

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Thursday, May 20, 2021
Via Zoom

MEETING MINUTES

CAB: Steven Eddy, Hope Reed, Ed Frisch, Ted Borek, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Nicola Finley, Frank Hamilton, Todd Hanley, Hassan Hijazi, John Hildebrand, Laura Todd Johnson, Sylvia Lett, Paul Lindsey, Rose Lopez, Lynn Nadel, Lauren Ortega, Hank Peck, John Pedicone, Jill Perrella, Jill Rosenzweig, Magdalena Verdugo

Absent: Jodi Bain, Joyce Finkelstein, Kerri Lopez-Howell, Christina Noz, Susan Tarrence

Emeritus Members: Karen Christensen, Jim Jutry, Jim Murphy, Simon Rosenblatt

Guests: Lili Bell, John Booth, Frank Fregoso, Alejandro Higuera, Lisa Rulney

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 new CAB members Lauren Ortega and Minna Shah. He also introduced guests Lili Bell, AZPM's Broadcast Schedule Manager, Ian MacSpadden, AZPM's new Chief Technology Officer, and Lisa Rulney, UA Senior Vice President for Business Affairs and CFO. Jack Gibson thanked Ron Carsten and Simon Rosenblatt for their service on the Chief Technology Officer search committee.

II. FY'21: A Year in Review

The fiscal year-end video was shown.

III. Meet an AZPM Employee

Broadcast Schedule Manager Lili Bell gave a brief summary of her background, described her role at AZPM, spoke briefly about current projects, and answered questions.

IV. Consent Agenda

The minutes of the March 18, 2021 meeting were presented and approved by unanimous consent.

Ed Frisch reminded CAB members that CPB requires minutes be taken at committee meetings and that committee meeting notices must be posted in advance. Any member of the public or CAB may attend committee meetings.

V. Management Report – Jack Gibson

Audience Development – 1Q 2021

- PBS 6 had a good quarter. The cume doesn't really capture all the streaming taking place, so the number will fluctuate a bit. Gross Rating Points, which measures viewer tonnage, is up. Passport is the leader in terms of year-over-year growth.
- Dashboards are available to CAB members on the CAB page of the website.
- Total number of streams peaked in January of 2021; year-over-year continues to perform very well, largely because of the pandemic.
- Radio numbers show growth, especially among younger listeners (under the age of 50). Both cume and TSL (time spent listening) have increased significantly. The NPR evening schedule expansion
- On Classical, the cume is, TSL is slightly down; but Classical also shows overall growth in younger listeners (ages 12-50).

Community Engagement – Gene Robinson, Chief Operating Officer

- Team continues to engage audiences with virtual events. *One Year Live*, an AZPM exclusive about working and reporting during the pandemic, was well attended. Audiences enjoyed seeing behind the scenes.
- National events also well-attended.
- Upcoming screening events include 100th anniversary of the Tulsa fire and *Philly DA*.
- Educational outreach activities continue through the summer.

Accountability – Kimberly Heath, Chief Financial Officer

- FY21 Third Quarter financials were reviewed. The balance sheet is healthy, with revenue exceeding budget and expenses coming in under budget.
- Even discounting the bequest dollars, which are difficult to budget for, revenue is still 11.3% over budget.
- Underwriting is struggling a little, as expected, but should pick up in the fall.
- The fundraising team brings in about 70% of revenue.

Sustainability – Deb Dale, Chief Development Officer

- End-of-fiscal year on-air pledge and countdown campaigns are in place.
- Sustaining members are being encouraged to switch to Electronic Fund Transfers rather than credit card charges. Moving into digital age with Text-To-Give and Fire TV one-click donations.
- Underwriting should turn around; a flyer will be sent to CAB members explaining how to underwrite on behalf of non-profit agencies.
- She thanked Christina Noz, who will present at the upcoming Planned Giving Seminar.
- Steven Eddy asked if the recent stimulus package is reflected in the line item on the financial report. Jack Gibson responded that it will be included in the 4th quarter report. CPB's investment in AZPM increased significantly and will help stave off some reductions. The three big overperformers are Membership, CPB, and Bequests.
- Hank Peck asked what kind of response to the Planned Giving seminar has been received. It's going well; there are 25 reservations so far, including a couple of representatives of

other non-profits. There is no limit to the number of attendees. Providing information to other non-profits is also a community service.

VI. Old Business

Governance Committee Update – Jill Perrella, Committee Chair

- Pleased to welcome four new board members; one seat remains open. CAB members are welcome to recommend CAB candidates.
- The Committee will start putting together a metric to assist the Executive Committee in assessing candidate backgrounds to ensure that the Board is reflective of the community.

Strategic Planning Update – Ron Carsten, Committee Chair

- Ron Carsten thanked all for their contributions over the last several meetings. The information collected has been shared with staff to develop objectives for each strategic pillar. The committee is setting up meetings with the leaders of each working group to review strategic objectives and ensure that the objectives reflect ends and not means.
- The Committee has also been reviewing the Mission, Vision, Purpose statements.

Community Engagement Committee Update – Hope Reed, CAB Vice-Chair

- The committee has been on hiatus during the pandemic and is being re-imagined and refocused. Christina Noz has agreed to chair the committee; she will work with AZPM Marketing & Communications Manager Amanda Gromley on a new mission statement.
- Members interested in serving on the committee should email Hope Reed.

VII. New Business

ATSC 3.0 Presentation – Ian MacSpadden, AZPM Chief Technology Officer

- A short video explaining the new television standard was shown.
- The new standard, *NextGen TV*, is IP-based and has all the benefits and interactivity of being online, including at-home viewing, on-the-go viewing, and the ability to reach viewers without access to cable or internet.
- It will also provide opportunities to increase public safety by improving service to first responders. It will improve emergency and weather alerts to audiences, increase the ability to support education and distance learning, provide improved picture, reception, and spectrum efficiency, and provide increased targeted underwriting opportunities.

University of Arizona Business Affairs Update – Lisa Rulney, SVP, Business Affairs & CFO

- The University expects to end FY21 in a positive net position, thanks to the mitigation strategies employed at the start of the pandemic and the stimulus funding received from state and federal sources; however, there are still challenges ahead. Cost efficiencies will be employed and revenue diversified to balance expenses.
- Fall enrollment figures (applicants, admissions, enrollment fees, orientations, housing, etc.) are all up by significant percentages.
- The vaccine point of distribution on campus has resulted in 230,000 vaccines given; more than 12,000 vaccines have been administered through College of Public Health in Phoenix. Operations will end in June as vaccines become more readily available.
- The UA Bookstore, Student Union, and Parking have been innovative in keeping customers safe using technology. The Student Union has installed ramen and salad robots, Parking has moved to license plate recognition, and the Bookstore has installed pickup lockers.
- The UA's sustainability team has reached an agreement with TEP that all TEP-generated power the UA purchases will be from renewable sources (wind & solar).

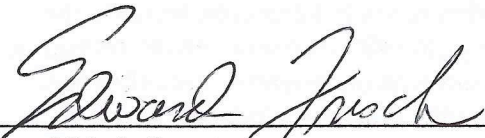
- The sustainability team also signed an agreement with the City of Tucson to support compost efforts at Los Reales Landfill.
- Construction will start up again soon on two new research buildings and renovation is scheduled for the old Chemistry building.
- UA leadership is optimistic about the future as people are returning to in-person classes, arts events, and athletic events.
- Asked how she can support the Board and AZPM. Steven Eddy thanked her for her positive comments and for her championship of AZPM. Board members were encouraged to return to campus and support its activities and resources.

VIII. Announcements

- Two key AZPM employees are retiring: Chief Engineer Frank Fregoso effective May 14 and Executive Producer John Booth effective May 21. Both were thanked for their contributions to AZPM.
- Long-time board member and recently appointed Emeritus member Harry Paxton was remembered for his contributions to the board. A celebration of his life will take place June 12 at 11:00a at the Green Valley Community & Performance Arts Center.
- CAB member and Regents Professor Emeritus Lynn Nadel was elected to the National Academy of Sciences.
- AZPM received six regional Edward R. Murrow awards.
- The CAB biennial self-assessment will be sent via email; CAB members are asked to respond by June 30.

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, July 15, 2021. Steven Eddy reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 1:32p.



Edward Frisch, Secretary