

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Meeting of the Community Advisory Board
Thursday, March 21, 2019
Community Foundation for Southern Arizona
5049 E. Broadway

MEETING MINUTES

CAB: Susan Tarrence, Steven Eddy, Jodi Bain, Ted Borek, Ron Carsten, Jennifer Casteix, Mary Ann Dobras, Lynne Wood Dusenberry, Ed Frisch, Frank Hamilton, Todd Hanley, Paul Lindsey, María Marín, Christina Noz, Harold Paxton, Andrew Schorr, Cita Scott, Cristie Street

Telephonic: John Hildebrand, Roxie Lopez

Absent: Bill Bowen, Hassan Hijazi, Laura Todd Johnson, Kent Laughbaum, Sylvia Lett, Hank Peck, Jill Perrella, Hope Reed, Jill Rosenzweig, Magdalena Verdugo

Emeritus Members: Betsy Bolding, Judith Brown, Karen Christensen, Chris Helms, Jim Murphy

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

Guests: Rose Lopez, John Pedicone

I. Call to Order, Welcome and Introductions

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

II. The Spring Sizzle Reel was shown.

III. Consent Agenda

Ted Borek moved that the minutes of the January 17 meeting be accepted. Paul Lindsey seconded the motion; the minutes were accepted unanimously.

IV. Management Report

a. Audience Development – John Hess

- TV audience numbers showed a slight downturn in come, but total viewership was up for this survey period.
- Radio data will be released in late April.
- Significant gains have been seen in *Arizona Illustrated* and *Arizona 360* viewership.
- Mr. Hess reviewed StoryCorp's *One Small Step* project.

b. Community Engagement – Gene Robinson

- Community Engagement events were reviewed. The major donor event featuring award-winning author Kwame Alexander was very special. AZPM staff members who worked the Tucson Festival of Books were very busy. AZPM hosted two tents, one on the mall and one in front of the building; activities included photos with

characters, studio tours, and prize wheel giveaways. Pledges received exceeded those of last year three times over.

- To commemorate the 60th anniversary of PBS6, 60 events are planned throughout 2019; 27 events will be completed by the end of April.
- Highlighted events include the Volunteer Appreciation Reception on April 9 and the Marconi Awards Luncheon on April 10.
- Several upcoming events will need volunteers; please see Cita Scott for details.
- Jack Gibson thanked Susan Tarrence for hosting top-tier major donors at a dinner at her home.
- Paul Lindsey is partnering on the Doggie Shorts film festival at The Loft, and several AZPM staff members are serving as emcees at upcoming community events.

c. Accountability – Kimberly Heath

- The bottom line total is \$2M over budget for revenue, primarily owing to a large bequest.
- Capital Gifts are a little short; major gifts were down a little, but donors were identified and being contacted. Program Gifts were up by 459%; Underwriting is exceeding its goal. Membership drive ended up in number of pledges but down in dollar amount.
- A Human Resources Generalist was hired and started this week. Ms. Heath also announced promotions and other recent new hires. Open positions were reviewed.

d. Sustainability – Jack Gibson

- FCC approval on a translator for the classical station in Bisbee is still pending. The government shutdown delayed the process.
- A major renovation of the newsroom will start on Monday. The target completion date is June 30.
- Major setbacks have been encountered with the launch of 93.3 FM in Catalina. The frequency is occupied by a very powerful station in Phoenix that is interfering. Consulting engineers and AZPM's legal team in Washington, DC are working on alternate options.
- A new documentary series in progress, *Wild Arizona*, is a locally-focused expansion of *The Desert Speaks* produced in partnership with the Arizona-Sonora Desert Museum.
- A second original documentary series, *The Arizonans*, has been produced in pilot form and is being refined to focus on one well-known Arizonan or Arizona family at a time. The first program will examine the lives of the Udall family.
- A third documentary, *Channel 6 at Sixty* (working title), is being produced for December pledge.
- Chris Helms reported hearing complaints about the length of the fundraising period and asked if fundraising has been extended. In fact, the fundraising period has actually been compressed. Feedback has indicated that listeners appreciate hearing community members talk about what AZPM means to them and why public media matters. Judith Brown added that she appreciates the goal being shifted to the number of pledges rather than a dollar amount. Jennifer Casteix asked to hear more from students. One of the strategic objectives is to hear from 25% new voices each campaign.
- Steven Eddy commented on the two new pilots in progress and asked if either program would be hosted; at this point, they will be narrated rather than hosted.

- Christina Noz asked if the large bequest received is restricted or if there are plans for those funds. Some funds may be directed to the capital campaign as a matching challenge to the community
- Ed Frisch asked about the programs chosen for the pledge campaigns. Director of Membership Pat Callahan is an industry expert in choosing pledge programming. The objective is to maximize dollars per minute; keeping to the regular program schedule would extend the campaign by at least a couple of weeks.

V. Old Business

- Government/Legislative update – Steven Eddy
 - Please thank legislators for their support of the Corporation for Public Broadcasting.
 - There are no plans at this time to mobilize viewers/listeners.
 - The CPB's Community Service Grant is receiving on-air credit for local production funding in order to raise awareness.
- Building/Facilities Update – Jack Gibson
 - AZPM and the College of Social and Behavioral Sciences are the two drivers of the initiative; SBS includes the Journalism School and the Information School. Jack Gibson has been talking with other campus units to assess interest and ability to invest. Interested units include Student Media, Online Learning, UA Marketing and Communications, and the College of Fine Arts (Media Arts).
- AZPM Tag Line – Gene Robinson
 - With input from the CAB, a new tag line has been adopted: A Community Service of the University of Arizona. Mr. Robinson thanked CAB members for their input.

Guests John Pedicone and Rose Lopez were introduced and welcomed. Dr. Pedicone is former superintendent of both the Tucson Unified School District and the Flowing Wells Unified School District, and currently serves as the Southern Arizona Leadership Council's Director of Education Policy. Ms. Lopez is the President and CEO of Intermountain Centers for Human Development, and is chair-elect of the Women's Foundation of Southern Arizona Board of Trustees. She also serves on the Women's Foundation's Community Impact Committee.

VI. Committee Report Summary – Steven Eddy, CAB Vice-Chair

Mr. Eddy delivered a brief summary of committee activities since the last CAB meeting and directed members' attention to the detailed committee reports located in the meeting packet. The reporting committees are Community Engagement, Executive, External Relations, Financial Information, and Governance.

VII. New Business

- CAB Meeting Planning.
 - Hope Reed and Harry Paxton are co-chairing an ad hoc committee to assess the current meeting format and planning process, and possibly recommend changes to increase member engagement and participation. Mr. Paxton reviewed the reasoning behind the formation of the committee, and asked CAB members who are interested in participating in the process to contact him. The committee will solicit CAB member opinions and hopes to deliver a report offering at least one alternative to standard practice by September.

- Proposed Radio Format Changes
 - John Hess reported that AZPM administration is considering potential changes to the KUAZ (89.1) format, with audience development as the overall objective.
 - Under consideration is a change from the current split format (NPR from 5:00am to 7:00 pm, jazz from 7:00pm to midnight, and BBC World from midnight to 5:00am) to a full-time all news format in order to strengthen the service to and engagement of the audience.
 - In order to preserve the jazz legacy service, and in acknowledgment of its large audience, the proposal includes the addition of an HD2 channel, which would carry jazz programming 24/7.
 - Mr. Hess played a sample of the HD2 jazz service using Alexa. The format will also be streamed so listeners can pick it up on their home listening devices.
 - Judith Brown asked if the proposed change would affect the current daytime BBC programs; all-day BBC programming will continue to be offered on HD3.
 - The program list will be purchased from PubJazz, a service providing straight-ahead (not alternative) jazz. The subscription service doesn't provide Roots.
 - Andy Schorr asked what programming is currently on HD2, and if that programming would be replaced.
 - HD1 is currently a playback of KUAZ, and HD2 currently carries BBC World News. BBC will be moved to HD3. Up to 3 channels may be created per frequency.
 - Ted Borek asked whether the technical challenge of finding HD2 or HD3 might cause listeners to fall away. The penetration for smart devices has increased 25% nationwide; there's no way to measure a local market, but based upon holiday sales it seems to be a very popular device. 41% of US households have a streaming device.
 - The HD channels are available to stream on a personal computer.
 - Gene Robinson talked about some of the marketing challenges. Education and training will be necessary. In totality, listeners will get more product (all news, all jazz, all BBC), resulting in a win-win for listeners, especially as HD equipment becomes more mainstream.
 - The cost of programs is increasing, as are NPR member dues. The ability to repeat programs to increase audience reach without additional investment will decrease the cost per minute. An HD receiver currently costs about \$50; it may be a cost factor for a few people, but not outrageously expensive.
- Content Focus Topics
 - The news team, content production, and online media have been tasked with identifying topics worthy of deep coverage across platforms; the goal is to focus on two content "verticals" per year. Topics should be real community issues that would attract people to a Community Interactive-type event.
 - Jack Gibson asked for CAB member feedback and ideas for potential topics; as an example, one topic proposed by the Executive Committee is Tucson's response to asylum seekers.
 - Topics should ask a big question/identify the issue, provide the opportunity for a community engagement/educational event, and include a clear call to action. The intention could be observational, motivational, or both. What could AZPM bring to the community's attention, what would be the story, and how could we make an impact?
 - A spirited conversation followed, during which CAB members discussed the following possibilities:
 - Aspects of education in Arizona, including:

- STEAM vs. STEM (Science, Technology, Engineering, Arts, Math);
- The impact of poor-quality education on Arizona's economy;
- Quality and availability of early-childhood education;
- Birth dearth;
- The decline of vocational-tech education.
- The impact of the aging of the community
- The role of the military and its impact on the community and its economy
- The role of women in Southern Arizona
- It was suggested to focus on solutions rather than re-hashing problems. What solutions would cost, and where the money would come from, could also be a discussion point.
- CAB members were given a list of eight potential topics identified by staff and asked to rank those topics in order of relevance to the community. The ballots provided the opportunity to write in two additional topic suggestions and add comments.

VII. Other Business

Susan Tarrence called for other business from the floor. Judith Brown added that the Arizona Town Hall and the Community Foundation for Southern Arizona could be great resources in identifying topics of interest and concern to Arizona residents.


The next meeting is scheduled for May 23, 2019 at noon. The location is under consideration. It has been suggested that the CAB meet on campus to tour one of the new facilities, such as Bio5 or the Environmental & Natural Resources building, if members would find that valuable. Members will be notified of the confirmed location as soon as possible.

Thank-you notes and calls were discussed briefly. The personal touch has great impact on donors.

Susan Tarrence reminded all to complete the post-meeting evaluation survey. The Executive Committee appreciates members' comments.

With no other business coming before the board, Chair Susan Tarrence declared the meeting adjourned at 1:41 pm.

Signed this 23 day of May, 2019


 Hope Reed, Secretary

