

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Thursday, May 12, 2022
University of Arizona Student Union Kachina Lounge

MEETING MINUTES

CAB: Steven Eddy, Hope Hennessey, Ed Frisch, Ted Borek, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Joyce Finkelstein, Todd Hanley, Alejandro Higuera, Hassan Hijazi, John Hildebrand, Laura Todd Johnson, Sylvia Lett, Christina Noz, John Pedicone, Jill Perrella, Patrick Robles, Minna Shah, Susan Tarrence, Magdalena Verdugo

Absent: Jodi Bain, Nicola Finley, Frank Hamilton, Paul Lindsey, Rose Lopez, Lynn Nadel, Lauren Ortega, Hank Peck, Magdalena Verdugo

Emeritus Members: Judith Brown, Anne Maley, Jim Murphy, Simon Rosenblatt

Guests: Nicole Cox, AZPM *Morning Edition* Host/Radio Operations Coordinator, Gary Bell, AZPM Marketing & Communications Director, Andrew Brown, *Arizona Illustrated* Content Manager, Taylor Fulkerson, DPR Construction, Joseph Howell, Citi Financial Services, Mark Kranz, SmithGroup, Laura Vertes, Swaim Architects

AZPM Staff: Jack Gibson, Deb Dale, Kimberly Heath, Ian MacSpadden, Gene Robinson, Hannah Birch, Abraham Cooper

I. Call to Order, Welcome and Introductions

Chair Steven Eddy called the meeting to order at 12:14p, welcomed attendees, and introduced guests.

II. Summer Sizzle Reel

The summer sizzle reel video was shown.

III. Meet an AZPM Employee

AZPM's *Morning Edition* Host and Radio Operations Coordinator, Nicole Cox, gave a summary of her background, described her role at AZPM, spoke briefly about current projects, and offered to answer questions.

IV. Consent Agenda

The minutes of the March 17, 2022 meeting were presented and declared approved as written by unanimous consent.

V. Management Report – Jack Gibson

Audience Development – 3Q FY2022

- Television audiences grew across the board in unduplicated audiences in full-week and prime time during the first quarter. Gross viewership increased 13% over the full-week and 20% in prime time.
- Passport has seen incredible growth with more than 5 million minutes streamed in first quarter. Dramas continue to lead performance.
- Radio cume audience for 50+ continues to grow.
- Time Spent Listening (TSL) has softened, possibly attributable to the news cycle and audience burnout. Both prime time and 12+ audiences have decreased.
- There has been serious audience erosion on *Classical 90.5*, possibly owing to changes in measurement methodology. TSL 12+ is more than 17% up overall.

Community Engagement – Gene Robinson, Chief Operating Officer

- AZPM is hosting a screening for the *Downton Abbey: A New Era* movie on Sunday, May 22 at Galaxy Theatres on Houghton Road. There are three tier levels for tickets. Period costumes are encouraged.
- Educational Outreach Coordinator Cheryl Gerken continues to do great work with TUSD hosting *PBS LearningMedia* workshops. 150 teachers have been trained and PBS Media Literacy certification trainings are being offered. She is also working with UA Digital Learning and Biosphere 2 on completing a virtual field trip to the Biosphere 2. Once completed, she will host workshops with the TUSD Superintendent's office to get that information to the schools.

Financial Sustainability – Kimberly Heath, Chief Financial Officer

- Revenue is under budget for the third quarter; CPB monies will come in fourth quarter.
- Expenses are favorable to budget and are covered by revenue.
- FY22 is slightly under compared with FY21.
- As of March 30, AZPM had received \$15.5m in capital campaign gifts and \$897K in estate gifts designated for the capital campaign.
- Campaign expenses are at \$370K but are expected to increase as the architectural design portion progresses.

Financial Sustainability – Deb Dale, Chief Development Officer

- The fiscal year ends on June 30. FY-end fundraising efforts include the final on-air pledge drive of FY22, year-end countdowns on TV and Radio, and a year-end letter appeal asking major donors for an additional gift.
- Deb Dale can provide CAB and Emeritus members with their FY giving status.

Organizational Advancement – Jack Gibson, Chief Executive Officer

- Staff compensation continues to increase:
 - 3.5% increase across the board for CY22.
 - UCAP, merit, and market increases are being implemented.

- 20% of staff will receive an increase of 10% or more.
- Payroll will exceed budget by \$350K.
- Compensation data from other university licensees is being analyzed to understand how their compensation schemes work. Data is being provided to UA HR.
- Management is working to bring staff back to campus full-time after the Memorial Day holiday. The hope is that bringing staff back together will help build culture. Some staff members hired since the onset of the pandemic have never worked in person with their colleagues.
- Staff members have been completing CPB and UA-mandated harassment prevention training and profession development trainings.
- Recruitment remains a top priority. There are 13 open or soon-to-be-open positions between now and the end of CY22, with eight more teed up for CY23.
- Is working to recruit additional CAB members from the neighborhoods surrounding the new facility and to identify donors who have given 10+ years.
- New managers Gary Bell and Andrew Brown are already making significant contributions.

Technology – Ian Macspadden, Chief Technology Officer

- FY22 was a very exciting and impactful year for technology and innovation as part of strategic plan.
- Applied to the FCC for three new radio licenses; two have been awarded already.
- In Safford, a former *Classical 90.5* translator is being upgraded to a commercial license.
 - The upgrade will triple the power and coverage, including to the entire I-10 corridor and further west; this will both expand the Classical coverage and add NPR as well. Will add HD channels and make sure that Classical and NPR are transmitted in standard FM format.
 - The signal will reach a larger portion of the population in that area.
- A power issue at the TV transmitter on Mt. Bigelow at the beginning of the year damaged half the transmitter and forced a reduction to 50% power.
 - The height (8,000 ft) of the site still allows for good coverage other than to Mesa and Apache Junction. Hopes to get signal back to them by end of CY22.
 - These are very expensive systems to replace; fortunately, UA Risk Management will cover \$250K. Insurance is in place for events like this.
 - Hopes to accomplish replacements in early winter before Mt. Bigelow is snowed in and inaccessible.
- FCC requires licenses be renewed every eight years.
 - All radio licenses were renewed in CY21.
 - Television licenses for are up for renewal in November 2022; paperwork needs to be filed by June.
 - Has notified FCC of plans to renew; expects no issues.
- Hopes to complete the transition to ATSC 3.0 in the next 3-5 years.
 - The FCC currently has mandates in place to make sure that all viewers are covered when stations migrate to the new broadcast standard. ATSC 1 licenses will be renewed for 8 years. Licenses for ATSC 3.0 will be obtained over the next 3-5 years.
- Is available to answer questions via email at IMAC@azpm.org.

VI. Presentation: AZPM at The Bridges

AZPM's Building and Design team members Taylor Fulkerson, DPR Construction, Mark Kranz, SmithGroup, and Laura Vertes, Swaim Architects gave a presentation on the new facility project and answered questions.

VII. Old Business

Capital Campaign Update – Deb Dale, Chief Development Officer

- Alice and Paul Baker are honorary campaign chairs.
- Lynne Wood and Bruce Dusenberry are working campaign chairs.
- Steering Committee:
 - Emeritus members: Judith Brown and Karen Christensen
 - CAB members: Mary Ann Dobras, Joyce Finkelstein, and John Pedicone
 - Community members: Louise Glasser and Helaine Levy
- The committee will continue to be built up as the campaign progresses.

Capital Campaign Update – Lynne Wood Dusenberry, Capital Campaign Co-Chair, and John Pedicone, AZPM Capital Campaign Steering Committee Member

Lynne Wood Dusenberry and John Pedicone encouraged CAB and Emeritus members to continue to give their annual support for operating funds as ambassadors and advocates for AZPM in the community and thanked all for their consideration of supporting the capital campaign.

- Deb Dale, Enrique Aldana, and the rest of the Development team are available to answer questions on the many ways to give.
- John Pedicone emphasized how important this new facility will be for the community.

VIII. New Business

- CAB Recruitment Update – Hassan Hijazi, Governance Committee
 - There are three open seats now and two more opening in FY23. Per CPB requirements, CAB composition should reflect the diverse community it serves as closely as possible.
 - Welcomed and thanked potential CAB candidate Joseph Howell for his interest in the CAB.
- Election of Officers
 - On behalf of the Governance Committee, Hassan Hijazi proposed the following slate of officers for FY23 and FY24:
 - Chair: Hope Hennessey
 - Vice Chair: Jill Perrella
 - Secretary: Ed Frisch
 - Judith Brown moved that the slate be approved as presented.
 - Ted Borek seconded the motion.
 - The motion passed unanimously.

Retiring CAB Member Recognition – Steven Eddy

- Paul Lindsey is retiring from the CAB after nine years of service. Steven Eddy thanked Paul for his significant roles on different committees over the years and for hosting Holiday Teas at his home.

Recognition of Outgoing CAB Chair – Jack Gibson

- Steven Eddy's two-year term as CAB Chair is ending. Jack Gibson thanked Steven for his services in his roles as Vice Chair and Chair and lamented that there were not as many opportunities over the last two years for Steven to be out in the community in his role as Chair.

- Steven thanked Jack and Laura Gibson for being a wonderful team to work with, and thanked Ron Carsten and the Strategic Planning Committee for all their hard work on the Strategic Plan.

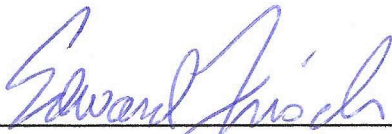
IX. Announcements

- John Hildebrand is retiring from his position as Regents Professor of Neuroscience. He will continue in his role as International Secretary for the National Academy of Sciences.
- In Memoriam: CAB member Jill Rosenzweig passed away in March. She served nine years on the CAB.

X. 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 21, 2022. Steven Eddy reminded members to complete the meeting evaluation, thanked them for attending, and declared the meeting adjourned at 2:05p.

Signed this 21st day of July, 2022:



Edward Frisch, Secretary