

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Thursday, November 19, 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, Harry Paxton, Jill Rosenzweig, Tara Singleton

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

Guests: Stephen Claasen, Stephen Golden, Ken Kay

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 AZPM Senior Broadcast Engineer Stephen Claasen and Strategic Planning Committee Members Stephen Golden and Ken Kay.

II. Meet an AZPM Employee

AZPM Senior Broadcast Engineer Stephen Claasen gave a brief summary of his background and education, described his position as senior broadcast engineer, and spoke briefly about his current projects.

III. Program Highlights – Jack's Picks

Jack Gibson highlighted the upcoming remake of *MASTERPIECE: All Creatures Great and Small*. A preview video is posted on the CAB news web page.

IV. Consent Agenda

The minutes of the September 17, 2020 meeting were presented for approval. One minor change was proposed. The amended minutes were approved by unanimous consent.

V. Management Report – Jack Gibson

Audience Development

- PBS6 viewership is down against last year in both prime time and full week.
- PBS Passport consumption, however, increased significantly over last year.
- Listenership on NPR 89.1 decreased from last year; however, time spent listening increased in listeners 12+. Numbers for younger listeners (ages 12-44) increased across all categories.
- NPR 89.1 achieved the #1 rank in the metro area for full week, listeners 12+.
- Listenership on Classical 90.5 increased in all categories over last year.

Community Engagement – Gene Robinson, Chief Operating Officer

- Recent virtual events include *Pati's Mexican Table*; *NOVA: Touching the Asteroid* (in partnership with the UA College of Science); a conversation with *Washington Week's* Robert Costa; *Independent Lens: Bedlam* (in partnership with the Southern Arizona chapter of the National Alliance on Mental Illness); and Library Night In: Native American Heritage Month featuring *Molly of Denali*.
- Future events under consideration include *The Gene*, *Independent Lens* pop-up partner.

Accountability – Kimberly Heath, Chief Financial Officer

- FY21 First Quarter financials were reviewed. Both revenue and expenses were favorable to the budget. As is normal and expected, expenses exceeded revenue owing to the timing of PBS member dues payment.

Sustainability – Deb Dale, Chief Development Officer

- The FY21 winter fundraising campaign has launched on radio and features spots from CAB members and staff and will run through December 31. The television portion will run from November 28 to December 13, with an additional push on December 30 and 31.
- CAB check-in meetings continue.

VI. New Business – Jack Gibson

Contributor Survey Results

- The member survey conducted in July of 2020 garnered approximately 3,200 responses.
- Key takeaways include: members consume more national programs than local; are not aware of online resources; are eager for a mix of news and feel-good comfort programming; are full-time residents concentrated in high-income zip codes.

AZPM Performance Dashboards

- Dashboards providing detailed performance information are available on the CAB news web page. Information available includes:
 - Year-over-year performance for all AZPM properties
 - Television ratings for all three channels and for original content
 - Digital and social media performance

Strategic Planning Activity

- Strategic Planning Committee Chair Ron Carsten reviewed the organization's strategic intent and Statements of Purpose, Mission, and Vision, and explained the group activity.
- CAB members were divided into small groups and asked to assess AZPM's Strengths, Weaknesses, Opportunities, and Threats.

VII. Discussion

- CAB members spent 30 minutes discussing AZPM's Strengths, Weaknesses, Opportunities, and Threats in small breakout groups. Each group shared its findings. Results will be sent to Mary Paul for compilation and de-duplication, then sent to the Strategic Planning Committee for analysis.
- 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

- Committees are still being restructured and committee leadership confirmed.
- JAZPM Producer/Reporter David Fenster and his wife, Jill Copelin, are the proud parents of a new baby daughter
- AZPM General Sales Manager Sandy Riggins is retiring effective December 4.
- CAB Emeritus member Harry Paxton was honored by the Association of Fundraising Professionals with a "Spirit of Philanthropy" award for his dedication to AZPM.

IX. Other Business

- CAB Chair Steven Eddy called for any additional business from the floor. None was offered.
- The next CAB meeting will be held via Zoom on Thursday, January 14, 2021. Steven Eddy reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 1:53p.

Signed this 14th day of January, 2021

A handwritten signature in cursive script, reading "Edward Frisch", written over a horizontal line.

Edward Frisch, Secretary