



A Community Service of the University of Arizona

Community Advisory Board
Thursday, August 15, 2024
Via Zoom

MEETING MINUTES

CAB: Paul Lindsey, Jodi Bain, Ed Frisch, Estevan Azcona, Thomas Bogart, Steve Bossé, Ron Carsten, George Davis, Mary Ann Dobras, Joyce Finkelstein, Brooke Lee Harris, Laura Todd Johnson, Merrill Kemp-Wilcox, Pat Lopez, Lynn Nadel, Christina Noz, Hank Peck, John Pedicone, Andrea Reyes-David, Ferrum Wallace

Absent: Rosie Garcia, Favin Gebremariam, Alejandro Higuera, Hassan Hijazi, Joseph Howell, Sylvia Lett Canelos, Clint Mabie, Lauren Ortega, Patricia Schwabe

Emeritus Members: Betsy Bolding, Karen Christensen, John Hildebrand, Jim Murphy, Ellen Poulson

Guests: Gloria McMillan, Emily Ricketts

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

I. Call to Order, Welcome and Introductions

Chair Paul Lindsey called the meeting to order at 12:00p, welcomed attendees, and announced new CAB members Steve Bossé, Rosie Garcia, Merrill Kemp-Wilcox, and Ferrum Wallace, and student representative Andrea Reyes-David. Guests included Gloria McMillan and Emily Ricketts.

II. Consent Agenda

The minutes of the May 10, 2024 meeting were presented and declared approved by unanimous consent.

III. Fall Sizzle Reel

The Fall sizzle reel video was shown.

IV. Management Report

Organizational Advancement – Jack Gibson

- All-staff meetings continue; the frequency is being adjusted.
- Weekly department head meetings continue.
- Work by the staff-led Communication and Participation change circles continues.
- The CAB Governance Committee is working to fill two open seats.

- Baker Center construction is on time and on budget. Executive and Technology staff time commitment continues to be significant.
- The “Double Your Gift” spots featuring CAB Chair Paul Lindsey and Jack Gibson seem to be working. Challenges include UA finances/leadership, election year, economy/inflation, Middle East crisis, ongoing operational needs, naysayers.
- Christina Noz asked where she can direct/refer people for general education about the new building apart from giving, such as what the building will mean to the Southern Arizona community. Jack Gibson replied that AZPM needs to do a better job at communicating how the Baker Center will benefit the community and what AZPM will be able to do from that facility that they can’t do now. After the first quarter of the new fiscal year, talking points and media spots will change from asking for support to generating excitement about how the building will benefit the community.
- AZPM is applying through CPB to FEMA for a Next Generation Warning System grant and is asking the CAB to sign a letter endorsing the application. John Hildebrand moved that the application be endorsed; Joyce Finkelstein seconded the motion, which carried with one abstention.

Audience Development - Gene Robinson, Chief Operating Officer

- The new season of *Arizona Illustrated* debuts September 15. *Arizona Illustrated* has won more awards than any other original public media program in the country. Jim Murphy commented that he finds it amazing what he learns about his community and congratulated the staff on the increasing the program’s professionalism and educational value.
- Paul Lindsey asked whether it would be possible to have *Arizona Illustrated* do a special about the building without any reference to fundraising. Jack Gibson explained that there is an interior editorial firewall that prohibits news and content staff from fundraising but once fundraising is disconnected, it might be possible to do a construction behind-the-scenes segment or a tour segment welcoming the community to its new home.
- Season 3 of AZPM’s original podcast *Tapped* dropped last month and is doing well, with 15-20k downloads each episode. Apple’s promotion of the podcast resulted in 13K downloads the first day.
- *AZPM News Daily* is earning 12k downloads/month and is ranked 98 nationally. *AZPM News Daily* is available weekdays beginning at 6:00p.
- A statewide news recap program produced in partnership with KAWC/Yuma, KNAU/Flagstaff, KJZZ/Phoenix, and AZPM News airs weekdays at 2:00p on NPR 89.1; a clip was played.
- AZPM is launching a new journalists’ roundtable series to air on both TV and radio. *The Press Room* launches September 6 at 8:30p on PBS 6 and NPR 89.1.
- *Your Vote 2024* will include a series of debates during September into early October. The debates will air on PBS 6 and NPR 89.1. Election night coverage will include live news during breakaways from PBS and NPR; AZPM news staff will report live from the field on key statewide races and ballot issues on NPR 89.1; live numbers and updates during ballot tabulation will be posted on the website.
- Passport is doing well. On PBS 6, weekly cume is down a bit but viewership is up (fewer viewers are watching more).
- NPR 89.1 showed an increase in cume with the most significant increase in 50+. *Classical 90.5* showed a marked increase in cume in all age groups, but Time Spent Listening is down. In other words, more listeners are listening for shorter periods.

Community Engagement – Gary Bell, Marketing & Communications Director

- AZPM will host a member screening of Ken Burns' *Empire of the Air: The Men Who Made Radio* this weekend, featuring a panel discussion with AZPM radio staff.
- Upcoming events include the launch of a *PBS Kids Corner* at the Quincie Douglas Library, screenings of *Arizona Illustrated*, *Marlowe Murder Club*, and Ken Burns' *Leonardo Da Vinci*. AZPM will participate in the Doggie Shorts Film Festival, host a Mister Rogers sweater drive, and host PBS Kids Day at the Tucson Children's Museum.
- The *Your Vote Matters* campaign includes PSA spots featuring CAB members and community members encouraging the public to vote.

Financial Sustainability, Operations – Kimberly Heath, Chief Development Officer

- AZPM's fiscal year runs July 1 – June 30. Pre-audit cash numbers were reviewed. Fundraising targets were missed, but that was expected, given the aggressive capital campaign and the impact of dual asks on operating dollars. However, keeping a tight rein on expenses allowed AZPM to end the fiscal year with a balanced budget. Revenue goals for FY24 will be kept flat.
- Capital campaign - \$8.2M remains to be raised.

Financial Sustainability, Fundraising – Deb Dale, Chief Development Officer

- Explained the three revenue streams under the Development umbrella: Membership (annual gifts under \$2500); Development or Major Gifts (annual gifts over \$2500/bequests, etc.) and Corporate Support.
- Quarterly membership goals were reviewed. The capital campaign is pushing to a close. Digital fundraising is launching on Google ads, Roku ads, social media boosts; the 1Q mailing includes a dual ask for operations and capital campaign. NPR Plus is being implemented to help increase revenue.
- Major Donors & Planned Gifts – an anonymous gift of \$300,000 helped start the new fiscal year in a strong position. Staff is closing \$1M in planned gift intentions. Development officers are qualifying more than 500 prospects. A digital campaign for planned gifts is planned; an event is scheduled at Saddlebrooke. CAB members can help by attending events and inviting friends.
- Corporate Support is investigating new platforms, such as streaming on smart speakers/phones. It is now possible to put local underwriting messages on national Passport shows. Event sponsorships with a modest on-air presence are being launched, and radio underwriting rates are being increased.
- The "Close the Gap" push will be a heavy digital, heavily segmented campaign aimed at one-time givers, never givers, new donors, and those with high wealth scores.
- Bottom line: donate more and pay off pledges early.
- Pat Lopez suggested publicizing that if donors pay pledges early, that will save AZPM from paying loan interest.
- Christina Noz asked why membership down revenue is down. There are several challenges: fewer people are watching/listening on traditional platforms; sustaining gifts and the capital campaign siphon off donations during fundraising drives. In retrospect, fundraising goals should have been kept flat. Jack Gibson added that challenges also include the UA financial situation and leadership changes, the election year, and other factors. This is the first year of the public capital campaign; messaging is competing with programming.

Technology – Ian MacSpadden, Chief Technology Officer

- Strategic efforts were reviewed. Launched NextGen TV in Tucson market.

- Damage to the towers on Tumamoc Hill was sustained during recent monsoons. Translator 89.7 (*Classical 90.5*) was displaced by a station in Phoenix with a new full-power license. 90.9 was available, so the translator will operate on that frequency.
- The Next Generation Warning System (NGSW) will provide a better Emergency Alert System experience for viewers and listeners. Alerts are pushed out by governmental agencies; commercial stations can pause tones and announcements and use their weather alert systems when they want. The grant would allow AZPM to upgrade its primitive system to accommodate announcements in different languages.
- Future-ready technologies and hardware for new building are being assessed and chosen.

V. New Business

Committee Reorganization and Assignments

- A Development Committee has been added. All CAB members are asked to serve on at least one committee; they may self-select or be recruited. Committee preferences will be solicited and assignments confirmed over the next week.

Proposed Changes to Bylaws

- John Hildebrand moved to accept the proposal to incorporate a Development Committee into the bylaws. John Pedicone seconded the motion, which carried unanimously.
- Christina Noz moved to accept the proposal to update gender-specific pronouns used in the bylaws to gender-neutral pronouns. Laura Todd Johnson seconded the motion, which carried unanimously.

Resolution to Support NGWS Grant Application

- Carried, with one abstention.

FY25 Meeting Discussion Items – Paul Lindsey

- John Pedicone likes the hybrid meeting schedule (some Zoom, some in-person).
- Christina Noz would like to hear about upcoming programming
- George Davis finds AZPM's program content diverse and asked how to most efficiently tap into them as a user and where to find program information. John Hildebrand replied that everything is listed on the website; that needs to be publicized so that people know how to access information. Gary Bell added that azpm.org is the best bet and is promoted on all platforms. It is easily accessible and easy to navigate. Lynn Nadel clarified that it's not that resources don't exist, but that their existence is not well-known.
- Discussion topics for future meetings were solicited. In the past, staff have reported on one of the 5 strategic pillars, but management wants to make sure that's a good use of time.
- Lynn Nadel wants to hear all the positives about what the new building will make possible. Jack Gibson agreed: clarity of messaging is a concern. The new building offers more than office space: accessibility, parking, space for community event spaces such as farmers' markets, community workshops and events, StoryCorps-type events, food trucks, etc. Those sorts of things are why we're doing this – to develop community relations and serve the community. Community is getting used to mixed-used centers; the Baker Center will be like that.
- Guest Gloria McMillan asked what will become of AZPM's current facility. Several University departments are vying for the space (student media, KAMP radio, Humanities, etc.). Although it's an old building, it is still valuable to the main campus. AZPM will retain some space to serve as an emergency backup transmission/recovery site. Satellites will stay on the roof. The move will transfer about 20K square feet back to the University.

- Merrill Kemp-Wilcox commented that students from CTE programs that align with what goes on in the building would benefit greatly. There are kids and programs ready to visit on an already-built pathway to connect with the community. Jack Gibson agreed; a class of University architecture students are scheduled to visit the building site and talk with the team. Field trips for groups such as JTED construction students would be absolutely welcome; the project represents a living lab for kids who are learning to build.
- John Hildebrand added that AZPM has an obligation to broadcast prompts to vote.
- Hank Peck asked if there is a marketing plan for paid use of space; a plan is in development.

Emeritus Status Nomination

- Jodi Bain moved to nominate Lynne Wood Dusenberry to Emeritus status; Lynn Nadel seconded the motion, which carried unanimously.

VII. Other Business/Announcements

- *PBS 6's* 2023 ratings were shared: PBS 6 is ranked #1 nationally for per capita viewership among the country's 57 largest public TV stations.
- AZPM's longtime Director of Membership, Pat Callahan, passed away after a brief illness. A memorial is being planned.
- The next CAB meeting will be held in person at The Refinery on November 15.
- Members were asked to complete the meeting evaluation.

The meeting was adjourned at 1:34p.