



A Community Service of the University of Arizona

Community Advisory Board

Thursday, May 11, 2023

Zoom

MEETING MINUTES

CAB: Hope Hennessey, Ed Frisch, Ted Borek, Ron Carsten, Todd Hanley, Alejandro Higuera, Hassan Hijazi, Joseph Howell, Laura Todd Johnson, Sylvia Lett, Lauren Ortega, Pat Lopez, Lynn Nadel, Christina Noz, John Pedicone, Alba Rojas-Sukkar, Magdalena Verdugo

Absent: Jodi Bain, Mary Ann Dobras, Lynne Wood Dusenberry, Joyce Finkelstein, Nicola Finley, Favin Gebremariam, John Hildebrand, Hank Peck, Minna Shah

Emeritus Members: Karen Christensen, Jim Murphy

Guests: Gloria McMillan, Women's International League for Peace & Freedom

AZPM Staff: Jack Gibson, Deb Dale, Kimberly Heath, Ian MacSpadden, Gene Robinson, Enrique Aldana, Gary Bell, Susan Koza, Mary Paul

I. Call to Order, Welcome and Introductions

Chair Hope Hennessey called the meeting to order at 12:00p, announced new CAB member Brooke Harris, and introduced guest Gloria McMillan.

II. Consent Agenda

The minutes of the March 16, 2023 meeting were presented and declared approved as written by unanimous consent.

III. Management Report – AZPM Leadership Team

The year-in-review sizzle reel was shown.

Jack Gibson shared national television rankings. *PBS 6* is #1 in the nation for unduplicated audiences measured against the 56 largest TV markets. The #2 station is 17 percentage points behind *PBS 6*.

Audience Development – Gene Robinson, Chief Operating Officer

- Passport numbers (minutes watched and streams) continue to climb.
- AZPM recently won six regional Edward R. Murrow awards, more than any other station in the state.

- The Public Media Journalists Association awards will be announced in June.
- TV numbers (unduplicated audiences and gross rating points) for whole week and prime time year over year were reviewed. Cume (unduplicated audience) numbers are stable. Prime time GRPs (gross rating points) were down only slightly; whole week GRPs showed a more significant decrease.
- NPR numbers are likewise soft. National numbers are similar. New content is being considered. Classical listenership shows significant growth in Time Spent Listening (TSL).
- Original podcast productions include *Tapped* Season 2 and a sports podcast (working title: *More Than a Game*). Original TV projects include the return of *Spotlight on the Arts*, hosted by Tom McNamara, and *New Frontiers*, hosted by UA astrophysicist Erika Hamden. Original radio productions include a live broadcast on March 26 of the *Rachmaninoff Vespers* performed by True Concord Voices & Orchestra, hosted by James Reel.
- A promotional clip for *New Frontiers* was shown.

Community Engagement – Gary Bell, Director of Marketing & Communications

- Phase 2 of the AZPM rebrand launched in April. The rebrand television spot was shown. Other promotional initiatives include bus wraps, billboards, transit shelters, on-air and digital promotions, resulting in an estimated 11,554,000 user impressions.
- AZPM partnered with Visit Tucson to present a well-attended live event with cookbook author Pati Jinich. She visited the station, recorded promos, signed books.

Financial Sustainability, Operations – Kimberly Heath, Chief Financial Officer

- The FY23 Third Quarter financial report was summarized. Revenue exceeded budget and expenses.

Financial Sustainability, Operational Fundraising – Deb Dale, Chief Development Officer

- A full-page revenue activities report was distributed prior to the meeting.
- The spring radio on-air fundraising campaign exceeded its goals, while the campaign TV fell short. The public media Day of Giving exceeded its goal.

Organizational Advancement: Cultural Assessment – Jack Gibson, Chief Executive Officer

- Consultants from Axiom solutions conducted two staff workshop sessions; the sessions were well-received and participatory.
- The 3rd Quarter Most Valuable Player award was given to Anthony Duvall, IT Support Specialist.
- Membership Director Pat Callahan recently retired after 15 years at AZPM and more than 50 years in the industry. Her replacement, Marsha Reardon, has expertise in digital fundraising.
- Radio Program Director Ed Kesterson is retiring after 38 years at AZPM. Nicole Cox will assume the role of Interim Director. A national search has begun to identify a replacement.

Technology – Ian MacSpadden, Chief Technology Officer

- Installation of the new *PBS 6* transmitter and a new full-power generator is in progress. The project will dramatically improve the ability to stay at full power regardless of outages.
- The new facility project is at the design completion point. Final ABOR approval will be sought in June. An RFP has been announced for a systems integration specialist.
- Judith Brown asked about yesterday's radio outage. The outage was planned and communicated to listeners. A network upgrade in conjunction with consultants on the vendor side had to be conducted in the middle of the day.

- Ted Borek asked how the impact of the new branding effort can be measured. Streaming and social media engagement numbers can be measured. Signage engagement (billboards, bus shelters) is based on traffic flow and is distributed evenly across the metro area. If viewer and listener numbers increase, one can reasonably extrapolate an impact.

IV. New Business

Election – Vice Chair (replacing Rose Lopez) – Jim Murphy, Governance Committee Vice-Chair

- Rose Lopez resigned from the board, thereby relinquishing the Vice-Chair seat. Paul Lindsey has been reappointed to the board following the requisite hiatus. Ted Borek nominated Paul Lindsey to the Vice-Chair position, Lynn Nadel seconded the motion. The motion carried unanimously.

Election – Emeritus Membership – Jim Murphy, Governance Committee Vice-Chair

- John Hildebrand has recently termed off the board and qualifies for Emeritus status. John Pedicone nominated John Hildebrand to be named an Emeritus member; Lynn Nadel seconded. The motion carried unanimously.

Thank-You Calls & Notes – Hope Hennessey & Deb Dale

- Board members spent five minutes making thank-you calls and writing thank-you notes.

V. Discussion

Capital Campaign Challenges – Jack Gibson

- Jack Gibson explained the challenges of the capital campaign. The campaign is in good enough shape to receive ABOR approval to proceed, but nearly \$17M (26% of overall cost) remains to be raised. Starting construction with that deficit will put AZPM in a cash-poor position. If sufficient campaign funds are not available, financing will be required. The University is willing to lend AZPM the funds at prime +1%. However, the monthly payments on a \$10M loan are nearly \$100K. AZPM hopes to avoid taking out a bridge loan.

Capital Campaign Updates – Deb Dale

- The feasibility study done in early 2022 indicated that the community would support the plan.
- The campaign is behind its ideal timeline by 6-8 months.
- She is confident that the campaign will succeed but needs CAB help.
- The project budget lacks equipment funds. Unrestricted estate gifts can be used for capital and technology needs.
- The campaign overview, timeline, and phases were reviewed.
- The updated plan for raising the remaining funds was reviewed.

How the CAB Can Help

- Board members broke into small groups to brainstorm ways to help, such as:
 - Ensure giving to best of ability
 - Ask five people every month to support
 - Refer five leads of potential supporters of \$10k/year
 - Monthly station tours
 - John Pedicone suggested incorporating the fly-over video into tours
 - Ed Frisch asked who organizes tours and how to sign up. Marketing & Communications is setting up an online sign-up portal and establishing a regular tour schedule.
 - House party gatherings

Report Out – Ideas Included:

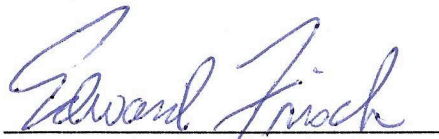
- House parties could be themed (e.g., Clifford, Pati Jinich).
- Donor fatigue was discussed; use people who have already given as catalysts, testimonials, but don't fill events with people who have already given.
- One-page cheat sheet of what CAB members should cover in a conversation.
- Potential donors should be cleared with the Development team.
- Training session on Zoom to create confidence, share bullets, practice conversations.
- CAB members partner to host a house party.
- Participate in 1:1 meetings with Development staff.
- Best donors are our current donors; CAB members help review the major donor list, see who they know.
- Send CAB tour dates so members can invite guests.
- Aging Board members and donors may have a dwindling circle of influence.
- A perception in the community is that AZPM is so financially solid, so why should anyone give?
- Ask: are you supporting the campaign? If not, connect with Development officer.
- Story soundbites – mission supportive.
- Capitalize on neighborhood.
- Repost on social media ("I'm giving to the campaign and I want everyone else to give as well.")
- Make sure people understand why this is important to the community.
- Emphasize that UA is NOT funding this project. Downplay possibility of the bridge loan.
- Once the building is up, it's there. Why support it at that point?
- Pictures of current facility and renderings of new facility tell a great story.

VI. Announcements & Other Business

- The next CAB meeting will be held on Zoom on August 17 at noon.

Hope Hennessey thanked members for attending and declared the meeting adjourned at 2:02p.

Signed this 17th day of August, 2023



Edward Frisch, Secretary