

**ARIZONA PUBLIC MEDIA.**  
**COMMUNITY ADVISORY BOARD**

**Meeting of the Community Advisory Board**

Thursday, January 12, 17  
1125 N. Vine Avenue, Room 102

**MEETING MINUTES**

**CAB: Kent Laughbaum, Susan Tarrence, Jennifer Casteix, Ted Borek, Bill Bowen, Mary Ann Dobras, Lynne Wood Dusenberry, Steven Eddy, Lois Eisenstein, Frank Hamilton, Hassan Hijazi, John Hildebrand, Laura Todd Johnson, Harold Paxton, Hank Peck, Jill Perrella, Jill Rosenzweig, Andrew Schorr, Cita Scott, Adrian Shelton, George Steele, Cristie Street, Magdalena Verdugo**

**Absent: Kristin Almquist, Michael Finnegan, Chuck Ford, Paul Lindsey, Tsianina Lomawaima, Hope Reed**

**Telephonic: Roxie Lopez**

**Emeritus Members: Karen Christensen, Chris Helms, Anne Maley, Jim Murphy, Simon Rosenblatt**

**Guests: Gregg Goldman, Clint McCall, Allison Vaillancourt**

**AZPM Staff: Jack Gibson, Enrique Aldana, Michael Chihak, Sabrina Lobato-Gonzales, Kimberly Heath, Jason Katterhenry, John Kelley, Johanna Lundy, 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 University of Arizona guests Gregg Goldman, Senior Vice President for Business Affairs and CFO, Clint McCall, UA Foundation Associate Vice President for Development, and Allison Vaillancourt, Vice President for Business Affairs and Human Resources.

An excerpt from AZPM's *Camp Bravo* was shown. *Camp Bravo* will be aired in its entirety on *PBS NewsHour Weekend*.

**II. Consent Agenda**

Steven Eddy moved that the minutes of the November 17 be accepted; Frank Hamilton seconded the motion. The minutes were unanimously accepted.

**III. Committee Reports**

a. Audit Committee – Adrian Shelton, Chair

- The Audit Committee met with a representative of BeachFleischmann, AZPM's external audit firm, on Tuesday, January 10.
- Finances are balanced well; the net budget is up. No qualifications of opinions were noted; the staff has managed the finances very well. No internal control recommendations were made.
- The Audit Report is posted on the AZPM website.

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

- The meeting evaluation from the last meeting was reviewed. Items of concern included:
  - Classical music audience numbers. John Hildebrand shared his personal experience with KUAT-FM. The classical station played a major role in his decision to accept a faculty appointment at UA. He believes that AZPM's classical music program and announcers are on a par with or better than those in major metropolitan areas of the country.
- CAB involvement will be especially important going forward. A menu of engagement opportunities is included in the meeting packet.
- Volunteers are being sought to work the Tucson Festival of Books on March 11-12.
- On-air campaign strategy changes were discussed at the Executive Committee meeting. Member numbers are being emphasized rather than dollars.
- The CAB lunch fund was explained. The fund was instituted following the UA budget cuts in order to give CAB members the opportunity to help defray meeting costs. Since expenses have been managed so well and the organization's finances are strong, CAB members will no longer be asked to contribute to meeting costs.

c. External Affairs Committee – Steven Eddy, Chair

- Thanked the committee members for their participation at the last meeting (January 5).
- Tim Bee was the guest speaker at that meeting. Mr. Bee is a former Arizona state senator who now heads the UA's Government Relations division.
- The UA's legislative agenda was discussed at the meeting and is included in today's materials.
- AdvoCats is the UA's advocacy arm for students, alumni, parents and supporters.
- The three takeaways from the committee meeting were:
  - Engagement: The CAB as a whole is precluded from engaging in lobbying, but members may engage in legislative support activities through AdvoCats as private citizens.
  - Collaboration: Partnership events with UA were discussed and present promising opportunities.
  - Meeting Frequency: The committee determined that the amount of work to be warrants more frequent meetings.

d. Marketing & Brand Management Committee – Susan Tarrence for Hope Reed, Chair

- An overview of marketing strategy was presented. AZPM's messaging is designed to court viewers and listeners 24/7.
- All messaging will include the "why" to enhance community bond and build a better Southern Arizona.
- The committee was pleased with the fall video testimonials.
- The committee was shown a preview of the re-designed AZPM website.

e. Strategic Planning Committee – Anne Maley, Chair

- The committee met January 9. Ms. Maley thanked all who attended the Strategic Planning Retreat. Pages 21-22 of the packet listed the outcome of the brainstorming session. Top priorities for each of the strategic areas included:
  - Develop more compelling local content
  - Address “fake news” with high-quality, balanced and in-depth local news coverage, including the story and its context
  - Increase and enhance collaborations and partnerships
  - Increase community engagement opportunities
- With the assistance of Ted Borek, AZPM staff will work to develop a tactical plan that addresses the three strategic priorities identified: *Audience Development and Retention*, *Financial Accountability and Sustainability*, and *Community Engagement and Visibility*.
- A final draft should be ready to present to the CAB for endorsement by the May meeting.
- Kent Laughbaum thanked Anne Maley for her work in preparing the Strategic Planning retreat.

#### IV. Old Business

- a. KUAS 88.9 FM/Sierra Vista Update – John Kelley
  - A structural analysis of Cochise County’s tower revealed that it is currently over capacity by 238%. A new tower will be erected in partnership with Cochise County. A soil analysis is in progress to determine whether an appropriately-sized tower may be safely erected on the site.
  - Several regulatory hurdles will delay the project, but it is hoped that it will be completed within 2017.
- b. Audience Assessment – News – John Kelley
  - CAB, AZPM news staff and AZPM non-news staff have completed the survey. It will be offered to the School of Journalism faculty next, and then to the general public.
  - On-air announcements on radio and TV will inform the public of the opportunity to participate in early February. Once the announcements start, the survey will be live for 90 days.
- c. Coffee Chats with Jack – Jack Gibson
  - Executive-level briefings with small groups will be scheduled starting within the next couple of weeks. The group meetings provide an opportunity for CAB members to ask questions and discuss activities in a small group setting, and will help orient new CAB members.

#### V. New Business

- a. UA Foundation Update – Clint McCall, Associate VP for Development, UA Foundation
  - AZPM relies on CAB members as ambassadors who tell the community why they support AZPM.
  - AZPM is consistently among the top 5 units on campus in fundraising, and is significantly on a par with the College of Science and Eller College of Management.
  - Although the *Arizona Now* campaign is finished, CAB members shouldn’t lose sight of what the funds raised represent, and what AZPM has done with donor funds.
- b. UA Presidential Search – Allison Vaillancourt, VP for Business Affairs & Human Resources and Gregg Goldman, Senior VP for Business Affairs and CFO.
  - Kent Laughbaum thanked SVP Goldman and VP Vaillancourt for taking time to address the CAB.

- Gregg Goldman reported that the Regents' Search Committee is on the right track to find UA's next president and are responding to the challenge with enthusiasm and energy.
  - The finalist pool includes both internal and external candidates. There is great interest in candidates' potential longevity and connection with the community.
  - Being a presidential candidate can be hazardous to one's career; it is considered by many a sign of disloyalty to one's current university.
  - Candidates are already being interviewed; a successor to President Hart may be identified as early as March.
  - UA Provost Andrew Comrie is one of the internal candidates.
- c. News and Public Affairs Presentations on AZPM – All
- The perception of bias in the news prompted the Executive Committee to open a discussion. Major donors have been feeling that both NPR's and PBS's election and post-election coverage has become slanted and biased. Many donors have decided to stop watching or listening, and have removed their financial support. Negative feedback from the community requires attention. CAB members need to take the pulse of the community and respond appropriately.
  - CAB members discussed feedback on radio and TV news coverage; several stories of community response were shared. One question was discussed in length: What is fair and balanced? What does that mean?
  - CAB members were generally in agreement that NPR is one of a very few trustworthy sources of broadcast news.
  - Members were asked to complete a brief news assessment poll via [sli.do](https://sli.do); the results will be compiled and announced at the end of the meeting.

## VI. Management Report

- Both radio and TV ratings have shown increased audience numbers.
- AZPM enjoys incredibly good standing in national rankings.
- Code-reader technology revealed that AZPM earned top ranking for *PBS6*.
- Radio rankings also showing excellent increases on both NPR and Classical.
- Traffic on the website, Twitter, and social media is up significantly.
- In production: *Vietnam: Tucson Remembers* (target release: September 2017), a local companion to Ken Burns' *Vietnam*.
- *Youth Mental Health* (w.t.) airdate has been pushed to October 2017 to allow for school outreach planning and scheduling.
- Membership's end of calendar year campaign exceeded budget. 17,000 gifts were processed in the first half of the fiscal year. First-time contributors increased by 25%.
- The December campaigns were tricky to count; gifts were allocated to either the end of calendar year campaign or to the pledge drive.
- AZPM news staff members Vanessa Barchfield, Nick O'Gara and Tony Paniagua were selected out of more than 180 applicants to represent AZPM and UA at NPR's *Story Lab Workshop* in Washington, DC.
- *Passing On* was submitted for Peabody Award consideration; AZPM producer Mitch Riley's *Arizona Illustrated* segment *Camp Bravo* will be featured on this week's *PBS NewsHour Weekend*.

- Community engagement and partnerships were reviewed. The preview screenings of *Victoria* were very well-attended. Mr. Gibson thanked Harry and Ann Paxton for hosting the Green Valley screening.
- Glitches and bugs are still being encountered in the PMM joint TV master control system. Engineers and programming/traffic staff are working to correct problems as they occur.
- *Ready TV/World* hybrid channel should be ready to launch by the second quarter of FY17.
- The radio renovation project continues.
- The results of the news assessment poll via sli.do were announced.
  - 76% of respondents considered radio presentations fair and balanced
  - The majority of respondents considered the tone and tenor of radio presenters appropriate
  - Most respondents reported they were extremely satisfied with both national and local productions overall
  - The full poll results will be emailed to attendees. Jack Gibson will communicate any specific concerns to NPR/PBS. Members were asked to please relay any feedback from the community to AZPM management.
  - CAB members who are dissatisfied with either national or local coverage were encouraged to provide comments through sli.do, thus ensuring anonymity. CAB members may also meet with Jack Gibson to discuss concerns.

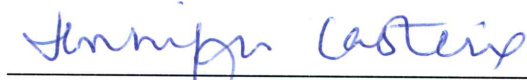
#### **VII. Other Business**

Chair Kent Laughbaum reminded all members to complete the meeting survey, and to take only the current meeting materials out of their binders.

The next meeting will be March 16, 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, Kent Laughbaum declared the meeting adjourned at 1:32 pm.

Signed this 16<sup>th</sup> day of March, 2017



Jennifer Casteix, Secretary

