



A Community Service of the University of Arizona

Community Advisory Board  
Friday, May 10, 2024  
The Refinery at UA Tech Park at The Bridges

### MEETING MINUTES

**CAB: Ed Frisch, Estevan Azcona, Thomas Bogart, Ron Carsten, Mary Ann Dobras, Lynne Wood Dusenberry, Joyce Finkelstein, Brooke Lee Harris, Sylvia Lett Canelos, Clint Mabie, Christina Noz, John Pedicone, Andrea Reyes-David**

**Absent: Hope Hennessey, Paul Lindsey, Jodi Bain, George Davis, Favin Gebremariam, Alejandro Higuera, Hassan Hijazi, Joseph Howell, Laura Todd Johnson, Pat Lopez, Lynn Nadel, Lauren Ortega, Hank Peck, Patricia Schwabe, Magdalena Verdugo**

**Emeritus Members: Betsy Bolding, Judith Brown, Dan Cavanagh, Karen Christensen, Anne Maley, Jim Murphy**

**Guests: James Christopher, Rosie Garcia, Larry Lucero, Gloria McMillan, Ferrum Wallace**

**AZPM Staff: Jack Gibson, Deb Dale, Kimberly Heath, Ian MacSpadden, Gene Robinson, Gary Bell, Hannah Birch, Andrew Brown, Greg Gutierrez, Susan Koza, Mary Paul, Shawn Teague**

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

Secretary Ed Frisch called the meeting to order at 12:04p, welcomed attendees, and announced new CAB members Estevan Azcona, Thomas Bogart, George Davis, Clint Mabie, and student representative Andrea Reyes-David. Guests James Christopher, Rosie Garcia, Larry Lucero, Gloria McMillan, and Ferrum Wallace were introduced.

#### **II. Consent Agenda**

The minutes of the February 15, 2024 meeting were presented and declared approved by unanimous consent.

#### **III. Spring Sizzle Reel**

The Spring sizzle reel video was shown.

#### **IV. Management Report**

##### **Audience Development - Gene Robinson, Chief Operating Officer**

- March Passport viewership seems to have leveled off after the dramatic increase over the last year or two. Minutes Watched were down 1% against last year, but Total Streams increased by 4% year over year.

- *PBS 6* viewership is softer against last year, with decreases in unduplicated audience and gross ratings points in both full week and prime time.
- *NPR 89.1* is holding its high ranking in the market. Time Spent Listening is down slightly in all age groups, while Unduplicated Audiences increased, especially in AM drive time.
- *Classical 90.5* showed an increase of about 5% in Unduplicated Audiences for 12+ and for 35+; Time Spent Listening showed significant decreases in all age groups.

**Community Engagement – Gary Bell, Marketing & Communications Director**

- Recent events include a live screening of *Arizona Illustrated* and a virtual screening of *The Happiest Place in the World*.
- Upcoming events include three virtual town halls on Minimum Wage, Abortion, and Elections, a *Buzz Live* event on *Where to Live?*, and screenings of *Grantchester*, *Buffalo Soldiers*, and *Disco: Soundtrack of a Revolution*.

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

- Kimberly Heath reviewed the FY24 third quarter financial report. Revenue is down against the budget in all areas except Planned Gifts, which is never budgeted. Shortfalls are mostly because timing. That said, revenue still exceeded expenses for the quarter. Expenses were under budget by \$2.25M.
- Capital campaign gifts continue to trickle in, leaving just under \$8.3M to raise.

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

- Reviewed annual operating fundraising efforts for Membership, Major Gifts, Corporate Support, and Capital Campaign. Invited interested CAB members to stay after the meeting to discuss hosting house parties.

**Organizational Advancement – Jack Gibson**

- Recent initiatives include monthly all-staff meetings, weekly department heads meetings, teambuilding activities and community service projects, and change circles.
- The CAB Governance Committee is focusing on filling remaining open seats and creating a candidate pipeline for next year.
- Construction on the Baker Center for Public Media is on target, even a little ahead of schedule. The building should be roofed in June with exterior completed by August. The interior work will take the longest because of the specialized nature of the structure. If construction stays on schedule, AZPM should be fully transitioned by April of 2026.

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

- ATSC 3.0 will launch May 23. Short- and long-term goals and benefits were explained. The launch will not necessitate the purchase of new TVs.
- Viewers in the market for a new TV should look for the ATSC 3.0 logo. Converter boxes will be available for older smart TVs.

**V. New Business**

**NPR in the News – Jack Gibson**

- Several recent news articles have criticized NPR's neutrality, leadership, and DEI practices. The articles were published at a tough time; Congress is considering the budget and may cut funding to the Corporation for Public Broadcasting. NPR may not be taking racial, gender diversity issues as seriously as they should be.

- Anne Maley asked whether this could affect fundraising.
- John Pedicone advised taking the crisis seriously and asked how AZPM can strategize on a local level. Jack Gibson is attending the national annual meeting in June; NPR needs an action plan, a third-party investigation, and a review of their newsroom setup to help determine how to make people feel more valued and accepted.
- Thomas Bogart commented that reaction is sometimes worse than the action. He advises maintaining a clearly stated identity and hopes that will transfer to the national arena.
- Dan Cavanagh added that this issue speaks to national, which is distinct from local. He sometimes finds that national news from NPR bothersome, but AZPM's local news doesn't affect him that way; it's presented a lot differently.
- Jack Gibson replied that our audiences don't appreciate the distinction between national and local. We can control our programs but need to be vigilant to make sure NPR doesn't drift off center.
- Betsy Bolding appreciates AZPM's efforts to provide news in different formats and on different platforms, and to be thoughtful about how the new generation gets their news.

#### **Proposed Changes to Bylaws – Ed Frisch, Secretary**

- The bylaws have not been updated since 2017. Proposed changes:
  - Some committees were eliminated, others were consolidated, and some ad-hoc committees created. The new bylaws will reflect the new committee structure.
  - Changing nomenclature includes updated branding (AZPM vs Arizona Public Media) and titles (Chief Executive Officer vs. General Manager).
  - CAB member and officer terms will align with the fiscal year.
  - Communication method will be updated to reflect current means.
- Mary Ann Dobras moved to accept the proposed changes to the bylaws; Lynne Wood Dusenberry seconded the motion, which carried unanimously.

#### **Election of Officers for 2024 – Jim Murphy, Governance Committee Vice-Chair**

- The slate of officer candidates was presented: Paul Lindsey, Chair; Jodi Bain, Vice-Chair; and Ed Frisch, Secretary.
- Jim Murphy moved that the slate be accepted; John Pedicone seconded the motion, which carried unanimously.
- Judith Brown asked whether potential CAB members are still being recruited. There will be vacancies coming up in the future and the process is ongoing. A candidate pipeline is maintained to allow for filling seats quickly in the event of a sudden vacancy.

#### **Retiring CAB Member Recognition**

- Retiring CAB members Lynne Wood Dusenberry and Magdalena Verdugo were thanked for their service to the CAB and presented with a commemorative token of appreciation.

#### **Outgoing Officer Recognition**

- Chair Hope Hennessey was thanked for her leadership in absentia.

#### **Approval of Meeting Calendar for 2024-25**

- The draft meeting calendar for FY25 was presented. Joyce Finkelstein moved that the calendar be accepted; Brooke Harris seconded the motion, which carried unanimously.

## VI. Donor Thank-You Calls/Notes

## VII. Presentation & Discussion – AZPM Original Local Productions

- Gene Robinson introduced three AZPM original productions:
  - **“Where to Live?”**
    - *Where to Live?* is a multi-media, cross-platform project that delves into Southern Arizona’s affordable housing crisis.
    - Series Content Manager Andrew Brown reiterated AZPM’s commitment to solid journalism over bifurcated media by presenting multiple voices and perspectives.
    - Identifying stakeholders for the story was difficult, but the collection of stories put together was powerful. Young people are politically engaged; stories posted on Instagram, YouTube, and social media sites are reaching an audience that is, on average, 30 years younger than AZPM’s TV audience.
    - A short clip of several *Arizona Illustrated* segments focusing on the housing crisis was shown.
    - In the past three years, *Arizona Illustrated* has won more Edward R. Murrow awards than any other PBS station in the country. He thanked AZPM’s leadership and members of the CAB for believing and investing in *Arizona Illustrated*.
    - Christina Noz appreciates that the story airs on all different formats on different media. She also appreciates that AZPM consults the CAB on important issues. Housing was one of the issues that CAB members suggested; she thanked AZPM for listening to the CAB and, by extension, the community.
  - **AZPM News Daily**
    - Because of the requirements to carry NPR programming, there is insufficient on-air real estate to broadcast frequent or lengthy newscasts. However, podcasts offer unlimited time. *AZPM News Daily* offers latest headlines, issues, and in-depth stories daily. New episodes are available each weekday afternoon.
    - An episode was played.
  - **Your Vote 2024 Coverage Plan**
    - The 2024 strategic election plan was reviewed. The plan includes:
      - Primary coverage
      - Virtual Town Halls featuring potentially inflammatory topics
      - General election coverage
      - Candidate interviews
      - Radio Programs
        - *The Buzz: Democracy 101*
          - *How we vote and how we count votes*
          - *How to spot fake news*
          - *The role of journalism in elections*
      - Ballot questions
      - *Arizona Illustrated*
        - In conjunction with the news team, telling the human side of issues
      - Election night coverage
      - *Fact Check Arizona* podcast and short TV interstitials
  - **SLIDO Poll**
    - CAB members were asked to provide feedback.

### VIII. Announcements

- News Director Christopher Conover's innovative "El Tour de Mayor" episode of *The Buzz* received an award from the Public Media Journalists Association.
- Former CAB Emeritus member Ron Bornstein passed away in February.
- Former KUAT Communications Group General Manager Jack Parris passed away in March.
- Ed Frisch called for other business from the floor. No other business was proposed.
- The next CAB meeting will be held on Zoom Thursday, August 15, 2024 at 11:45a.
- The next Executive Committee meeting will be held on Zoom July 18, 2024 at noon.
- CAB members completed a meeting evaluation via Slido.

Ed Frisch declared the meeting adjourned at 1:43p.

Signed this 15<sup>th</sup> of August, 2024

  
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Edward G. Frisch, Secretary