

ARIZONA PUBLIC MEDIA®

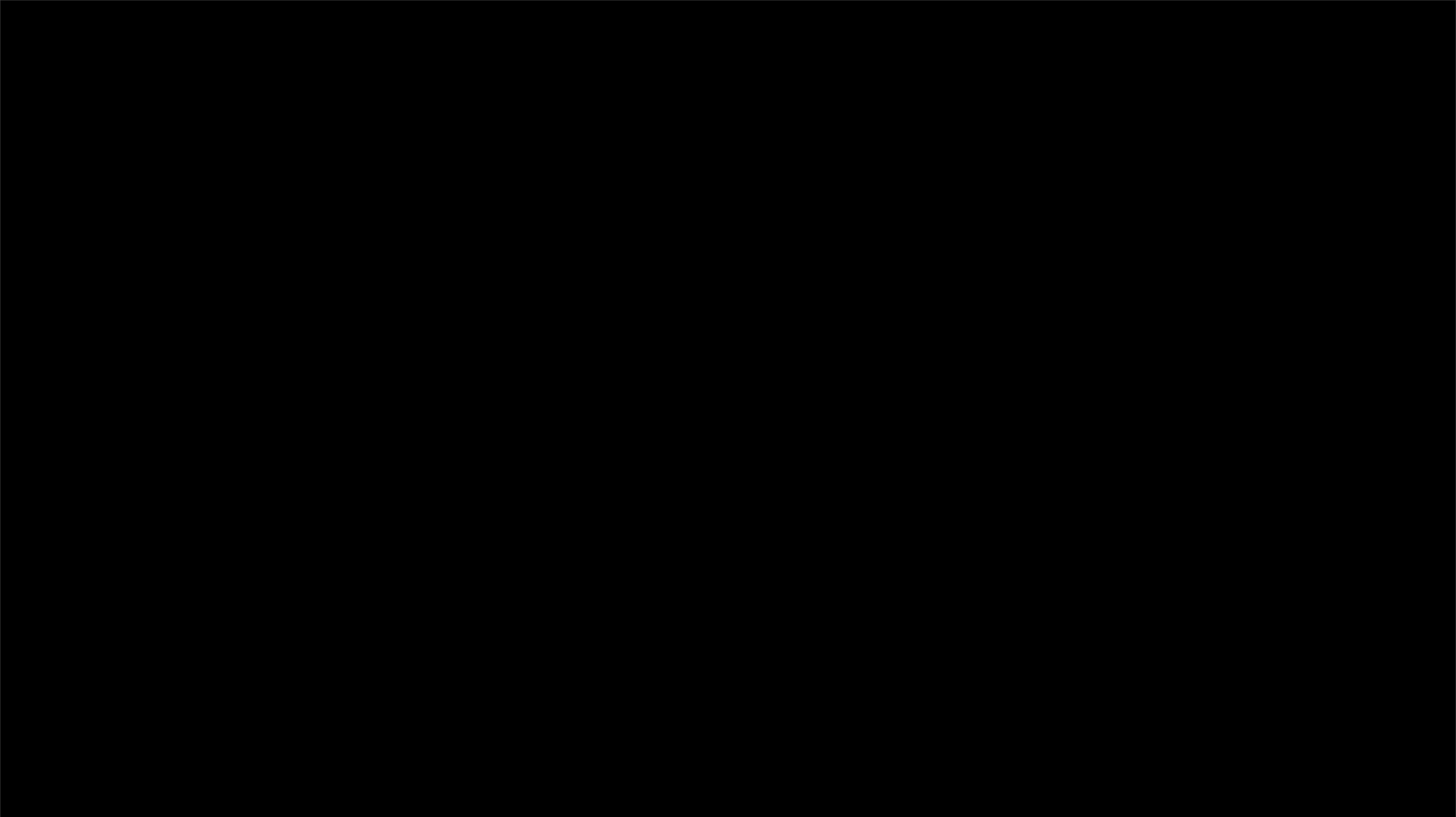


ARIZONA PUBLIC MEDIA®

COMMUNITY ADVISORY BOARD

March 3, 2011

Call to Order



Welcome

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Consent Agenda

(pages 1-9 of agenda)

Management Report

Management Report

Audience and Content Development

- February 2011 TV Sweeps: concluded yesterday 3/2
- Winter Radio Measurement: recently concluded
- TV and radio audience reports at May 5th CAB Meeting

“Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest.”

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Management Report

Audience and Content Development

- New Media:
 - **Facebook** +146% from 2009 initial launch
 - Average user views AZPM 8x/day
 - Monthly average 291K views; tops among public media in AZ
 - Appeals to: females (58%) males (38%) unknown (4%)
 - Top 3 **male** demo groups: 25-34; 35-44; 55+ year olds
 - Top 3 **female** demo groups: 35-44; 25-34; 55+ year olds

“Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest.”

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Management Report

Audience and Content Development

- New Media:
- **Facebook** +146% from 2009 initial launch



- Average user views *Arizona Week* 2x/day
- Monthly average 3,250 views (2 months)
- Appeals to: females (65%) males (35%)
- Top 3 **male** demo groups: 25-34; 35-44; 55+ year olds
- Top 3 **female** demo groups: 25-34; 45-54; 35-44 year olds

"Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest."

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Management Report

Audience and Content Development

- New Media:
 - **Twitter** +20% since Nov. when we changed name to @AZPMnews
 - Launched @AZWeek last week: more later...
- 8-month *Google Analytics* for Online
 - **azpm.org**: Jul. 1 - Feb. 28, 2011 +21% over same period last year

“Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest.”

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Management Report

Audience and Content Development

- *Arizona Week* broadcast schedule:
 - PBS-HD (Channel 6) Fridays at 8:30 p.m. & 1:30 a.m./Sundays 10:30 a.m.
 - PBS World (Channel 27-3/Cox 83/Comcast 203) Sundays at 4:30 p.m.
 - UA Channel (Cox 116/Comcast 76) Saturdays at 10:00 p.m./Sundays 6:00 p.m.
 - EIGHT World (Channel 8-3)/Phoenix Fridays 11:00 p.m.
 - Online anytime: playpbs.azpm.org
- Actively working to connect program to guests and audiences around AZ

“Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest.”

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD



Management Report

Financial Responsibility and Sustainability

- Underwriting (through 2/28)
 - \$700,815 contracts +21% over FY'10
 - Average contract value +18%
- Membership
 - End of Calendar Year Tax Letter: +7.8% over FY'10
 - Individual Giving (Member counts) +1.7% over FY'10

“Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest.”

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Management Report

Developing Our People and Our Culture

- Studio C/Newsroom Conference/Screening Room completed
- First meeting space within AZPM in years
- Admin remodel begins within next few weeks; JG/LM to Harvill Bldg.
- Working on staff performance standards and evaluation processes

“Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest.”

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Management Report

Strategic Partnerships Centered on Original Content Production

Outreach/Engagement:

Presentation to UA Communications Group on 1/8

College of Science: Joaquin Ruiz

Arizona Cancer Center



UA Museum of Art: Screening of *Secrets of the Divine*,
program to air nationally Easter Sunday on **PBS World**

"Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest."

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Management Report

Strategic Partnerships Centered on Original Content Production



Content: Various programming opportunities: TV, radio, web

Schedule of events in CAB agenda book.

"Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest."

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Management Report

Developing the Best Use of Technology

- Channel 6 major antenna failure on Mt. Bigelow
- Radio automation upgrade: RFP by July 30
- *GP Dynamics* (Microsoft financial software product) Mar. 31
- Staged capital plan developed FY'11-FY'15
- Production equipment and spaces to support Strategic Initiatives
 - Radio Production Booths (2)
 - Upgraded Mastering/Mixing Suite

"Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest."

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

ARIZONA PUBLIC MEDIA®



Committee Reports

Committee Reports

Development Committee
Nance Crosby, *Co-Chair*
Edith Auslander, *Co-Chair*

Committee Reports

Development Committee

- *New Major Donor Gifts \$81,892; FY'11 goal is \$200,000 in new gifts (40.95%)*
- *Five in-home events have been scheduled; 12 planned this year.*
Hosts: Pam Grissom, Lynne Wood/Bruce Dusenberry, Florencia Turco DeRoussel
Upcoming: March 12 Eugenia Hamilton, April 26 Linda Lohse, June TBA Lisa Lovallo
- *Intro Michael Chihak and AZ Week to donors and prospects*
- *Conversation about News/Public Affairs and civil discourse*

Committee Reports

Development Committee

- *Committee to reach out to top donors who have not renewed support.*
 - *Focus:*
 - *Cultivation*
 - *Establish interest in AZPM*
 - *Encourage support*
- *Engage entire CAB in making “Thank You” calls to donors who have increased their gift by 100%+. We have hundreds of donors in this category. We will follow up with each of you in the coming weeks.*

Committee Reports

Brand Management
Ron Bornstein, *Chair*

Committee Reports

Brand Management Committee

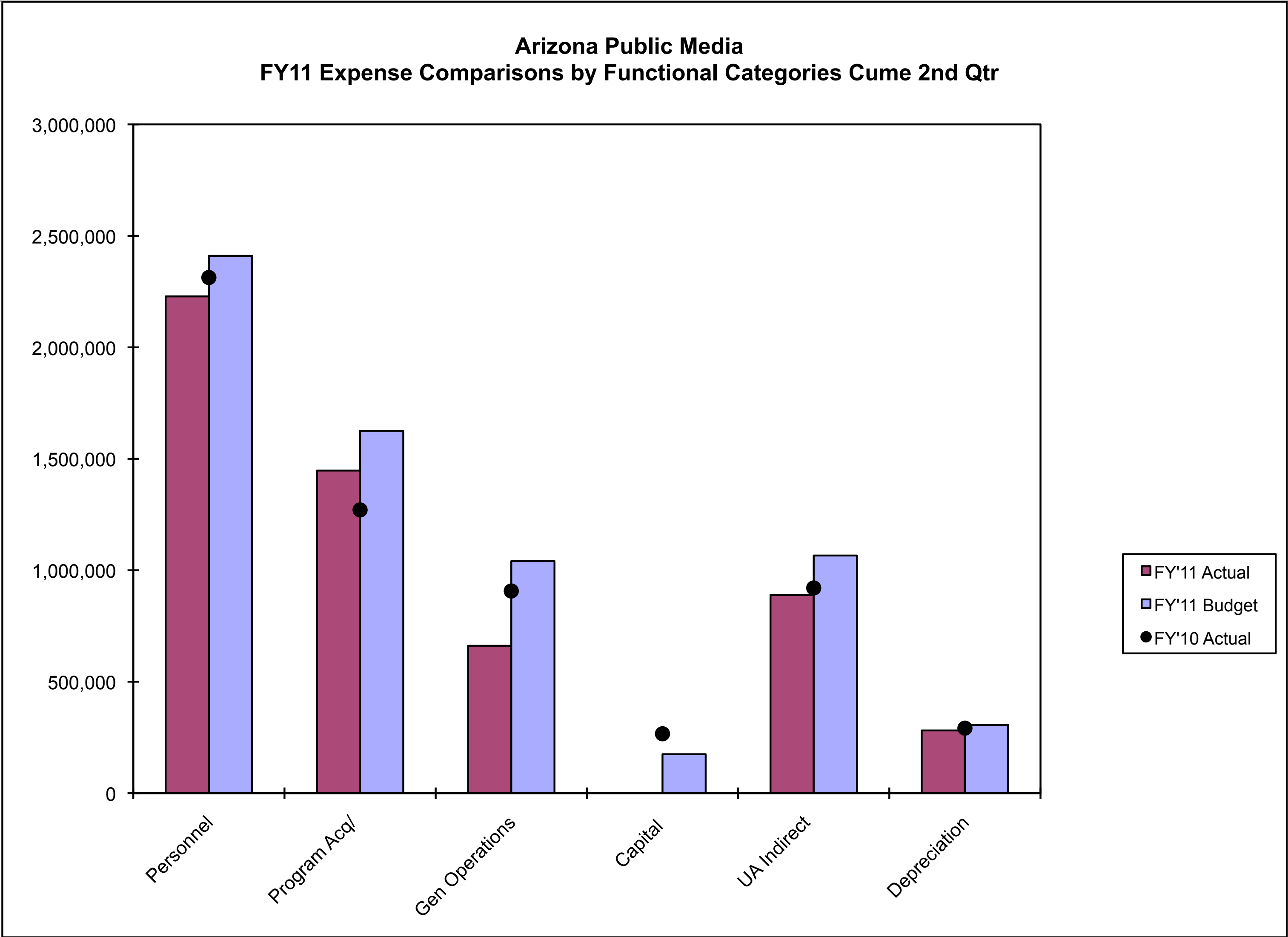
- *Focus on promoting Arizona Week - outdoor and e-letter*
- *AZ Week billboards - negotiated no-cost extension for 2 weeks thru 3/20*
- *AZpublicmedia.org to AZPM.org*
- *Working with FMR on developing market research as outlined in Strategic Plan*
- *New committee members giving new energy to the group*
- *Next meeting: April 13*

Committee Reports

Financial Info Committee
David Iaconis, *Chair*

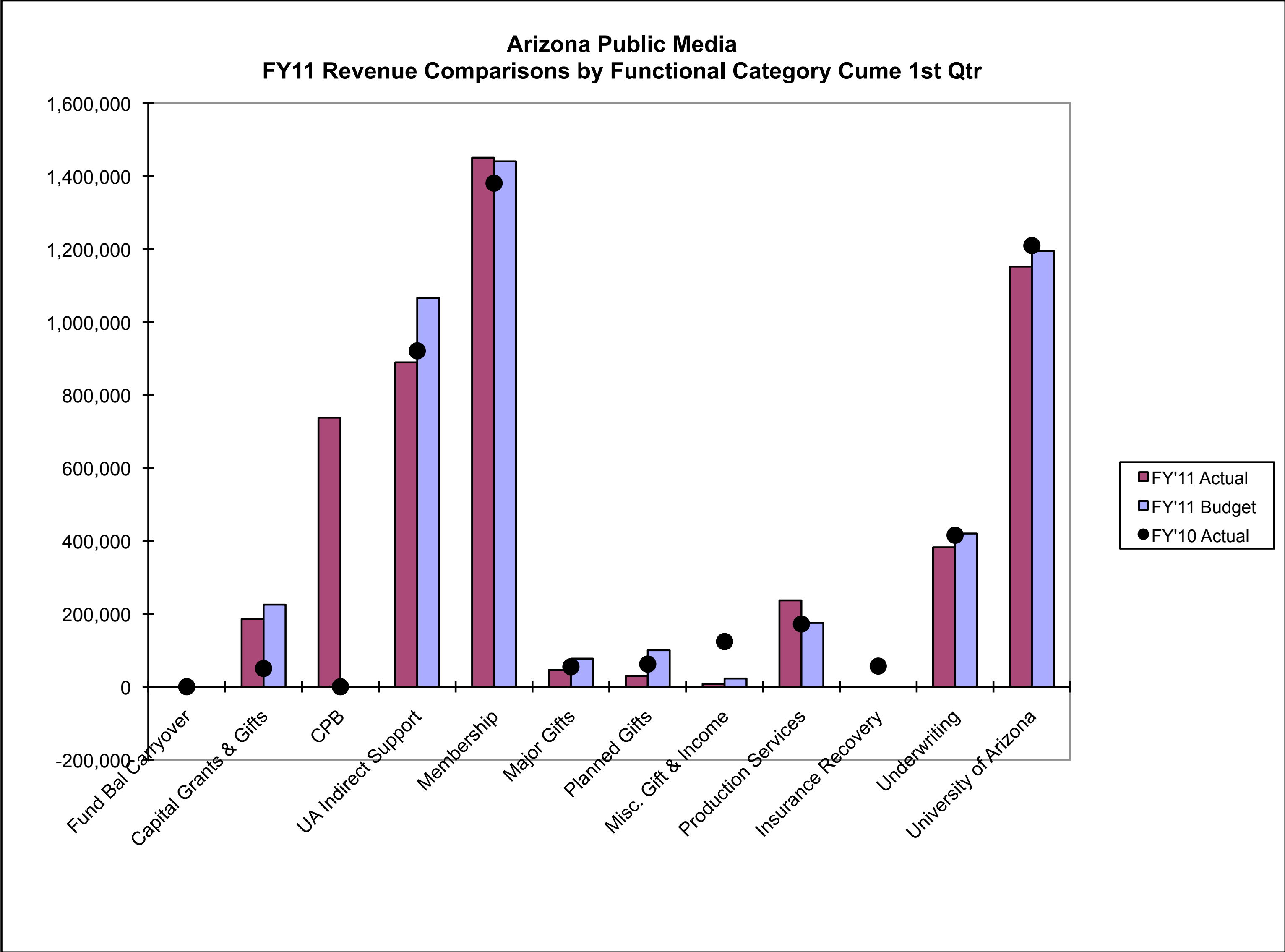
Committee Reports

Financial Info
Committee



Committee Reports

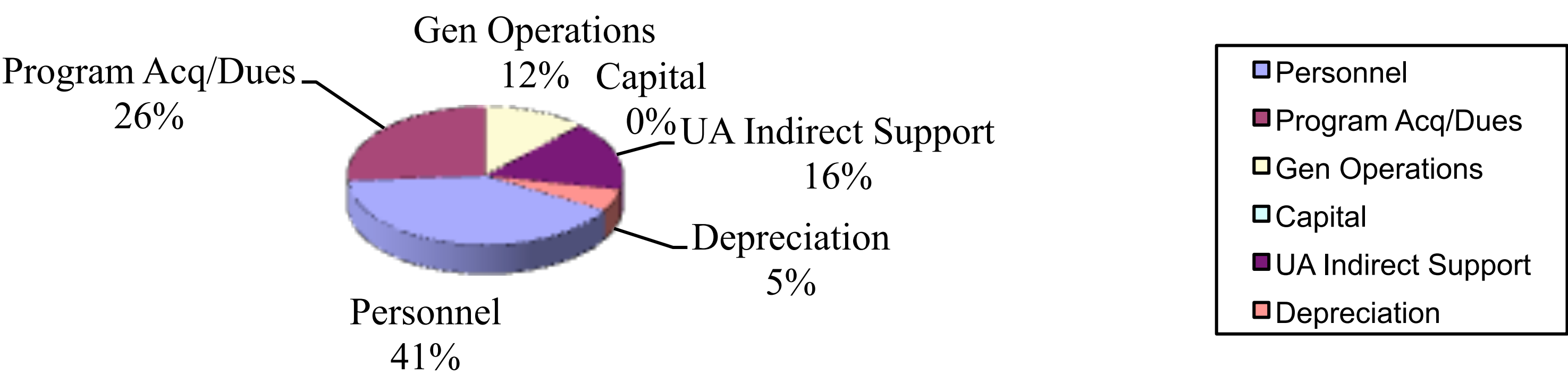
Financial Info
Committee



Committee Reports

Financial Info
Committee

Arizona Public Media FY'11 Actual Expense Cume 2nd Qtr.



Committee Reports

Governance Committee
Jim Murphy, *Chair*

Committee Reports

Governance Committee

- *CAB Recruitment*
 - *Laurie Ross - available to serve September 2011*
 - *One additional seat available*
- *CAB Evaluation - May 5th Meeting*
 - *Self evaluation*
 - *Evaluation of CAB*

Committee Reports

Strategic Planning Committee
Eugenia Hamilton, *Chair*

Committee Reports

Strategic Planning Committee

Disaster Planning

Four Disaster Response Scenarios (5 response levels):

Arizona (statewide)

Community (Southern Arizona)

Facility

UA

Committee Reports

Strategic Planning Committee

- *Committee met February 16th*
 - *Succession Planning*
 - *Staff/CAB Evaluation*
 - *Update on SP progress to-date*

Committee Reports

Strategic Planning Committee

- *Monitoring the Strategic Plan*
- *Actions outlined in the SP are being tracked against the timelines set out in the plan. So far we are generally on schedule, w/some actions deferred pending recruitment of the Managing Editor.*
- *Core metrics for ascertaining strategic impact (e.g. growth in audience size & support, financial performances, reduction in technical snafus) have been identified; baselines currently are being determined. There will be an interim report on these metrics at the 11/17/11 CAB meeting & in an 18 month report late Spring, 2012, as preparation for the FY 2013 budget.*

Committee Reports

Strategic Planning Committee

- *Monitoring the Strategic Plan (continued)*
- *Strategic implications of possible funding cuts have been reviewed.*
- *SP committee minutes, containing an overview of the status of the SP, will be distributed with CAB meeting materials. There will be an opportunity for questions from the Board at the CAB meetings.*

Committee Reports

Strategic Planning Committee

- *Leadership Succession Planning*
- *After discussing materials on leadership succession planning elsewhere, the Committee recommended that AZPM address: (1) Internal leadership development; (2) Emergency backup for unexpected absences & transitions; and (3) Advance planning for anticipated departures.*
- *A one-page summary (available to CAB members on request) of specific actions related to these three challenges was developed & endorsed by the Committee, together with Jack Gibson.*

Committee Reports

Government Relations Committee
Chris Helms, *Chair*

Committee Reports

Gov't Relations Committee

- *Committee met February 14th*
 - *Campaign to gain Federal Support for Public Broadcasting*
 - *CAB members recorded TV/Radio spots*
 - *10,000 AZPM members received emails and letters from CAB leadership*
 - *Op Ed in Green Valley News by John Geiger*
 - *Op Ed prepared for AZ Daily Star by Anne Maley*

Committee Reports

Gov't Relations Committee

- *Jack Gibson TV/Radio spots urging on-going contact*
- *Arizona congressional delegation members/staff contacted by CAB Government Relations Committee members*
- *According to the Public Media Association, “The active engagement of local public television and radio stations has shown we can make a tremendous difference in the funding debate in Washington.*

Committee Reports

Gov't Relations Committee

- *State Funding for Universities*
 - *Cats at the Capitol Day, Wednesday, April 6*
 - *Registration Forms*

Old Business

Old Business

- *Disaster Planning Update*
- *Arizona Town Hall “Capitalizing on Arizona’s Arts & Culture”*
 - *May 1-4 Reid Park Hotel*
 - *Jack will attend*
 - *CAB interest*

New Business

New Business

Review of AZPM's actions surrounding the Federal Funding controversy

- Web letters from GM
- Web letter re: 60 Million Americans from Chair & Vice Chair
- 20 TV/Radio/Online spots recorded and broadcast



New Business

Review of AZPM's actions surrounding the Federal Funding controversy

- Web letters from GM
- Web letter re: 60 Million Americans from Chair & Vice Chair
- 20 TV/Radio/Online spots recorded and broadcast
- GM TV/Radio/Online “Thank You” spots recorded and broadcast
- Email blast to newsletter subscribers
- Messaging in upcoming on-air pledge and direct mail

New Business

Open Discussion:

How to best engage “grasstops” and “grassroots” supporters of public media in the federal funding issue?

What opportunities were missed?

What opportunities should AZPM explore moving forward?

New Business

Presentation:

Review of AZPM's Underwriting Restrictions and Policies

John Kelley, *TV and Radio Station Manager*

New Business

Underwriting Policy

The FCC prohibits public radio and television stations from broadcasting “commercials.” Instead, public stations may air “underwriting messages” that conform to standards set by the FCC. Underwriting messages are, in general, restricted the acknowledgement of a “donor” and to value-neutral descriptions of a donor’s product, service or mission.

New Business

Underwriting Policy

Non-profit Donors vs. For-profit Donors

AZPM's underwriting policy applies the same standards to for-profit and non-profit donors. The FCC's restrictions are greater for for-profit donors, however. The triggers that prompt the more restrictive standards are:

- 1. For-profit status*
- 2. Consideration*
- 3. Promotion*

New Business

Underwriting Policy

Unacceptable for-profit underwriting message elements include:

- 1. Price information*
- 2. Calls to action*
- 3. Inducements to buy, sell, rent or lease*
- 4. Comparative information*
- 5. Qualitative information*

New Business

Underwriting Policy

Acceptable for-profit underwriting message elements include:

- 1. The name of the donor or entity*
- 2. Location information*
- 3. Telephone numbers and website addresses*
- 4. Logos or slogans that identify, but do not promote*
- 5. Value-neutral descriptions of products or services*
- 6. Product or service listings that do not include qualitative or comparative language*

New Business

Underwriting Policy

Unacceptable:

“Support comes from XYZ Corporation. We make the best widgets available and they are just \$50. Call now for the best selection at 555-1212 or go online at X-Y-Z - Widgets – DOT – COM. XYZ widgets, they’re great!”

Acceptable:

“Support comes from XYZ Corporation, makers of widgets for residential and industrial use since 1900. More information about XYZ widgets and their uses is available at 555-1212 or online at X-Y-Z - Widgets – DOT – COM.”

New Business

Presentation:

Underwriting Challenges and Opportunities

Dana Horner, *General Sales Manager*

New Business

Underwriting Opportunities

Presentation:

Changing our policy for non-profits on TV, could substantially increase Medical as a business category.

Current production issues could go away.
Singular medical client on TV, TMC at \$3K

Medical is a big category for radio: 18 clients \$78K+

Financial Advisors and Financial Institutions are growth also areas.

New Business

Presentation:

Underwriting Opportunities

University of Arizona: 25+ departments and colleges do business with AZPM on a regular basis.

Underwriting Wave/KAET Channel 8/Phoenix
Currently considering for KUAT-FM and PBS Kids

New Business

Presentation:

Underwriting Opportunities

Could the current federal funding situation help to change the FCC rules we work with...?

National Rep firms may provide more clients and business.

A relaxing of restrictions could make us more attractive to more Underwriters.

New Business

Open Discussion:

Underwriting

Other Business

Other Business

- **Revised* Calendar of Meetings (agenda page 16)*
- *Next CAB Meeting - May 5th 6:00 p.m.
Annual Meeting with CAB Evaluation*
- *No full CAB Meetings in June, July, August*
- *Committees continue to meet with the exception of July.*
- *First full CAB meeting of next season is September 15th*
- *Meeting Evaluations*

Adjourn

ARIZONA PUBLIC MEDIA®



ARIZONA PUBLIC MEDIA®



“Arizona Public Media (AZPM) will become a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, The University of Arizona and the Southwest.”