

# ARIZONA PUBLIC MEDIA®



## COMMUNITY ADVISORY BOARD

Thursday, September 17, 2020  
Via Zoom

### MEETING MINUTES

**CAB: Susan Tarrence, Steven Eddy, Hope Reed, Ted Borek, Ron Carsten, Mary Ann Dobras, Nicola Finley, Ed Frisch, Matt Gilbert, Frank Hamilton, Todd Hanley, Hassan Hijazi, John Hildebrand, Laura Todd Johnson, Sylvia Lett, Rose Lopez, Lynn Nadel, Christina Noz, Hank Peck, John Pedicone, Jill Perrella, Magdalena Verdugo**

**Absent: Jodi Bain, Lynne Wood Dusenberry, Paul Lindsey, María Marín, Jill Rosenzweig, Tara Singleton**

**Emeritus Members: Betsy Bolding, Dan Cavenagh, Karen Christensen, Jim Murphy, Simon Rosenblatt**

**Guests: Charlene Bonwich, Stephen Golden, Ken Kay, Nancy Sharkey**

**AZPM Staff: Jack Gibson, Enrique Aldana, Deb Dale, Kimberly Heath, Laura Maher, Mary Paul, Gene Robinson**

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

Chair-Elect Steven Eddy called the meeting to order at 12:03p, welcomed attendees, and introduced new CAB member Dr. Nicola Finley, AZPM Senior Editor Charlene "Tad" Bonwich, and Strategic Planning Committee Members Stephen Golden, Ken Kay, and Nancy Sharkey.

#### **II. Meet an AZPM Employee**

AZPM Senior Editor Charlene "Tad" Bonwich gave a brief summary of her background and education, described her position as senior video editor, and spoke briefly about her current projects.

#### **III. Consent Agenda**

The minutes of the July 16, 2020 meeting were presented for approval. With no changes proposed, the minutes were approved by unanimous consent.

#### **IV. Management Report – Jack Gibson** **Audience Development**

- Viewership on PBS 6 for July is down against that of last year except in prime-time unduplicated audience, which showed no change.
- The drop in PBS 6 viewership could be partially explained by the sharp increase in Passport viewership in July over that of last year. Minutes watched showed a 67% increase and total streams an increase of 103%.
- Listenership on NPR 89.1 for spring 2020 vs. spring 2019 showed a slight decrease in the weekly cume (unduplicated audience) but an increase in time spent listening, for both listeners 50+ and listeners 12+.
- Listenership on Classical 90.5 showed decreases in weekly cumes and time spent listening.
- The Pima County Sheriff debate will be recorded on September 21 in the AZPM studio and aired as a special edition of *Arizona 360* on September 25.
- The U.S. Senate debate between incumbent Martha McSally and challenger Mark Kelly will air live on October 6 on PBS 6.

#### **Community Engagement – Gene Robinson, Chief Operating Officer**

- Educational programming aligned to state standards has been will be offered from September 8 to December 18. Programs geared toward PreK – Grade 3 will be available on PBS Kids 24/7; programs geared towards Grades 6-12 will air from noon to 5:00p M-F on PBS 6 Plus.
- AZPM's Educational Outreach Specialist has 13 PBS Learning Media virtual training sessions scheduled in September; 9 of those are for Tucson Unified School District, and 4 open to the general public.
- AZPM will host a virtual member event focusing on the OSIRIS-REx mission on October 21.
- AZPM staff have been nominated for 13 individual Rocky Mountain Southwest Emmy® awards. Winners will be announced at a virtual ceremony on September 19 to which CAB members are invited.

#### **Accountability – Kimberly Heath, Chief Financial Officer**

- Pre-audit figures for FY20 were \$2.9M favorable against the budget.
- Revenue exceeded budget by 6.9%; expenses came in under budget by 18%.

#### **Sustainability – Deb Dale, Chief Development Officer**

- The status of the fall fundraising campaign was reviewed.
  - i. The combined TV/Classical portion ended only \$422 under goal.
  - ii. The NPR campaign started Monday and is well-positioned to make its goal.
  - iii. Both campaigns are in the traditional format in an effort to increase the number of new members. The NPR campaign will feature live breaks via Zoom during the AM and PM drive times.
- The major gifts campaign will include recently-revised Leadership Society levels. Invitations to join the Leadership Society will be emailed to mid-level donors at the end of the month.
- CAB member check-in meetings will be scheduled soon.
- 25 AZPM major donors were among the 600 participants in a Zoom conversation with *PBS NewsHour's* Lisa Desjardin on September 8.

### **VI. New Business**

- Emeritus Nomination
  - Dr. Harry Paxton was presented for emeritus status consideration. Hope Reed moved that Dr. Paxton be offered emeritus status; Ted Borek seconded the motion, which passed unanimously.
- Strategic Planning Activity

- Strategic Planning Committee Chair Ron Carsten gave an overview of the strategic planning exercise and discussion topic, including a review of the current strategic pillars (Audience Development, Community Engagement, and Sustainability & Accountability). Board members will be broken into small groups and tasked with discussing the current pillars and determining whether to keep, drop, modify, or add new pillars. Each breakout group will nominate a spokesperson who will report the group's top 5 strategic priority choices to the rest of the CAB at the end of the breakout session.

#### **VII. Discussion**

- CAB members spent 30 minutes discussing strategic priorities in small breakout groups. The groups reconvened and each group shared its findings. Notes will be sent to Mary Paul for compilation and de-duplication, then sent to the Strategic Planning Committee for analysis.
- AZPM staff will meet next week to discuss Strengths, Weaknesses, Opportunities, Threats, and Trends (SWOTT). CAB members will perform a SWOTT analysis at the November meeting.
- The strategic planning timeline was reviewed. The goal is to have a draft ready by July of 2021.
- Jack Gibson thanked the members of the Strategic Planning Committee (Ron Carsten, Chair, Ted Borek, Judith Brown, Stephen Golden, Ken Kay, Harry Paxton, Nancy Sharkey) and Executive Committee (Steven Eddy, Hope Reed, Ed Frisch, Susan Tarrence) for their help with the activity.

#### **VIII. Announcements**

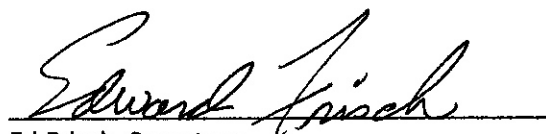
- In Memoriam: CAB member Roxie Lopez passed away on August 28 following a long battle with cancer. She requested that memorial donations be made to AZPM. 13 donations have been made in her memory as of September 15.
- Jill Perrella was congratulated on being named one of Tucson's 40 Under 40 for 2020.
- The January meeting has been rescheduled from January 28 to January 14.

#### **IX. Other Business**

- Executive Assistant Mary Paul demonstrated how to access resource materials on the CAB page of AZPM's website.

The next CAB meeting will be held via Zoom on Thursday, November 19. Steven Eddy reminded all to complete the meeting evaluation, thanked all for attending, and declared the meeting adjourned at 1:53p.

Signed this 19<sup>th</sup> day of November, 2020

  
Ed Frisch, Secretary