue.

With no further business on the agenda, Jack Gibson declared the meeting adjourned at 2:30 pm.

Signed this 21 day of September, 2017



Jennifer Casteix, Secretary

