

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Thursday, January 20, 2022

Via Zoom

MEETING MINUTES

CAB: Steven Eddy, Hope Hennessey, Ed Frisch, Jodi Bain, Ted Borek, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Joyce Finkelstein, Frank Hamilton, Todd Hanley, Alejandro Higuera, Hassan Hijazi, John Hildebrand, Sylvia Lett, Paul Lindsey, Rose Lopez, Lynn Nadel, Christina Noz, Hank Peck, John Pedicone, Jill Perrella, Minna Shah, Susan Tarrence

Absent: Nicola Finley, Laura Todd Johnson, Lauren Ortega, Jill Rosenzweig, Noah Vega, Magdalena Verdugo

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

Guests: David Iaconis, BeachFleischman, P.C., Tanya Gonzales, AZPM Human Resources Generalist, Elena Lopez, AZPM Graphic Designer

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. Winter Sizzle Reel

The Winter sizzle reel video was shown.

III. Meet an AZPM Employee

AZPM's Graphics Designer, Elena Lopez, 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 December 9, 2021 meeting were presented and declared approved by unanimous consent.

V. Audit Committee Report – Paul Lindsey

- The Audit Committee met this morning with David Iaconis and Lydia Hunter from AZPM's external auditing firm, BeachFleischman P.C.
- The audit was clean; no unmodified opinions on the financial statements, the annual financial reports required by CPB, no written internal control recommendations.
- The balance sheet is strong, with a good net position, and a good working capital position. No long-term debt or liabilities were noted. The CPB revenue line increased significantly in response to the American Relief Act.
- Expenses down primarily related to salary reductions.
- Paul Lindsey: some positive numbers will not recur next year. Very positive; very happy with the audit. Thanked Kimberly Heath for squeaky-clean audit.
- YTD financials will be reported at the March CAB meeting.
- Full audit report is published on the AZPM website.

VI. Management Report – Jack Gibson

Audience Development – 1Q FY2022

- Shrinking TV audiences credited to the proliferation of streaming. Broadband only households will start being counted over the next few months. Tucson is now in the top 5 in the market among viewers streaming exclusively.
- Cume is down slightly but overall viewership is up significantly.
- AZPM launched its first original podcast: *Gavel to Gavel* hosted by Andrew Oxford. It will run for 8 weeks, then will rotate to a podcast focusing on water.
- Passport continues to be a great success for AZPM.
- Radio numbers are a little soft, but NPR did move up to the #1 rank in the market among listeners 50+. Weekly cume is up on Classical 90.5, but time spent listening dropped.

Community Engagement – Gene Robinson, Chief Operating Officer

- A digital version of the annual report is in progress.
- Non-perishable food donations were delivered to the campus food pantry.
- School in the Time of COVID, a Facebook live cross-platform event, continues
- Judith Brown asked how podcast is being marketed. On-air and visual ads are being purchased. Google analytics should be able to provide tracking information as to which platforms are being used.
- Joyce Finkelstein asked about expanding the locations of education-focused programs and events.

Financial Sustainability – Deb Dale, Chief Development Officer

- Winter year-end fundraising recap: pledge revenue exceeded the target. Major matching gifts help.

Organizational Advancement – Kimberly Heath, Chief Financial Officer

- AZPM staff is still operating with a hybrid work modality. Staff members have been hit hard with COVID cases and exposures since the beginning of January.
- Reviewed the salary compression project. Compression refers to the conflict between an employee's salary with a pay classification vs. his/her years of experience, education, and qualifications. Units across the University and in other industries and organizations are also experiencing compression issues.
- Tanya Gonzales reviewed the biennial diversity report. The report represents a snapshot in time of AZPM's racial and gender composition.
- The FCC would like to see the composition of the staff and the CAB reflect the market we serve. That said, AZPM is committed to hiring the best person for the job. Recruitment is being broadened to reach qualified candidates in minority fields.
- AZPM is also looking to the School of Journalism to recruit qualified students and has been discussing recruitment with the College of Engineering.
- Ed Frisch asked whether anyone is looking at age distribution and how that relates to our audiences.
- Recruitment resources have been increased to include the Pascua Yaqui and Tohono O'Odham nations, as well as black and Hispanic journalism recruitment sites.

Technology – Ian MacSpadden, Chief Technology Officer

- Engineers have been dealing with transmitter issues because of weather, aging infrastructure, lightning strikes, ice, etc.
- Staff is also working on the proposed improvement project on Tumamoc Hill.

VI. Old Business

New Facility Construction – Jack Gibson

- A design-build contract has been awarded to DPR Construction, partnered with the Smith Group in Phoenix and Swaim Associates in Tucson for architecture.
- Appropriate community input will be sought. Contracting is underway with UA Planning, Design & Construction.

Building Capital Campaign – Deb Dale

- Two major lead gifts have been confirmed. Looking to the community to fund \$17M of the total price tag.
- Feasibility study is wrapping up.
- Capital Campaign Committee requirements were reviewed and participants sought.

Strategic Planning Update – Ron Carsten, Committee Chair

- CAB members were sent a tri-fold brochure outlining the strategic pillars. The brochure can be used to communicate with the community.

VII. New Business

ATSC 3.0/NextGen TV – Ian MacSpadden, Chief Technology Officer

- Ian MacSpadden gave a presentation on AZPM's current television transmission system and explained how ATSC 3.0/NextGen TV will improve the television transmission.

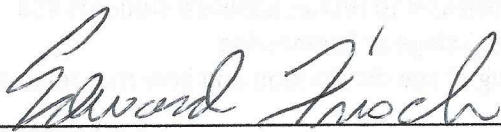
VIII. Announcements

- CAB Emeritus member Chris Helms passed away in December.

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, March 17, 2022. Steven Eddy reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 1:40p.

Signed this 17th day of March, 2022:



Edward Frisch, Secretary