

ARIZONA PUBLIC MEDIA.
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, January 11, 2018
1125 N. Vine Avenue, Room 102

MEETING MINUTES

CAB: Kent Laughbaum, Jennifer Casteix, Susan Tarrence, Kristin Almquist, Ted Borek, Bill Bowen, Mary Ann Dobras, Lynne Wood Dusenberry, Steven Eddy, Ed Frisch, Frank Hamilton, Hassan Hijazi, John Hildebrand, Laura Todd Johnson, Paul Lindsey, Roxie Lopez, Matt Lubisich, Harold Paxton, Hank Peck, Jill Perrella, Jill Rosenzweig, Andrew Schorr, Cita Scott, Cristie Street, Magdalena Verdugo

Absent: Jodi Bain, Lois Eisenstein, Christina Noz, Hope Reed

Emeritus Members: Judith Brown, Karen Christensen, Nance Crosby, Chris Helms, Jim Murphy, Simon Rosenblatt

Guests: Robert Robbins, Allison Vaillancourt, Debi Chess Mabie, Maria Marin

AZPM Staff: Jack Gibson, Enrique Aldana, Kimberly Heath, John Hess, 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 guests Robert Robbins, M.D., Allison Vaillancourt, PhD., Debi Chess Mabie and Maria Marin, Ph.D. In order to accommodate Dr. Robbins' schedule, the usual order of the meeting will be adjusted.

II. 2017 – A Year in Review

III. AZPM CAB and Strategic Initiatives – Kent Laughbaum

- The role of the CAB, the mission, vision and values statements, and the strategic objectives were reviewed.

IV. Management Report – Jack Gibson

- a. Viewership numbers and rankings were reported.
- b. Public affairs program *Arizona 360* debuted January 5. Mr. Gibson thanked CAB members for their assistance in selecting the host. A short clip was shown.
- c. Radio numbers will be shared at the March CAB meeting.
- d. Online numbers are strong; there was a slight dip in online views, largely attributable to the election year in 2016.

- e. Membership numbers are strong.
- f. Community events were reviewed.

V. New Business

- a. Remarks from UA President Dr. Robert Robbins
 - President Robbins announced that the budget cuts enacted four years ago will be terminated and may even be reversed.
 - The University will continue to support AZPM with space and infrastructure.
 - President Robbins supports AZPM's editorial independence and appreciates its editorial integrity.
- b. Q & A with President Robbins
 - Harry Paxton asked how potential changes in the state legislature and leadership might affect the University of Arizona. Prop 301 will be very important to all three state universities. The future of the university looks very bright this year; next year may be a heavy lift. K-12 education may receive more focus from the legislature than higher education.
 - Flexibility in education strategy is essential. The community has shown a lot of interest in the University's strategic planning process.
 - Chris Helms asked about Dr. Robbins' relationship with ASU President Michael Crow. Dr. Crow has accomplished much with ASU; US News & World Report recently ranked ASU higher than UA.
 - Ed Frisch commented that it's important for land grant schools to focus on outreach, necessitating improvements such as upgrades to Centennial Hall. Centennial Hall brings in people from outside the University and has been on the capital improvement plan for a long time. There is a great deal of pride in UA's arts program. CCP is a national treasure, the UA Poetry Center is world-class, as is the dance program. The new strategic plan will address the arts, athletics, and lecture series such as those produced by the College of Social and Behavioral Sciences and the College of Science. Leadership, communications, and critical and creative thinking skills are valued and can only be learned through the arts and humanities.
 - Jennifer Casteix brought up the Tucson Festival of Books and asked whether the University will continue its commitment to the Festival. Dr. Robbins emphasized that he could not be more supportive.
 - Roxie Lopez asked if there is anything the CAB can do to help Dr. Robbins. Dr. Robbins replied that, through the power of the press, journalists and media stand between society and anarchy. He asked to be held accountable. He respects the Daily Wildcat; the media and journalism are important in keeping the administration honest.
 - Dr. Robbins thanked the CAB for making him aware of AZPM's national ranking and asked CAB members to share AZPM's and UA's messages through their social networks.

VI. Consent Agenda

Mary Ann Dobras moved that the minutes of the previous CAB meeting be accepted; Cristie Street seconded the motion. The minutes were accepted as written.

VII. Committee Reports

- a. **Audit Committee – Paul Lindsey, Chair**
 - The annual financial audit was performed by BeachFleischmann, P.C.

- AZPM is subject to several audits, including an annual financial audit and periodic audits by the University and others. The financial audit received an unmodified opinion.
 - The amount of working capital was increased while expenses were well-controlled.
 - The Corporation for Public Broadcasting (CPB) is auditing the way university licensees calculate indirect costs. Any financial impact to the organization will be minimal.
 - Kent Laughbaum added that Organizational Accountability is one of the strategic objectives.
- b. Community Engagement Committee – Jennifer Casteix, Chair**
- The committee met December 7 and discussed the overuse of staff in community outreach events and activities. Ideas for CAB engagement were shared. A tour docent program is being initiated in which CAB volunteers will be trained to give tours.
 - The next big event will be *Community Interactive: The Arts*.
 - PBS Learning Media was discussed; it is necessary to add one or two staff positions to support Educational and Community Outreach.
 - Community outreach (especially into schools) for *Not Broken* was also discussed.
- c. Executive Committee – Susan Tarrence, Chair**
- The committee met December 8. Ms. Tarrence thanked all who responded to the November CAB meeting evaluation.
 - Thank-you calls will be made immediately after CAB meetings going forward.
- d. Governance Committee – Jill Perrella, Chair**
- The committee met last week; candidates to fill Tsianina Lomawaima's seat were identified.
 - The results of the CAB self-assessment were discussed at the committee meeting and will be addressed under Old Business.
 - The new CAB officer slate will be turning over in May.
- e. Marketing & Brand Management Committee – Gene Robinson, Chief Marketing Officer, for Hope Reed, Chair**
- The committee met in late November and discussed participation in pledge promos. It was decided to use only one person in the pledge softening and thank-you spots rather than multiple community representatives.
 - Also discussed was the effort to increase awareness of the parent brand and clarify the connection between the parent brand and the sub-brand.
 - An education job fair at Pima Community College next month will present the opportunity to get PBS Learning Media materials in front of many school districts.
 - Phase 2 of the TRUSTED campaign is being launched.

VII. Old Business

Diversity Report

- The report is being refined and an updated report will be distributed at the March meeting.

CAB Assessment

- Results of the biannual CAB self-assessment were reviewed and discussed:
- The assessment revealed a healthy interest from CAB members in more community outreach.
- CAB members were also interested in being good ambassadors, learning more about the programming, why people should become donors.

- Committee meeting times were of concern to some.
- Committee social time was desired.
- CAB meetings received very high marks. Generative discussions were much appreciated. Members enjoy expressing their opinions.
- Most items very highly scored.
- Kent Laughbaum thanked all who took the time to respond to the assessment and reiterated the importance of ambassadorship.

VIII. Other Business

Arizona 360 Producer Kassandra Lau and Host Lorraine Rivera will be present at the March meeting, as will Senior Special Projects Producer Tom Kleespie and Executive Producer John Booth. The meeting will include a brainstorming session on topics for new documentaries. The next special project, tentatively titled *The Arizonans*, focuses on people who have made Arizona what it is. Possible subjects include John McCain and Linda Ronstadt.

Mr. Gibson asked the CAB whether becoming a media sponsor for Ms. Ronstadt's upcoming speaking appearance at the Fox Theater might adversely affect the AZPM brand. Hank Peck responded that Tucson is very proud of Linda Ronstadt, but there will be long-time Tucsonans who still hold a grudge against Ms. Ronstadt for her critical remarks about Tucson. Mary Ann Dobras, Paul Lindsey, and Chris Helms expressed support. Andy Schorr asked if this will be a non-profit endeavor on her part; being media sponsor will not cost AZPM anything in terms of cash outlay.


Mr. Gibson reminded CAB members that seating for *Community Interactive: The Arts* is limited and suggested they get tickets early.

All members were reminded to complete the meeting evaluation and to take only the current meeting materials.

The next meeting will be March 15, 2018 in Room 205 of the University of Arizona Foundation's Marvin D. "Swede" Johnson building, 1111 N. Cherry Avenue.

With no further business on the agenda, Kent Laughbaum declared the meeting adjourned at 1:34 pm.

Signed this 14th day of March, 2018



 Jennifer Casteix, Secretary