

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Thursday, July 15, 2021
Via Zoom

MEETING MINUTES

CAB: Steven Eddy, Hope Reed, Ed Frisch, Ted Borek, Ron Carsten, Lynne Wood Dusenberry, Joyce Finkelstein, Frank Hamilton, Alejandro Higuera, Hassan Hijazi, John Hildebrand, Sylvia Lett, Paul Lindsey, Christina Noz, Hank Peck, John Pedicone, Jill Perrella, Jill Rosenzweig

Absent: Jodi Bain, Mary Ann Dobras, Nicola Finley, Todd Hanley, Laura Todd Johnson, Kerri Lopez-Howell, Rose Lopez, Lynn Nadel, Lauren Ortega, Minna Shah, Susan Tarrence, Magdalena Verdugo

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

Guests: Amanda Gormley, Tony Paniagua, Shawn Teague

AZPM Staff: Jack Gibson, Enrique Aldana, Deb Dale, Kimberly Heath, Betsy Leader, Ian MacSpadden, Mary Paul, Gene Robinson

I. Call to Order, Welcome and Introductions

Chair Steven Eddy called the meeting to order at 12:00p, welcomed attendees, and introduced guests.

II. FY'21: A Year in Review

The fiscal year-end video was shown.

III. Meet an AZPM Employee

Arizona Illustrated Producer/Reporter Tony Paniagua gave a brief summary of his background, described his role at AZPM, spoke briefly about current projects, and answered questions.

IV. Consent Agenda

The minutes of the May 20, 2021 meeting were presented and declared approved by unanimous consent.

V. Management Report – Jack Gibson

Audience Development – 4Q FY2021

- June audience data for television and radio has yet to be delivered. The 4Q FY21 audience report will be made at the September CAB meeting.
- The number of Passport members as of May 2021 increased by 21.5% over last year. Minutes watched and total streams were down slightly compared to May of 2020. MASTERPIECE: *Atlantic Crossing* was the most popular program for the month. More viewers use Roku to stream than any other device.

Community Engagement – Gene Robinson, Chief Operating Officer

- AZPM partnered with the Pima County Public Library on *Global Arts Showcase*, an interactive event that featured Asian-American art, music, and dance.
- Educational outreach efforts continue with PBS LearningMedia workshops (four in June, seven coming up in July and August).

Accountability – Kimberly Heath, Chief Financial Officer

- FY21 year-end accounts are still closing. A report on fiscal year-end finances will be given at the September meeting.

Sustainability – Deb Dale, Chief Development Officer

- The fiscal year-end campaign exceeded its budget by 9.8%. Membership exceeded its annual goal by 15.5%.
- Meetings with CAB members to discuss annual giving and other development efforts are in the planning stages. Historically, 100% of CAB members have provided financial support at an appropriate level.
- Out of 45 registrations, 17 people attended the Planned Giving seminar facilitated by CAB member Christina Noz and UA Foundation Associate VP for Planned Giving Jim Krogmeier.

Technology – Ian MacSpadden, Chief Technology Officer

- The virtual TV studio set has been commissioned and will be ready to launch in September.
- FCC license renewals have been filed for all radio stations. TV renewals are due in 2022.
- Recruitment update: Production Manager Shawn Teague was hired last month. The Chief Engineer position has been posted and has attracted several highly qualified candidates. Three Production positions are close to hire.
- The KUAS-TV Channel 27/Tumamoc Hill expansion project is in progress. AZPM is working with Pima County and tribal officials on raising the transmitter tower to increase power and improve reach to the west and south.
- Site inspections have been done for the upgrade to ATSC 3.0/NextGen TV. Is now working on viability, benefits, and determining the order of installation.
- Site surveys have been done to determine community impact of a new facility. Technology needs for the next 20-50 years are being assessed.
- Judith Brown asked if the new facility will be shared with other partners. The potential partners' funding capacities have not proven viable. The project is moving ahead with plans for a stand-alone facility that will house only AZPM.
- Ted Borek asked for an explanation of the virtual studio. Green screen technology allows for an electronic background that responds to camera movement rather than physical sets. Automated reality components provide an immersive experience.

VI. Old Business

Strategic Planning Update – Ron Carsten, Committee Chair

- The Strategic Planning Committee and the Financial Sustainability and Community Engagement staff working group leaders have discussed the draft objectives. The Audience Development group is still working on objectives and the Technology group is forming. The Organizational Culture group is also underway but will not meet with the Committee.
- A full-day strategic planning retreat is being scheduled for late October.

Community Engagement Committee Update – Christina Noz, Committee Chair

- Has met with Amanda Gormley to retool committee objectives. CAB members can be valuable to staff in an advisory capacity, acting as liaisons to connect with strategic partners. The new committee goal is to provide support to staff in community outreach, rather than planning and executing events. Interested CAB members should contact Christina Noz.

VII. New Business

Biennial CAB Self-Assessment Survey Results

- Highlights of the biennial CAB self-assessment survey were reviewed.
- Meetings will continue in the virtual format for the foreseeable future. The Strategic Planning Retreat, the Annual Meeting in May, and the holiday gathering will be in person.

AZPM Brand Guide

- APM Marketing Manager Amanda Gormley shared the draft AZPM Brand Guide, which was developed as a result of conversations with CAB members and forward-facing staff members.
- CAB members broke into small groups to discuss AZPM's current alignment with the brand guide and to propose ideas on how to improve/increase future alignment.

VIII. Announcements

- AZPM Development Director Enrique Aldana has been named Outstanding Fundraising Professional by the Southern Arizona chapter of the Association of Fundraising Professionals.

IX. Other Business

- Steven Eddy called for any additional business from the floor. None was offered.
- The next CAB meeting will be held via Zoom on Thursday, September 9, 2021. Steven Eddy reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 1:32p.

Signed this 30th day of September, 2021:



Edward Frisch, Secretary