

ARIZONA PUBLIC MEDIA®

COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, March 16, 2017
1125 N. Vine Avenue, Room 102

MEETING MINUTES

CAB: Kent Laughbaum, Jennifer Casteix, Kristin Almquist, Ted Borek, Bill Bowen, Mary Ann Dobras, Chuck Ford, Ed Frisch, Frank Hamilton, Hassan Hijazi, John Hildebrand, Paul Lindsey, Hank Peck, Jill Perrella, Hope Reed, Jill Rosenzweig, Cita Scott

Absent: Susan Tarrence, Lynne Wood Dusenberry, Steven Eddy, Lois Eisenstein, Michael Finnegan, Laura Todd Johnson, Christina Noz, Harold Paxton, Tsianina Lomawaima, Andrew Schorr, George Steele, Cristie Street, Magdalena Verdugo

Telephonic: Roxie Lopez

Emeritus Members: Anne Maley, Jim Murphy, Simon Rosenblatt

Guests: Patrick Marcus

AZPM Staff: Jack Gibson, Kimberly Heath, Jason Katterhenry, 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 Ed Frisch and guest Dr. Patrick Marcus. March and April birthdays were announced and thank-you note from former CAB member Adrian Shelton was shared.

II. Spring Sizzle Reel

III. Consent Agenda

Hassan Hijazi moved that the minutes of the January 12 meeting be accepted; Mary Ann Dobras seconded the motion. The minutes were unanimously accepted.

IV. Committee Reports

a. Community Engagement Committee – Jennifer Casteix, Chair

- AZPM's participation in the Tucson Festival of Books was a great success; more people than ever attended the festival, visited AZPM's tent and toured the studios. Several AZPM news staff members moderated author panel discussions.
- Preview screenings of *The Great War* will be held March 20 and March 27.

- PBS Kids/Education Outreach is an area of priority focus identified at the strategic planning retreat. Members will hear more about PBS Learning Media and education outreach events in the next few months.
- b. Development Committee – Hank Peck, Acting Chair, for Roxie Lopez
- Committee Chair Roxie Lopez participated by phone. Hank Peck is filling in as chair during Ms. Lopez's leave of absence and delivered the report.
 - The committee met March 1 and discussed the CAB thank-you call project. Karen Christensen and Hank Peck both reported receiving great feedback from donors. Allowing ample time to talk with donors is necessary.
 - A menu of engagement opportunities is included in the meeting packet.
 - More information on the End of Fiscal Year note-writing project will be forthcoming.
 - The committee voted to increase its meeting frequency to 6 times per year.
- c. Executive Committee – Kent Laughbaum, CAB Chair for Susan Tarrence
- The meeting evaluation from the last meeting was reviewed. Items of concern included:
 - Board book contents. Some confusion has been expressed as to why materials in the book may not be taken home. All materials included in the book are available online on www.azpm.org/cab.news
 - The journalism discussion prompted consideration of a deeper look into journalistic values, ethics, honesty and challenges facing the media.
- d. Financial Information Committee – Paul Lindsey, Chair
- The committee met March 1. Ed Frisch has been an active member of the Financial Information Committee; Mr. Lindsey welcomed Mr. Frisch to the CAB as a full member.
 - Finances were reviewed:
 - Revenue is strong against the budget
 - Expenses are down against the budget
 - Hassan Hijazi recommended that Board members contact their members of Congress to communicate their concern about the cuts to CPB funding proposed in the draft federal budget.
- e. Governance Committee – Jill Perrella, Chair
- Introduced newly-appointed CAB member Ed Frisch, who is replacing Scott Vaughan. Christina Noz has also accepted an appointment but was unable to attend the meeting.
 - One seat will open in May; the committee is working to identify candidates.
 - The CAB self-assessment will be distributed at the May meeting.
 - Chaired a productive meeting with emeritus members regarding their roles on the board; Ms. Perrella thanked the emeritus members who were able to attend. A more coherent and clear emeritus policy will be developed over the next few months for inclusion in the bylaws.
- f. Strategic Planning Committee – Anne Maley, Chair
- Thanked committee members for their leadership in the updating of the strategic plan. Staff has been reviewing the strategies under each area of focus and have identified tactics for implementation. A condensed draft will be submitted to CAB members in mid-May; a vote for endorsement will be called for at the May meeting.

V. Old Business

a. FCC Spectrum Auction Update – Jack Gibson

- The quiet period has ended. In many markets where there is more than one public station, stations have been combined or sold off. Two examples were given.
- AZPM's strategy was to participate in the reverse bidding only as far as a pre-set threshold amount. AZPM dropped out when the offering price dropped below that amount. The spectrum AZPM owns, a finite resource, will only become more valuable with time. Demand is insatiable right now.
- No repacking of stations will be necessary.
- One University licensee similar to AZPM in size and scope sold its spectrum in order to ease its University's tight financial situation. The Arizona Board of Regents was briefed on AZPM's position and agreed to abide by our decision.

VI. New Business

a. *Classical 90.5* Audience and Marketing – John Kelley/Gene Robinson

- John Kelley gave an extended presentation about classical music consumption and shared research from the Station Resource Group.
- Gene Robinson reviewed the new classical music marketing campaign.

b. Facebook Demographics – Jason Katterhenry

- Jason Katterhenry shared a snapshot of Facebook users. The majority of users are female between 21 and 60, and access Facebook on their phones. Facebook is generally not used to view long-form content.
- While Facebook is more popular among females, YouTube is more popular among males in the same age group by similar margins.

c. Corporation for Public Broadcasting Funding – Jack Gibson

- The proposed federal budget eliminates funding for the National Endowment for the Arts, National Endowment for the Humanities, and the Corporation for Public Broadcasting.
- CPB funding represents approximately 12% of AZPM's budget.
- The cut is still a proposal only; Congress will have to approve/reject the budget.
- Public media has a huge reach into nearly every household in the country.
- CPB funding comes to AZPM in the form of a Community Service Grant.
- The website www.protectmypublicmedia.org contains useful information. Federal legislators, in particular, must hear from viewers as to how important public broadcasting is to them.
- The financial trajectory in the case of full cut has been laid out. Community service grants to public media are advanced 2 years, meaning we have about 3 years' response window. FY 2020 is the first year we would see a reduction.
- The bigger issue is with the programs themselves; if programs such as *Sesame Street* and *Nova* lose their funding, the product mix could change or the programs could become prohibitively expensive. The public's interest in watching may change; that unknown factor is the major concern.
- Jack Gibson and Kimberly Heath are planning to meet with the External Relations Committee to determine the parameters of the CAB's ability for advocacy, draft message points, and determine a timeline for contacting members of Congress. A plan should be in place in the next couple of weeks. A bullet point list of facts would be helpful. The website

www.protectmypublicmedia.org contains form letters (not particularly effective, but a starting point) and information.

- A reduction is survivable; reinstating a line item from a zero-out is extremely difficult.
- The loss of CPB funding may affect student positions and local production capabilities.

VI. Management Report

- Radio and TV ratings were reviewed. The use of code readers has made viewer/listener numbers more accurate.
 - *Arizona Illustrated* growth is at an all-time high.
 - *Arizona Week* and *Metro Week* both show strong numbers.
- No radio numbers are available as of now.
- Website numbers are in flux because of the redesign of the website. It is typical to see a slight downturn following a redesign; the numbers are already stabilizing.
- Twitter followers have increased, as have Facebook users.
- *Not Broken* (teen mental health project) will launch in the fall of 2017. Hope Reed has been helping with the development the community engagement plan and in interfacing with school district superintendents and educators.
- Membership is currently 2.8% favorable to budget.
 - As of today, the March membership campaign is more than halfway to its overall goal.
 - The sustainer program is taking off.
- The "Trusted" campaign is a direct outgrowth of the CAB's strategic planning retreat. A draft spot was shown.
- The newly renovated radio studios will be officially commissioned at a donor celebration scheduled for mid-April.
- The joint TV master control project has experienced more operational hiccups than we would have liked. Work with the software vendors to resolve issues continues.


VII. Other Business

Chair Kent Laughbaum reminded all members to complete the meeting survey, and to take only the current meeting materials out of the binders. All materials included in the binders can be found on the CAB News website.

The next meeting will be May 25, 2107 in Room 102 of the University of Arizona Foundation's Vine Avenue Annex, 1125 N. Vine Avenue. Lunch will start at 11:45 am and the agenda at 12:00 pm.

With no further business on the agenda, Kent Laughbaum declared the meeting adjourned at 1:38 pm.

Signed this 25th day of May, 2017



Jennifer Casteix, Secretary