

ARIZONA PUBLIC MEDIA
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board
Thursday, March 15, 2018
1111 N. Cherry Avenue, Room 205

MEETING MINUTES

CAB: **Kent Laughbaum, Jennifer Casteix, Susan Tarrence, Jodi Bain, Ted Borek, Bill Bowen, Mary Ann Dobras, Steven Eddy, Ed Frisch, Frank Hamilton, John Hildebrand, Paul Lindsey, Matt Lubisich, Maria Marin, Christina Noz, Hank Peck, Jill Perrella, Jill Rosenzweig, Cita Scott, Cristie Street**

Telephonic: **Roxie Lopez**

Absent: **Kristin Almquist, Lynne Wood Dusenberry, Hassan Hijazi, Laura Todd Johnson, Harold Paxton, Hope Reed, Andrew Schorr, Magdalena Verdugo**

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

AZPM Staff: **Jack Gibson, Enrique Aldana, John Booth, Kimberly Heath, John Hess, Cassandra Lau, Mary Paul, Lorraine Rivera, Gene Robinson**

Guests: **Carrie Brennan, Ron Carsten**

I. Call to Order, Welcome and Introductions

Chair Kent Laughbaum called the meeting to order at 12:06 pm and welcomed guests Carrie Brennan and Ron Carsten, and guest staff members John Booth, Cassandra Lau, and Lorraine Rivera.

II. The Spring 2018 preview reel was shown.

III. Consent Agenda

Steven Eddy moved that the minutes of the January 9 meeting be accepted. Ted Borek seconded the motion; the minutes were accepted unanimously.

The agenda order has been revised in response to meeting feedback.

IV. Management Report

- Ratings for television, radio, and online were reviewed.
- Numbers for local productions were reviewed.
- Community engagement activities were reviewed.
 - *Community Interactive: The Arts* was successful, with good audience participation and positive attendee feedback.
 - Tucson Festival of Books was likewise successful. Jennifer Casteix and Gene Robinson were thanked for their leadership.

- Upcoming community engagement events include a screening at the Tucson Museum of Art, The Great American Read, the annual Volunteer Appreciation event, appreciation luncheon for student support donors, summer pledge campaign, end-of-year countdown, and *Community Interactive: Journalism*.
- Sustainability
 - Numbers are looking very good.
 - The end-of-calendar year campaign with Tom McNamara was wildly successful and will be repeated for the end of fiscal year campaign.
 - Radio and master control renovations are complete.
 - Work continues with Cochise County on a rebuilt tower to serve as the site for KUAS-FM 88.9 in Sierra Vista.
 - A new STL microwave has been installed to provide real-time auto-redundancy to eliminate outages.
- Jill Perrella asked for an update on the current fundraising campaign. Pat Callahan is happy with the way things are going.
- *Not Broken* is being considered by PBS for national broadcast.

Old Business

- The updated diversity report was reviewed. The gender gap has closed significantly, especially in management and on-air talent.
- President Robbins' remark at the January meeting that "the bleeding will stop" was clarified. The last phase of the UA budget reduction has been forgiven. In-kind support will continue.
- Funding for the Corporation for Public Broadcasting is still in limbo; all funds from the CPB Community Service Grant are used to support local productions.

New Business

- *Arizona 360* Producer Cassandra Lau and Host Lorraine Rivera showed a brief video and talked about the production and content of the program, and asked CAB members what they would like to see. Election coverage was discussed; Steven Eddy emphasized the importance of inviting elected officials to the studio so they can see firsthand how AZPM contributes to the community. Susan Tarrence asked if there are plans to cover the increase in young women running for political office. AZPM's strict editorial integrity policy must be observed; staff cannot endorse candidates, campaigns, or issues, and must strive to preserve the appearance of impartiality. Communities outside of metropolitan areas receive focus, as well as Tucson and Phoenix.
- The next Community Interactive project will focus on journalism in the era of fake news. Possible topics include:
 - The role of journalism
 - The role of news consumers
 - Social media
 - Fake vs. False
- Suggestions were solicited and include:
 - Define social media;
 - Extend the definition of "fake" news to include unconfirmed news, and hold media responsible;
 - Define the purpose of community input given that the forum will be held before the election;
 - Ensure the event is live-streamed and audience comments accepted;
 - Address consumers' responsibility;
 - Continue to use the format of CI: The Arts;

- Discuss computer search results targeted toward bias.

VII. Committee Reports

Community Engagement – Jennifer Casteix

- Jennifer Casteix will step down as committee chair after 7 years. AZPM now has a dedicated community outreach staff member.
- Recent events were reviewed.
 - Lorraine Rivera and Sara Hammond served as moderators of author panels for the Tucson Festival of Books.
- The best way to leverage AZPM outreach staff will be considered.

Development – Hank Peck

- The committee has been expanded to include the entire board. The committee in its former composition will focus on special projects. Each CAB member will be expected to call or write to major donors; lists will be distributed at each meeting. Thanking donors is the most important thing CAB members can do to engage supporters.

Executive

- The January meeting evaluation responses were presented briefly.
- Donor thank-you contact was emphasized.

External Relations

- UA's Senior Director of Community and Local Government Relations Julie Katsel met with the committee to discuss relations between AZPM and UA.
- Federal funding issues require a wait and see strategy until necessary
- UA's strategic plan was discussed; CAB members who are interested can participate in the process. Steven Eddy offered cards with more information.

Financial Information

- Revenue is up overall; positive budget variances include Membership, Major Gifts, and Auxiliary income.
- Expenses are being tightly controlled and under budget.

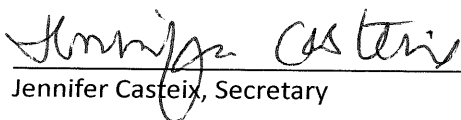
Governance Committee

- Welcomed Maria Marin, who filled Tsianina Lomawaima's open seat. Two seats are opening in May. Suggestions for candidates who present diverse perspectives are welcome.
- Officers will be elected at the May meeting.

The next meeting will be on May 24 at noon in Room 205 of the Swede Johnson Building. The meeting will last two hours.

With no other business coming before the board, Chair Kent Laughbaum adjourned the meeting at 1:30pm.

Signed this 24th day of May, 2018


Jennifer Casteix, Secretary

