

**ARIZONA PUBLIC MEDIA®**  
**COMMUNITY ADVISORY BOARD**

**Meeting of the Community Advisory Board**  
Thursday, November 9, 2017  
1111 N. Cherry Avenue, Room 205

**MEETING MINUTES**

**CAB: Kent Laughbaum, Jennifer Casteix, Susan Tarrence, Kristin Almquist, Mary Ann Dobras, Lois Eisenstein, Ed Frisch, Todd Hanley, Hassan Hijazi, Paul Lindsey, Matt Lubisich, Christina Noz, Harold Paxton, Hank Peck, Jill Perrella, Andrew Schorr**

**Absent: Ted Borek, Bill Bowen, Lynne Wood Dusenberry, Steven Eddy, Frank Hamilton, John Hildebrand, Laura Todd Johnson, Tsianina Lomawaima, Roxie Lopez, Hope Reed, Jill Rosenzweig, Cita Scott, Cristie Street, Magdalena Verdugo**

**Emeritus Members: Betsy Bolding, Nance Crosby, Jim Murphy**

**Guests: Dr. Allison Vaillancourt, Dr. Richard Morris**

**AZPM Staff: Jack Gibson, Enrique Aldana, Kimberly Heath, Mary Paul, Gene Robinson, Michael Testerman**

**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 Todd Hanley and guest Dr. Richard Morris.

**II. 2017 Emmy® Reel**

**III. Consent Agenda**

Kristin Almquist moved that the minutes of the September 21 meeting be accepted; Mary Ann Dobras seconded the motion. The minutes were unanimously accepted.

**IV. Committee Reports**

- a. Community Engagement Committee – Jennifer Casteix, Chair
  - The next committee meeting will be held December 7.
  - An impromptu reception honoring the Emmy® nominees was held at the home of Jennifer Casteix and George Jenson in response to CAB members' desire to signal appreciation to AZPM staff.
- b. Development Committee –Hank Peck, Co-Chair

- The number of major donors has increased significantly; staff needs help with thank-you calls. Several CAB members volunteered to make calls or write notes immediately following the meeting. Phone calls and notes are very much appreciated.
- Roxie Lopez will host an end-of-calendar year note-writing party on November 15.
- AZPM's annual major donor holiday tea will be held December 3 at the home of Paul Lindsey.

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

- The committee met October 13. Responses to meeting surveys is very low; feedback helps to determine agendas and helps to shape upcoming meetings in response to CAB member interest.

d. Financial Information Committee – Ed Frisch, Chair

- The FY18 first quarter (July 1-September 30, 2017) financial report was presented.
  - Revenue was 13.9% favorable to budget.
    - Major Gifts, Membership and Underwriting surpassed goals.
    - Planned Gifts increased.
  - Expenses were 44.7% favorable to the budget.
    - Some budgeted FY17 capital expenses rolled over to FY18.
  - FY18 revenue is trending slightly behind that of FY17.
- AZPM independent audit onsite work was completed in mid-October.
- AZPM was selected for a CPB audit of university licensees; the first portion of the audit was completed last week.

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

- Welcomed Todd Hanley to the CAB and announced that Jodi Bain has also been appointed.
- All CAB members are welcome to suggest potential members. The committee is working to increase diverse representation.
- The biennial CAB self-assessment survey will be sent today.
- The proposed amendment to the CAB bylaws relating to emeritus qualifications was presented for the board's approval. Paul Lindsey moved that the amendment be approved; Hassan Hijazi seconded the motion. The amendment was approved.

## V. Old Business

a. Corporation for Public Broadcasting – Jack Gibson

- Jack Gibson provided a brief update on federal funding. Local productions are now credited to identify funding from Corporation for Public Broadcasting Community Service Grants.

b. New Television Public Affairs Series – Gene Robinson

- The new public affairs program will debut on January 5. A producer has been hired and is expected to start shortly.
- Three finalists for the host position have been identified. The CAB was shown sample video interviews, intros, and outros for each candidate, and were asked to rank the candidates and provide comments.

c. Biennial Self-Assessment Survey – Jennifer Casteix

- CAB Secretary Jennifer Casteix reminded all of the purpose of the self-assessment survey, and urged all members to complete the survey in a timely manner. The survey has been shortened considerably. Member feedback is essential to providing a meaningful board experience.

- d. UA President Robert Robbins at January meeting – Kent Laughbaum
- CAB members were given note cards upon which to write questions or comments for President Robbins' consideration. Questions will be sent to the President in advance of the January 11 meeting.

## VI. New Business

- a. AZPM Diversity – Michael Testerman, AZPM Human Resources Coordinator.
  - Michael Testerman delivered a detailed report on ethnic and gender diversity of AZPM staff, students, and CAB members.
    - Christina Noz asked whether goals have been set to improve diversity. The FCC's goal is to have the staff reflect the community it serves as closely as possible. Hiring decisions are not made based upon ethnicity or gender; under-qualified candidates do not receive preference over well-qualified candidates, regardless of ethnicity or gender.
- b. Topics for Future Documentaries – Gene Robinson, Director of Marketing and Communications
  - Gene Robinson introduced several topics for future documentaries, including *The Arizonans* (Arizonans of local, national, and/or global influence), and education. CAB members were asked to think about other potential topics; a brainstorming session will be planned for the January meeting.

## VI. Management Report

- TV ratings were very strong for the first quarter of FY18. Paul Lindsey asked why the public affairs programs are being consolidated into one program when their audience numbers are growing. Jack Gibson replied that it is becoming less and less feasible, from both a staffing and a financial perspective, to continue to produce two programs. The new program's objective is to anticipate news in order to educate audiences proactively.
- The Nielsen measurements for each of the three TV channels were shared. The share of the prime time market has increased.
- Radio's summer survey was positive as well. Morning drive time is considered the radio equivalent of TV prime time. Numbers for NPR 89.1 were up in all areas. Classical 90.5 bounced nicely over the summer; its numbers were consistently up as well.
- Online page views were down slightly compared to this time last year, most likely because of the absence of a national election. Social media numbers were consistently up.
- Current marketing campaigns focus on trust. A pre-pledge softening spot featuring Tom McNamara was shown.
- Community engagement events and partnerships include *NOVA: The Black Hole Apocalypse*. Partnerships with national productions are possible because of AZPM's reputation in the industry.
- Jack Gibson thanked Paul Lindsey for hosting the major donor holiday tea on December 3.
- Reminded CAB members that AZPM Assistant News Director Andrea Kelly has been named one of Tucson's 40 Under 40 and is being honored on December 5.
- The financial report revealed a 14% positive balance over last year. The first quarter is typically the slowest quarter of the year. To provide perspective, AZPM processes annually nearly half the number of gifts processed by all other University departments combined.
- The Chief Operating Officer position has been filled; the incumbent will attend the January meeting. Other staffing updates were given.

- Jack Gibson thanked Paul Lindsey for providing the Eller College Nonprofit Consulting Course. Students from the course are assisting AZPM with an analysis of production services opportunities.
- The TV Master Control renovation, which provides much more visibility for visitors, is nearly complete. The newly renovated radio studio was used to record and broadcast a panel discussion on *Not Broken* on the day of the TV broadcast.
- A collocation agreement for the Sierra Vista translator and antenna has been signed.

#### **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 held at 12:00 pm on January 11, 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 1:30 pm.

Signed this 11 day of January, 2018

  
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Jennifer Castex, Secretary