

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, September 20, 2018
1111 N. Cherry Avenue, Room 205

MEETING MINUTES

CAB: Susan Tarrence, Steven Eddy, Hope Reed, Bill Bowen, Jennifer Casteix, Mary Ann Dobras, Lynne Wood Dusenberry, Ed Frisch, Todd Hanley, Hassan Hijazi, John Hildebrand, Laura Todd Johnson, Kent Laughbaum, Roxie Lopez, María Marín, Christina Noz, Harold Paxton, Hank Peck, Jill Perrella, Andrew Schorr, Cita Scott, Cristie Street, Magdalena Verdugo

Absent: Jodi Bain, Ted Borek, Frank Hamilton, Paul Lindsey, Jill Rosenzweig

Emeritus Members: Betsy Bolding, Dan Cavanagh, Nance Crosby, Jim Murphy, Simon Rosenblatt

AZPM Staff: Jack Gibson, Enrique Aldana, John Booth, Kimberly Heath, Laura Maher, Mary Paul, Gene Robinson

Guests: Gregg Goldman, Sylvia Lett, Jennefer Smith, Allison Vaillancourt

I. Call to Order, Welcome and Introductions

Chair Susan Tarrence called the meeting to order at 12:02 pm and welcomed guests Gregg Goldman, Sylvia Lett, Jennefer Smith, and Allison Vaillancourt, and AZPM staff members John Booth, Andrea Kelly, and Laura Maher.

II. The 2018 Fall Preview video clip was shown.

III. Consent Agenda

Jennifer Casteix moved that the minutes of the May 24 meeting be accepted. Hassan Hijazi seconded the motion; the minutes were accepted unanimously.

IV. Management Report

Audience Development

- New shows *Spotlight on the Arts* and *The Buzz* were introduced.
- Dates of confirmed debates were shared.
- Get Out The Vote spots are in progress. CAB members are welcome to participate.
- Election night coverage plan in place.
- The 50th Anniversary of KUAZ-AM radio celebration will be held October 3.
- The Sierra Vista operation is scheduled to launch October 1.
- KUAT-TV celebrates 60 years of service to Southern Arizona next March.
- John Hess shared television, radio, and online audience numbers.
 - PBS6 and PBS Kids are very strong nationally.
 - PBS6 Plus is holding its own.
 - *Arizona Illustrated* and *Arizona 360* have shown a good uptick in numbers.
 - *Arizona Spotlight* will be moving to Thursday.

- Radio rankings continue to be strong. Cumes are down slightly, but that is typical of a post-election year.
- Classical radio numbers fluctuate normally; audience is very loyal.
- Website traffic has increased enormously.

Community Engagement – Gene Robinson

- Social media is on fire. Several stories have ranked high nationally.
- Upcoming events were reviewed briefly.

Accountability & Sustainability – Kimberly Heath

- Explained generated revenue and the 5-year revenue plan.
- Major Gifts revenue has nearly doubled in five years, and is more than 11% over budget for the year.
- Membership is also up against the budget and last year; Underwriting was up 1% over last year.
- Numbers are preliminary; no significant change is expected once numbers are finalized.
- Staff headcount was reviewed. Several new positions have been created and several staff members were promoted.
- Emmy® nominees were announced. AZPM staff received more nominations than any other station in Tucson. Noteworthy nominations include Gisela Telis for Journalistic Enterprise and AZPM for the Overall Excellence Award.
- Photos of construction on the new Sierra Vista tower were shown. The transmitter will be commissioned within the next week or so. The Classical translator was decommissioned temporarily; an application with the FCC has been filed for a new frequency for the Classical service.
- The Golder Ranch Fire District has made it possible for AZPM to collocate a new antenna on its tower in Catalina. The new antenna will enable AZPM's NPR service to reach residents of SaddleBrooke and southern Pinal County.
- The Board observed a moment of silence in memory of former CAB member George Steele, who passed away over the summer.
- A planned giving promotional video featuring major donor Bill Leedy was shown.

Old Business

- Steven Eddy reported on the status of funding for the Corporation for Public Broadcasting in the federal budget.

New Business

- New Radio Public Affair Series: *The Buzz*
 - Andrea Kelly reported that *The Buzz* launched last Friday. A long-form interview-style radio program, *The Buzz* is different from every other AZPM radio show. Some episodes will focus on news, others will be more community-oriented. An audio clip was shared.
 - *The Buzz* will air Fridays at 6:30, Saturday at 3:30. *Arizona Spotlight*, formerly in that time slot, will shift to the same time on Thursdays.
- A media bias chart was shared. NPR falls into the minimal partisan bias scale.
- New Short Subject Series: *Spotlight on the Arts*.
 - John Booth reported that *Spotlight on the Arts*, featuring conversations between host Mark McLemore and local artists and arts organizations, launched in early August. The 5-minute program is scheduled as an interstitial appearing throughout the day.
 - AZPM is in discussions with Arizona Theater Company to produce a live broadcast of an ATC production.

- CAB Committee Assignments
 - New committee assignments have been made and were distributed. Committee members are a big part of the volunteer effort at AZPM.

VII. Committee Reports

Community Engagement

- Jim Murphy and Hassan Hijazi are co-chairing the Community Engagement Committee. They met with staff liaison over the summer and designed four subcommittees. Subcommittee chairs are:
 - Cita Scott & Roxie Lopez – Events
 - Cita Scott – Docents/Tours
 - Maria Marin – Education/Learning Media
 - Magdalena Verdugo – Hispanic Outreach
- Cita Scott reported that the events/tours groups met earlier this week with the new Community Outreach Coordinator. Volunteers are needed for four upcoming one-time events and one recurring event:
 - Mayo Clinic Screening
 - CD2 Debate
 - Native America Screening
 - Student Appreciation Lunch
 - Volunteers are also needed to become docents to help conduct studio/station tours
- Roxie Lopez shared some ideas for the 60 events to be planned for the 60th anniversary celebration, including inviting former AZPM student employee Savannah Guthrie.

Executive

- Steven Eddy delivered the committee report and reviewed the May meeting evaluations.
- Statements of Giving were delivered to each member in attendance; questions should be addressed to Enrique Aldana.

Financial Information

- Ed Frisch delivered the Financial Information Committee report. The fiscal year ended well against the budget.
- Planned Giving is difficult to budget for since the maturity of a planned gift cannot be predicted.
- Expenses were well-controlled.
- Capital Expenditures increased slightly.
- The committee discussed fund balances; bottom-line balances will be revealed in the audit.

UA Senior Vice President for Business Affairs and CFO Gregg Goldman has accepted a position at UCLA. He was acknowledged for his contributions to the UA and to AZPM and presented with a gift bag.

The next meeting will be on November 8 at noon in Room 205 of the Swede Johnson Building. With no other business coming before the board, Susan Tarrence declared the meeting adjourned at 1:08 pm.