

**MINUTES
PUBLIC SESSION
BOARD OF DIRECTORS
CORPORATION FOR PUBLIC BROADCASTING
NASHVILLE, TENNESSEE
Wednesday, May 29, 2019**

Call to Order

Chair Ramer called to order the public session of the Board of Directors at 8:33 am Central Time. The following directors participated:

Bruce M. Ramer, Chair;
Patty Cahill, Vice Chair
Ruby Calvert;
Judith Davenport;
Miriam Hellreich;
Robert Mandell;
Laura G. Ross; and
Liz Sembler.

The following officers and staff were in attendance:

Patricia Harrison, President and Chief Executive Officer;
Steve Altman, Executive Vice President and Chief Policy and Business Affairs Officer;
Michael Levy, Executive Vice President and Chief Operating Officer;
Teresa Safon, Chief of Staff and Corporate Secretary;
West Smithers, Senior Vice President and General Counsel;
Bill Tayman, Chief Financial Officer and Treasurer;
Ted Krichels, Senior Vice President, System Development and Media Strategy;
Kathy Merritt, Senior Vice President, Journalism and Radio;
Maja Mrkoci, Chief Content and Innovation Officer;
Deb Sanchez, Senior Vice President, Education and Children's Content Operations;
Stephanie Aaronson, Senior Vice President, Engagement;
Deborah Carr, Vice President, Operations and Strategy;
Sylvia Bugg, Vice President, TV Content and Diversity;
Michael Fragale, Vice President, Education Programming and Services;
Kathryn Washington, Senior Director, Content Programming;
Greg Schnirring, Vice President, CSG and Station Initiatives;
Clayton Barsoum, Government Affairs Associate; and
Camille Morgan, Operations Coordinator.

The following guests were also in attendance:

Ken Burns, documentary filmmaker; and
Amy Shaw, interim president and CEO, Nine Network.

Adoption of Agenda and Determination of Closed Status

Chair Ramer called for a motion to adopt the meeting agenda and close the meeting for agenda items 9 and 10. Upon motion duly made and seconded, the agenda was adopted as presented.

Invitation to Disclose Conflicts of Interest

In accordance with the CPB Code of Ethics for Directors, Chair Ramer invited directors to disclose possible conflicts of interests regarding the meeting agenda. There were none.

Approval of Minutes

Chair Ramer called for a motion to approve the minutes of the public session of March 18-19, 2019. Upon motion duly made and seconded, the minutes were approved as presented.

A Conversation with Ken Burns

Chair Ramer welcomed award-winning, documentary filmmaker Ken Burns. Mr. Burns thanked Chair Ramer, the CPB Board and CPB management for their support of his work, including several upcoming films: *Country Music*, *Ernest Hemingway*, *The Civil War: Emancipation Proclamation*, and his first non-American documentary, *Leonardo da Vinci*. Mr. Burns reported on his process for choosing specific historical events or periods to document, and his interest in American storytelling that highlights what unifies our country. Mr. Burns reported that his work has received funding from foundations and organizations including CPB, the National Endowment of the Humanities (NEH) and the National Endowment of the Arts (NEA).

Ms. Cahill asked Mr. Burns about the impact of technology on his work. Mr. Burns reported that Florentine Films switched to digital editing in 2001 and in 2010 the entire filmmaking process became digital. Ms. Sembler asked about community engagement work related to *Country Music* and collaborating with stations at a local level. Mr. Burns reported that he is working with PBS to support local stations through micro-grants for related production content. He is also integrating *Country Music* content into PBS LearningMedia lesson plans. For classroom and public use, Florentine Films also has a digital initiative called “Unum” that draws from its library of film footage to provide context to historical issues. Ms. Ross asked about specific themes that have emerged through the filmmaking process that reflect American values. Mr. Burns reported that recurring motifs relate to freedom; the tension between the collective and the individual; leadership; art; character; innovation; war; virtue; politics; need versus want; and the centrality of race to American stories specifically as it relates to the founding of our country. Ms. Calvert asked if immigration is a topic for future films. Mr. Burns reported that while immigration is important, as a standalone topic it would not have the same effect. Instead the immigration experience is integrated throughout his films. The film, *Baseball Heroes*, for example, chronicles America’s baseball history and in doing so illuminates America’s immigration patterns.

Chair Ramer thanked Mr. Burns for his presentation.

Chair's and Directors' Remarks

Resolution of Condolence for Jack Galmiche

Chair Ramer presented a resolution honoring the late Mr. Jack Galmiche, president and CEO of Nine Network of St. Louis. Ms. Sembler noted Mr. Galmiche's lifelong commitment to public media's mission, his pioneering work to engage communities, and his leadership of public media regional and national initiatives.

Chair Ramer called for a motion to approve the resolution of condolence. Upon motion duly made and seconded, the resolution was unanimously approved.

Chair Ramer presented the resolution to Amy Shaw, interim president and CEO of Nine Network, who thanked CPB on behalf of Nine Network.

President's Report

Ms. Harrison reported that CPB's session at the PBS Annual Meeting would be dedicated to Mr. Galmiche and that CPB and Nine Network will be working together on a memorial to honor his work.

Ms. Harrison reported on CPB's appropriation request. In collaboration with PBS, NPR and APTS, and with the Board's approval, CPB's FY 2020/2022 budget justification request was \$495 million for a general appropriation in FY 2022; \$20 million for interconnection and other system technologies; and \$30 million for Ready To Learn (RTL).

Ms. Harrison reported that on April 30, the House Labor-H Appropriations Subcommittee's funding bill provided those amounts for CPB in FY 2022. On May 8, the full Appropriations Committee approved and sent the Labor-H bill to the House for consideration. CPB will follow the progress of the House bill as it goes to the floor in June. CPB worked with PBS, NPR and APTS to ensure the \$495 million was included in the House and Senate Appropriations support letters. Senators Gillibrand (D-NY) and Sullivan (R-AK) led CPB's funding support letter, which was signed by 46 senators. Ms. Harrison reported that the Senate will provide its Labor-H Appropriations bill in late June or early July. In September, CPB's FY 2021/2023 budget request is due to the Office of Management and Budget (OMB). CPB has begun consultations with the national organizations and will host a larger system consultation with stations over the summer. CPB's budget request will be presented to the Board in August for review and approval.

Ms. Harrison reported that the 46th Annual Daytime Creative Arts Emmy Awards were announced in early May and CPB-funded children's programs received awards in multiple categories. Among them were *Odd Squad*, *Daniel Tiger's Neighborhood* and *Peg + Cat*. Regional Edward R. Murrow Awards were also announced, and CPB-funded journalism collaborations received a total of 245 awards and public radio received 237 awards. Public media is now focused on the 2020 election with an emphasis on covering local and state, as well as national news. CPB has been convening meetings with *PBS Newshour*, *Washington Week*, *FRONTLINE*, NPR, PBS and stations to ensure effective collaboration that provides in-depth coverage and quality reporting.

Ms. Harrison reported that CPB continues to address issues that impact public media including interconnection, CSG policy, and advancing innovative digital initiatives. In addition, preliminary data for the American Graduate: Getting to Work initiative shows significant increases in station engagement activities and partnerships. In the first year of the program,

stations have been working with more than 450 community partnerships and organizations that connect young adults with educational and career pathways.

Ms. Harrison reported that the theme of the PBS Annual Meeting is “Our Country, Our Stories.” The CPB-hosted breakfast session opens the meeting and will feature Pulitzer Prize winner Jon Meacham and a series of videos featuring Senator Lamar Alexander, former CPB board member Senator David Pryor, Dr. Matt Probst and author Sarah Smarsh, underscoring the significance of local public media and its connection to community. Later in the day, a lunch program, co-hosted by CPB and WETA, will preview Mr. Burns’ 16-hour documentary series *Country Music*. CPB is also working with PBS on their multimedia event *American Portrait*, a digital-first initiative involving user-generated content from local stations, thus creating local and individual portraits of America.

Chair Ramer thanked Ms. Harrison for her report.

*Chair Ramer called for a break at 9:33 am Central Time.
Public Session resumed at 9:51 am Central Time.*

Update on Content and Engagement

Mr. Levy reported on CPB’s content investment strategy and the Board’s Goals and Objectives. CPB’s investments strengthen station collaboration, engagement and professional training initiatives. Mr. Levy introduced Ms. Mrkoci, who along with Ms. Washington and Ms. Bugg, would report on CPB content projects, the media landscape and CPB’s strategy for addressing changing audience expectations. Mr. Levy also introduced Ms. Aaronson, who leads CPB’s recently established engagement department that works across the organization on CPB’s engagement projects.

Ms. Mrkoci reported that CPB has provided funds to over 60 percent of the content that will be showcased at this year’s PBS Annual Meeting. This support underscores the alignment that exists between CPB and PBS as the two organizations serve the public media audience in today’s media environment.

Ms. Mrkoci reported that America’s demographics are shifting along with media consumption habits. Forty-seven percent of millennials and generation X, or “Gen Xers” do not watch linear television. Nielsen data indicates American adults spend approximately 11 hours per day interacting with and consuming media. These demographic shifts and expectations of personalized experiences are transforming how media is created, accessed and consumed. This shift has also led to an increase in media offerings that compete for the same audiences. According to a Deloitte digital media trends survey, there are more than 300 streaming services available, but consumers continue to feel that “a good show is hard to find.”

Ms. Mrkoci reported on the importance of CPB’s investments in maintaining a competitive advantage in news and public affairs, early childhood education, history, science, arts and culture. CPB’s investments promote content that is underrepresented on current media outlets. Cable media budgets for high-end dramas have increased dramatically, with some popular shows as high as \$15 million per episode while the annual content budget for public media is a fraction of that. Public media’s commitment to quality on behalf of strengthening civil society remains its strongest competitive advantage.

Ms. Sembler asked about the effect of Disney Plus on the success of streaming services and on public media. Ms. Mrkoci reported that Disney Plus is a competitor to streaming services,

and is retrieving the rights for programs and movies that it used to sell to Netflix and others. It is also a competitor to public media in terms of high quality content.

Ms. Mrkoci reported that CPB evaluates each content proposal according to its relevance, diversity, innovation and engagement. Ms. Mrkoci reported on CPB's commitment to help public media build on its strengths and the alignment between CPB, PBS, stations and producers. CPB supports the next generation of content creators as they strive to resonate with and reflect the American people.

Ms. Aaronson reported on the importance of community engagement as part of CPB's work to support a healthy public media system. Public media stations serve as powerful tools for fostering communal understanding and sharing knowledge through safe, impartial forums for discussion that model respectful and civil discourse. CPB supports national initiatives focused on education, workforce, health and public safety. Stations can partner with national producers, as well as produce local content, to address specific issues in their communities. CPB supports station grant programs that foster engagement and bring partners and audiences into the content creation and distribution processes.

Ms. Aaronson reported on examples of CPB grant programs that encourage stations to develop long-term partnerships with businesses, public institutions, faith-based organizations and other non-profits while addressing a specific theme or issue. The goal of each grant program varies from raising awareness of an issue through local content production to promoting conversations across platforms among different audiences.

Ms. Aaronson reported on *Veterans Coming Home*, a national digital series on PBS.org led by Wisconsin Public Television, that was co-produced with local stations and utilized conversations on social media platforms. The initiative's goal was to help bridge the military-civilian divide and support veterans' successful transitions back into civilian life. Ms. Aaronson reported that local station content recognized veterans for their service, shared their stories, and connected veterans with local support programs through partnerships with community organizations. Station content was featured as a part of the WORLD Channel series "LOCAL USA."

Ms. Aaronson reported that the American Graduate initiative, led by Nine Network, continues to address the nation's high-school dropout challenge. Stations hosted local forums, town halls and community conversations among leaders, educators, students and stakeholders. Stations also connected parents and teachers by providing free education lesson plans and interactive tools. National platforms such as *FRONTLINE*, *Independent Lens*, *StoryCorps* and *Morning Edition* complemented stations' work to build awareness of the dropout crisis across the country. Through American Graduate: Getting to Work, public media stations work with the business community to make a connection between school and work and identify education pathways that lead to high-demand skilled careers.

Ms. Aaronson reported on CPB's collaboration with PBS and general managers of rural communities. CPB's consultations with the system have informed and shaped the new initiative, "Coming Home: Connecting to Community." The goal of the initiative is to increase capacity for stations to serve their rural communities through local engagement and digital storytelling, and increase local content for a broader audience. CPB will announce this new initiative at the CPB-hosted breakfast session at the PBS Annual Meeting as a part of CPB's ongoing "local strong, local matters" leadership conversations with the system.

Ms. Aaronson presented video clips of testimonials from Senator Lamar Alexander and former CPB board member Senator David Pryor.

Chair Ramer thanks Ms. Mrkoci and Aaronson for their reports.

Executive Session

At 10:30 am Central Time the meeting resumed in executive session.

[The minutes for these discussions are contained in the executive session record of May 29, 2019.]

Public Session

Public session resumed at 10:46 am Central Time.

Discussion of Goals and Objectives

In the interest of time, Chair Ramer suggested deferring discussion of the Goals and Objectives to a future meeting. Ms. Safon noted that significant changes to the Goals and Objectives would need to be submitted soon to CPB management if they are to shape the business plan currently being developed. Ms. Safon was asked to send a reminder to the Board following the board meeting to provide written feedback on the Goals and Objectives by a specific date.

Committee Appointments

Chair Ramer called for a motion to approve the resolution on board committee appointments and their composition. Upon motion duly made and seconded, the committee appointments were approved unanimously.

Future Agenda Items

Chair Ramer invited board members to send suggestions for future agenda items to Ms. Safon, Ms. Cahill and himself.

Executive Session

At 11:02 am Central Time, the meeting resumed in executive session. The meeting adjourned in executive session.

[The minutes for these discussions are contained in the executive session record of May 29, 2019.]