

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board

Thursday, November 8, 2018
1111 N. Cherry Avenue, Room 205

MEETING MINUTES

CAB: Susan Tarrence, Steven Eddy, Ted Borek, Bill Bowen, Ron Carsten, Lynne Wood Dusenberry, Ed Frisch, Frank Hamilton, Laura Todd Johnson, Kent Laughbaum, Sylvia Lett, Paul Lindsey, Roxie Lopez, Harold Paxton, Jill Perrella, Jill Rosenzweig, Cita Scott, Magdalena Verdugo

Absent: Jodi Bain, Jennifer Casteix, Mary Ann Dobras, Todd Hanley, John Hildebrand, María Marín, Christina Noz, Hank Peck, Hope Reed, Andrew Schorr, Cristie Street

Emeritus Members: Judith Brown, Nance Crosby, Chris Helms, Simon Rosenblatt

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

Guests: Veronica Cruz-Mercado, Cheryl Gerken, Betsy Leader, Laura Maher, Jennefer Smith

I. Call to Order, Welcome and Introductions

Chair Susan Tarrence called the meeting to order at 12:04 pm and welcomed attendees.

II. The 2018 Emmy® nominee and winner video clip was shown.

III. Consent Agenda

Frank Hamilton moved that the minutes of the September 20 meeting be accepted. Hassan Hijazi seconded the motion; the minutes were accepted unanimously.

IV. Management Report

Audience Development

- Election coverage was the best it has ever been. New technology allowed for live remotes from various locations.
- A Get Out the Vote spot featuring Hank Peck was shown. Other CAB members who have appeared in the spots are Maria Marin and Christina Noz; Allison Vaillancourt also recorded one.
- Audience numbers were reviewed. Although audience numbers are lower than those of last year, AZPM stations are doing better than other public media stations around the country. Radio numbers were also down, but our market ranking went up. Judith Brown asked if lower numbers could be attributed to political fatigue. Radio is traced by diary; listeners who participate in surveys must log when and where they listen. It could be that the diary households for the last rating period are either predominantly low-income or low-education. Data for specific programs was shared.

- Page views online were up over last year.

Community Engagement – Gene Robinson

- Social Media numbers were reviewed and reflect steady increases. AZPM had the #1 social media page in Arizona on Election Night; #21 nationally among public media stations.
- The next Community Interactive may focus on the opioid abuse crisis and will be a full-scale, all-platform effort. Journalism: Fake News may be bumped to 2020.
- Recent and upcoming community engagement events were reviewed.

Accountability – Kimberly Heath

- The audit is wrapping to a close. It was conducted in a timely manner and more efficiently than ever before.
- The CPB is instituting harassment prevention training. All employees have received training, as will new employees going forward.
- The UCAP project was explained.
- The audit revealed an anomaly in Underwriting numbers.
- FY19 First Quarter numbers were reviewed.
- Personnel and headcount numbers were reviewed. Open positions are being filled.

Sustainability – Jack Gibson

- Emmy nominees and winners kept AZPM tops in Tucson and Arizona.
- KUAS-FM 88.9 launched full-power service in Sierra Vista after more than 10 years in the process.
- KUAZ 93.3 will provide service to Catalina and Saddlebrooke.
- The annual report production is complete; calendars should be in homes by Thanksgiving.
- Judith Brown asked if students are invited to the screening of *Native America* in Sells. The screening will be held at Baboquivari High School and all students have been invited. The RSVP list is growing.

V. Old Business

- Capitol Hill Update: Federal Funding for CPB. No movement of any significance has taken place. No news continues to be good news.

VI. Committee Reports

Community Engagement – Jim Murphy and Hassan Hijazi

- The committee was restructured into several sub-committees. Sub-committee chairs have been appointed and staff liaisons assigned.

Executive – Susan Tarrence

- The September meeting evaluation is included in the meeting packet.
- “Brag” sheets are being created and will be shared periodically.

Financial Information – Ed Frisch

- The committee met Monday and discussed several issues. Overall finances are healthy for the first quarter. Current numbers are compared to budget and to last year. Revenue is up; expenses are also up due to timing and will balance out in the second quarter.

Governance – Jill Perrella

- The Governance Committee recommended the appointment of Ron Carsten and Sylvia Lett to the CAB. Mr. Carsten and Ms. Lett were introduced and welcomed.

Marketing & Brand Management – Gene Robinson for Hope Reed

- The committee recently discussed narrowing its focus to one initiative at a time, with those that lend themselves to tangible group activity receiving priority.
- The committee's current focus is NPR 88.9 FM in Sierra Vista. CAB members were asked to identify any acquaintances living in the area and to ask for ideas on how best to publicize the new station. Other ideas included developing an email campaign to publicize service updates, establishing an AZPM presence at local events, hosting social events, etc.

VII. New Business

- KUAZ-FM 93.3 Catalina: a new translator will be installed on a tower belonging to the Golder Ranch Fire District. The translator will extend the reach of NPR 89.1 to audiences in northern Pima County and southern Pinal County (including Saddlebrooke) via a 250-watt transmitter.
- AZPM's footprint needs to be bigger in south and west of Tucson. An existing radio station near Green Valley that is available for purchase is being sought.
- Discussion item: AZPM's UA tag line "A broadcast service of the University of Arizona," needs to be updated to emphasize editorial independence while maintaining the UA connection. Several examples were suggested; CAB members contributed additional ideas, which were recorded and will be considered.
- CAB members brainstormed ideas for potential 60th Anniversary events. Ideally, major events should be impactful, unusual, and memorable. Ideas were recorded for consideration by the Marketing and Events teams.

The January meeting agenda will include an update on the Strategic Plan. Jack Gibson will report on meetings with UA Facilities and with the lead architect for the new building plan. Budget authority and the go-ahead to study have been received.

The next meeting will be on January 17, 2019 at noon in Room 205 of the Swede Johnson Building. Susan Tarrence reminded all of the holiday open house at the home of Jack and Laura Gibson on Sunday, December 16.

With no other business coming before the board, Susan Tarrence declared the meeting adjourned at 1:29 pm.

Signed this 17th day of January, 2019



Hope Reed, Secretary