

# ARIZONA PUBLIC MEDIA®



PBS



## COMMUNITY ADVISORY BOARD

Thursday, January 14, 2021

Via Zoom

### MEETING MINUTES

**CAB: Susan Tarrence, Steven Eddy, Hope Reed, Jodi Bain, Ted Borek, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Nicola Finley, Ed Frisch, Matt Gilbert, Frank Hamilton, Todd Hanley, Hassan Hijazi, John Hildebrand, Laura Todd Johnson, Sylvia Lett, Paul Lindsey, Rose Lopez, Lynn Nadel, Christina Noz, Hank Peck, John Pedicone, Jill Rosenzweig, Magdalena Verdugo**

**Absent: Jill Perrella, Tara Singleton**

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

**Guests: Cassandra Lau, Stephen Golden, Ken Kay, Minna Shah**

**AZPM Staff: Jack Gibson, Enrique Aldana, Deb Dale, Kimberly Heath, Laura Maher, 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 AZPM's Cassandra Lau, Producer of *Arizona 360*, Strategic Planning Committee Members Stephen Golden and Ken Kay, and guest Minna Shah.

#### **II. Meet an AZPM Employee**

*Arizona 360* Producer Cassandra Lau gave a brief summary of her background, described her work on *Arizona 360*, spoke briefly about current projects, and answered questions.

#### **III. Program Highlights – Jack's Picks**

Jack Gibson highlighted the feature program for Black History Month. An intimate four-hour series, *The Black Church: This is Our Story, This is Our Song* is produced by Henry Louis Gates, host of PBS's *Finding Your Roots*. A preview video is posted on the CAB news web page.

#### **IV. Consent Agenda**

The minutes of the November 19, 2020 meeting were presented for approval and approved by unanimous consent.

#### **V. Management Report – Jack Gibson**

##### **Audience Development**

- Going forward, audience numbers will be delivered quarterly to align with radio and TV ratings report timetables. The most current audience data is available to the CAB on the audience dashboard link at <https://about.azpm.org/cab.news>.
- PBS Passport usage continues to grow, with increases of 25% in members, 45% in minutes watched, and 80% in streams over last year. *PBS NewsHour* continues to be the most-watched program on Passport.

##### **Community Engagement – Gene Robinson, Chief Operating Officer**

- AZPM's Annual Report the Community has been printed and is being sent to board members and donors.

##### **Accountability – Kimberly Heath, Chief Financial Officer**

- FY21 Second Quarter financials will be reviewed at the March meeting. The Audit Committee report will provide a recap of FY20 financials.

##### **Sustainability – Deb Dale, Chief Development Officer**

- The FY21 winter fundraising campaign exceeded its goal by nearly \$60,000. The radio campaign, featuring soft spots only, ran for 42 days. The television campaign featured spots in combination with traditional pledge programming.
- CAB check-in meetings continue.

#### **VI. New Business – Jack Gibson**

##### **Audit Committee Report**

- Committee Chair Paul Lindsey reported that the FY20 external audit earned unmodified opinions on the financial statements and on the financial reports required by the Corporation for Public Broadcasting. No internal control recommendations were made.
- Lydia Hunter from BeachFleishman complimented AZPM's staff and management on the clean audit.

##### **CAB Member Information Privacy Policy**

- Steven Eddy introduced a new policy intended to protect CAB member information. The policy has been added to new member information:
  - *It is the policy of the Community Advisory Board that personal and confidential information, including email addresses, phone numbers, and/or CAB member profiles, should not be distributed, shared, or used for purposes other than those authorized by AZPM and/or the CAB.*

#### **VII. 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.

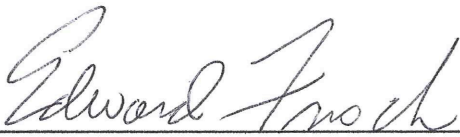
- CAB members were divided into four groups and asked to discuss one of two pre-assigned topics: Financial Sustainability and Community Engagement. The two groups focusing on Financial Sustainability were tasked with identifying five new ways to improve and/or increase sustainable revenue streams over the next 3-5 years. The two groups discussing Community Engagement were asked to identify five new ways to improve and/or increase engagement, visibility, and/or investment in the community over the next 3-5 years.
- CAB members spent 30 minutes discussing the topics 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 reviewed next steps. The March 18 CAB meeting will focus on Audience Development.

#### **VIII. Announcements**

- Board Member Maria Marin has withdrawn from the CAB; Steven Eddy thanked her for her service and wished her well in her new endeavors.
- Committees have been restructured and committee leadership has confirmed. Committee assignments have been made and communicated to CAB members individually.
- CAB Emeritus Member Karen Christensen and her husband, Strategic Planning Committee Member Ken Kay, are the proud grandparents of baby Rye, born January 6.

#### **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, March 18, 2021. Steven Eddy reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 1:58p.

 3/18/21

Edward Frisch, Secretary