



A Community Service of the University of Arizona

## Community Advisory Board

Thursday, November 9, 2023

The Refinery at The UA Tech Park at The Bridges

### MEETING MINUTES

CAB: Paul Lindsey, Ed Frisch, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Joyce Finkelstein, Hassan Hijazi, Ashland Johnson, Laura Todd Johnson, Sylvia Lett, Pat Lopez, Lynn Nadel, Hank Peck

Absent: Hope Hennessey, Jodi Bain, Nicola Finley, Favin Gebremariam, Alejandro Higuera, Joseph Howell, Christina Noz, Lauren Ortega, John Pedicone, Patricia Schwabe, Minna Shah, Magdalena Verdugo

Emeritus Members: Karen Christensen, John Hildebrand, Anne Maley, Jim Murphy, Simon Rosenblatt

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

Guests: Gloria McMillan, Emily Ricketts

#### I. Call to Order, Welcome and Introductions

Vice-Chair Paul Lindsey called the meeting to order at 12:00p, welcomed attendees, and introduced new student CAB member Ashland Johnson and guests Gloria McMillan and Emily Ricketts.

#### II. Consent Agenda

The minutes of the August 17, 2023 meeting were presented and declared approved as written by unanimous consent.

#### III. Management Report

##### Audience Development – Gene Robinson, Chief Operating Officer

- Television
  - AZPM staff members were honored with five Rocky Mountain Emmy® awards for three projects.
  - Original quarterly television specials will air in rotation, one per month. *New Frontiers* launched in the spring of 2023; *State of the ArtZ* launched October 18; and *Arizona Field Guide* (working title) will launch in February of 2024.
  - The one-hour documentary *OSIRIS REx: To Bennu and Back* will premiere November 22.
  - Passport engagement continues to increase. Minutes Watched increased by nearly 33%, while Total Streams were up 26% over last year.
  - PBS 6 viewership declined against last year except in weekly unduplicated audiences.
  - AZPM has contracted The Programming Service to handle television programming and scheduling following the retirement of AZPM's TV Program Director.

- Radio
  - Listenership on both *NPR 89.1* and *Classical 90.5* increased in all categories compared to last year.

#### **Community Engagement – Gene Robinson, Chief Operating Officer**

- Recent events include the screenings of *Native America* and *American Buffalo*, the *Pati Jinich* virtual event, Fuel Wonder/UA Homecoming, Tucson Children's Museum event, and station tours. CAB members Pat Lopez, Betsy Bolding, Jim Murphy, Paul Lindsey, and Jodi Bain volunteered.
- *Stewart Udall: The Politics of Beauty* will be screened Sunday, November 12 at the UA Environmental & Natural Resources 2 building.

#### **Financial Sustainability, Operations – Kimberly Heath, Chief Financial Officer**

- Reviewed the FY24 first quarter financials.
  - Total revenue was less than 1% under budget.
  - Expenses were under budget by 27%.
  - Expenses exceeded revenue, which is normal for this time of year because of grant timing.
- Hank Peck requested clarification of the Auxiliary line item on the budget; Auxiliary represents mostly income from production services.

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

- Staff updates included several service awards and retirement recognition. Seven new staff members have been added since July 2.
- Change Circles (small staff groups who work together toward improving work culture and climate) were established as an outgrowth of AZPM's work culture assessment. The groups will focus on participation and communication.
- Managers participated in a FourSight assessment and workshop facilitated by UA Human Resources.

#### **Technology – Ian MacSpadden, Chief Technology Officer**

- The new radio automation and playback system is being activated this week.
- The classical CD library and *Arizona Illustrated* archive are being digitized.
- Tower work continues on Mt. Bigelow.
- Progress is steady on the Tumamoc Hill AM site cleanup and tower projects.
- A \$2M grant application for equipment to support the emergency alert system was submitted.

#### **Baker Center Design Update**

- Jack Gibson gave a brief update on the status of the Baker Center for Public Media.
- Soundproofing is essential to producing network-quality work. Doors and windows must be airtight. Every wall and ceiling must be doubled to ensure soundproofing; that cannot be accomplished in a retro-fitted space.
- The assignable square feet is small relative to the overall building footprint.
- Groundbreaking is scheduled for mid-February. Systems integration is targeted to begin in September of 2025. Technical spaces take more time; it's better to do it right than quick.
- There will be no break in service on either radio or TV.

#### **IV. Thank-You Calls**

- Board members wrote notes and made calls to donors and shared their feedback.

#### **V. Capital Campaign Presentation and Discussion – Deb Dale, Chief Development Officer**

- Deb Dale reviewed campaign status; what is left to raise and what is being done to finish the campaign.
- CAB members were asked to help close the gap by encouraging donor and corporate support.

- Seat sponsorships are now available.
- CAB members who have already pledged their support were acknowledged.
- Simon Rosenblatt asked how the University's announcement of low cash on hand will affect AZPM. Although AZPM's finances are lean and solid, AZPM must reflect the University's policies.

#### VI. Announcements & Other Business

- Todd Hanley and Alba Rojas-Sukkar have resigned from the CAB.
- KUAT Channel 6's first General Manager, Frank Barreca, passed away September 26.
- Jim Murphy recently led a tour. He encouraged CAB members to invite their friends and colleagues to sign up for a tour.
- Paul Lindsey gave an impassioned appeal for support of the capital campaign.
- The next meeting will be held Thursday, February 15, 2024 at noon. The location will be confirmed.

Vice-Chair Paul Lindsey thanked members for attending and declared the meeting adjourned at 1:32p.

Signed this 15<sup>th</sup> day of February, 2024

A handwritten signature in dark ink, appearing to read "Edward Frisch", written over a horizontal line.

Edward Frisch, Secretary