

**ARIZONA PUBLIC MEDIA<sup>®</sup>**  
**COMMUNITY ADVISORY BOARD**

**Annual Meeting of the Community Advisory Board**

Thursday, May 23, 2019

Community Foundation for Southern Arizona

5049 E. Broadway

**MEETING MINUTES**

**CAB: Susan Tarrence, Ted Borek, Bill Bowen, Ron Carsten, Jennifer Casteix, Mary Ann Dobras, Lynne Wood Dusenberry, Ed Frisch, Frank Hamilton, Todd Hanley, Hassan Hijazi, John Hildebrand, Kent Laughbaum, Sylvia Lett, Roxie Lopez, María Marín, Hank Peck, Jill Perrella, Hope Reed, Jill Rosenzweig, Cita Scott, Cristie Street, Magdalena Verdugo**

**Absent: Jodi Bain, Steven Eddy, Laura Todd Johnson, Paul Lindsey, Christina Noz, Harold Paxton, Andrew Schorr**

**Emeritus Members: Betsy Bolding, Judith Brown, Chris Helms, Jim Murphy, Simon Rosenblatt**

**AZPM Staff: Jack Gibson, Enrique Aldana, Hannah Birch, David Fortin, John Hess, Jason Katterhenry, Mary Paul, Gene Robinson**

**Guests: Sydney Hess, John Pedicone, Allison Vaillancourt**

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

Chair Susan Tarrence called the meeting to order at 12:07 pm, welcomed attendees, and introduced guests Sydney Hess, John Pedicone, and Allison Vaillancourt, and new staff David Fortin and Hannah Birch.

**II. An *Arizona Illustrated* compilation video was shown.**

**III. Consent Agenda**

Ted Borek moved that the minutes of the March 21 meeting be accepted. Hank Peck seconded the motion; the minutes were accepted unanimously.

**IV. Management Report**

**a. Audience Development – John Hess**

- Prime time viewership on PBS 6 is up significantly over last year, both in weekly cume (+16%) and in Gross Rating Points (GRPs) (+28%). Full week viewing is down very slightly in weekly cume (-8%), but up significantly in GRPs (+48%). PBS 6 is ranked #1 nationally for full week viewing.
- Listenership on NPR 89.1 is up by 20% (weekly cume) for listeners 50+, and is tied for #1 in the market.
- Classical 90.5 is up very slightly in weekly cume for listeners 50+ (+4%), but up significantly in time spent listening (TSL) (+52%).

- The new *Morning Edition* theme music was played.
- b. Community Engagement – Gene Robinson**
- *The Buzz* was produced in front of a live audience in Bisbee on May 10.
  - May 10 events in Bisbee also included a PBS Learning Media event.
  - Increased content added to PBS Learning Media is attracting national attention.
  - Reviewed AZPM volunteer events in the community.
- c. Accountability – Jack Gibson**
- Numbers look good; one planned gift pushed revenue over budget. Underwriting revenue is up significantly (15%) over budget.
  - Development is working on closing revenue gaps in Major Gifts & Membership.
  - Member Motivation Survey results were shared. Key findings include:
    - The typical AZPM member is female, married, 66 years old, college educated, no kids at home, annual income of \$65K.
    - Satisfaction with key drivers of education has improved and remains high.
    - Most members say AZPM is one of their top 3 causes.
    - Content drives engagement; new content increases engagement.
    - Nationally, one-third of members subscribe to Passport vs. Netflix (49%) or Prime (37%)
  - End of fiscal year fundraising efforts include a mail campaign, on-air fundraising (pledge drives), and the on-air countdown campaign.
  - Personnel updates included 3 promotions and 4 new hires. 7 positions are open.
- d. Sustainability – Jack Gibson**
- New NPR service in Sierra Vista (NPR 88.9) launched in FY19, 2Q.
  - The FCC provisionally approved the construction application for a new translator for Classical 90.5 in Bisbee (88.3 FM).
  - The targeted frequency (93.3 FM) for the new FM translator operation based in Catalina proved not viable. Other options are being investigated.
  - Jazz 89.1 HD2 had a soft launch; work on marketing and streaming activities continues.
  - Management is exploring a possible move of the AM station (KUAZ-AM) from Marana to Southeast Tucson. Such a move may make it possible to increase broadcast hours from daytime only to full-time. The current location may interfere with consumer electronics in developing residential areas.
  - Potential space for remote operations at UA South (Sierra Vista) and the UA College of Medicine Phoenix campus is under consideration.
  - The newsroom renovation continues. The redesign will increase the number of work stations from 24 to 33.
  - An excerpt from Ken Burns' new documentary *Country Music* was shown.

## V. Old Business

- a. Government/legislative update – Jack Gibson**
- The House Appropriations Committee reported the FY20 Labor-HSS Education Appropriations Bill to the full House.

- The bill provides significant funding for the Corporation for Public Broadcasting, Ready to Learn, and station interconnection.
- b. CAB Meeting Planning – Hope Reed, Ad Hoc Committee Co-Chair
  - Recapped the discussion at the last meeting about tightening agendas and making meetings more interactive. A slightly updated agenda was introduced; future meetings would include a dedicated time for in-depth discussion. Suggestions may be emailed to Hope Reed, Ted Borek, or Harry Paxton.
- c. Radio Format Change – Jack Gibson, Gene Robinson
  - John Hess and Gene Robinson gave a detailed update on a proposed format change: NPR 89.1 would eventually become full-time news and information; 89.1 HD2 would carry jazz 24/7; BBC World News would move to 89.1 HD3.
    - Cita Scott asked if 9<sup>th</sup> Street Jump would continue on 89.1 HD2. The full jazz service will be received via satellite from Pittsburgh; service details are unknown at this point.
    - Ed Frisch expressed concern that CAB members may be asked questions about the change. Talking points are being drafted and will be shared with CAB members so that they can answer the basics. More detailed questions should be referred to staff.
    - Susan Tarrence emphasized that each format will become 24/7, providing additional service/content and reducing disruption.
- d. Final Four Content Focus Topics – Jack Gibson
  - The final four content verticals were announced: Campus First Amendment Rights, Addiction and the Opioid Crisis; Climate Change and Water Supply in the West; Journalism Under Attack: Reporting vs. Commentary.
- e. Building/Facilities Update – Jack Gibson
  - A representative of Planning, Design and Construction attended the January CAB meeting. Work is wrapping up on the partnership feasibility study.
  - Net assignable square feet has been determined; a concept sketch was shared.

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

- The ad hoc meeting planning committee met on April 29.
- Community Engagement met on May 9 with subcommittee chairs reporting on respective activities.
  - Diversity Subcommittee met on May 14.
  - Major Donor Events Subcommittee met on May 21.
- Executive Committee met on April 12 and continued discussion on CAB meeting structure.
- Financial Information met on May 8 to review FY19 3Q financials with CFO.

#### **VII. New Business**

- a. Digital Technology Demonstration – Jason Katterhenry, Director of IT
  - AZPM's new member portal, which allows online self-management of member accounts, is currently in soft launch phase. Eventually it will enable higher security and PCI compliance.
  - Joint accounts can be linked or unlinked between spouses or household members.
  - Mr. Katterhenry demonstrated how to activate a Passport account and how to watch on TV using a smart TV, Apple TV or Roku device.

- The PBS Video App is free. Shows are available for repeat viewing for a short period after show has aired. Programs on PBS Passport are available for a longer period of time (as long as licensing rights are valid).
  - Mr. Katterhenry demonstrated the online tutorial located on AZPM's website. Membership staff are very willing to walk members through setup, activation, and use. PBS also offers member and viewer resources and help.
- b. Recognition of Retiring CAB members – Susan Tarrence, Allison Vaillancourt, Jack Gibson
- Jennifer Castiex, Cita Scott, and Cristie Street were thanked for their 9 years of service to the CAB and to AZPM, and presented with flowers and a commemorative gift.
- c. The 2019-20 Meeting schedule was distributed.

**The Fiscal Year in Review sizzle reel was shown.**

#### **VIII. Other Business**

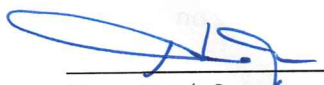
Susan Tarrence called for other business from the floor. None was presented.

The next meeting is scheduled for September 19, 2019 at noon.

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

With no other business coming before the board, Chair Susan Tarrence declared the meeting adjourned at 1:35pm.

Signed this 25<sup>th</sup> day of September, 2019

  
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Hope Reed, Secretary

