

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Thursday, December 9, 2021
Via Zoom

MEETING MINUTES

CAB: Steven Eddy, Hope Reed, Jodi Bain, Ted Borek, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Joyce Finkelstein, Nicola Finley, Frank Hamilton, Todd Hanley, Alejandro Higuera, Hassan Hijazi, Paul Lindsey, Rose Lopez, Lynn Nadel, Lauren Ortega, Hank Peck, John Pedicone, Jill Perrella, Minna Shah, Susan Tarrence

Absent: Ed Frisch, John Hildebrand, Laura Todd Johnson, Sylvia Lett, Kerri Lopez-Howell, Christina Noz, Jill Rosenzweig, Noah Vega, Magdalena Verdugo

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

Guests: Lisa Rulney, University of Arizona Senior Vice President, Business Affairs and CFO, Christopher Conover, AZPM Interim News Director, Ken Kay, Strategic Planning Committee, Nancy Sharkey, Strategic Planning Committee

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

I. Call to Order, Welcome and Introductions

Chair Steven Eddy called the meeting to order at 12:03p, welcomed attendees, and introduced guests.

II. Emmy® Sizzle Reel

Emmy awards are presented to individual AZPM staff members in recognition of excellence in a variety of programming disciplines and categories. The Emmy sizzle reel video was shown.

III. Meet an AZPM Employee

AZPM's Interim News Director, Christopher Conover, 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 September 30, 2021 meeting were presented and declared approved by unanimous consent.

V. Management Report – Jack Gibson

Audience Development – 1Q FY2022

- 1Q audience data was shared. *PBS 6* showed slight declines in viewership and weekly unduplicated audience in both full week and prime time. Audiences seem to be migrating to streaming platforms, as indicated by the significant increases in Passport usage.
- Passport showed significant increases in minutes watched (+32%) and total streams (+34%) over last year. *Grantchester* was the most-viewed program.
- The radio summer survey data was shared. *NPR 89.1* showed an increase of 12.9% in unduplicated audience 50+ over the previous year, and an 8.5% increase in unduplicated audience 12+. Time spent listening declined. *Classical 90.5* showed slight increases in unduplicated audiences (both 50+ and 12+), and significant increases in time spent listening.

Community Engagement – Gene Robinson, Chief Operating Officer

- Fall educational outreach events included 7 workshops at which 131 teachers were trained on *PBS LearningMedia*.
- Upcoming events include a virtual preview of *All Creatures Great and Small* Season 2 this Sunday, December 12 at 1:00p.
- The 2020-2021 Report to the Community is in its final production phase.

Sustainability – Deb Dale, Chief Development Officer

- The end of calendar year fundraising campaign started on radio November 15 will continue through December 31; the television campaign runs November 27 through December 12. An end of calendar year mailing campaign has begun; the radio/television end of calendar year countdown campaign is scheduled.
- CAB check-in meetings are complete. She thanked the ad-hoc committee members (Hope Hennessey, Mary Ann Dobras, Ed Frisch, and Susan Tarrence) for their support and help. Feedback is being consolidated and will be shared with the Executive Committee.

Sustainability – Kimberly Heath, Chief Financial Officer

- The first quarter of FY22 closed in a strong position. Revenue exceeded budget and expenses were favorable to budget; revenue exceeded expenses by nearly 28%.
- Several key positions, including News Director and Executive Producer, are still open. CAB members can help by sharing the open positions on social media, LinkedIn, and by word of mouth.

Technology – Ian MacSpadden, Chief Technology Officer

- Shared brief updates on the replacement of the Classical 90.5 transmitter and repairs to the PBS 6 TV transmitter, both located on Mt. Bigelow, the virtual TV studio set, FCC radio license renewals, new non-commercial educational (NCE) radio license applications, and the Tumamoc Hill tower proposal.

VI. Old Business

New Facility Construction – Jack Gibson

- The Design/Build search committee is meeting with potential contractors.
- The ad-hoc CAB committee led by Paul Lindsey will convene after a contractor is chosen.

- Appropriate community input will be sought. Thoughts and ideas about community engagement should be emailed to Jack Gibson.

Building Capital Campaign – Deb Dale

- Deb Dale reviewed the campaign financial goals and timeline. The campaign should be complete by the end of July, 2023.
- Study interviews are still in progress. 13 interviews have been completed or are scheduled; 21 requests for interviews are pending.

VII. New Business

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

- Congratulated AZPM staff on recent accomplishments, especially the number of Emmy® awards and Enrique Aldana's honor in being named fundraiser of the year.
- The University of Arizona Administration and President Robbins are behind the new building all the way.
- UArizona enrollment numbers are at record highs, including international students, micro-campus locations, students of color, with the incoming class the largest in history (8,700). Applicants are showing record-breaking GPAs.
- UArizona is successfully realizing the goals of the strategic plan. Tuition, which equals 30% of total budget, is still a bit off from pre-pandemic projections.
- UArizona's endowments resulted in a different NACUBO (National Association of College and University Business Officers) ranking. Two colleges were named in one semester. The University is ranked 19th among public institutions in research expenditures, 34th overall.
- The State of Arizona made a significant investment in all three state universities; UArizona received \$15M in one-time funding and \$32M in ongoing funding.
- With the return of students and faculty to campus, the auxiliaries (Bookstore, Student Union, Parking & Transportation, etc.) are doing much better than last year. Finding employees at the student union has been a challenge; the marketing team is working more on recruiting than on advertising.
- Men's and women's basketball teams are undefeated.
- The dedication of colleagues across campus has contributed to her positive and hopeful attitude.
- Steven Eddy thanked her for the update and commented that it feels good to have campus back.
- Paul Lindsey asked if will UArizona will benefit from infrastructure funding from the federal government. She hopes so; UArizona will be ready when that bill is passed.
- Lynn Nadel also thanked her for the update and asked about her expectations for AZPM: what she expects AZPM to do, what she sees as the risks, how she sees the operation.
 - Ms. Rulney responded that she sees AZPM as thriving and looks forward to working with Jack Gibson on helping the strategic plan succeed and building on the foundation already laid. Risks include member retention, competition in the marketplace, and offering content that will engage new audiences. She doesn't anticipate that the University will reduce or eliminate its support. Jack Gibson commented that Ms. Rulney has been nothing but supportive, especially with respect to equipment and facility needs that other units on campus don't have.
 - Jim Murphy asked when the women's basketball will be included in the PAC 12 network. Connecticut Public TV's biggest show is UConn women's basketball; Lynn Nadel asked if there is any possibility of sports coverage.

Strategic Planning Update – Ron Carsten, Committee Chair

- The final draft of the strategic plan, including revised Mission, Vision, and Values statements, was presented for review and endorsement. The plan consists of five pillars:
 - Audience Development
 - Community Engagement
 - Financial Stability
 - Organizational Advancement
 - Technology & Innovation
- After a short discussion, Ron Carsten called for a motion to endorse the plan. Paul Lindsey moved to endorse the plan; Ted Borek seconded. The motion carried unanimously.

VIII. Announcements

- AZPM will hold a food drive to benefit the University of Arizona Campus Pantry. Non-perishable food items may be dropped off at AZPM or at the Student Union.

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, January 20, 2022. Steven Eddy reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 1:20p.

Signed this 20th day of January, 2022:



Edward Frisch, Secretary