

ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting
July 16, 2020

Meeting Logistics

Zoom Call

- Participants will be muted during the presentation to reduce distractions.
- Please click “Stop Video” at the lower left of Zoom screen to see both the slides and the presenter.
- You are encouraged to click “Chat” at the bottom of the Zoom screen to pose a question to an individual or to everyone.
- Please raise your hand via Zoom chat to be recognized.
- Mary Paul will serve as our monitor and will un-mute until the discussion item.
- We will do our best to respond to your questions today or as soon as info is available.
- Helpline: 520-664-6617



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Call to Order

*Steven Eddy, Chair-Elect
AZPM Community Advisory Board*

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Welcome and Introductions

Guests: Nicola Finley, MD

*Staff Physician, Canyon Ranch; Adjunct Faculty, University of Arizona
College of Public Health, Health Promotion Sciences Division*

Nancy Sharkey

*Professor of Practice, University of Arizona School of Journalism,
New York Times (retired)*

James Reel

AZPM Classical Program Director and Morning Host, Classical 90.5

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Review and Acceptance of Minutes

(from the May 21, 2020 CAB Meeting)

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Management Report

*Jack Gibson, Chief Executive Officer
Arizona Public Media*

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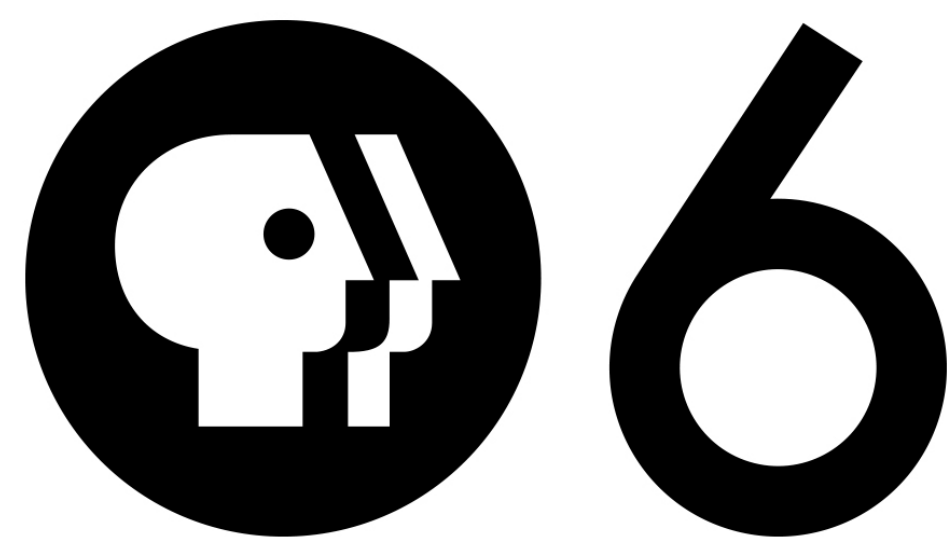
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Management Report

Audience Development

Television

May 2020 vs. 2019



Full Week	2020	2019	% change
Weekly Cume	28	29	-3.4
Viewership (GRPs)	879	1,063	-17.3

Prime Time	2020	2019	% change
Weekly Cume	16	17	-5.8
Viewership (GRPs)	322	353	-8.8



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Management Report

Audience Development

Television

May 2020 vs. 2019



nielsen
.....

Full Week	2020	2019	% change
Weekly Cume	4	5	-20
Viewership (GRPs)	274	445	-38

Prime Time	2020	2019	% change
Weekly Cume	3	2	-50
Viewership (GRPs)	50	77	-35

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Management Report

Audience Development

Television

May 2020 vs. 2019



Full Week	2020	2019	% change
Weekly Cume	9	8	12.5
Viewership (GRPs)	230	178	29.2
Prime Time	2020	2019	% change
Weekly Cume	5	4	25
Viewership (GRPs)	71	43	65

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Management Report

Audience Development

Radio

Spring 2020 vs. 2019



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM

nielsen
.....

Spring Audience Reporting

A complete report for *NPR 89.1* and *Classical 90.5* will be available later this month and will be delivered at the September CAB Meeting.

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Management Report

Audience Development



AZPM Passport Monthly Overview

April-June 2020 vs. April-June 2019

<i>Members</i>	<i>Minutes Watched</i>	<i>Streams</i>	<i>Most Popular Shows</i>
14,063	3,998,983	126,513	<i>PBS NewsHour</i>
+24% YoY	+82% YoY	+106% YoY	<i>Sanditon</i>



- Beecham House*
- NOVA*
- Downton Abbey*
- World on Fire*
- Grantchester*
- Nature*
- Antiques Roadshow*

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Management Report

FY'20 Budget

- *Overall, the Balance Sheet is healthy.*
- *Preliminary* Figures:*
 - *Revenue exceeded budget by \$816K*
 - *Expenses favorable to budget by \$2.135M*
 - *Bottom Line: \$2.9M favorable to budget*

**before accrual adjustments*

Accountability

Jack Gibson for Kimberly Heath
Chief Financial Officer



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Management Report

Accountability

FY'20 Budget

- *And, while the Balance Sheet is healthy:*
- Revenues down:
 - *-\$105K from UA (-4% + UITS Adjustments)*
 - *-\$82K Production Services*
 - *-\$4K Membership*
 - *-\$41K Underwriting*
 - *-\$147K Capital Gifts*

Total: -\$379K



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Management Report

Accountability

UA/AZPM Furlough Planning

- *No pay cuts for employees earning less than \$44,500*
- *Graduated pay cuts up to 20% depending on salaries*
- *Flex days off granted to compensate for pay cut*
- *Flex days will result in approx. 10-15% productivity loss*
- *Start delayed until August 10*



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Management Report

Accountability



Fiscal Year 2021

Headcount: 147 (+10.5%)
Professional Staff: 112 (+7.7%)
Students: 35 (+25%)
Volunteers: 211
*part time position
#new position

Open Positions

(3) Targeted for October 1

Human Resources Generalist

News Director

Public Affairs Reporter, Arizona 360

(7) Targeted for January 1

Audience Services Representative

Chief Technology Officer#

GFX Artist

Marketing Manager#

Producer, *The Buzz/Arizona Spotlight*#

Sr. Doc Producer/Director, History

Sr. Radio Announcer: *NPR 89.1*#

Futuro Media Group Border Reporter (Start Date TBD)#

Production Assistants* (ongoing)

Radio Announcers* (ongoing)

(7) Targeted for 4Q April 1

Various New Positions TBA

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Management Report

Community Engagement

Gene Robinson

Chief Operating Officer



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Management Report

Community Engagement



**AZPM
SUMMER
ADVENTURE
CLUB**

**Your Guide to Summer.
Learn. Play. Watch. Explore.**

While summer may look different this year, it's not cancelled! Introducing the all new AZPM Summer Adventure Club: your family's guide to summer fun. Membership is free and registration is open now.

Why AZPM Summer Adventure Club?

- Join a community of PBS Kids super fans (Pre-K to 5th Grade)
- Bring on-air learning to life through events & activities in the months of June & July
- Receive an exclusive member kit and priority access to activities, screenings (virtual for now), prizes & more.

YOUR EXCLUSIVE MEMBERSHIP KIT ENGAGES THE WHOLE FAMILY:

 Kids Programming Guide Discover new shows & family movie night specials.	 Summer Adventure Club Bingo Card Track your progress & earn prizes!
 Summer Reading List Discover new books to inspire your child this summer.	 Molly of Denali Birding Field Guide & Nature Cat Binoculars Learn, play, watch, and explore the outdoors.
 PBS Kids Summer of Learning Activity Book, Reading Log, & Bookmark.	 Miniature Garden/Plant Observation Journal & Seeds

Become an AZPM Adventure Club Member today!
azpm.org/kidsclub


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116 families, 200 kids registered

Virtual screening of *Hero Elementary: Hatching a Plan/The Invisible Force*
featured interactive science experiment
led by DaNel Hogan, STEMAZing project
director - date TBA

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Management Report

Sustainability

End of FY'20 Campaign

Deb Dale

Chief Development Officer

- “Soft Pledge Drive”
- Special thanks to those who recorded radio/TV spots:

Judith Brown

Mary Ann Dobras

Lynne Wood Dusenberry

Steven Eddy

Ed Frisch

Todd Hanley

John Hildebrand

Sylvia Lett

Paul Lindsey

Lynn Nadel

Hank Peck

Hope Reed

Susan Tarrence



- Thanks to CAB members for your EOFY contributions.

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Management Report

Sustainability

End of FY'20 Campaign

Results:

- Overall combined (radio + TV) \$ goal **exceeded by 75%**
- Of concern: 18% new members, compared with usual 31% new members
- Anecdotal audience response to format positive; audiences reported enjoying seeing staff and CAB members and appreciated no program interruptions



Going Forward:

- September TV drive to be traditional format to increase new member numbers
- Radio LIVE hybrid via Zoom for Morning and Afternoon Drive w/spots mid-day
- Winter drive will likely be a hybrid based on September outcomes

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Management Report

Sustainability

Thanks to Major Donor Thank-You Call Participants:

Jodi Bain

Betsy Bolding

Ted Borek

Judith Brown

Ron Carsten

Karen Christensen

Mary Ann Dobras

Lynne Wood Dusenberry

Ed Frisch

Frank Hamilton

Todd Hanley

Chris Helms

Sylvia Lett

Paul Lindsey

Roxie Lopez

Anne Maley

Jim Murphy

Lynn Nadel

Christina Noz

Hank Peck

John Pedicone

Jill Perrella

Hope Reed

Simon Rosenblatt



Great conversations reported and valuable feedback received.

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Management Report

Sustainability

Major Gifts Campaign Plan

- Redefine Leadership Society giving levels and benefits
- Invite CAB active, emeritus, alumni members to join Leadership Society
- Create and produce new Leadership Society collateral
- Contact mid-level donors and ask them to join Leadership Society
- Create Major Gifts Committee of key CAB members, development staff, and community member/friends to help secure increased giving from current major donors
- Set virtual appointments with top 300 donors and request increased support for FY21



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Management Report

Sustainability

AZPM Contributor Survey

E-Survey sent to 17,782 contributors July 13; responses due July 28.

Questions on viewer/listener habits, program preferences, pandemic concerns, news coverage, education resource awareness, and estimated ability to support AZPM in the coming year.

Information collected will help AZPM:

- Better communicate with donors based on their preferences/habits (if desired)
- Understand impact of pandemic on membership and major donor dollars
- Provide program performance feedback to Programming, Content, and Production

Thanks to CAB members for valuable survey format feedback provided at the May Annual CAB Meeting.



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Management Report

Jack Gibson
Chief Executive Officer

Q & A

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Committee Reports Summary



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Committee Reports Summary

(see meeting packet pages 7-10)

Hope Reed, CAB Vice Chair-Elect

Executive Committee met June 12:

- CAB meeting evaluations; communications; CAB annual giving; potential ad-hoc meeting planning committee; CAB communications with AZPM staff.

Governance Committee met July 13:

- Open seats, pipeline, diversity/matrix analysis, emeritus recommendation.

New committee assignments will be made and announced in advance of the September meeting.



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New Business

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New Business

Meet an AZPM Employee



James Reel

*Classical Music Program Director
and Morning Host*

Classical
90.5 FM 89.7 FM

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New Business

CAB Giving

*Hope Reed
Deb Dale*

- 100% CAB giving - thank you!
- Major Gifts campaign will launch this fiscal year
- “Check-in” meetings with each CAB member

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New Business

Journalism 2020

Jack Gibson

- *Review of Editorial Standards underway*
- *Challenge: Fairness/Balance/Coverage of Underserved vs. TRUTH*
- *Not just facts but context (What does it mean? Why is it important?)*
- *Many in industry including NPR and PBS stations considering modifications/“modernization” of standards*
- *We ideally want to provide enough info and diversity of viewpoints for audiences to make up their own minds...*

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New Business

Journalism 2020

When the Carnegie Commission recommended the establishment of public broadcasting in 1967, it envisioned a system that would, among other goals, provide a “forum for public debate – advancing the democratic conversation and enhancing the public imagination.”

As the late television news pioneer, Fred Friendly, once said of public television, “Our purpose is not to make up anyone’s mind but to open minds, and to make the agony of decision-making so intense you can escape only by thinking.”

Nancy Sharkey from the UA J-School invited to lead discussion...

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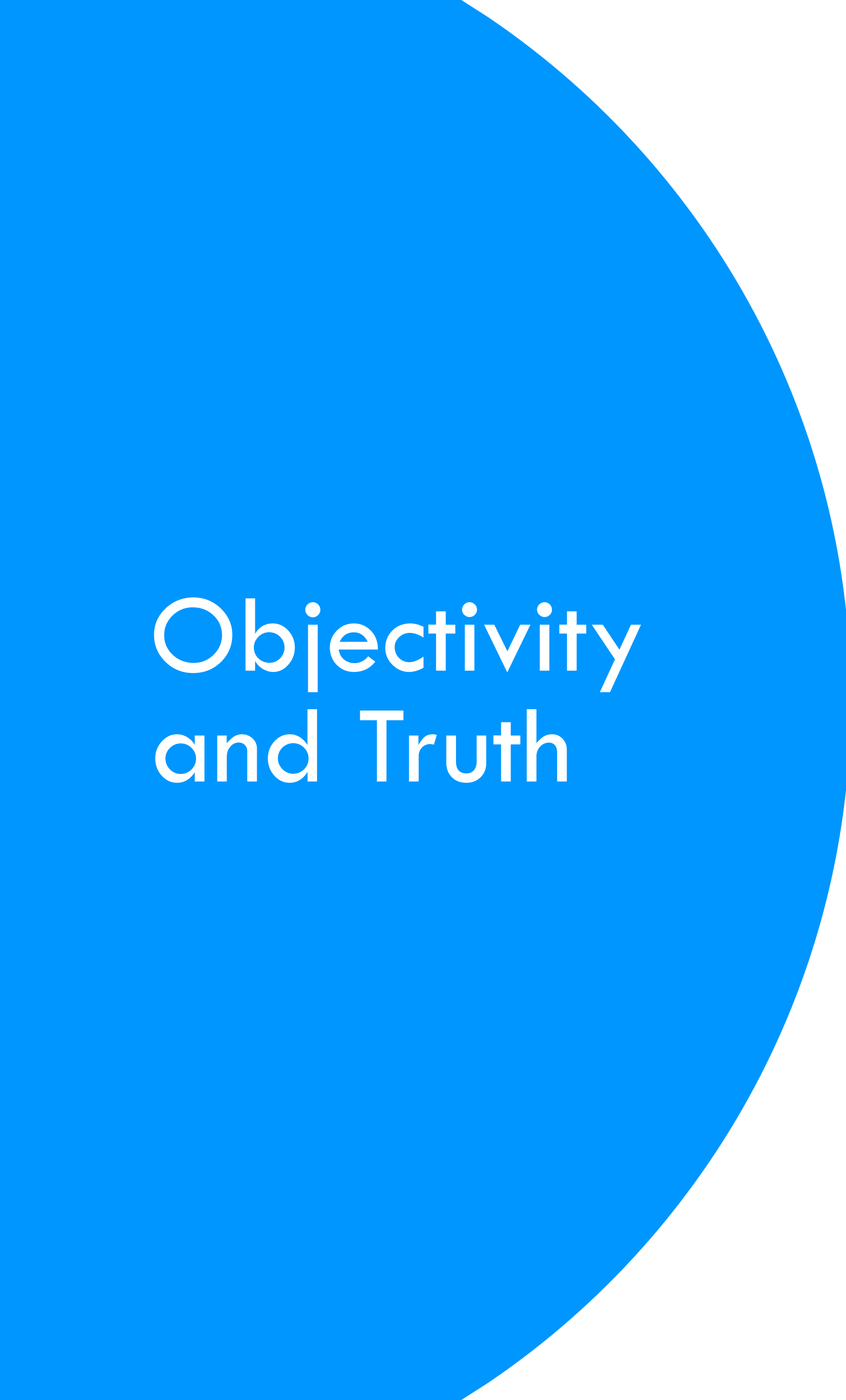


Focus: Objectivity


Community Advisory Board

Arizona Public Media

July 16, 2020



Objectivity and Truth

- Cotton Op-Ed article and Margaret Sullivan critique
 - Larger context: financial, emotional and health
 - Standards and codes of ethics from big news organizations like AZPM, The Times and BBC
 - How students are being trained.
- 

Source: Snopes.com/Fact-check

At 4:30 in the morning on 17 December 2016, President-elect Donald Trump took to Twitter to call China's seizure of a United States drone an "unprecedented" act. Trump, however (or someone posting on his behalf), made an unfortunate typo and instead called the incident "unpresidented":



Donald J. Trump ✓

@realDonaldTrump

 Follow

China steals United States Navy research drone in international waters - rips it out of water and takes it to China in unpresidented act.

RETWEETS

1,859

LIKES

3,799



4:30 AM - 17 Dec 2016



2.4K

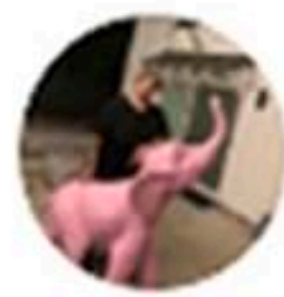
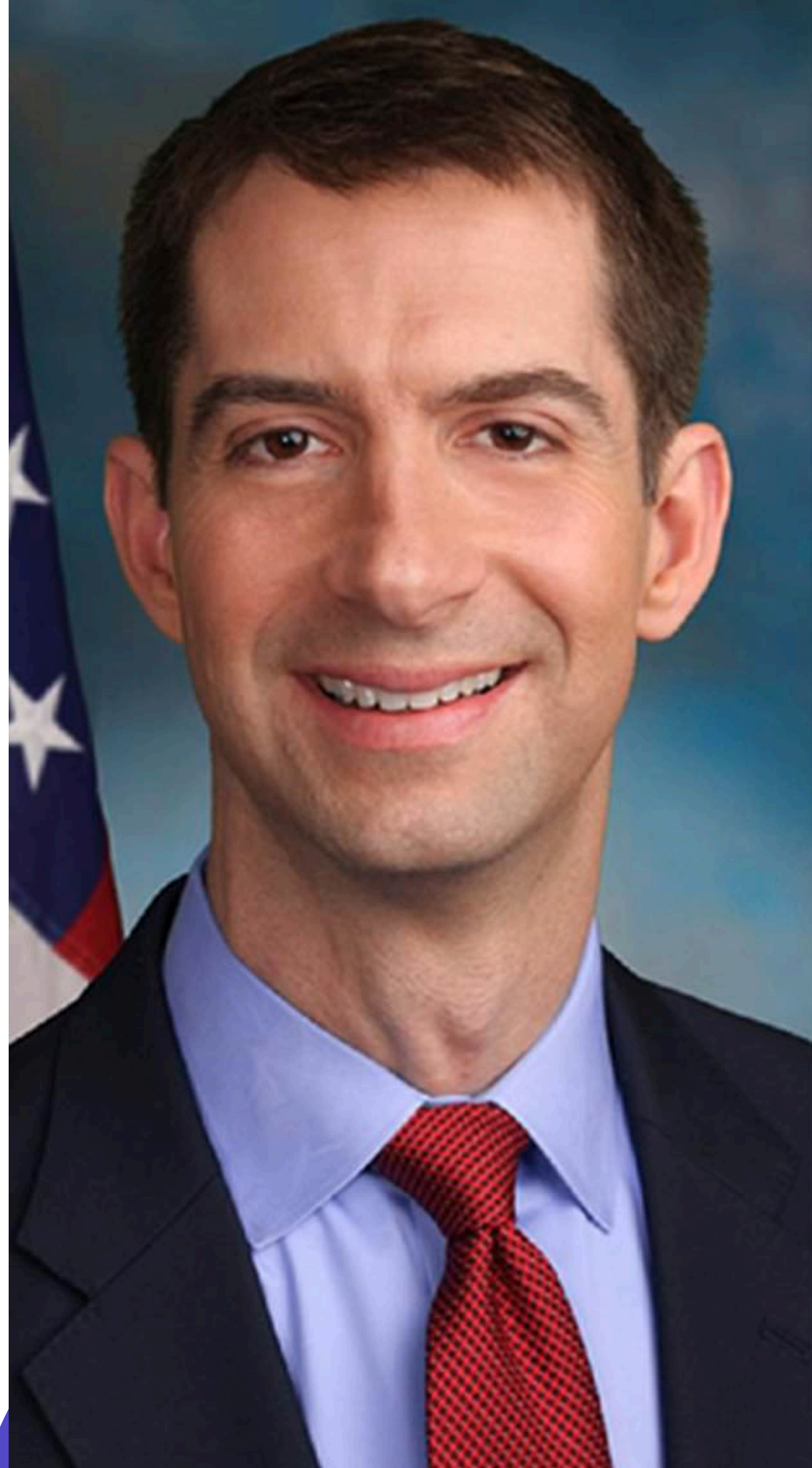


1.9K



3.8K





roxane gay ✓
@rgay

Running this puts black @nytimes writers, editors and other staff in danger.

Opinion

Tom Cotton: Send In the Troops

The nation must restore order. The military stands ready.



Amy Qin ✓
@amyyqin

Surreal and horrifying to wake up on the morning of June 4 - the 31st anniversary of the Tiananmen Square crackdown - to this headline.

James Bennet:

Other controversies

Hires: Bret Stephens and Bari Weiss
Sarah Palin lawsuit: Inserted language
into editorial about gun violence

Q's about recusal
during Presidential
campaign of his
brother, Senator
Michael Bennet,
D-Colorado



ANGER IN THE STREETS

Buildings Matter, Too

Yes, they can be rebuilt, while lives are forever lost. But that doesn't mean they will be.

Does the destruction of buildings matter when black Americans are being brazenly murdered in cold blood by police and vigilantes?

That's the question that has been raging on the streets of Philadelphia, and across my architecture-centric social media feeds, over the last two days as a dark cloud of smoke spiraled up from Center City. What started as a poignant and peaceful protest in Dilworth Park on Saturday morning ended up in a frenzy of destruction by evening. Hardly any building on Walnut and Chestnut Streets was left unscathed, and two mid-19th century structures just east of Rittenhouse Square were gutted by fire.



INGA SAFFRON
@ingasaffron

Their chances of survival are slim, which means there could soon be a gaping hole in the heart of Philadelphia, in one of its most iconic and historic neighborhoods. And protesters moved on to West Philadelphia's fragile 52nd Street shopping corridor, an important center of black life, where yet more property has been battered.

The anger is fully justified. Black people have been the victims of systemic oppression in America for 400 years, but video footage and social media have now made it impossible to deny how bad things really are. The grotesque killings of George Floyd, Ahmaud Arbery, and Breonna Taylor — and many others before them — are attacks on the fundamental promise of our democracy. To the protesters who smashed the elegant shop windows of Walnut Street's fanciest stores, the destruction was a just and justified response.

People's lives are more impor-



Smoke fills an area under the Market-Frankford El as the Fire Department battles a blaze at Kensington and Indiana Avenues.

DAVID MAIALETTI / Staff Photographer



of the looting by saying that insurance will cover the costs of repairing the damage. That view assumes that the owners are fully insured, and that they have both the desire and the ability to restart their businesses. Neither are givens. Philadelphia's downtown retail district was already fighting to hold its own against online shopping before the pandemic hit. If those two Walnut Street buildings come down, you can bet the site will end up in the hands of an out-of-town investor, making the rampage a victory for global capitalism.

Few of the protesters are likely to recall the burned-out buildings that sat empty for a decade across from City Hall during the '90s. They, too, were waiting for an insurance payout. The city may feel like one big, money-driven construction site. But its

Philadelphia Inquirer
Los Angeles Times
The Washington Post
The Wall Street Journal
Bon Appetit
Variety

Young journalists, disciplined



Wesley Lowery

In lobby of Ferguson police station, after he spent a night in a holding cell in August 2014.

Photo credit: Ryan Reilly



Alexis Johnson

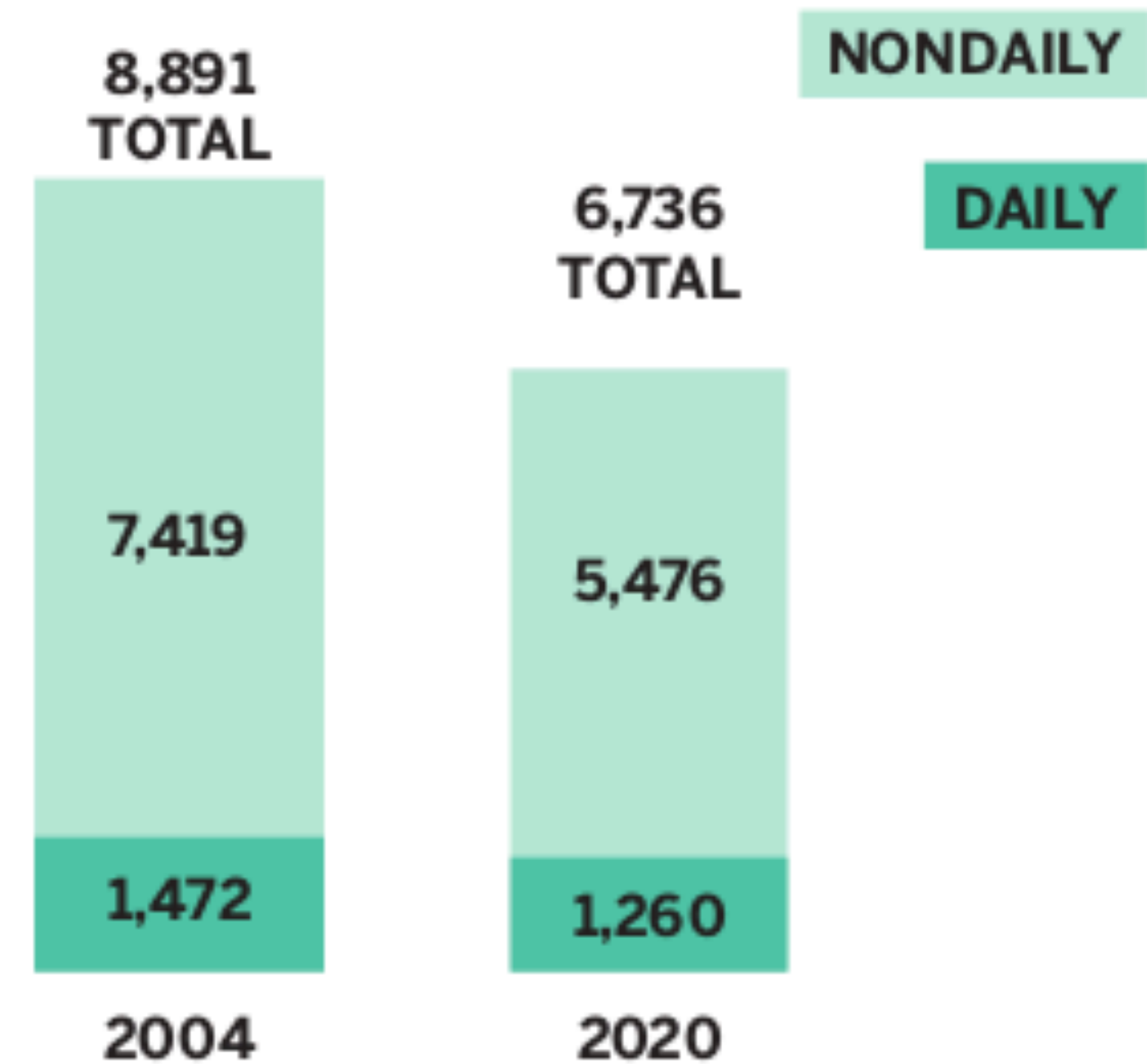
Photo Credit: Shantale Davis/
@ShanShoots2 via AP)



Her tweet

Vanishing Dailies

TOTAL NUMBER OF U.S. NEWSPAPERS: 2004 & 2020



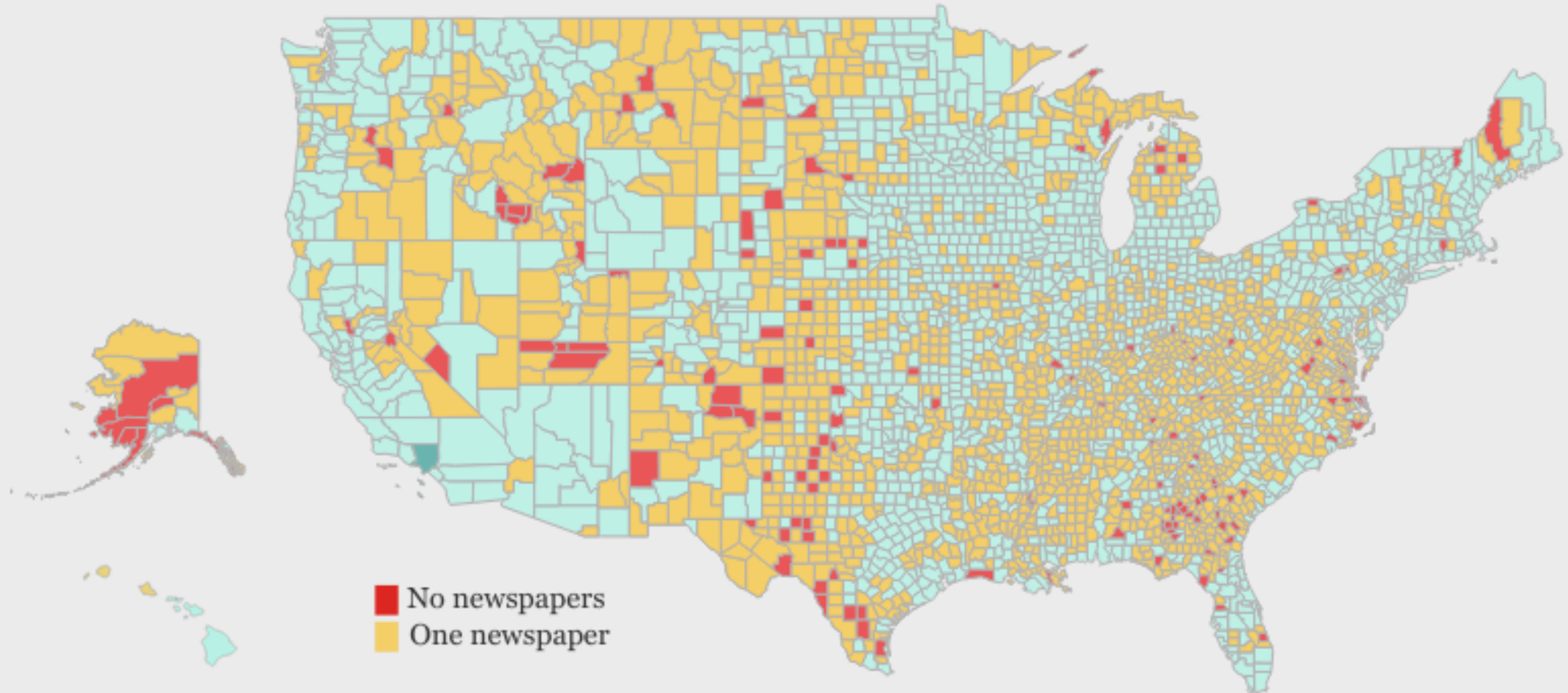
There has been a net loss of 2,155 papers since 2004.

This net loss takes into account more than 100 dailies that shifted to weekly publication, as well as several dozen new weeklies that were established during that period. In total, 71 dailies and 2,196 weeklies closed or merged with other papers.

SOURCE: UNC Database

DO YOU LIVE IN A NEWS DESERT?

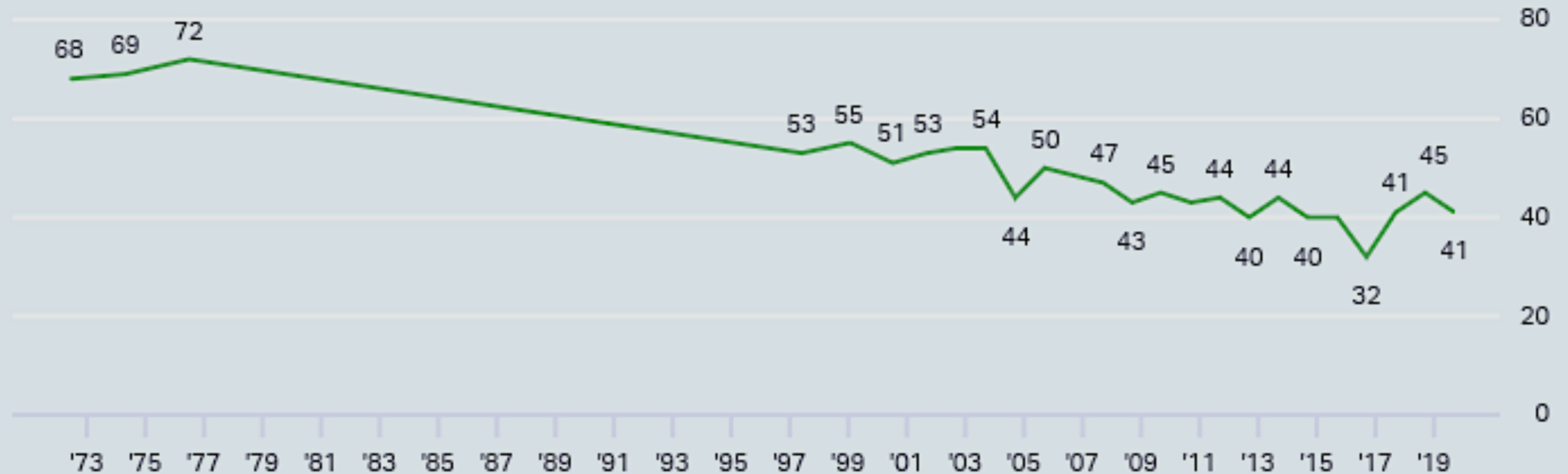
In the U.S. 200 counties do not have a local newspaper. Half of all counties - 1,540 - have only one newspaper, usually a weekly.



Trust in News Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

■ % Great deal/Fair amount

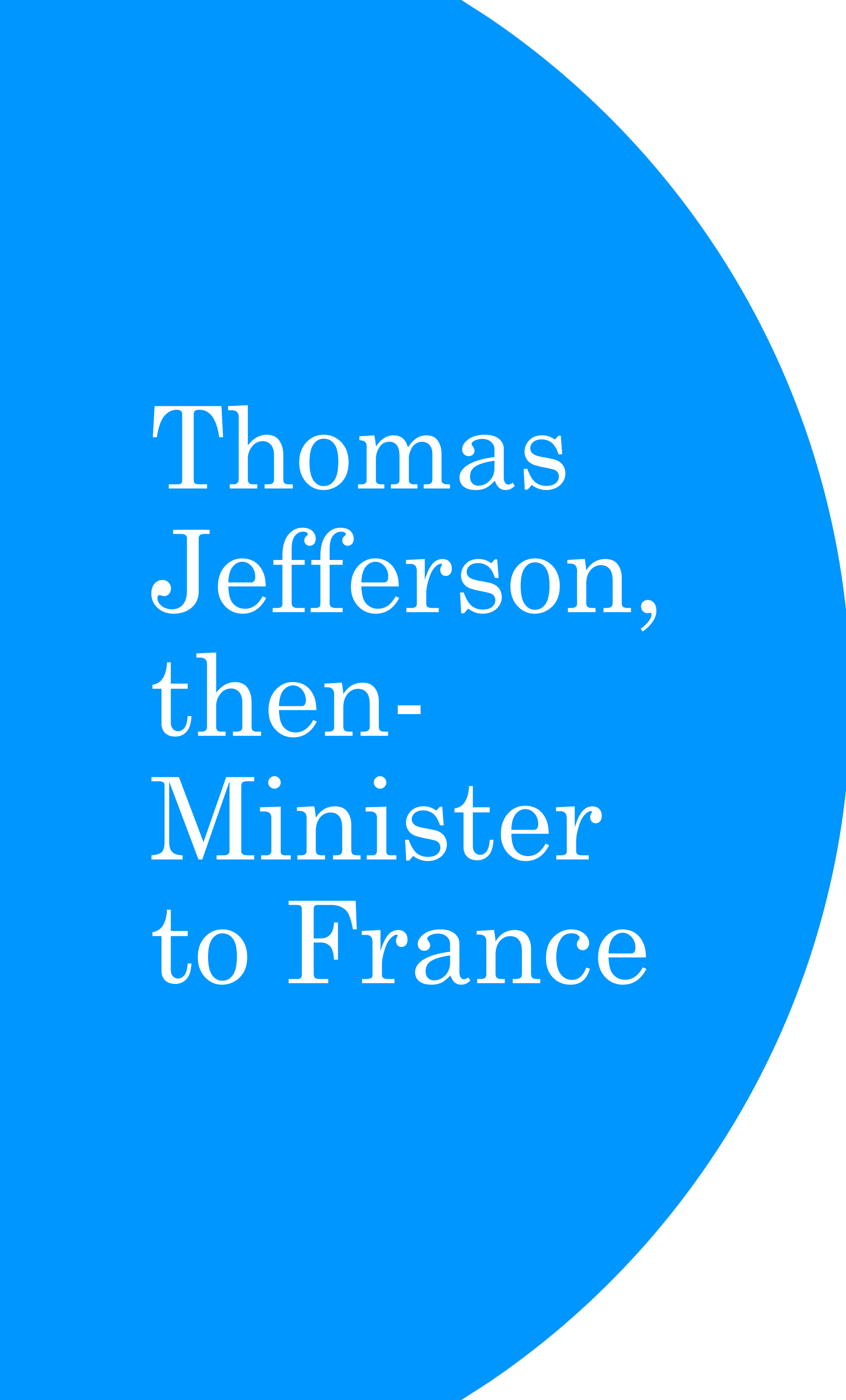


GALLUP

What the public wants:

- Be *neutral* -- but *investigate*
 - (Afflict the comfortable.)
- Be *disengaged*, aloof – but have an *impact*
 - (Comfort the afflicted.)
- Give us *just the facts* – but give context and *interpretation*
 - (Tell me what it all means.)





Thomas Jefferson, then- Minister to France

“...were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter.”

-- Letter from Paris to Edward Carrington, Virginia delegate to Continental Congress, 1787



Society of Professional Journalists Code of Ethics

- Seek Truth and Report It
- Minimize Harm
- Act Independently
- Be Accountable



<http://www.spj.org/ethicscode.asp>



A.G. Sulzberger, publisher, The New York Times

“We’re not retreating from the principles of independence and objectivity. We don’t pretend to be objective about things like human rights and racism.”

Photo credit: Tony Cenicola/The New York Times

Editorial Guidelines

[Home](#)[Guidelines](#)[Guidance](#)[Forms](#)[Reports](#)[Commercial Services](#)[Contact](#)[Ofcom](#)

Guidance: Impartiality and Racism

Impartiality and Racism - Guidance note

Contents

The BBC is not impartial on racism.

Campaigns

Personal opinions

Participating in marches or protests

Download

A number of colleagues have raised questions about BBC impartiality in the context of events following the killing of George Floyd and the scope for personal action in response to the anti-racism protests and demonstrations taking place across the UK and the world. Questions have also been raised about use of social media.

This [guidance note](#) sets out the BBC's position with reference to the BBC Charter and [Editorial Guidelines](#).

The BBC is not impartial on racism.

The position that the BBC is not impartial on racism reflects the BBC's underlying commitment to fundamental democratic principles. This informs the BBC's approach to all its output.



Objectivity
and
Impartiality

**In the end, the discipline
of verification is what
separates journalism
from entertainment,
propaganda, fiction or art.**

-- Bill Kovach



From "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect"

1. Journalism's first obligation is to the truth.
2. Its first loyalty is to citizens
3. Its essence is a discipline of verification.
4. Its practitioners must maintain an independence from those they cover.
5. It must serve as an independent monitor of power.
6. It must provide a forum for public criticism and compromise.
7. It must strive to make the significant interesting and relevant.
8. It must keep the news comprehensive and proportional.
9. Its practitioners must be allowed to exercise their personal conscience.

<http://www.journalism.org/node/71>

© Kovach, Bill and Tom Rosenstiel.

Further Reading:

Ben Smith, “The Media Equation: Inside the Revolts Erupting in America’s Big Newsrooms,” The New York Times, June 7, 2020. <https://nyti.ms/3cKkGp0>

Mike Luo, “The Future of Democracy: How Can the Press Best Serve a Democratic Society?” The New Yorker, July 11, 2020. <https://tinyurl.com/ybsurs6e>

Brent Cunningham, “Rethinking Objectivity,” Columbia Journalism Review, July/August 2003. https://archives.cjr.org/feature/rethinking_objectivity.php

American Press Institute, “The Lost Meaning of Objectivity” <https://www.americanpressinstitute.org/journalism-essentials/bias-objectivity/lost-meaning-objectivity/>

Wesley Lowery, “A Reckoning Over Objectivity, Led by Black Journalists,” The New York Times, June 23, 2020. <https://nyti.ms/319OucM>



Questions?

Announcements

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Other Business

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Other Business

- Other business from Zoom participants
- Next CAB Meeting:
Thursday, September 17th via Zoom
12 noon-1:30p
- Strategic Planning Retreat:
To be Determined 1Q2021 @ CFSA
- Meeting evaluations will be emailed to you via Survey Monkey

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Adjourn

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