

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

November 17, 2011

Call to Order

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Welcome and Introductions

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Welcome and Introductions

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Welcome and Introductions

New CAB Member:

Kent Laughbaum

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Welcome and Introductions

New CAB Member:

Kent Laughbaum

Guests:

Amanda Shauger, KXCI, Community Engagement Director

KXCI Community Advisory Board Members:

Krista Niles, Ernesto Portillo, Jr., Hardy Smith

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2011 Fall Season Highlights





APPLAUSE



Management Report

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Management Report

Audience and Content Development

November TV Sweeps 10/27-11/23: Results in January

Radio - Summer Audience Research

- NPR 89.1, audience share came in at #5 in the Tucson Metro (second time in a row). Morning/afternoon drive times, NPR 89.1 also ranks #5.
- KUAZ's share increased 5% over Summer 2010; cume increased +9.7%.
- Comparing the last 4 surveys, NPR 89.1 Metro share is up 11%.
- Classical 90.5 realized a 7.4% increase this summer over last.

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Management Report

Audience and Content Development

New Media

- *1,669,595 page views Nov. 2010- Oct. 2011*
- 139,135 average page views/month; average growth 2%/month
- 837,862 unique visitors Nov. 2010-Oct. 2011

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New Media = New Audiences and Opportunities

Audience and Content Development

Younger: Top Demo 25-34

Platform Agnostic: Ability to go where audiences are.

Facebook: More “friends” than any other public media organization in AZ.



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azpm.org

New This Fall...

Audience and Content Development



Fridays at 6:30 p.m.

Jim Nintzel

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New This Fall...

Audience and Content Development

- *Hollywood at Home*
launched Saturday, September 24th at 9pm



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New This Fall...

Audience and Content Development

- *Hollywood at Home* launched Saturday, September 24th at 9pm



Coming up...

Moonstruck (1987)
Four Weddings and a Funeral (1994)
The Train (1965)
Anastasia (1956)
Arthur (1981)
Goodbye Again (1961)
Ocean's Eleven (1960)
Shake Hands with the Devil (1959)
The Thomas Crown Affair (1968)
To Have and Have Not (1944)

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New This Fall...

Audience and Content Development



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KUAT 6-3, Cox 82, Comcast 201

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New This Fall...

Audience and Content Development



Soft launch was Nov. 1
Hard launch Dec. 1

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KUAT 6-3, Cox 82, Comcast 201

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New This Fall...

- AZPMnews.org

Audience and Content Development

MONDAY, AUGUST 15 2011

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PBS npr


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Arizona Illustrated Arizona Spotlight Arizona Week News Podcasts Politics Business Health Science

NEWS

NEWS > NEWS HOME

NATIONAL/WORLD



In The Hunt For Al-Qaida, Drone Program Expands

The U.S. military has had great success with drones in Iraq, Afghanistan and Pakistan. Now the U.S. is planning to use them to track al-Qaida figures in places that include Somalia and Yemen.


Comments (1)

Senate Deal Should Avert Government Shutdown

The agreement was made possible after the Federal Emergency Management Agency informed lawmakers that it may have enough disaster aid money in its coffers to make it through Friday. That's the last day of the budget year. The House would pass the measure later this week.

Comments (1)


FOCUS



WALLOW FIRE CONTINUES TO BURN

Firefighters struggle to save Greer and Sunrise Ski Area as fire approaches from the southeast

LOCAL/STATE



Author Says Global Appetites Fueling New West Boom

SOCIAL MEDIA

NEWS BLOGS

LATEST ENTRY

COMMERCE AUTHORITY: CAN IT MAKE A DIFFERENCE?

The Arizona Legislature and Gov. Jan Brewer have put a lot at stake in establishing the Arizona Commerce Authority as part of a strategy to reinvent the state's economy. The authority will use a mix of public and private money and wiles to attract new businesses and high-paying jobs to the state. What are the keys to success?

AZPM BLOGS

Political Buzz

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NEWS

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NATIONAL/WORLD



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[Comments \(1\)](#)

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LOCAL/STATE

SOCIAL MEDIA

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Comments (1)

As Puerto Rican Economy Lags, Some Question Cuts



To try to jump-start Puerto Rico's economy, Gov. Luis Fortuno pushed through a series of cost-cutting measures -- including eliminating more than 20,000 government jobs. This has helped close Puerto Rico's large budget deficit, but it's done little to help those struggling to find jobs.

Comments (1)



Few Consumers Are Cracking The QR Code

The pixelated images meant to be scanned on a smartphone may be too involved for too little reward.

Comments (1)



Netflix Secures Streaming Deal With DreamWorks

DreamWorks Animation, the company behind successful movie franchises like "Madagascar" and "Shrek," said it had completed a deal to pump its films and television specials through Netflix,

LOCAL/STATE

Author Says Global Appetites Fueling New West Boom



The "old west" economy roars back as the "new west" economy of tourism suffers from recession.

Comments (1)



Managing City Managers for the Long Haul

Tucson's unique system of government is a factor in finding a new chief administrator

Comments (1)

[MORE LOCAL/STATE](#)

SPECIAL REPORTS



The Enduring Mystique of Marijuana

Many people still associate marijuana with the peace-love-and-hippie culture of the 1960s. But today's pot is the major commodity of violent drug cartels. And while getting stoned used to be a

AZPM BLOGS

Political Buzz

News, commentary, analysis from the AZPM political team: Christopher Conover, Andrea Kelly, Michael Chihak.

AZ Week Notebook

News and commentary from Arizona Week producer/host Michael Chihak and interns Melanie Huonker and Lucy Valencia.

TWITTER

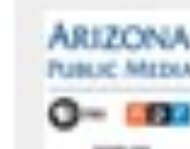
LATEST TWEETS



about an hour ago RT @azweek



Seeking interviews with rural social service agency official, AZ DES head, operators of food banks, shelters for a glimpse of state poverty.



about 3 hours ago RT @nprpolitics



Gov. Christie Says No To Presidential Run <http://n.pr/qLAeNA>

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Tales from a Miner



A closer look at copper mining in Arizona. In part one of the series, Arizona Public Media reporter Mark Duggan examined the history of copper mining in Arizona and considers both sides of the debate over mining, including the proposed Rosemont mine south of Tucson. Now, we hear from a man who worked as a miner.

Comments (1)

MORE SPECIAL REPORTS

FACEBOOK

LATEST POST



Arizona Public Media RT

@AZPMnews: Seeking interviews with rural social service agency official, AZ DES head, operators of food banks, shelters for a glimpse of state poverty.

04.10.2011 at 13:35

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People

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PBS-HD
World
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Schedule
People

RADIO

89.1
Classical
Music
Jazz
NPR
PRI
Schedule
Podcasts
People

VIDEO ON DEMAND

Live Events
PBS Kids GO!
Play PBS
AZPM ORIGINALS
Desert Speaks
Phoenix Mars
Unforgettable
Secrets of the Divine
ARTE
Wavelengths
Arizona Week

EDUCATION

Arizona Connection
UA Channel
PBS Kids GO!
At Your Library
Teacher Resources
ABOUT
People
Community Advisory Board
Financials
Public File
Contact Us

SUPPORT

Donate
Volunteer
Underwriting
Car Donation
Store
Rewards

Management Report

Audience and Content Development



89.1 FM 1550 AM

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*“Teachers’ Voices”
Season 2 in-production*

Support provided by:
*Cox Communications
UA College of Education
Tucson Values Teachers*

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Management Report

Audience and Content Development

In-production

- Political Forums/Election Night Coverage (fall 2011)
- Arizona Friends of Chamber Music
- Holiday Specials (e.g. Tucson Boys Choir Xmas)
- UA Journal v2.0 (by Jan. 2012)
- Jan. 8 Anniversary (documentary)
- Navajo Solar (for 4/2012)
- Wild Arizona/Wild West (funding pilot)
- The Dust Bowl

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Management Report

Financial Responsibility and Sustainability

Underwriting (through 10/31)

- +6% over FY'11
- Contracts written +23.3% over FY'11

Membership

- 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

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Management Report

Financial Responsibility and Sustainability

Major Gifts

- Target Analytics Wealth Screening Project
- Identify wealth indicators for bulk of member file.
- Target major gift prospects within our current donor base
- Strategically focused multi-year major gifts effort

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Management Report

Developing Our People and Our Culture

- Admin remodel complete; IT/Online & New Media construction underway
- Several construction projects in planning stages, including major renovation to radio production and MCR spaces.
- Staff performance evaluation process: completed first mid-year review
- Staff/Management surveys complete: establishing baseline for “culture”

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Management Report

Strategic Original Content Partnerships

New Revenue Generating Partnerships

Center for Creative Photography

Radio production for Native American PSA's

Outreach/Community Engagement

New Chair, Jennifer Casteix

Committee will soon determine 2012 goals

Upcoming events: StoryTime @ UA Bookstore & PBS Characters

V-me to sponsor UA Hispanic Alumni Scholarship Dinner 12/8

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Management Report

Developing the Best Use of Technology

- Channel 6 replacement antenna installation on Mt. Bigelow
- KUAT-FM new antenna at Mt. Bigelow
- Radio automation: comprehensive radio upgrade planned
- *GP Dynamics* (Microsoft financial software product)
- FY'12 Capital Budget = \$830K

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“Arizona Public Media (AZPM) is 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.”

Consent Agenda

(pages 2-7 of agenda)

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Committee Reports

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Committee Reports

Community Engagement
Jennifer Casteix, *Chair*

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Committee Reports

Community Engagement

- **Children's Events**

- *Monthly StoryTime Events at UA Bookstore*
- *UApresents Kidfest*
- *STEM (Science, Technology, Engineering & Math)/Sesame Street*
- *Tucson Children's Museum*

- **Science**

- *Tucson Festival of Books*
- *College of Science Series: Living Past 100*
- *Science Cafes*

- **Relate events to AZPM programs and services**

- **First Organizational Meeting in January**

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Committee Reports

Development Committee
Pamela Doherty, *Co-Chair*
Edith Auslander, *Co-Chair*

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Committee Reports

Development Committee

- ***Wealth Screening Project***
 - *Target Analytics*
 - *Status/Next Steps*
- ***In-home Events***
 - *11 held to date*
- ***CAB Thank You Calls for Event Attendees***
- ***CAB Thank You Project for End of Year Donors***

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Committee Reports

Financial Information Committee
Dave Iaconis, *Chair*

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Committee Reports

Bottom Line

Financial Info Committee

- *Overall, AZPM is on budget.*
- *1Q approx. \$1.3M budgeted loss.*
- *1Q always our worst-performing quarter.*
- *FY'12 budgeted loss at \$455K*

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Committee Reports

Revenues

Financial Info Committee

- *Overall, slightly below budget by 1.6%.*
- *Capital Grants under due to timing*
- *CPB is ahead due to timing*
- *Membership exceeded budget by 4% (+11.5% over FY'11)*
- *Major and Planned Gifts exceeded budget due to bequests*
- *Production Services under by 24%*
- *Underwriting under by 8%, but up 6.4% from FY'11*

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Committee Reports

Expenses

Financial Info Committee

- *Overall, slightly below budget by 1.2%.*
- *Capital Grants under due to delay of projects*
- *Personnel is under due to delayed hiring of new positions*
- *Program acquisition/dues 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. Management varies spending in this area based on cash flow.*

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Committee Reports

Strategic Planning Committee
Eugenia Hamilton, *Chair*

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Committee Reports

Strategic Planning Committee

- *Cultural Assessment Completed*
- *Review of 12-month objectives will be completed by 11/29*
- *Senior staff will meet on 11/29*
- *Facilitated meeting with Senior Staff in January*
- *CAB/Senior Staff Planning Retreat <tentative> 2/16 @ 8a*
- *New 18-month tactical plan developed by 3/31*
- *Tactical plan implementation 4/1/2012*

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Old Business

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Old Business

- *Co-production deal with KAET8/Phoenix: Arizona Horizons*
 - *Horizon moving to 5:30p, rpt 10p on KAET8*
- *AZPM Disaster Planning*
 - **AZPM Alert** is Active
 - *Plan will address Community or National Emergency and Loss of Facility*
 - *Written Plan: Jan. 2012*

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New Business

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Educational Resources

Coming 1Q 2012



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Educational Resources



PBS LearningMedia

Coming 1Q 2012

16,000+ Learning Assets (58% video)
25,000+ Learning Assets by Jan. 1
Amount of material will always increase.

Search

Save

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COMMUNITY ADVISORY BOARD

Educational Resources



PBS LearningMedia

Coming 1Q 2012

Search

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Share

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Educational Resources



PBS LearningMedia

Coming 1Q 2012

Thoughts on how to approach.
Pilot with a single school/district?
Community Advisors to help...?

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New Business

- *Underwriting Policy Change*
 - *AZPM will for the first time treat non-profits differently than for profit organizations.*
 - *FCC limitations on underwriting spots.*
 - *What this means for AZPM audiences?*
 - *Consideration by CAB for endorsement of this change.*

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New Business

For CAB Emeritus Consideration

Judith Brown



Betsy Bolding



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Other Business

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Other Business

- *AZPM Holiday Reception December 15th 6-8p Arizona Inn*
- *CAB Members, CAB Emeritus and CAB Alumni and spouses*
- *AZPM Senior Staff and spouses*
- *AZPM Emmy Award Nominees and Winners and spouses*

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Other Business

- *AZPM Holiday Reception December 15th 6-8p Arizona Inn*
- *CAB Members, CAB Emeritus and CAB Alumni and spouses*
- *AZPM Senior Staff and spouses*
- *AZPM Emmy Award Nominees and Winners*
- *Meeting Evaluations*
- *Other Business (from the floor)*

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Other Business

- *Next CAB Meeting: January 19, 2012*
11:45 lunch; 12 noon agenda
UA Foundation Annex
1125 N. Vine Street (Vine and Helen)

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COMMUNITY ADVISORY BOARD

Adjourn

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