

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Thursday, March 17, 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, Nicola Finley, Frank Hamilton, Todd Hanley, Alejandro Higuera, John Hildebrand, Sylvia Lett, Paul Lindsey, Rose Lopez, Lynn Nadel, John Pedicone, Jill Perrella, Jill Rosenzweig, Susan Tarrence

Absent: Hassan Hijazi, Laura Todd Johnson, Christina Noz, Lauren Ortega, Hank Peck, Minna Shah, Noah Vega, Magdalena Verdugo

Emeritus Members: Judith Brown, Jim Murphy, Simon Rosenblatt

Guests: Betsy Leader, AZPM General Sales Manager, Andrew Oxford, AZPM Online Reporter, Marsha Reardon, AZPM Membership Director

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 12:01p and called for a moment of silence to remember the people of Ukraine. He then welcomed attendees and introduced guests.

II. Spring Sizzle Reel

The spring sizzle reel video was shown.

III. Meet an AZPM Employee

AZPM's Online Reporter, Andrew Oxford, 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 January 20, 2022 meeting were presented and declared approved by unanimous consent.

V. Management Report – Jack Gibson

Audience Development – 1Q FY2022

- *PBS 6* is showing an increase in full week viewership and a significant increase in primetime viewership.
- January Passport numbers skyrocketed, with a nearly 100% increase in minutes watched over January of last year. *All Creatures Great and Small* was the most popular show for the month.
- *NPR 89.1* showed some erosion in weekly come, but time spent listening is stable. *Classical 90.5* showed a slight drop in weekly come; however, time spent listening increased in listeners 50+.
- Supreme Court confirmation hearings will be covered on the website and on *PBS 6 PLUS*. Gavel-to-gavel coverage will be aired live on *KUAZ-AM 1550*.

Community Engagement – Gene Robinson, Chief Operating Officer

- A four-part series of conversations on Ken Burns' *Benjamin Franklin* is underway and will continue through the end of March.
- *MASTERPIECE: Sanditon* preview was held March 13.
- PBS Learning Media Training included 140 teachers trained on PBS Learning Media and Media Literacy on TUSD's professional development day.
- Media Literacy Cohort with Pima County Superintendent's Office is a 3-month community of practice model with 5 educators.
- School in the Time of COVID was a follow-up to last year's story. Four different live FB community meetings featured conversations with students, teachers, parents, and community experts.
- Biosphere 2 Rainforest Virtual Field Trip is a collaboration between UA's Digital Learning Department, Biosphere 2, and AZPM.

Financial Sustainability – Kimberly Heath, Chief Financial Officer

- The financial report for FY22 2Q (ending December 31, 2021) was reviewed.
 - Revenue was favorable to budget overall, although Membership and Underwriting revenue fell short of budget. Overall revenue was 5.8% under that of the previous year.
 - Expenses were controlled and favorable to budget. Overall expenses were slightly under those of the previous year.
- Deb Dale gave a brief update on the spring fundraising campaign in progress.

Technology – Ian MacSpadden, Chief Technology Officer

- AZPM has filed applications for three Non-Commercial Educational (NCE) frequencies (St. Johns, Safford, and Kearny).
- Site cleanup and signal improvement for *KUAS Channel 27* and *NPR 89.1* is underway. He thanked Steven Eddy for facilitating TEP's commitment to remove old equipment from Tumamoc Hill.
- Repairs to the power and main TV transmitter on Mt. Bigelow, damaged by winter storms, continue. The FCC authorized operation at 50% power during repairs.

Judith Brown asked why 2Q Membership revenue fell short of budget. Deb Dale responded that it could largely be a timing issue. Also, last year's revenue far exceeded expectations; this year's goal might have been a little unrealistic. TV pledge programs have not been terribly compelling. Donors are also being moved up to a higher giving level; more donors/members at the base level are needed.

VI. Old Business

New Facility Construction – Jack Gibson

- The impact of the pandemic on the construction industry has increased costs. More time to raise sufficient funds may be needed. Demand for materials and contractors currently exceeds supply and may affect the construction timeline.
- Paul Lindsey gave a brief report on the CAB Ad-Hoc Facility Committee's meeting with the design/build team. Mark Kranz from the Smith Group will present to the CAB at its May meeting. The committee will not only keep the CAB advised but will also facilitate community meetings. He asked Steven Eddy to explain TEP's relationship on the construction project.
 - Tucson Electric Power's agreement with the University of Arizona stipulates that all electricity provided to the campus is from renewable sources (solar and wind). This agreement is one of the first of its kind in the US. The site of the new facility is located directly across the street from a TEP substation.
 - More info on TEP/UA partnership is available at:
<https://sustainability.arizona.edu/projects/large-scale-renewable-energy>

Capital Campaign Update – Deb Dale, Chief Development Officer

- Ad-hoc capital fundraising is going well. A final construction cost will be identified prior to launching the formal campaign.

VII. New Business

Capital Campaign Feasibility Study Report – Deb Dale, Chief Development Officer

- The report was distributed prior to the meeting.
- The study was intended to determine whether prospects are there and if they willing to invest in the project.
- A fundraising plan and resources were mapped out.
- Key findings indicate that the remaining funds to construct a new facility and upgrade technology can be raised from the community.
- Next steps: announce honorary committee chairs; build small cabinet to establish preliminary legwork; confirm larger committee.

VIII. Discussion Topic – How to Talk About AZPM in the Community

- CAB members were broken into small groups to discuss how to talk about AZPM in the community as a precursor to the capital campaign. A scenario was given: CAB members were asked to imagine a conversation with a couple new to Tucson. Talking points included:
 - How to talk about CAB member's role at AZPM; identify as a board member
 - How to gauge interest in AZPM/PBS/NPR
 - How to move from interest to excitement
 - How to set the stage for financial support
 - Remember Capacity and Connection
 - Elevator questions
- CAB members returned to the main group and discussed their ideas.
 - Lynn Nadel suggested starting by listening to what the other person is interested in. Listen more than you talk.
 - John Pedicone's group also discussed listening first and drawing connections between a person's interest and AZPM. AZPM connects to most non-profits in the community. Shared past experiences with respect to community engagement/involvement can form a basis for conversation. Involvement represents a "service heart."
 - Ed Frisch's group emphasized understanding where people are coming from and identifying common interests. For example, people with differing political opinions may be able to connect over cultural interests.

- Jill Rosenzweig's group discussed where funding comes from and how it works. People don't understand that government funding is a small part of a public media organization's budget. The Corporation for Public Broadcasting is particularly mystifying to some people. Ted Borek proposed inviting new people to community outreach programs. Todd Hanley suggested CAB members keep it personal, show their passion, be real/authentic about what you like about the region and the organization.
- New wallet-sized, laminated cards with these ideas will be produced and distributed.

IX. Announcements

- CAB member John Hildebrand has been named to a third term as International Secretary of the National Academy of Science.
- New CAB leadership will be elected at the May 12 meeting.
- Feedback on holding the May 12 meeting in person was sought.
- A celebration of life for former CAB chair Chris Helms was held March 10. A link to the recording of the service will be shared with CAB members.

X. Other Business

- Steven Eddy called for any additional business from the floor. None was offered.
- The next CAB meeting will be held on Thursday, May 12, 2022, location to be determined. Steven Eddy reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 1:35p.

Respectfully submitted this 12th day of May 2022,



Edward Frisch, Secretary