

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, January 16, 2020
Community Foundation for Southern Arizona
5049 E. Broadway

MEETING MINUTES

CAB: Susan Tarrence, Hope Reed, Steven Eddy, Jodi Bain, Ted Borek, Bill Bowen, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Ed Frisch, Frank Hamilton, John Hildebrand, Laura Todd Johnson, Sylvia Lett, Paul Lindsey, Rose Lopez, María Marín, Lynn Nadel, Christina Noz, Harold Paxton, Hank Peck, John Pedicone, Jill Perrella

Absent: Todd Hanley, Sydney Hess, Hassan Hijazi, Roxie Lopez, Jill Rosenzweig, Andrew Schorr, Magdalena Verdugo

Emeritus Members: Betsy Bolding, Dan Cavanagh, Karen Christensen, Chris Helms, Jim Murphy, Simon Rosenblatt

Guests: Rocque Perez, Chris Tanz

AZPM Staff: Jack Gibson, Enrique Aldana, Brian Deevers, Kimberly Heath, Betsy Leader, Laura Maher, Duncan Moon, Mary Paul, Kim Ramey, Gene Robinson

I. Call to Order, Welcome and Introductions

Chair Susan Tarrence called the meeting to order at 12:02 pm, welcomed attendees, and wished all members a happy new year. She introduced new CAB member Lynn Nadel, guests Rocque Perez, Brian Deevers, Duncan Moon, Kim Ramey, and Chris Tanz.

II. The Winter Sizzle Reel was shown.

III. Consent Agenda

Paul Lindsey moved that the minutes of the November 14 meeting be accepted; Harry Paxton seconded the motion. The minutes were accepted unanimously.

IV. Announcements

Jack Gibson announced the departures of AZPM News Director Andrea Kelly and Chief Operating Officer John Hess. Former Chief Marketing Officer Gene Robinson will succeed John Hess as COO, while the CMO position will be split into two manager positions. Senior Graphic Artist Brian Deevers has been promoted to Creative Services Manager. The newly-created Marketing & Communications Manager position is being posted. Senior Reporter Duncan Moon will serve as Interim News Director.

Jack Gibson also announced that Jill Perrella was named a partner at the law firm of Snell & Wilmer, and Magdalena Verdugo has been appointed Chief Executive Officer of the Tucson YWCA.

V. Management Report

a. Audience Development – Jack Gibson

- Jack Gibson reviewed ratings and audience numbers.
- The transition to 24/7 news and information on NPR 89.1 is complete. Jazz 89.1 HD2 is fully operational and a sponsor of the Tucson Jazz Festival.
- NPR 89.1's weekly cumes for audiences 50+ and 12+ are both up. Time Spent Listening (TSL) took a big hit, possibly because of the impeachment hearings.
- Classical cume declined but TSL is growing. An increase in TSL indicates loyalty.
- Passport numbers for the full year vs. last year were reviewed. Users are up nicely but minutes watched shows a phenomenal increase. People who sign up to be supporters through Passport may not be our traditional viewers.

b. Community Engagement – Gene Robinson

- Recent events included member previews of *Sanditon* in Tucson and Green Valley. Invitations were sent to all members. Members must opt in to receiving invitation emails; CAB members will be added to the email invitation lists.
- The Mr. Rogers sweater drive went very well; 700 items for kids and adults were collected and donated to the Tucson Unified School District clothing bank.
- The Future of Work event produced in partnership with Eller College and held on campus last week was well attended.
- Upcoming events were reviewed. *Community Interactive: Arizona Addicted* will be discussed in more detail later in the meeting. AZPM is also sponsoring the Doggy Shorts film festival and will participate in the Tucson Festival of Books.

c. Sustainability & Accountability – Kimberly Heath

- Reviewed second quarter financials, which are in the black two months early. At end of December, major gifts, membership and UW were all over budget.
- Changes to the radio pledge process were successful; revenue goals were exceeded despite losing time to the impeachment hearings.
- 40% of pledges were from new members, which illustrates why pledge works: it gets AZPM out into the community.
- The radio campaign has shown terrific growth over the last 10 years.
- This will be a big recruiting year, with key leadership positions (Chief Development Officer, Chief Technology Officer, News Director) to be filled.
- Now that the Sierra Vista full-power station is fully operational, AZPM is required to have community representation. A small sub-group of the CAB will be recruited from Cochise County residents to meet twice a year.
- Steven Eddy asked whether broadcast of the impeachment hearings have elicited comments. Anecdotal responses from listeners indicate that broadcasting the hearings was the right thing to do. Repeat plays on TV did not fare well. The Senate hearings will not be repeated in prime time; they will air live on PBS6 and on NPR 89.1 in real time only.

VI. Committee Reports

- Hope Reed reviewed committee activities briefly.
 - Exec Comm spent a lot of time looking at November evaluation results (included in packet), discussing meeting content (i.e., discussion topics), emeritus nomination.

- Marketing & Brand Management brainstormed Purpose, Mission, & Vision statements.
- Community Engagement discussed new approaches, how better to serve the CAB, and how CAB members can help connect AZPM to the community.
- The Audit Committee met this morning; a mini-meeting demonstration followed.
- Paul Lindsey gave the Audit Committee Report.
 - External Auditor Dave Iaconis gave a brief summary of the FY19 audit and answered member questions.
 - 70% of AZPM's total expenses are program expenses – an unusually high percentage that reflects good fiscal management. Much growth is shown in comparison to previous years.
 - Mr. Iaconis had some interaction with UA Financial Services Offices and internal auditors in the course of the audit.
 - The bottom line shows a substantial increase in net position, a very strong balance sheet, good equity, and reserves in place against future need.
 - Surplus funds, including bequests, are held by the University. AZPM's fund balance in investments and cash is a significant start on a building fund.

VII. Old Business

- Gene Robinson described upcoming activities related to the first content “vertical,” *Arizona Addicted*. The topic was chosen with input from the CAB.
- Enrique Aldana gave an update on the CAB member-hosted long-term donor events. The Community Engagement Committee also discussed ideas and resources for these events. More than 700 donors qualify; there may be many more whose support began before the donor records database was established. Dan Cavanagh suggested that having several long-time donors record a promo or testimonial would be a natural outgrowth of conversations. Mary Ann Dobras asked if the CAB could see a list to identify donor/CAB acquaintances. Jack Gibson suggested waiting to see how the three pilot events work out.
- Enrique Aldana reminded all to complete their thank-you calls.
- Ron Carsten will chair the Strategic Planning Committee, which is planning the strategic planning retreat. CAB plays important role: link to community we serve, hold us accountable to ensure we are giving community what it needs. Planning committee will meet 1/27; full board retreat in early March. New television platform 3.0 will have a huge impact in the next 5 years. Will need to prepare for that change. Facility will be required for the transition, which will take about 10 years. Program trust fund will need to be created.
- CAB members are invited to participate in the *To the Manor Born* travel excursion to England taking place in late June. Invitations will go out to the general public soon; interested CAB members should pick up a brochure and contact the travel agency.

VIII. New Business

- a. Meet an AZPM Employee – Duncan Moon

- Mr. Moon thanked all for their commitment and passion for public media and gave a brief summary of his background and experience. He spoke further of AZPM's opportunity for growth during an important time.
- b. Emeritus Nomination
- Jennifer Casteix was nominated to be offered Emeritus membership.
 - John Hildebrand moved that Ms. Casteix's nomination be accepted; Ed Frisch seconded the motion, which passed unanimously.
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- c. Diversity Report - Kim Ramey
- Jack Gibson introduced AZPM HR Generalist Kim Ramey and explained the Human Resources Generalist designation.
 - AZPM's commitment to diversity is reflected in the current demographics. Since the last diversity report (Spring 2017), there has been a 3% increase in African-Americans on staff, a 5% increase in female staff members, and a significant increase in Hispanic staff. The next target will be to increase Native American engagement.
 - Diversity in AZPM management and CAB is an indicator of inclusion, which has stabilized and improved since 2017.
 - Challenges and successes include a shift in the way candidates look for jobs. People don't use traditional sources such as newspapers anymore since the rise of social media and recruiting websites. The interview process is also changing; screening interviews can be virtual. Job fairs and school recruitment fairs can be in person or virtual.
 - AZPM has great diversity in its student employee population; some student-to-professional hires have contributed to increased staff diversity.
- d. Discussion Item – Radio Local News vs. Feature-length Stories
- The group discussed the need for local news. Tucson used to have two newspapers; now there is only one. Is there a need to fill the void? What's more important – headlines or depth?
 - Duncan Moon expressed the opinion that local news is more important than ever since fewer media entities are providing it. People with a subject-specific depth of knowledge are often being replaced with young general assignment reporters. Local news is important because it affects the life of each unique community. Is AZPM spending too much time feeding top-of-the hour newscasts? Would more of a mix, including longer pieces with more than one voice, be more meaningful to listeners? Are staff resources being used effectively?
 - Simon Rosenblatt commented that he always listens to the local NPR station and the local all-news station for real-time information whenever he travels.
 - Paul Lindsey asked if going to 24/7 news on NPR created a content issue. Jack Gibson responded that staff have been dealing with this question for the last year. News staff may not be equipped to do long features; increasing long feature stories may require some staff adjustment. Another consideration is that every local story covers up an NPR story; however, the flexibility to cover breaking news as necessary is still needed.
 - Jack Gibson asked how important depth and perspective is to CAB members vs. headlines. Where is the value?
 - Christina Noz values the feature/in-depth aspect of AZPM's news reporting.

- Lynn Nadel asked if data exists on what the community wants. Why do people listen to AZPM? Maybe AZPM is not the source for local news.
- Bill Bowen added that some people are satisfied with headlines, others want to know what's behind the headlines. That's what AZPM can provide.
- Betsy Bolding likes both: a headline tease early, then more in-depth information later in the day.
- Ted Borek asked if the success of *Arizona 360* is any indication of what listeners value. More and more people are using online and other in-demand platforms rather than waiting for a newscast.
- Dan Cavanagh commented that duplication of what other stations offer has no value. What is in-depth, and do viewers want/expect it? They're not going to get it anywhere else.
- Paul Lindsey asked where one goes now for local news. The newspaper does the best job it can, but staff is spread very thin.
- Jim Murphy stated that in-depth follow-up from both national and local news is extremely important.

The post-meeting survey will be expanded to allow members to provide further feedback on the local news question.

Susan Tarrence asked for other business from the floor. None was proposed.

The next meeting will be held March 19, 2020 at the Community Foundation for Southern Arizona.

Susan Tarrence declared the meeting adjourned at 1:38p.

Signed this 21st day of May, 2020

A handwritten signature in dark ink, appearing to read "Hope Reed", with a long horizontal flourish extending to the right.

Hope Reed, Secretary