

**ARIZONA PUBLIC MEDIA®**  
**COMMUNITY ADVISORY BOARD**

Thursday, May 21, 2020  
Via Zoom

**MEETING MINUTES**

**CAB: Susan Tarrence, Hope Reed, Steven Eddy, Jodi Bain, Ted Borek, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Ed Frisch, Matt Gilbert, Frank Hamilton, Todd Hanley, Hassan Hijazi, John Hildebrand, Sylvia Lett, Paul Lindsey, Rose Lopez, Roxie Lopez, María Marín, Lynn Nadel, Christina Noz, Harold Paxton, Hank Peck, John Pedicone, Jill Perrella, Jill Rosenzweig, Andrew Schorr, Tara Singleton, Magdalena Verdugo**

**Absent: Bill Bowen, Laura Todd Johnson**

**Emeritus Members: Betsy Bolding, Judith Brown, Dan Cavanagh, Karen Christensen, Jim Murphy, Simon Rosenblatt**

**Guest: Ken Kay**

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

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

Chair Susan Tarrence called the meeting to order at 12:02 p and welcomed attendees. She introduced new CAB members Matthew Sakiestewa Gilbert and Tara Singleton, newly-appointed AZPM Chief Development Officer Deb Dale, and AZPM Membership Manager Sara Gromley.

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

**III. Consent Agenda**

Judith Brown moved that the minutes of the January 16 meeting be accepted; John Pedicone seconded the motion. The minutes were accepted unanimously.

**IV. Management Report – Jack Gibson**

**Audience Development**

- Jack Gibson reviewed ratings and audience numbers.
  - Weekly cume for PBS 6 is up 19% for full week and up 18% in prime time. Viewership (gross ratings points) is up 12% in prime time.
  - The numbers are more impressive for PBS 6 Plus: for full week, weekly cume is up 14% and viewership (GRPs) up 64%. In prime time, weekly cume is up 33%, and viewership (GRPs) is up 106%.

- Passport numbers are also up, showing a 22% increase in members over last year, a 74% increase in minutes watched over last year, and a 56% increase in total streams over last year.
- Radio listenership is down slightly, most likely because fewer people are driving during the COVID-19 crisis. Compared to last year, weekly cume on NPR 89.1 among listeners 50+ was down 6.1% but increased by 6% in viewers 12+. Classical 90.5 showed increases in both 50+ (17%) and 12+ (17%) but decreases in Time Spent Listening (-32% in 50+ and -23% in 12+)
- The fluctuation in listener and viewer numbers can be traced to changes in habits brought about by the coronavirus pandemic and social isolation orders.

#### **b. Community Engagement**

- The coronavirus pandemic has forced the cancellation of all community events between now and the end of calendar year.
- Community engagement resources were refocused to provide at-home learning resources for K-12 students. In partnership with KAET in Phoenix, AZPM staff secured and scheduled television content aligned to state education standards and endorsed by the Arizona Superintendent of Public Education, built a website, and uploaded online resources within three days.

#### **c. Sustainability & Accountability**

- April numbers look better than expected. Auxiliary Services took a hit because the COVID-19 closure resulted in fewer events and in-person remote live shots. Future revenue will depend on the economy's recovery.
- Bequest activity was high; more planned gifts are expected to close by the end of the fiscal year.
- Capital gifts are behind, possibly related to the suspension of all new building projects. Non-essential capital expenditures were frozen, as was travel.
- Membership is only very slightly behind, remarkable given that the spring radio campaign was cancelled. There may be some loss in membership dollars, but the hope is that membership remains stable.
- Underwriting revenue was very close to goal, also remarkable considering the number of program pre-emptions during the impeachment hearings/trial and contract cancellations.
- Expense total are being well controlled. Since 90% of staff are not on site, spending is not what it was. Overall the balance sheet is healthy.  
There are some significant COVID-19 challenges on the UA side. UA projects a \$97M loss by the end of FY20 (June 30), and a \$250M loss by the end of FY21. The future outlook is cloudy; by 2025 there will be 15% fewer college-age students in the pool. Academic units are expecting reductions in UA support as are non-academic units. Tuition may not drop, but revenue from fees, student union amenities, parking, etc. will be much less if fewer students return to the physical campus.
- Furloughs/pay reductions are projected to last through June 2021 but may be extended.
- Changes to the June pledge campaign were announced. There will be no normal campaign out of sensitivity to community members who may be in difficult

circumstance, and to allow for more flexible scheduling of COVID-19 coverage. Rather than the usual pledge programs, 60-90 second spots featuring staff and CAB members are being produced.

- CAB members can help by encouraging giving, increasing their own giving, and thanking supporters. Cancelling two radio and one TV campaign will definitely hurt. Membership/donor giving is AZPM's single largest revenue source. Program acquisition and production costs keep increasing; the PBS program bill just went up by \$200K. The amount a station is billed is based on non-federal support. The more we raise locally, the more programs cost.
- Jack Gibson asked CAB members to consider making a gift for next year. This fiscal year should close without a shortfall, but he is concerned about next year.
- The new frequency (104.5 FM) is now activated and is providing improved NPR service to Saddlebrooke, Catalina, and southern Pinal County.
- Plans are underway to extend NPR service to Nogales. The engineering staff is working with the Arizona Department of Public Safety to mount new on antenna one of their towers.
- An investment is being made in signal redundancy in Sierra Vista; an application for a microwave frequency has been submitted to the FCC.
- Progress continues on ATSC 3.0/NextGen TV. The new standard will make possible a new generation of long-distance learning with lots of opportunities.
- Hassan Hijazi asked if any of the resources in the UA stimulus package are going toward AZPM. AZPM will not receive any support from the UA's package, but did receive support (just under \$300K) from the CPB's package.

## **VI. Committee Reports**

- Hope Reed reviewed committee activities briefly.
  - The Community Engagement Committee is going in a new direction. The committee decided to insert the 30+ year member thank-you events into public events (e.g., screenings with a special reception). The idea was to create events that are special, but efficient and easy to manage.
  - The committee's other focus may be inter-CAB communications and news, such as the letter from CAB to staff.
  - The Governance Committee is considering 3 candidates to replace retiring members.
  - The Executive Committee's minutes are in the meeting packet.
  - The Strategic Planning Committee will deliver a special report later in the meeting.
  - The Financial Information Committee's minutes are also in the meeting packet.

## **VII. Old Business**

### **Capitol Hill Update**

- Steven Eddy thanked Jack Gibson and the team for all they've done to keep the entire community together.
- \$275K in stimulus funding was received.
- Regular appropriation bills continue.

### **Strategic Planning**

- Strategic Planning Committee Chair Ron Carsten gave an update on the strategic planning retreat. Although the retreat will be pushed off to the first quarter of 2021, strategic planning will continue. A threat like COVID-19 could not have been anticipated but changes how strategy is perceived and approached. Tactical actions should be responsive to strategic goals. The committee is looking at reassessing the strategic pillars, increasing from 3 to 5 (adding technology), and adding resiliency (how to prepare for the unexpected).

### **To the Manor Born**

- The major donor travel excursion to the UK will be postponed to June of 2021.
- Donors who are currently registered will not pay any fare increase.
- Adequate promotion of the event scheduled for this June was hindered by the presidential impeachment hearings and trial; a more robust promotion campaign next year will help fill seats.

## **VIII. New Business**

### **a. Election of New Officers**

- Governance Committee Chair Jill Perrella welcomed new CAB members Matt Gilbert and student member Tara Singleton.
- Three seats are still open for the coming year.
- The slate of officers was presented:
  - Nominated for Chair: Steven Eddy
  - Nominated for Vice-Chair: Hope Reed
  - Nominated for Secretary: Ed Frisch
- John Hildebrand moved to accept the proposed slate of officers; the slate was accepted by acclamation.

### **b. 2020-21 Meeting Schedule**

- The meeting schedule for FY21 was presented and accepted by acclamation.

### **c. Meet an AZPM Employee – Sara Gromley**

- Audience Services Manager Sara Gromley gave a brief summary of her background, interests, and responsibilities at AZPM.

## **IX. Discussion**

### **a. News update**

- Changes to the news format were reviewed. CAB members feel they are getting what they need, and that anchorless news works.
- Susan Tarrence hears a new authority on the air. Jill Rosenzweig agreed. Ted Borek asked if AZPM is reaching out to audiences to inform them of the changes and suggested promoting the increased in-depth aspect that sets AZPM's news apart from what is available on commercial stations. COVID-19 coverage is being promoted on the air but should be promoted more often to reach more audience members.
- Breaking news will be reported as necessary.

- Susan Tarrence expressed appreciation for Jack Gibson’s emails; the emails include links to coverage.
- b. Donor Survey
- A draft member survey intended to get donor impressions of our coverage and their consumption habits was sent to CAB members earlier today. The survey will measure how contributors are using media and resources. CAB members were asked for their comments and ideas for additional questions.
  - John Pedicone thanked AZPM staff for their work with the school districts. Jack Gibson thanked him and Maria Marin for their help in making connections.
  - Lynn Nadel commented on the survey format; he found the ordering of questions odd. The sequence matters.
  - Ted Borek thought questions 1, 6, 9 lacked clarity and suggested the following:
    - Question #1 – Add option F (unknown/don’t know).
    - Question #6 – unclear whether only one answer is allowed or if the question can be answered with multiples. The question will be clarified to allow only one answer.
    - Question #9 – Reformat to eliminate yes/no option and allow multiple answers (regularly/occasionally/seldom).
  - Judith Brown likes the concept of the survey but doesn’t think the questions get at how her consumption has changed.
  - John Hildebrand agrees with Ted Borek’s point about Question 6 – it would be very difficult to pick only one.
    - Judith Brown added that the question lumps radio and TV together; her usage has changed completely.
    - A qualifier (maybe, occasionally, often, every day) could be added.
  - Jack Gibson clarified the point of the survey. Audience data is available to report how the market responded; how have donor habits changed?
  - Dan Cavanagh asked if the survey should reflect the big jump in Passport, the fastest-growing platform. Jack Gibson responded that the online platforms provide a lot of detailed data not available for radio or TV. He wants to know if donors are different from the whole market.
  - Christina Noz suggested asking contributors how they are finding their experience on Passport. She finds it frustrating to use compared to Hulu, Netflix, or Amazon Prime. Jack Gibson replied that a separate survey focusing on Passport only may be beneficial.
  - Ed Frisch suggested it would be useful to frame the reasons for the survey at the beginning. There will be a setup piece that hasn’t been drafted. The draft survey only represents that data points.

## **X. Announcements**

- Christina Noz is transitioning from Mission Trust to the law firm Moeller & Conway, PLLC in July.

## **XI. Other Business**

### **a. Recognition of Retiring CAB Members**

- Bill Bowen, Harry Paxton, and Andy Schorr have given incredible support over their 9-year terms. All three are leaving large shoes to fill.

- b. Recognition of Outgoing CAB Chair
  - Susan Tarrence will step down as Board Chair after the July meeting. Jack Gibson thanked her for her vibrant, original, and productive leadership.
- c. Remarks from Outgoing Chair
  - Susan Tarrence is honored to have served as chair. AZPM has become more and more important to the entire community. She wants AZPM staff to know that the CAB is conscious of how much support means, now more than ever. She urged all CAB members to give now if they can and emphasized how extremely important 100% board giving is to the organization. The CAB will be in very good hands with Steven Eddy, Hope Reed, and Ed Frisch.
- d. Other Business from the Floor
  - Ed Frisch commented on the interesting finance committee meeting earlier this week. The committee recognizes how challenging times are and wants CAB members to know that Jack Gibson has done a terrific job running the ship with a tight budget, not an easy task. Dealing with reduced resources and furloughs will be challenging and stressful to staff going forward. The CAB is behind staff all the way.
  - No other business was proposed for discussion.
- e. The next meeting is tentatively scheduled for Thursday, July 16 via Zoom.
- f. A meeting evaluation will be distributed via email.

With no further business coming before the Board, Chair Susan Tarrence declared the meeting adjourned at 1:44p.

Signed this 16<sup>th</sup> day of July, 2020



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Hope Reed, Secretary