

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

January 19, 2012

Call to Order

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Welcome and Introductions

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Welcome and Introductions

Guests:

Jackie Kain, AZPM Chief Content Officer

Jaime Gutierrez, UA Vice President for
External Relations

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Coming this season on AZPM

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APPLAUSE



Management Report

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Management Report

Audience and Content Development

Television

November 2011 Sweeps

PBS-HD6

- Viewership +19.6% above national average
- Top 5 station for PBS primetime audience
- Top program: ***Hollywood at Home*** “Moonstruck” (Sat. 8pm)
- 1 in every 10 homes with TV on watched “Moonstruck”

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Management Report

Audience and Content Development

Television

November 2011 Sweeps

ReadyTV (formerly *Create TV*)

- Full Week audiences increased +22%
- Top program: *Rick Steves' Europe* (M-F 6pm)

PBS Kids

- Primetime audiences increased 47%
- Full week audiences increased 10%
- Top program: *Electric Company* (Tuesday 6pm)

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Management Report

Audience and Content Development

New Media

Facebook +119% since October

- Average user views AZPM 7x/day
- Tops among public media in AZ
- Appeals to: females (62%) males (36%)
- Top 3 demo groups: 25-34; 55+; 35-44 year olds



azpm.org +2.1% average daily views over FY'11

Twitter +10.8% in last six months



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Management Report

Audience and Content Development

Recently Completed Productions

- Live coverage of vigil from UA Mall on Jan. 8th (World, UA, web, VOD, NPR)
- Jan. 8 Anniversary documentary, *“Together We Heal”*

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Management Report

Audience and Content Development

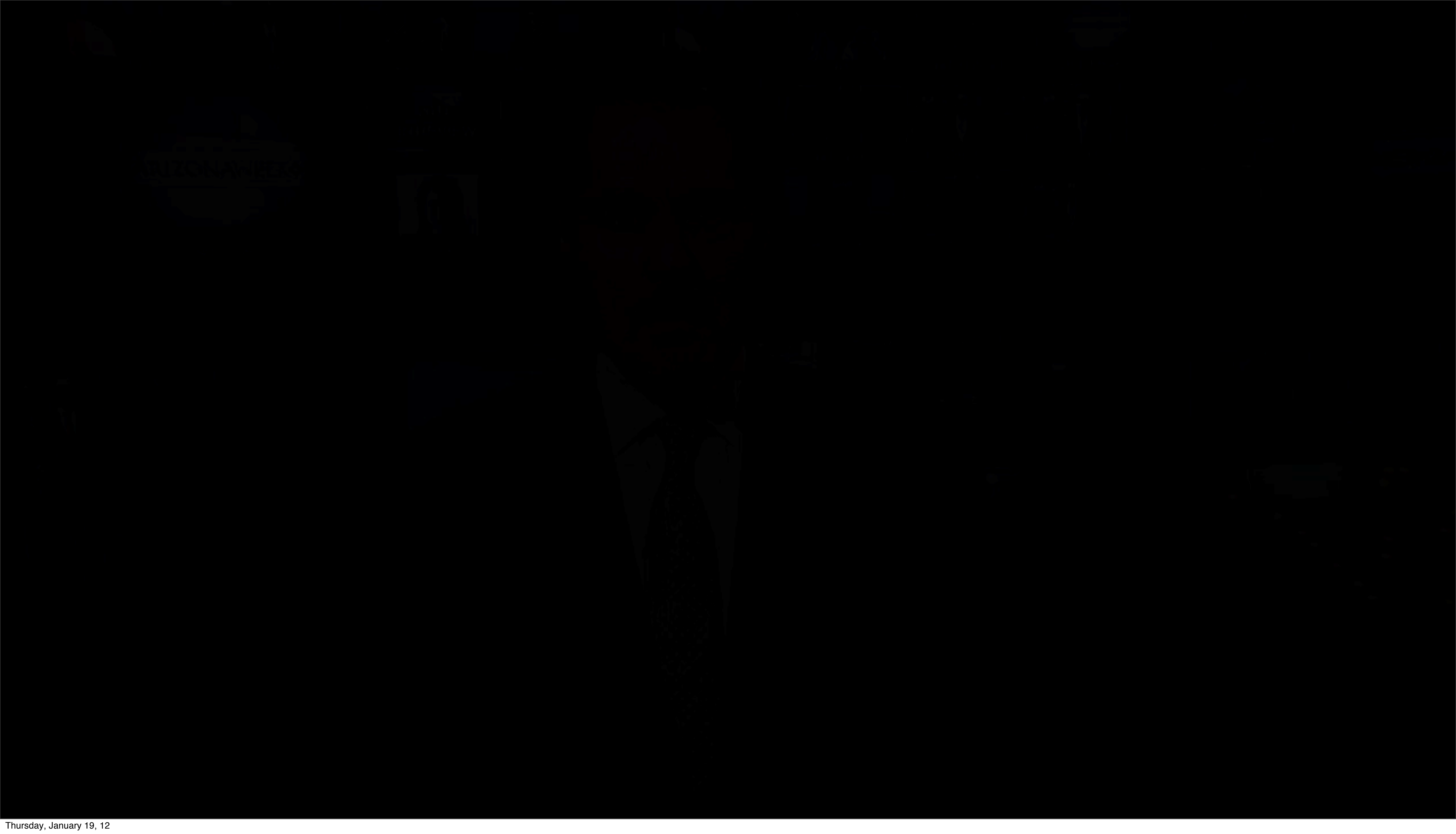
In-production

- 5-part radio series on Copper Mining in Arizona (now)
- College of Science “*Living Beyond 100*” UA Channel and online (next week)
- NPR 89.1 Weekend News (begins February 4th)
- *Navajo Solar* w.t. (for Earth Day 2012)
- *Wild West* <formerly Wild Arizona> (Summer/Fall 2012)
- *The Dust Bowl* w.t. (Fall 2012)
- Election Coverage “*Your Vote 2012*”
- *Arizona Week* - 1st Anniversary

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Management Report

Financial Responsibility and Sustainability

Underwriting (through 1/17)

- +15% over FY'11; YTD \$92K ahead of FY'11
- Average contract value +8%

Membership (through 12/31)

- Number of members +3.8% from FY'11
- Membership cash (Actual FY'11 vs. Actual FY'12) +6%
- End of Calendar Year Campaign +6% over goal

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Management Report

Financial Responsibility and Sustainability

Major Gifts

- *Target Analytics*: prospecting within our current donor base
- Strategically focused major gifts effort
- Ann-Eve's departure planning underway
- Transition plan with help of Anne Maley and Pamela Doherty
- Recruiting nationally for a new DO

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Management Report

Developing Our People and Our Culture

- New IT/New Media (12) workstations
- New staff orientation kit
- Staff recognition awards
- Facility plan to optimize workflow and production capability
- Facility needs meeting with UA

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Management Report

Strategic Partnerships Centered on Original Content Production

Outreach/Engagement:

- CCP: Fee-for-service projects continue
- NACHOs to pilot *AZdatebook.org*
- Tohono Chul Park: Developing fee-for-service project
- Tucson Festival of Books*: Science of Food Tent
ReadyTV promotion in culinary area

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Management Report

Developing the Best Use of Technology

- Redundant SAN on-site and operational
- 6 new HD field cameras on-site
- Fiber connection to PHX underway
- HD head-shot studio nearing completion
- 6 HD camera fly-packs being built for remote production
- WARN Act grant application for UPS/generator at MLB
- Developing Plan for Digital Radio Upgrade
- Audio consultant on site in February

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Management Report

Reading Materials

- AZPM 2011 Accomplishments (*pages 1-2*)
- NY Times “*PBS Takes on the Premium Channels*” (*pages 4-6*)

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Consent Agenda

(pages 7-13 of agenda)

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Committee Reports

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Committee Reports

Audit Committee
John Escher, *Chair*

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Committee Reports

Audit Committee

- Total net assets increased 5.8% over FY'10
- Membership revenue increased 5.6% due to successful direct mail and pledge campaigns.
- Underwriting revenue increased 18% primarily due to an increase in the number of contracts.
- Expenses increased slightly which was primarily due to the remodel of studio C into a production newsroom.

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Committee Reports

Brand Management Committee
Ron Bornstein, *Chair*

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Committee Reports

Brand Management Committee

- Reviewed preliminary zip code data re: brand strategy
- Radio now positioned as “NPR 89.1” or “Classical 90.5”
- TV will follow suit: PBS6 with launch of new animated ID 1Q 2012
- *Your Vote 2012* cross-platform election marketing/brand
- Discussion about feasibility of Speakers Bureau
- Revision of committee meeting frequency: now 2x/year.

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Committee Reports

Community Engagement Committee Jennifer Casteix, *Chair*

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Committee Reports

Community Engagement Committee

- Focus for FY'12 on Existing Events
 - Tucson Festival of Books
 - *StoryTime* children's events
- Additional Emphasis on:
 - STEAM (Science, Technology, Engineering, Arts, Math)
 - Creating a strategic "Speakers Bureau"
 - Vote Smart Debate featuring Ron Bornstein (pages 14-18)

Committee Reports

Development Committee

Pamela Doherty, *Co-Chair*

Edith Auslander, *Co-Chair*

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Committee Reports

Development Committee

- As of 12/31/11 major gifts at 48% of goal
- Lovell Foundation grant for 50% of mental health reporter position
- Martin Foundation and Stonewall Foundation proposals out for radio
- Working with GM on transition plan and search for new DO
- In-home events will continue

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Old Business

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Old Business

- *Underwriting Policy Changes*
 - *Policy (pages 19-24 of agenda)*
- *Underwriting Policy Changes*
 - *Sample underwriting credits (TV)*

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Old Business

- *Underwriting Policy Changes*
 - *Policy (pages 19-24 of CAB Book)*
- *Underwriting Policy Changes*
 - *Sample underwriting credits (TV)*
 - *Follow-up discussion*

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New Business

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New Business

*Meet Jackie Kain, AZPM Chief Content Officer
(resume on page 25 of agenda)*

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Other Business

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Other Business

- *Meeting Evaluation Forms*
- *Other business (from the floor)*
- *Strategic Planning Retreat*

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Other Business

- *CAB & Senior Manager Strategic Planning Retreat:
February 8, 2012 at 8:30 a.m.
UA Foundation Annex
1125 N. Vine Street (Vine and Helen)*
- *Next CAB Meeting: March 15, 2012
11:45 lunch; 12 noon agenda
Location TBD*

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Adjourn

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