

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, September 21, 2017

AZPM Studio A

MEETING MINUTES

CAB: Kent Laughbaum, Jennifer Casteix, Susan Tarrence, Bill Bowen, Mary Ann Dobras, Lynne Wood Dusenberry, Lois Eisenstein, Hassan Hijazi, John Hildebrand, Laura Todd Johnson, Roxie Lopez, Matt Lubisich, Harold Paxton, Hope Reed, Jill Rosenzweig, Andrew Schorr, Cita Scott, Cristie Street, Magdalena Verdugo

Absent: Kristin Almquist, Ted Borek, Steven Eddy, Frank Hamilton, Paul Lindsey, Tsianina Lomawaima, Hank Peck, Jill Perrella

Emeritus Members: Betsy Bolding, Chris Helms, Jim Murphy

AZPM Staff: Jack Gibson, Enrique Aldana, John Booth, John Kelley, Andrea Kelly, Peter Michaels, Mary Paul, Gene Robinson

I. Call to Order, Welcome and Introductions

Chair Kent Laughbaum called the meeting to order at 12:06 pm and welcomed all attendees.

II. Fall Sizzle Reel

III. Consent Agenda

Lois Eisenstein moved that the minutes of the May 25 meeting be accepted; Hope Reed seconded the motion. The minutes were unanimously accepted.

IV. Committee Reports

a. Community Engagement Committee – Jennifer Casteix, Chair

- The committee met September 7 and reviewed the community engagement pillar of the strategic plan. The education outreach strategic marketing draft plan was reviewed. Community events were reviewed. The Tucson Festival of Books will present many opportunities for involvement. Gene Robinson shared photos of the streetcar wrap and a comment about the Trusted billboard.

b. Development Committee – Lois Eisenstein and Christina Noz for Hank Peck and Roxie Lopez, Co-Chairs

- The committee met August 7 and September 18. The number of major donors has increased significantly; staff needs help with thank-you calls.

- Introductions to major donors and information about donor interests are most valuable. Business connections are also valuable.
- Special capital and program gift needs were shared with the Development committee.
- The end-of-fiscal-year note-writing project resulted in an increased response rate.
- Hank Peck is chair of the Arizona Town Hall; this year's discussion will focus on K-12 education. Board members were requested to visit the Town Hall website and consider attending on behalf of AZPM. Staff members cannot participate without violating AZPM editorial policy.
- A list of selected major donors was distributed; CAB members were requested to identify donors they know well.

c. Executive Committee – Susan Tarrence, CAB Vice-Chair

- Meeting evaluation feedback was discussed.
- Thank-you calls are essential. There is no better way to increase giving than to thank donors for their support. Now that the number of donors has increased, staff cannot make all the calls and continue to get their work done. Making thank-you calls is the easiest way CAB members can help support the development mission.

d. Financial Information Committee – Ed Frisch, Chair

- The FY17 financial report was introduced.
 - Revenue was up nearly 16% against budget.
 - Major Gifts, Membership and Underwriting surpassed goal.
 - Planned Gifts increased significantly.
 - Expenses were favorable to the budget.
 - Some budgeted expenses rolled over to FY18.
- The annual independent financial audit is scheduled for October.
- AZPM was selected for a CPB audit of university licensees; scheduled for late October.
- Betsy Bolding asked about the policy for accepting stock. Stock may be designated to UA Foundation funds or UA funds. To give to AZPM, stock worth more than \$5K must go through the Foundation, but it can be accepted either way.

e. Governance Committee – Cita Scott for Jill Perrella, Chair

- The committee met August 23. Two board seats are open; potential replacements are pending.
- Nominations from the CAB are welcome.
- Changes to the emeritus policy were outlined and discussed. Cristie Scott asked if the new policy would eliminate any current emeritus members. Several emeritus members have self-selected off, but the only criterion that would result in a revocation of emeritus status is failure to financially support.
- Mary Ann Dobras moved that the emeritus policy be accepted as amended; Hassan Hijazi seconded the motion. The policy was accepted unanimously and will be incorporated into the CAB Bylaws. A draft of the amended bylaws will be distributed by the next meeting for final approval.

V. Old Business

a. Corporation for Public Broadcasting – Jack Gibson

- CBP and Ready to Learn Funding: CPB is encouraging members to stay actively engaged with their congressional delegations, as final funding decisions will likely come together quickly. CAB

members were asked to thank representatives for their support, and encourage them to support continued funding for the satellite interconnection.

- A new on-air credit notifying viewers that local productions are made possible by the CPB Community Service Grant is running.
- Steven Eddy has done an incredible job of connecting AZPM with the congressional delegations.
- Lois Eisenstein asked about the satellite interconnection; this not the first time it has been separated out from the lump funding. Congressional representatives should be encouraged to support continued funding for the satellite interconnection.

VI. New Business

- a. AZPM Local News Online Survey Results – Bruce Fohr, FMR Associates.
 - John Kelley reviewed the local news online survey and introduced Bruce Fohr, President of FMR Associates.
 - Mr. Fohr reviewed the survey results. 397 respondents took the survey between June 2016 and June 2017, including 27 CAB members. 311 respondents were from the general public.
 - Jim Murphy asked what take-aways does the survey provide. Longitudinal studies are most valuable; how things progress/change over time is the best use of research.
- b. New Television Public Affairs Series – John Booth, Executive Producer
 - 3 years ago this month, AZPM debuted the new *Arizona Illustrated*. The program was reduced from five nights per week to one, and is now watched more than ever.
 - *Metro Week* and *Arizona Week* will be merged to form one public affairs program that is hoped to equal *Arizona Illustrated* in quality and scope.
 - A producer for the new program is being sought. No hard launch date is available just yet; *Metro Week* and *Arizona Week* will continue until the new program is ready to debut.
 - Hope Reed asked how communications and PR surrounding the new program will be handled without giving the impression of cutting back. She sees the two current shows as very different and asked how one show can cover both local and statewide news and events. John Booth replied that sometimes it is challenging to find enough stories to fill 30 minutes on local events and 30 minutes on statewide. Focusing on the best content available will draw viewers in. The quantity will be reduced, but quality increased.
- c. CAB Assessment – Susan Tarrence, CAB Co-Chair
 - Bi-annual CAB self-assessment will be performed in late November/early December.
- d. UA President Robbins – Kent Laughbaum, CAB Chair
 - President Robbins has been invited to attend the January meeting. CAB members were asked to think about what questions they would like to ask the President, and what things they would like the President to know. Comments and questions will be collected at the November meeting and sent to President Robbins in advance of the January meeting.
- e. Special Recognition – Kent Laughbaum
 - Kent Laughbaum announced that Chief Operating Officer John Kelley is retiring on October 5. Mr. Laughbaum commented on Mr. Kelley's impact on Arizona Public Media's success over the last 15 years and wished him well on his retirement. John Kelley was presented with an appreciation gift from the CAB. A short video was shown.

VI. Management Report

- The Audience Development report included rankings for PBS6, NPR and Classical 90.5. PBS 6 is #1 nationally in gross rating points. NPR is still the top news format talk station in Tucson.
- Community Engagement activities were reviewed.
- Sustainability and Accountability report was reviewed.

VII. Other Business

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

The next meeting will be November 9, 2107 in Room 205 of the University of Arizona Foundation's "Swede" Johnson building, 1111 N. Cherry Avenue.

With no further business on the agenda, Kent Laughbaum declared the meeting adjourned at 1:35 pm.

Signed this 4th day of November, 2017



Jennifer Casteln, Secretary