

# ARIZONA PUBLIC MEDIA®



## COMMUNITY ADVISORY BOARD

Thursday, March 18, 2021

Via Zoom

### MEETING MINUTES

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

**Absent: Steven Eddy, Frank Hamilton, Sylvia Lett, Hank Peck, Tara Singleton**

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

**Guests: John Booth, Gabriela Cervantes, Joyce Finkelstein, Stephen Golden, Amanda Gormley, Ken Kay, Ed Kesterson, Charlinda Haudley, Kerri Lopez-Howell, Lauren Ortega, Nancy Sharkey, Rui Wang**

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

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

Vice-Chair Hope Reed called the meeting to order at 12:00p, welcomed attendees, and introduced AZPM staff guests John Booth, Executive Producer, Amanda Gormley, Marketing & Communications Manager, and Ed Kesterson, Radio Program Director; Strategic Planning Committee Members Stephen Golden, Ken Kay, and Nancy Sharkey; and guests Gabriela Cervantes, Joyce Finkelstein, Charlinda Haudley, Kerri Lopez-Howell, Lauren Ortega, and Rui Wang.

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

Radio Program Director Ed Kesterson gave a brief summary of his background, described his work as Radio Program Director, spoke briefly about current projects, and answered questions.

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

Jack Gibson highlighted the feature program for March. *Hemingway*, a three-part, six-hour documentary film by Ken Burns and Lynn Novick, examines the visionary work and the turbulent life of Ernest Hemingway, one of the greatest and most influential writers America has ever produced. A preview video was shown

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

The minutes of the January 14, 2021 meeting were presented and approved by unanimous consent.

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

##### **Audience Development**

- Television and radio audience numbers will now be shared quarterly to coincide with their release.
- Current audience data can be accessed on the dashboard link via the CAB News page: <https://about.azpm.org/cab.news>
- Second Quarter viewership on *PBS6* was down compared to last year. Second quarter listenership on *NPR 89.1* was up significantly over last year, especially in listeners ages 12-49. Listenership on *Classical 90.5* was down slightly compared to last year, but Time Spent Listening increased
- Passport usage skyrocketed in January-February over last year, with a 46% increase in minutes watched and a 65% increase in streams. *All Creatures Great and Small* was the top program for the time period.

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

- *The New Normal*: Community members were invited to submit photos summarizing a year of COVID-19 for a webinar event on March 30 and, potentially, to be featured on *Arizona Illustrated*.
- AZPM has produced a series of new COVID-19 PSAs; a sample was shown.

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

- FY21 Second Quarter financials were reviewed. The balance sheet is healthy, with revenue exceeding budget and expenses coming in under budget.

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

- The television pledge campaign closed 22% over goal; the radio pledge campaign continues this week.
- CAB check-in meetings continue.

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

##### **New Facility Exploratory Committee**

- An ad-hoc committee of CAB members is being formed to explore aspects of a new facility: size and space requirements, build/purchase/lease/renovate options, funding requirements, capital campaign feasibility.
- CAB members interested in serving on this ad-hoc committee should please contact Jack Gibson, Steven Eddy, or Hope Reed.

#### **VII. Strategic Planning Activity**

- Strategic Planning Committee Chair Ron Carsten reviewed the organization's strategic pillars and explained the group activity.
- CAB members were divided into four groups and asked to discuss Audience Development and Original Content. Each group was asked to identify at least five new ways to maintain current audiences and attract new audiences over the next 3-5 years.
- Gene Robinson gave a brief recap of AZPM programming on its current platforms; John Booth gave a brief overview of each original program.

- CAB members spent 40 minutes discussing the topic 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 May 20 CAB meeting will focus on Technology and Innovation and will include a primer on ATSC 3.0.

#### **VIII. Announcements**

- Long-time board member and recently appointed Emeritus member Harry Paxton was remembered for his contributions to the board. A memorial service is pending.
- AZPM Director of IT Jason Katterhenry and his wife, Laura, are the proud new parents of Josephine Louise.
- Thank-you calls and notes to major donors continue.
- Hope Reed thanked CAB members for their help on recent search committees: Susan Tarrence (Marketing & Communications Manager), Stephen Golden (News Director), Ron Carsten (Chief Technology Officer) and Simon Rosenblatt (Chief Technology Officer).

#### **IX. Other Business**

- Hope Reed called for any additional business from the floor. None was offered.
- The next CAB meeting will be held via Zoom on Thursday, May 20, 2021. Hope Reed reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 1:49p.



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Edward Frisch, Secretary