

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

**Meeting of the Community Advisory Board**  
Wednesday, September 25, 2019  
Community Foundation for Southern Arizona  
5049 E. Broadway

**MEETING MINUTES**

**CAB: Steven Eddy, Hope Reed, Ron Carsten, Lynne Wood Dusenberry, Ed Frisch, Frank Hamilton, Todd Hanley, Sydney Hess, Hassan Hijazi, John Hildebrand, Laura Todd Johnson, Sylvia Lett, Roxie Lopez, María Marín, Christina Noz, Harold Paxton, John Pedicone, Jill Perrella, Andrew Schorr, Magdalena Verdugo**

**Absent: Jodi Bain, Ted Borek, Bill Bowen, Mary Ann Dobras, Paul Lindsey, Kent Laughbaum, Rose Lopez, Lynn Nadel, Hank Peck, Jill Rosenzweig, Susan Tarrence**

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

**AZPM Staff: Jack Gibson, Enrique Aldana, Kimberly Heath, John Hess, Betsy Leader, Laura Maher, Mary Paul, Gene Robinson**

**Guests: Lisa Rulney, UA SVP Business Affairs & CFO, Vanessa Barchfield, AZPM Producer**

**I. Call to Order, Welcome and Introductions**

Vice-Chair Steven Eddy called the meeting to order at 12:05 pm, welcomed attendees, and introduced guests Lisa Rulney and Vanessa Barchfield, and new CAB members Sydney Hess and John Pedicone.

**II. Remarks from Lisa Rulney, UA Senior Vice President, Business Affairs and CFO**

Ms. Rulney thanked CAB members for the opportunity to attend the meeting and speak with them. She has been a sustaining member of AZPM since moving to Tucson. She explained the structure of the UA's Business Affairs division and the four areas of strategic focus for this year: increasing transparency, increasing collaboration with stakeholders, increasing communication, and offering high-quality customer service. Steven Eddy thanked her for her support of AZPM.

Steven Eddy also introduced and welcomed new CAB members John Pedicone and Sydney Hess.

**III. The Fall Sizzle Reel was shown.**

**IV. Consent Agenda**

Judith Brown moved that the minutes of the May 23 meeting be accepted; the minutes were accepted unanimously.

## V. Management Report

### a. Audience Engagement

- PBS 6's national ranking remains #2 for full week; moved up from #12 to #5 for primetime.
- Good news on Classical 90.5: Time Spent Listening (TSL) increased by a third. The market rank moved up from #11 to #7. Time spent listening also increased among younger listeners.
- Original productions underway include *Story Corps: One Small Step* and a fundraising 60<sup>th</sup> anniversary documentary featuring highlights of AZPM's history. *The Arizonans* and *Wild Arizona* are both in the pilot stage. *Wild Arizona* focuses on the flora and fauna of Arizona and is scheduled to debut in November; a teachers' companion program is in development. The first episode of *The Arizonans* will focus on the Udall family. It is currently in rough cut and should be ready for debut in the first quarter of 2020.

### b. Community Engagement

- Educational outreach is doing well; several children's events were produced over the summer, including *Ready, Jet, Go!*, *Molly of Denali*, and *Story Time with The Cat in the Hat*.
- Community engagement events over the summer included a preview screening of *American Experience: Chasing the Moon*, a national PBS broadcast watch party in Bisbee of *POV's Bisbee 17*, *The Buzz* on location at the Dunbar Auditorium, a preview of Ken Burns' *Country Music*, an AZPM staff volunteer event at the Tucson Community Food Bank, a Tucson Pops Orchestra concert conducted by Classical 90.5 announcer Andy Bade, and the *Downton Abbey* movie screening event.
- Upcoming events include the Zenger Awards luncheon with Christiane Amanpour, Love of Literacy at the Tucson Children's Museum, and David Kennerly with John Meacham, among others.

### c. Sustainability & Accountability

- FY19 was a good year for finances. The year closed with a revenue overage of 28% against budget, largely attributable to matured planned gifts.
- Personnel costs were under budget, largely owing to unfilled positions. Several key positions were recently filled, and several new positions are posted.
- Capital fundraising for new facility will start as soon as the project receives official approval from UA administration and the Arizona Board of Regents.
- The new Classical 90.5 translator in Bisbee is active; FCC approval for 88.3 was granted with only minor modifications.
- Establishing NPR on 93.3 in SaddleBrooke was unsuccessful; however, FCC approval for 104.5 is pending.
- Reception issues have forced the temporary suspension of the classical service in Nogales; options are under consideration.
- Preparations for real-time live streaming for PBS & PBS Kids are underway with a target launch date of November 3.
- AZPM received its second National Murrow award and 12 Emmy® awards. Emmys are difficult for public television to win because judges are often from the world of commercial world; they are used to 90-second stories rather than the longer-form stories that are the hallmark of public TV. A short video highlighting the Emmy

winners was shown. The video was produced by a former student who graduated in May and now works as AZPM's media specialist.

#### **VI. Committee Report Summary – Hope Reed, CAB Secretary**

- Hope Reed summarized committee activities as follows:
  - The Executive Committee met August 19 and discussed CAB meeting evaluations, committee structure and effectiveness, major donor stewarding, and the emeritus policy.
  - The Events Subcommittee of Community Engagement Committee met September 19 and discussed the *Downton Abbey* screening, 60<sup>th</sup> anniversary events & activities, the new building prospectus, and upcoming events.
  - The Financial Information Committee met September 20. FY19 revenue exceeded budget by 25.8%; FY19 expenses were under budget by 11.3%.

#### **VII. Old Business**

- a. Capitol Hill Update: Federal Funding for Corporation for Public Broadcasting – Steven Eddy
  - The draft Senate Appropriations bill released last week proposes level funding for public broadcasting for FY20. Unclear when/whether the draft bill will be considered by the full Senate.
  - Public broadcast funding has maintained favorable bipartisan consensus.
- b. Building/Facilities Update – Jack Gibson
  - A prospectus is in development and will be presented to UA senior management next week. Is hoping for fundraising green light in early 2020. If the project is approved, it will likely be 6-8 years before the facility is move-in ready. That timing is favorable; the industry will be moving to an internet-protocol television standard in about 7 years.
- c. Content Focus Topics – John Hess
  - Explained that a content “vertical” is a topic that will be broadcast on multiple platforms (TV, radio, online, and with community events).
  - The next content vertical to be addressed is *Addiction and The Opioid Crisis 2020*. Future topics include *Journalism Under Attack: Reporting vs. Commentary*, *The First Amendment on Campus*, and *Your Vote 2020* (all working titles)

#### **VIII. New Business**

- a. Meet an AZPM Employee – Vanessa Barchfield
  - Gave a short summary of her background and education and spoke about the stories she covers for AZPM. CAB members were given the opportunity to ask questions.
  - Steven Eddy asked about her Emmy® award-winning story “When Sarah Runs” and what she took away from that story.
  - She was asked how many stories per year she covers. *Arizona Illustrated* aims for about 25 per year because deep-dive stories take longer to put together. On radio, she produced at least one story every day.
- b. Collaboration with Conley Media/Tucson Lifestyle Magazine
  - AZPM has established a partnership with Tucson Lifestyle Magazine, which is being revised and refreshed to focus resources on monthly editions and an annual hotel edition. The partnership will benefit AZPM in many ways. AZPM members will receive a free 5-year subscription with their renewed membership (including sustaining

memberships). TLM will produce and print AZPM's annual report at a fraction of the current cost. The Annual Report will be incorporated into the January edition of the magazine, enabling AZPM to reach beyond its donor and membership list.

## IX. Discussion Items

### a. *Beautiful Day in the Neighborhood* – Gene Robinson

- Following the very successful *Downton Abbey* event, an event tied in with *Beautiful Day in the Neighborhood* with Tom Hanks is under consideration. Ideas include a Mr. Rogers sweater drive, purchasing a block of seats at a movie theater for a viewing, a brunch or other event to support educational outreach. A sweater drive was an overwhelming success several years ago. Sweater donations were solicited over the air, donations were dropped off at a local dry cleaner, then delivered to TUSD's clothing bank after cleaning. Jack Gibson has a good relationship with owner of Sparkle Cleaners and may be able to approach them to partner in this project.
- CAB members were asked for other ideas. Suggestions included:
  - Karen Christensen suggested partnering with Ben's Bells to tie in with mention of kindness in the movie poster's tag line.
  - Maria Marín suggested expanding the sweater drive to include shoes.
  - John Pedicone suggested connecting with the Educational Enrichment Foundation.
  - Steven Eddy asked if a marketing plan exists already, or if one is being created from scratch.
  - A screening would be a different event. Lynne Wood Dusenberry asked if that would be considered a fundraiser or a "friend-raiser." A screening event for this program would be much simpler than that of *Downton Abbey* and with a lower price tag.
  - Sylvia Lett suggested giving out blocks of tickets school districts.

### b. Involving CAB Members in Stewardship

- CAB members often feel they are not contributing enough and ask: How can I be more helpful to AZPM? What can I bring to AZPM?
- The number of major donors has tripled in 10 years while the development staff has only doubled.
- Management would like to involve CAB members in thanking donors who have supported AZPM for 30+ years. Those donors, while long-term, may not necessarily be major donors and therefore not in the portfolios of development staff. CAB members could host micro-events such as coffees, small group gatherings, or other social events, to thank long-term donors. AZPM can provide invitations, sizzle reels, talent. CAB members could team up with other CAB members. Donor names can be targeted to zip code; CAB members may recognize many names. CAB members will not be asked to solicit financial support; the micro-events are simply an expression of gratitude for long-term support.
- Hope Reed, Lynne Wood Dusenberry, Roxie Lopez, and Steven Eddy offered host pilot events. Harry Paxton has already volunteered to host an event in Green Valley.

- c. Involving CAB Members in Connecting with Specific Donors
- Development staff members need help connecting with several major donors. CAB members who might know the following donors well enough to invite them for lunch or coffee were asked to contact Jack Gibson or Enrique Aldana:
    - John & Helen Schaefer
    - Michael Leuhold
    - Michael Baldwin
    - Michael Kasser
    - Gordon & Nancy Graham
- d. Radio Pledge Campaigns
- TV fundraising campaigns are doing really well; however, radio pledge campaigns have leveled off. There is a concern that they may be in plateau. What are we missing in terms of encouraging people to pick up phone? What works, what doesn't?
  - Judith Brown asked if incentives (e.g., Janos, Feast, etc.) work. Jack Gibson replied that some incentives do help. Doug Levy is a special case; he does so much (underwriting, pledge volunteering, trade partner), and his incentives always stimulate responses. With some, the value of the gift is negligible and the value proposition for the audience is declining. Some people seem to want free advertising time. Judith Brown can bring tickets to performances at Centennial Hall.
  - Sylvia Lett asked if the campaign is being affected by changing demographics. Radio pledging is at least half online; TV pledge results in many more live calls.
  - Christina Noz likes hearing from multiple guests. As a listener, she hears the same message over and over. She enjoys hearing individuals' stories, what they do in the community, what makes Tucson/AZPM great. For her, a community member's testimonial is more important than prepared stories.
  - Frank Hamilton wondered if switching the goal from dollars to number of donors could have contributed to the flattening. Judith Brown added that she often makes an additional pledge because of who's on, but many more people are sustainers.
  - Hope Reed suggested more variety in messages.
  - Maria Marín commented that she and many people she knows doesn't want to buy anything; they already have enough stuff. Instead of giving gifts for birthdays, etc., she hosts events that raise money for specific organizations
  - Jim Murphy added that the Desert Museum offers donors the opportunity to "buy" an animal and name it.
  - Steven Eddy asked if it would be possible to do a field production (e.g., at Feast, on campus) for pledge? Jack Gibson replied that it's possible, but expensive and probably wouldn't net enough revenue to make it worthwhile.
  - Roxie Lopez suggested establishing a presence at the 4<sup>th</sup> Avenue Street Fair.
  - Jack Gibson announced that staff is proposing some changes to the November/December campaign. Stacking pledge periods (running radio and TV simultaneously) is stressing staff and audiences. The proposal is to move radio to mid-November (15-22), leading into the late November TV pledge drive.
  - Goals:
    - Increase financial performance
    - Improve quality of messaging

- Involve community in challenge grant to encourage support
- Increase campaign efficiency to avoid adding more time
- The length of pledge shifts will be increased to make it worth guests' time; if it takes longer to get to AZPM than people spend on the air, it's not worth it.
- The possibility of offering lunch/dinner with talent was proposed.

#### **X. Announcements**

- Jill and Adam Perrella welcomed their new son, Hudson Adam, on August 8.
- Lynne Wood Dusenberry will receive a lifetime achievement award from the UA's James E. Rogers College of Law.

#### **XI. Other Business**

Steven Eddy called for other business from the floor.

The next meeting is scheduled for Thursday, November 14, 2019 at noon in the Community Foundation for Southern Arizona's Board Room.

Steven Eddy reminded all to complete the post-meeting evaluation survey. The Executive Committee appreciates member comments.

With no other business coming before the board, Vice-Chair Steven Eddy declared the meeting adjourned at 1:32pm.

Signed this 14<sup>th</sup> day of November, 2019

  
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 Hope Reed, Secretary