

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, November 17, 2011
1125 N. Vine Street, Room 102, 12:00 – 1:30 p.m.

MEETING MINUTES

CAB: Anne Maley, Chris Helms, Jim Murphy, Steve Alley, Kristin Almquist, Edith Auslander, Ron Bornstein, Jennifer Casteix, Karen Christensen, Pamela Doherty, John Geiger, Jaime Gutierrez, Eugenia Hamilton, David Iaconis, Fred Johnson, Kent Laughbaum, Jan Leshar, Harold Paxton, Andrew Schorr, Michelle Senner, Maricela Solis de Kester, Cristie Street
Absent: James Allen, Bill Bowen, Nance Crosby, Florencia De Roussel, Michael Dunne, John Fendenheim, Stephen Golden, Jim Jutry, Cita Scott, George Steele
AZPM Staff: Jack Gibson, Ann-Eve Cunningham, Kimberly Heath, John Kelley, Laura McKee, Wendy Erica Werden

I. Welcome, Call to Order and Introductions

- The meeting was called to order at 12:05 p.m.; Kent Laughbaum, new CAB member, was introduced along with guests from KXCI, who were there to observe the meeting.

II. Fall Season Sizzle Reel

- Video clip was shown.

III. Management Report

Audience and Content Development:

- NPR 89.1, our audience share ranked #5 in the Tucson Metro; morning/afternoon drive times NPR also ranks #5.
- KUAZ's share increased 5% over Summer 2010; cume increased 9.7%
- NPR 89.1 Metro share is up 11% comparing the last 4 surveys.
- Classical 90.5 saw a 7.4% increase this summer over last.

New Media

- Our Facebook has more friends than any other public media in the state.
- Our top demo is 25-34.
- New this fall: new installment of Arizona Illustrated: Political Roundtable. It started a couple of months ago and is hosted by Jim Nintzel.
- A video of Political Roundtable was shown.
- Hollywood at Home launched Saturday, 9/24 at 9pm
- Create has been replaced by ReadyTV. Soft launch was 11/1; hard launch is set for 12/1.
- A video clip of Ready TV was shown.

- A screenshot of the AZPM news board (new webpage) (AZPMnews.org) was shown.
- Michael Chihak is developing the website.
- Teacher's Voices: Season 2 in-production. Support is provided by Cox Communications, UA College of Education, and Tucson Values Teachers.
- Other projects currently in production include: Political forums/election night coverage; Arizona Friends of Chamber Music; Holiday Specials; UA Journal; Jan. 8 Anniversary (documentary); Navajo Solar; Wild Arizona/Wild West; and The Dust Bowl.
- The UA Journal is looking to use a student host next semester for the UA Journal. Stories through the eyes of students on campus will be featured. A focus group is currently being formed.
- Tom Kleespie is working on a commemorative January 8th program to talk about what has happened since and how the community has recovered.

Financial Responsibility

- Underwriting through 10/31 is +6% over FY'11; contracts written +23.3% over FY'11.
- Number of members roughly the same as FY'11.
- Membership cash +11% over FY'11.
- Return on investment +12% from FY'11.
- Net revenue +2.6% from FY'11.
- Major gifts: target analytics wealth screening project is underway – it will identify wealth indicators for the bulk of our member file. We will target major gift prospects within our current donor base.

Developing our People and Culture

- The Administration area remodel is complete.
- IT/Online & New Media construction is underway.
- Several construction projects are in the planning stages.
- Staff performance evaluation process status: completed first mid-year review.
- Staff/Management surveys are complete.

Strategic Original Content Partnerships

- New revenue generating partnerships include the Center for Creative Photography and a radio production for the Native American PSA's.
- Outreach/Community Engagement committee has a new Chair: Jennifer Casteix. The committee will determine 2012 goals.
- Upcoming events: StoryTime @ UA bookstore and PBS Characters.
- V-me is to sponsor UA Hispanic Alumni Scholarship Dinner on 12/8.

Developing the Best Use of Technology

- Channel 6 replacement antenna installation on Mt. Bigelow complete.

- KUAT-FM new antenna at Mt. Bigelow complete.
- Radio automation: comprehensive radio upgrade planned.
- GP Dynamics (Microsoft financial software product) .
- FY'12 Capital Budget = \$830

IV. Consent Agenda

- Minutes from September 15, 2011 CAB meeting and the October 20, 2011 Executive Committee Meeting come up for consideration:
- David Iaconis made a motion to approve; Jennifer Casteix seconded the motion. There were no objections. The minutes from the 9/15/2011 CAB meeting were approved.

V. Committee Reports

Community Engagement (Jennifer Casteix)

- Children's Events: Monthly StoreTime Events at UA Bookstore; UApresents Kidfest; STEM (Science, Technology, Engineering & Math)/Sesame Street; and Tucson Children's Museum.
- Science: Tucson Festival of Books; College of Science Series: Living Past 100; and Science Cafes.
- The first organizational meeting is in January. The CAB members were asked to notify Jennifer or Wendy Erica Werden if they would like to join.
- A suggestion was made to add the Arts and call it STEAM. Jennifer will get more information on this.

Development Committee (Edith Auslander)

- Wealth screening project: through target analytics will analyze the entire database. It will append names with wealth indicators and indicators about their interest in AZPM. It will zero in on those people who have indicated they are interested.
- There have been 4 in-home events since the last CAB meeting.
- Follow up required to all events. All CAB members received their list after the last meeting to make follow up touches; a new list is coming out soon. This next list is for people who attended an in home event or a Behind the Scenes Breakfast event.

Financial Information Committee

- AZPM is on budget
- First quarter approximately \$1.3M budgeted loss.
- First quarter is always the worst-performing quarter.
- FY'12 budgeted loss was at \$455k.
- Revenue slightly below budget by 1.6%
- Capital grants were under due to timing.
- CPB was ahead due to timing.
- Membership exceeded budget by 4%
- Major and planned gifts exceeded budget due to bequests.

- Production services is under by 24%
- Underwriting is under by 8%, but up 6.4% from FY'11.
- Expenses slightly below budget by 1.2%
- Capital grants were under due to delay of projects.
- Personnel under due to delayed hiring of new positions.
- Program acquisition/dues were over by 19% due to significant increases from PBS and NPR.
- General operations under budget by 21% but over FY'11 due to remodeling costs.

Strategic Planning

- Cultural assessment has been completed.
- A review of 12-month objectives will be completed by 11/29
- Senior staff set to meet on 11/29
- There will be a facilitated meeting with senior staff in January.
- CAB and senior staff planning retreat will be in February.
- New 18-month tactical plan is to be developed by 3/31 with the tactical plan implementation on 4/1/2012.

VI. Old business

- Co-production deal with KAET8/Phoenix: Arizona Horizons.
- AZPM Disaster planning update: the AZPM alert system is active. CAB members will sign up for the alert system.
- The plan will address community or national emergency and loss of facility.
- Will have the plan in writing in January, 2012.

VII. New Business

- PBS Learning Media is an educational resource that is planned for the first quarter of 2012. It will connect educators to resources available. It will include 16k plus digital learning assets.
- CAB feedback was sought on how to deploy this.
- Some discussion items included: K-16 which is a broad age range; start with independent schools; go to the teacher level; work on a partnership with Tucson Values Teachers (they have a database they are collecting; they have half teachers in the county). If looking at the public schools, Flowing Wells is small; look for a district with greater needs that has involved parents, teachers and superintendents. Volunteers could be used to supplement staff in going out to make presentations.

Underwriting Policy Changes:

- AZPM for the first time will treat non-profits differently than for-profit organizations.
- FCC has limitations on underwriting spots. The FCC regulatory structure regarding underwriting message separates non-profit and for-profit. Therefore, we can treat them differently.

- We can allow limited characteristics such as references to awards; rankings; and certifications.
- Some of the CAB members asked to see/hear side-by-side examples.
- The discussion will be back on the January Agenda for further elaboration.

CAB Emeritus Consideration

- Betsy Bolding and Judith Brown were brought up for consideration for Emeritus status.
- Jim Murphy made a motion to approve; Ron Bornstein seconded the motion. There were no objections.

VIII. Other Business

- CAB Holiday Reception is set for December 15th at the Arizona Inn.
- CAB members were reminded to complete their Meeting Evaluation forms.

IX. Meeting was adjourned at 1:34 p.m.

Jim Murphy, *Secretary*