

**ARIZONA PUBLIC MEDIA®**  
COMMUNITY ADVISORY BOARD

**Annual Meeting of the Community Advisory Board**

Thursday, November 14, 2019

Community Foundation for Southern Arizona

5049 E. Broadway

**MEETING MINUTES**

**CAB: Susan Tarrence, Hope Reed, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Ed Frisch, Todd Hanley, Hassan Hijazi, John Hildebrand (via Zoom), Sylvia Lett, Paul Lindsey, Rose Lopez, María Marín, Christina Noz, Harold Paxton, Hank Peck, John Pedicone, Jill Rosenzweig, Andrew Schorr,**

**Absent: Jodi Bain, Ted Borek, Bill Bowen, Steven Eddy, Frank Hamilton, Laura Todd Johnson, Roxie Lopez, Lynn Nadel, Jill Perrella, Magdalena Verdugo**

**Emeritus Members: Chris Helms, Jim Murphy**

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

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

Chair Susan Tarrence called the meeting to order at 12:07 pm, welcomed attendees, and introduced guest Mitch Riley and new CAB member Rose Lopez.

**II. The Winter Sizzle Reel** was shown.

**III. Consent Agenda**

Hank Peck moved that the minutes of the September 25 meeting be accepted; Lynne Wood Dusenberry seconded the motion. The minutes were accepted unanimously.

**IV. Management Report**

**a. Audience Engagement**

- John Hess reviewed television ratings and numbers; PBS 6's weekly viewership and cumes are up.
- Radio has also shown an increase in listenership on both NPR and Classical.
- Passport numbers lead the industry in some categories, with a 75% increase in streams and a 50% increase in minutes watched.

**b. Community Engagement**

- Gene Robinson reviewed upcoming events, including the Arroyo Café Radio Show, which will feature veteran political satirist Mark Russell as the special guest.

- The Mr. Rogers Sweater Drive is underway; gently used sweaters and other outerwear for children and adults may be dropped off at any Schaeffer Dry Cleaners.
- Lorraine Rivera was named one of Tucson's 40 Under 40 for 2019, the third consecutive AZPM employee to be so honored.
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**c. Sustainability & Accountability**

- Kimberly Heath briefly reviewed the FY20 first quarter financial report. As is typical, first quarter expenses exceeded revenue because of the timing of PBS dues. Revenue and expenses performed well against the budget.
- A slight adjustment is being made to the radio pledge campaign: It will be separated from the TV campaign to allow for easier tracking of member support and to help determine giving patterns. Radio is more mission-driven; television is more premium-centric.
- Open positions were reviewed. Many of the open positions are new. Jack Gibson thanked CAB members who met with candidates for the Chief Development Officer position. The position remains open; it is likely a headhunter will be engaged.
- John Pedicone asked for the size of the average pledge: the average radio pledge is about \$156. The average TV pledge is slightly higher.

**V. Committee Reports**

- Hope Reed reviewed Executive, Governance, and Financial Information Committee activities briefly.
- Ed Frisch added that the Financial Information Committee, in addition to reviewing the first quarter financial report, also discussed financial controls and is satisfied that the controls currently in place are adequate and appropriate.
- Susan Tarrence gave an in-depth report on the potential restructuring of the Community Engagement Committee. The committee has been very closely tied to the marketing efforts. Its quarterly meeting structure may have contributed to some recent confusion and frustration. The committee is being redesigned and its charge more strategically focused on ways to enhance the inclusion of CAB members and their circles of influence. The subcommittee structure seems problematic; however, the old structure and the committee's size were also problematic, hence the restructuring effort. Subcommittee rosters will be shared.
- Social events will be planned to allow CAB members to become better acquainted.

**VI. Old Business**

- The next content "vertical" will focus on Addiction and the Opioid Crisis. Content on this topic will be cross-programmed onto all platforms and will include community engagement events.
- Enrique Aldana updated the group on the CAB stewardship project. Lynne Wood Dusenberry, Steven Eddy, and Hope Reed have each volunteered to host small events designed to thank long-time (not necessarily major) donors. Donors are assigned to host by zip code.
  - Lynne Wood Dusenberry requested more information on the donors assigned to her. She would like to know whether they can go out at night, whether coffee would be more appropriate than cocktails, etc.

- In addition to a sizzle reel, talking points would be helpful. Hope Reed emphasized the value of making donors feel like insiders.
- Mary Ann Dobras asked if people are being called or otherwise thanked for their long-time support. All major donors receive a letter and a thank-you call. Donors who give more than \$100 receive a call from a volunteer.
- More than 700 donors have given for more than 30 years.
- CAB members may partner with each other to host events, and events could be anything meaningful (e.g., a ball game, etc.).
- Paul Lindsey asked if a DVD or other material is available; staff will make all resources available.
- Pilot hosts will aim to be done by the next CAB meeting (January 16).

## VII. New Business

- a. Meet an AZPM Employee – Mitch Riley
  - Susan Tarrence introduced Mitch Riley, Series Producer of AZPM's *Arizona Illustrated*. He gave a brief overview of the structure of *Arizona Illustrated*.
  - The producers are the stars of the show in terms of their specialties, their passions, and the stories they tell.
  - New episodes upcoming include 24 Hours in the Life of Hotel Congress; this is something new in terms of format and content.
  - Mitch Riley related his background, education, and experience. He moved to Tucson to work at Tucson 12, a now-defunct public access station that focused on arts, humanities, human rights, and social issues.
  - Susan Tarrence asked what he's currently working on; he described the *Arizona Illustrated* production process and stories currently in production. John Pedicone asked where the team gets their ideas, and what Mitch himself is passionate about. His key role is to weave individual stories together into a cohesive show that has something for everyone. He helps producers select the right stories and the appropriate timing for those stories.
- b. New Year Changes to 89.1 FM Program Schedule
  - Since radio is more format-driven, 89.1 is moving toward 100% news and information. All jazz programming will move to 89.1 HD2 and will be available 24/7. The revised format begins Monday, January 6. Content will come from what is already purchased; programs such as *1A* and *Fresh Air* will be repeated in the evening to give listeners who can't listen during the day the opportunity to hear all available programming.
- c. *To the Manor Born* Travel Excursion
  - AZPM is hosting a tour to England to visit sites of PBS and Masterpiece classics. Brochures were distributed; CAB members should make their interest known before the tour is announced to major donors.
- d. AZPM Strategic Planning Retreat
  - A CAB strategic planning retreat is scheduled for Monday, January 27 at CFSA.

## VIII. Discussion Items

- a. House and Senate Hearings and Confirmation Process
  - AZPM is working to develop a policy as to what kind of communication community members expect from AZPM with respect to time-sensitive news or political events,

such as this week's impeachment hearings. Jack Gibson requested feedback on what is sufficiently important to warrant interrupt programming.

- AZPM is currently offering the hearings live on the web, live on NPR, and live on PBS 6 Plus. The hearings are recorded and re-aired on the main channel (PBS 6) during prime time. Re-broadcasting the impeachment hearings during prime time has garnered positive viewer feedback.
- AZPM will protect children's programming. Some families only receive PBS 6, and kids' programming is more essential to low-income families. Audiences seem to appreciate that kids' programming is not interrupted.
- KVOA (Channel 4) is airing the hearings live but not repeating during prime time, so it makes sense to program the hearings counter to what other stations are doing.
- Is the amount of airtime the hearings are currently receiving overkill? AZPM needs to avoid the impression of partisanship.
- Andy Schorr was disappointed that the PBS Newshour wasn't available during prime time. Since the hearings are available on many more platforms, he feels that the PBS Newshour's analysis at the end of the day is more valuable. However, working people need a platform in primetime. Hope Reed suggested putting a scroll on to inform audiences that they can see the analysis on *PBS 6 Plus*.
- Ed Frisch commented that, for him, the value added is in the evening, not when the content is available on other platforms.

b. Anonymous Gifts

- An article by a former public radio CEO was emailed to CAB members prior to the meeting. The writer advocated disclosing all donors and not accepting anonymous gifts. CAB members were asked for their opinions and feedback. Considering the recent national discussion about transparency, how important is donor transparency to news/journalism? Can money influence or distort coverage?
- Hank Peck recommended allowing anonymous gifts as long as there is a good gift acceptance committee and acceptance policy in place. There may be many reasons why a donor would want to remain anonymous. It is important for the recipient to understand who such a donor is.
- Jack Gibson responded that under current law, gifts for programming, production, and content must be acknowledged. Only operations gifts can be anonymous.
- Chris Helms commented that many donors don't want to be listed for fear of being solicited by other organizations asking for support. A policy of transparency might be a good idea but could come at the cost of support withdrawal.
- Therein lies the ethical conundrum: who makes the decisions about what values are appropriate?
- Paul Lindsey suggested adopting an acceptance policy rather than turning down anonymous gifts.
- Jack Gibson responded that, in his experience, private donors are more likely than foundations to request anonymity. A policy that articulates transparency would help, especially as a capital campaign comes closer.
- Ed Frisch added that an acceptance policy is fine but should be expanded beyond anonymous gifts and articulate how money will be spent.

c. CAB Committee Mini-Meetings

- CAB members were asked to think about whether holding a mini-committee meeting within a regular CAB meeting would be a productive use of time; the goal is to help members understand the various committees, their charges, and how they work.
- d. Future Topics for Discussion
  - CAB members were asked to think about what they would like to learn or discuss. Ideas may be emailed to an officer or staff member or included in the meeting evaluation.
- e. End of Year Giving
  - Ways that CAB members can support AZPM at the end of the calendar year include making a special year-end additional gift, communicating the importance of giving to colleagues, friends, and neighbors, encouraging them to give, and thanking them for their support.
  - Individual giving is the largest source of revenue.
  - More support is required to cover increased costs of program production and acquisition.
  - AZPM's daily operations cost is \$32,453.

#### IX. Announcements

- Nance Crosby, former CAB member (2005-16) and Chair (2007-08) passed away in October.
- Chuck Ford, former CAB member (2012-17) also passed away in October.
- María Marín received her Doctor of Education degree this week.

#### X. Other Business

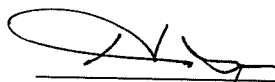
Susan Tarrence called for other business from the floor. None was offered.

The next meeting is scheduled for Thursday, January 16, 2020 at noon in the Community Foundation for Southern Arizona's Board Room.

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 1:37pm.

Signed this 16 day of January, 2020

  
 Hope Reed, Secretary

