



**Community Advisory Board
Minutes
June 12, 2018**

I. Call to Order by Mare Mazur at 11:35 am

II. In attendance:

Members: Gilbert Ochoa, Jim St. Ledger, Al Maag, Jan Miller, Joseph Widoff

Staff: Mary Mazur, Claire Tyrpak, Suzanne Guery, Kimberly Flack, Michael Maggio, Mardi Gradolf, Susan Valeri

Absent members: Brian Schulman, David Bolman, Lanette Campbell, Amy Corriveau, Vanessa Erickson, Frank McCune, Eric Sloan, Josephine Pete, R. Bradley Snyder, Charles Tsui, Terri Wogan Calderon

III. Station Update –

Ms. Mazur discussed the demographics of Arizona PBS staff compared with the state demographics. The station reflects the demographics of the state.

The station is thinking about workforce and leadership development internally. Ms. Mazur said Arizona PBS is working on building its rainy day fund via fundraising to ensure a stable future. Mr. St. Leger stated that Intel does a lot of diversity evaluation and recruitment and goes to conferences targeting certain populations. He offered to connect the station with the people who do this at Intel. Ms. Miller stated that it is important to think about other types of diversity such as age, disability, etc.

IV. Education Outreach Update –

Ms. Flack passed out a handout on the summer calendar and discussed highlights of the year. She stated that they had 42,000 participants in their programs this year.

V. Content Update –

Ms. Guery was standing in for Ms. Southgate and she discussed some summer programs including Catalyst, which is locally produced by the Walter Cronkite School and No Passport Required, a cooking show focused on cuisine from across the United States. US. Clean Elections will host candidate debates and will be televised and streamed online via Horizon now through October. Clean Elections require debate that may include non-clean election candidates. This is a client event and Ms. Guery stated that studio business rental is increasing. Mr. Maag asked if events can be streamed and Ms. Guery answered yes.

Ms. Mazur stated that they have new equipment in the studio including cameras. Also, they have a strong engineering team. She discussed that a new type of television was coming that had compressed bandwidth and can split into multiple devices. She said they are keeping up with changing technology. Mr. Widoff asked if ASU was a client and Ms. Mazur responded yes.

VI. Projects Update

Ms. Flack discussed the Great American Read and a children's workshop they had done the previous weekend. People can vote online for their favorite books. They will be at the reopening of Burton Barr library on Saturday. Bookman's and Changing Hands are underwriting the project. Mr. Maag asked if a PR firm is being used. He stated that he works with a PR organization, PR Pros, and he can share any press releases. Ms. Flack will follow up on this.

Ms. Flack discussed another project: the Veteran's Project, a collection of stories. The Great War airs the following week and concludes July 3. There is regular ongoing coverage as well. Mr. Maag said that he works with a national veteran organization that gives out tickets for various events and can share those.

Ms. Flack then discussed Ken Burns visiting Phoenix September 11 for a history of the Mayo Clinic screening. The event will take place in Tempe at the Center for the Arts. There will be an invitation reception that the Mayo Clinic will take the lead on. There will be a two-night broadcast in late September.

VII. Development Update

Ms. Mazur said that there is a focus on fundraising not only via the pledge drives.

VIII. Board Issues

Ms. Mazur stated due to resignations, the board needed three more members and a new chair. Ms. Miller asked if a short description of the positions could be sent and Ms. Tyrpak said she would do that. Mr. Maag stated that it would be a good idea to find out new people's background and skill set and getting younger professional members is a good idea. Mr. Widoff stated that we should be clear and frank about expectations. There was a discussion about expectations and mission and having a board contract that is signed every year. Mr. St. Leger and Mr. Maag said they could send copies of such documents from other organizations.

The board then discussed using the members more for information, ideas and connecting with other organizations and people. Perhaps having brainstorming sessions would be valuable.

IX. Other Business

There were no other items.

X. Call for Public Comment

A call for public comment was taken and none was received.

XI. Adjournment by Mary Mazur at 1:15 pm.