

# ARIZONA PUBLIC MEDIA®

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COMMUNITY ADVISORY BOARD

September 15, 2011

# Call to Order

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COMMUNITY ADVISORY BOARD

# Welcome and Introductions

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# Welcome and Introductions

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# Welcome and Introductions

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## **New CAB Members:**

James Allen, Harold Paxton, and Andrew Schorr

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# Welcome and Introductions

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## **New CAB Members:**

James Allen, Harold Paxton, and Andrew Schorr

## **Guests:**

Bruce Fohr, FMR Associates

Jaime Gutierrez, UA Vice President for External Relations

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# *Fall Season Preview*







# APPLAUSE



# Consent Agenda

(pages 7-15 of agenda)

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# Committee Reports

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# Committee Reports

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Brand Management  
Ron Bornstein, *Chair*

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# Committee Reports

## Brand Management Committee

- *AZPM is working towards October transition of logo.*

From:  ARIZONA PUBLIC MEDIA® 

To:   
 

- *AZPM will remove call letters from station IDs beginning in January in favor of: PBS-HD Channel 6, NPR 89.1, and Classical 90.5, followed visually or aurally by “Arizona Public Media.”*

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# Committee Reports

## Brand Management Committee

- *On November 1st, CreateTV will become ReadyTV.*



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# Committee Reports

## Brand Management Committee

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



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# Committee Reports

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

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# Committee Reports

## Development Committee

### ***Development Committee Changes***

- *Development Leadership Team:*
  - *Edie Auslander*
  - *Pamela Doherty*
  - *Darlene Burgess (former development officer, volunteer)*
  - *Jack Gibson and Ann-Eve Cunningham*
- *Development Committee:*
  - *Entire Community Advisory Board*

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# Committee Reports

## Development Committee

### ***Development Process***

- *\$1,000-\$4,999 donor prospects identified, qualified and cultivated by Ann-Eve Cunningham and Development Leadership Team*
- *\$5,000+ donor prospects identified, qualified, cultivated and stewarded by Ann-Eve Cunningham and Jack Gibson*
- *\$1,000 to \$4,999 donor stewardship by CAB members.*
- *Intent: focus major gifts staff on larger gifts*

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# Committee Reports

## Development Committee

### ***New Assignment***

- *Thank you contact to donors from end of fiscal year Additional Gift mailing.*
- *Each CAB member will get 10 donor names*
  - *Telephone Calls: preferred method*
  - *Handwritten Notes: also acceptable*
  - *Email: less effective but may be necessary*
- *Script provided*

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# Committee Reports

## Development Committee

### ***In Home Events Update***

- *We have held 6 events*
- *Five more to be held this calendar year: Lovallo 9/14; Splendido 9/20; Leshher/Almquist 10/5; Koffler 10/19; Levy-Alley 11/15*
- *Stephen Golden event to be rescheduled due to scheduling conflict*

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# Committee Reports

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Financial Information Committee  
Dave Iaconis, *Chair*

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# Committee Reports

## Arizona Public Media FY2011 Revenue and Expense Budget Report

# Financial Info Committee

[illegible]

Revenue Variance:  
-\$220,463

Expense Variance:  
→ \$983,014

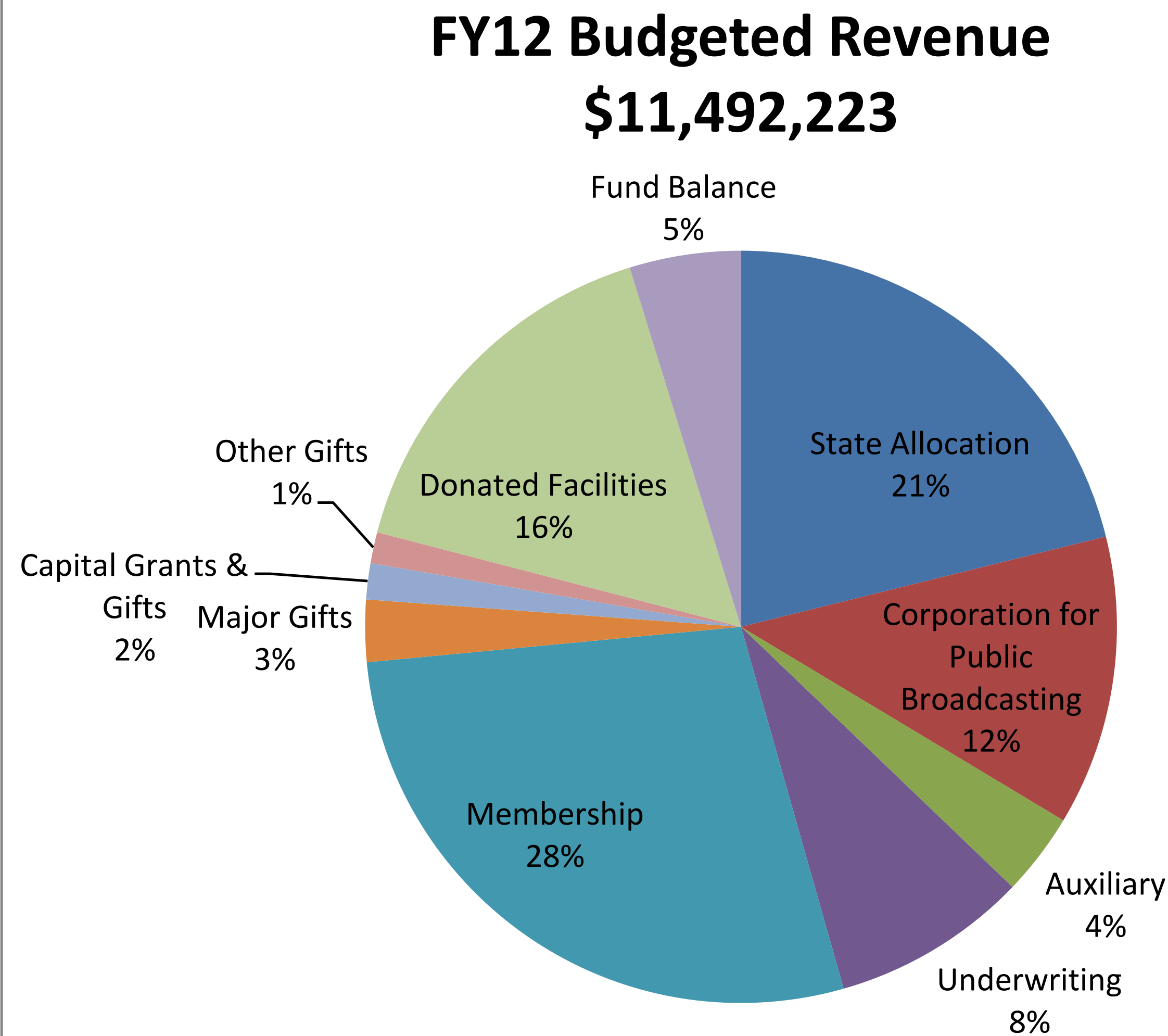


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# Committee Reports

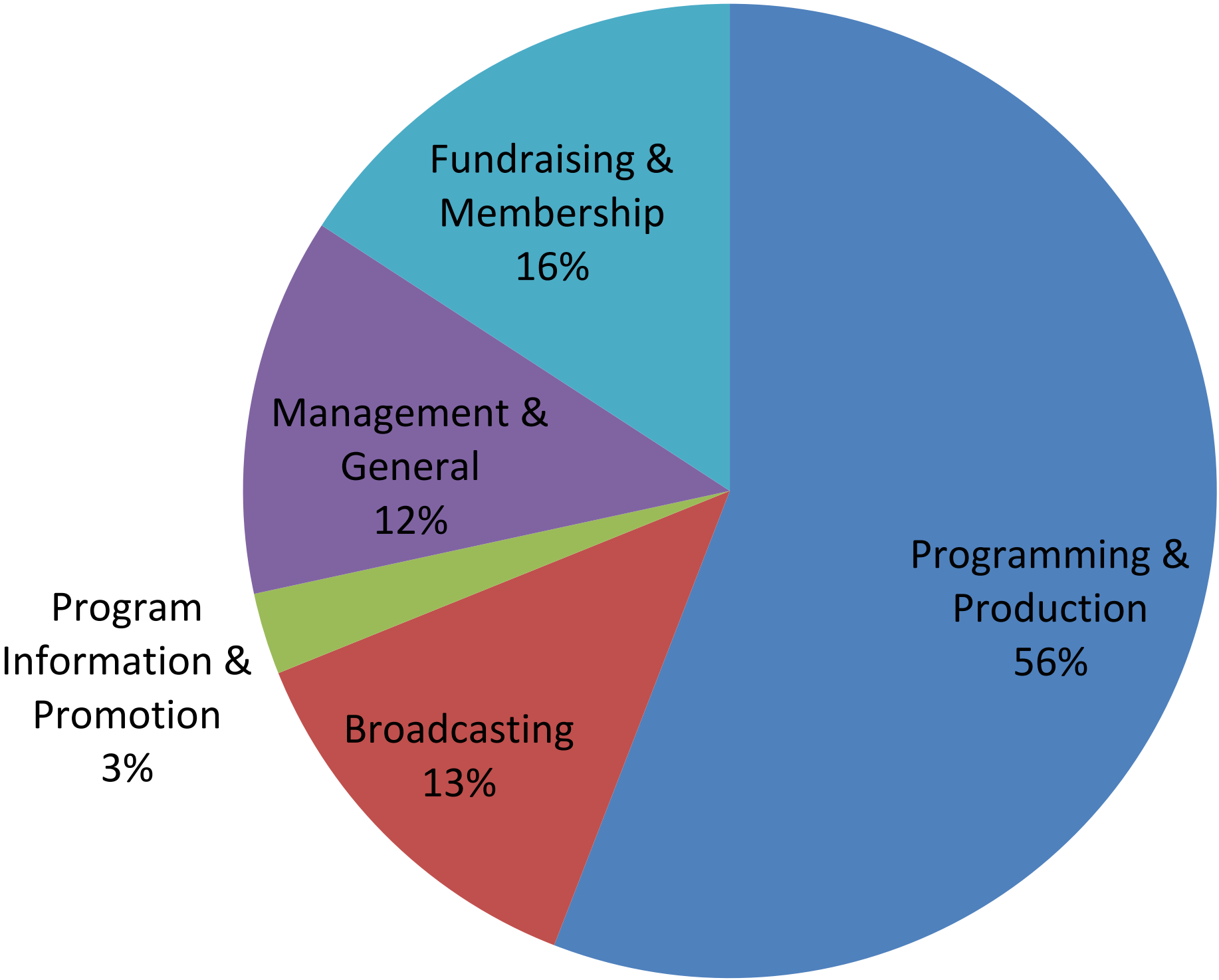
## Financial Info Committee



# Committee Reports

Financial Info Committee

**FY12 Budgeted Expenditure**  
**\$11,352,836**



# Committee Reports

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Strategic Planning Committee  
Eugenia Hamilton, *Chair*

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# Committee Reports

## Strategic Planning Committee

### Disaster Planning

#### *Three Disaster Response Scenarios*

*National/Arizona*

*Community: UA/Southern Arizona  
Facility*

#### *Alert System Acquired*

*Similar to UA Alert*

*Will be deployed before the next CAB Meeting*

*Users/Staff subscribe*

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# 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 and the next 18-month (tactical) action plan.*

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# 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.*

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# 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.*

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# Old Business

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# New Business

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# New Business

## Recognition of CAB Member: *Adrian Shelton*



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# New Business

## CAB Resolution for Steve MacCarthy



### Resolution

*Whereas, Stephen J. MacCarthy has served the University of Arizona and its public media organization, Arizona Public Media® (AZPM) as a supporter, volunteer and champion since 2007; and*

*Whereas, Steve has served the University, Tucson and Southern Arizona community with distinction and integrity; and*

*Whereas Steve has been in key leadership positions within the California State University system, Penn State University and at the University of Arizona as its Vice President for External Relations during a time when AZPM and its stations were undergoing transformational growth which helped it to attract audiences at rates far outpacing the national average for public media; and*

*Whereas, throughout his four-and-a-half years at the University of Arizona, Steve regularly found time to serve as a volunteer fundraiser, friend, and advocate for public media, AZPM and its stations; and*

*Whereas, Steve's leadership, professionalism, good humor and friendship will be missed by those of us in Tucson, at the University, AZPM, and its Community Advisory Board, therefore be it*

*Resolved that the AZPM Community Advisory Board wishes Stephen J. MacCarthy all the best in his future at the University of Pennsylvania as their Vice President for University Communications, success in the next phase of his outstanding career, and hopes that he will remember and value the friendships he has made with his colleagues at the University of Arizona and Arizona Public Media.*

*For the AZPM Community Advisory Board, this 15<sup>th</sup> day of September, 2011,*





# New Business

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## AZPM Editorial Standards and Policies:

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Editorial Standards  
and Policies

Discussion

Consideration of Policy  
Endorsement by CAB

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# New Business

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## Presentation of Public Image Study Results

*Prepared for:*  
Arizona Public Media  
Tucson, Arizona

*Prepared by:*  
FMR Associates, Inc.  
Tucson, Arizona

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[www.AZpublicmedia.org](http://www.AZpublicmedia.org)

# Arizona Public Media Image Tracking Study

## **Intro:**

**Similar study completed in 2006 will now provide baseline for this and future studies.**

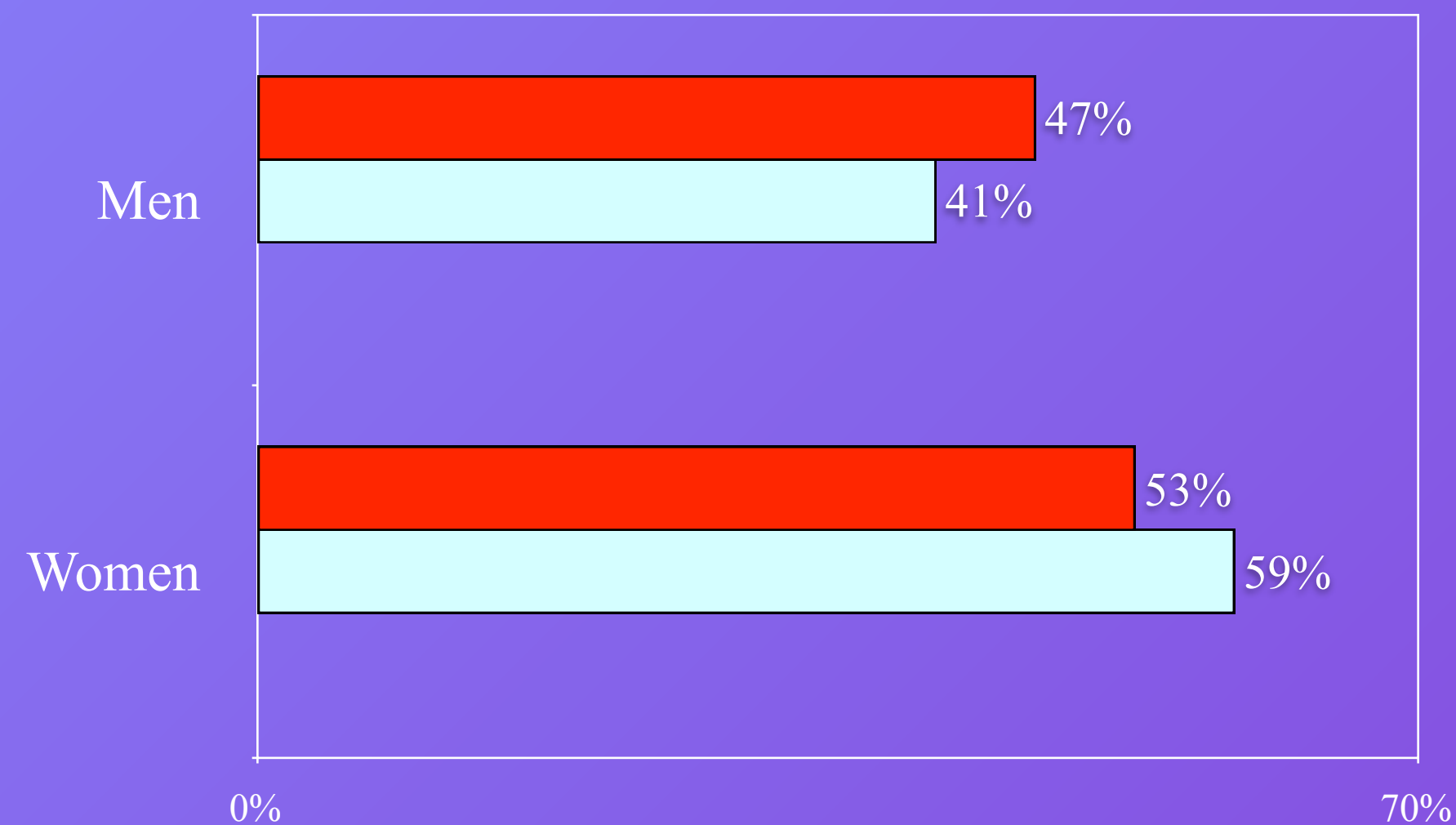
## **Goals for 2011 survey:**

- Broadcasting Identities and Brands**
- Public Radio/Television Usage**
- Public Broadcasting Brand Identity**

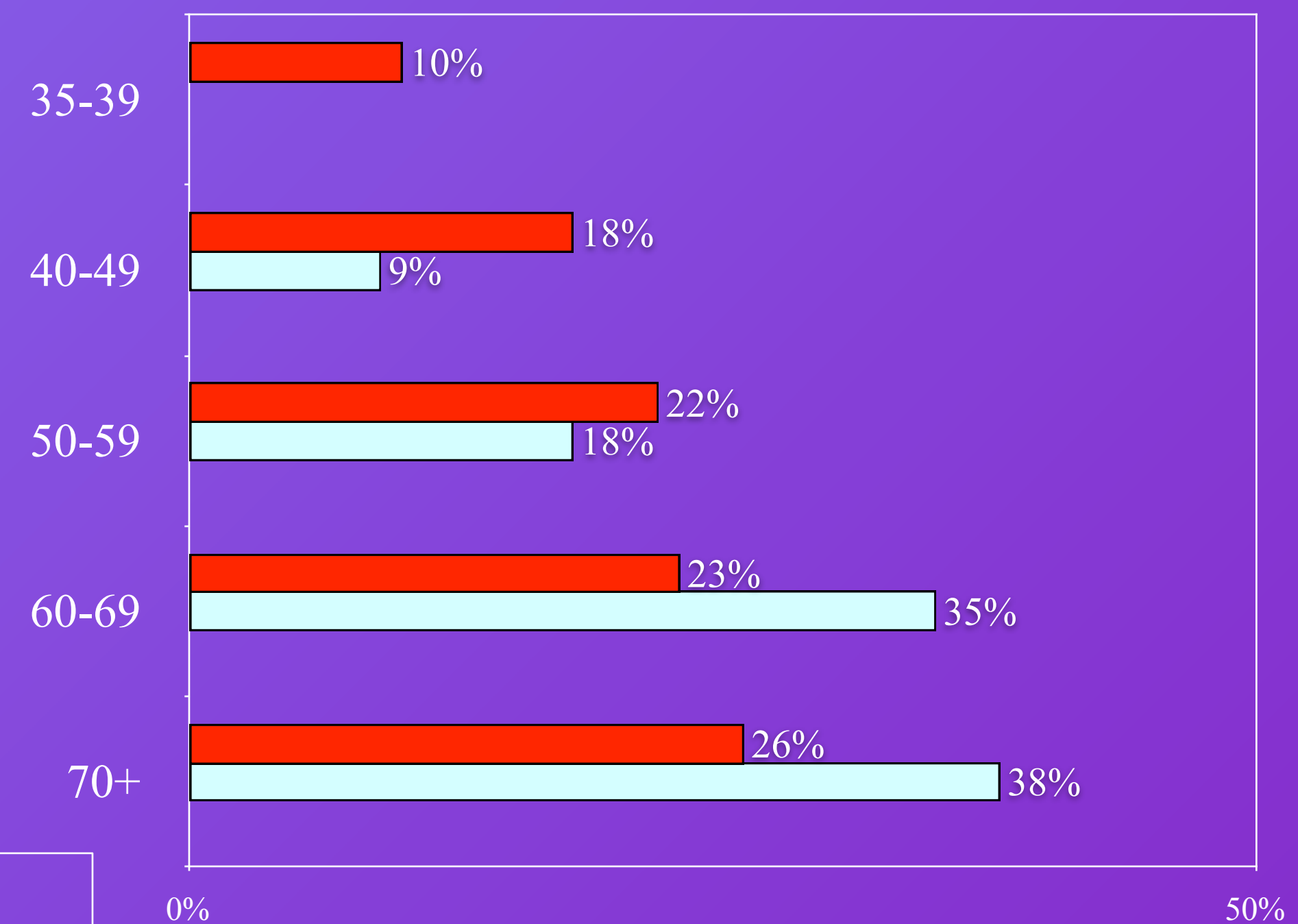
# The Sample

**400 telephone surveys** completed in May among **randomly-selected** adult (35+) media (television and/or radio) users in the Tucson metro area. Half of respondents were selected from Arizona Public Media membership database lists, with the remainder from random-digit dialing (based on hot zips). Added a younger age category in 2011.

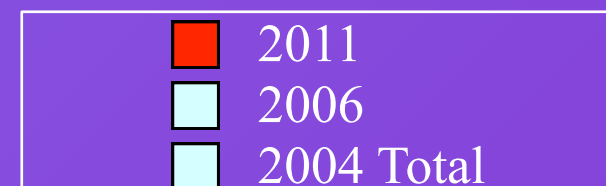
Gender



Age



From Tables I-1 to I-3





# Broadcasting Identities and Brands

The television shows associated with KUAT Channel 6 are:

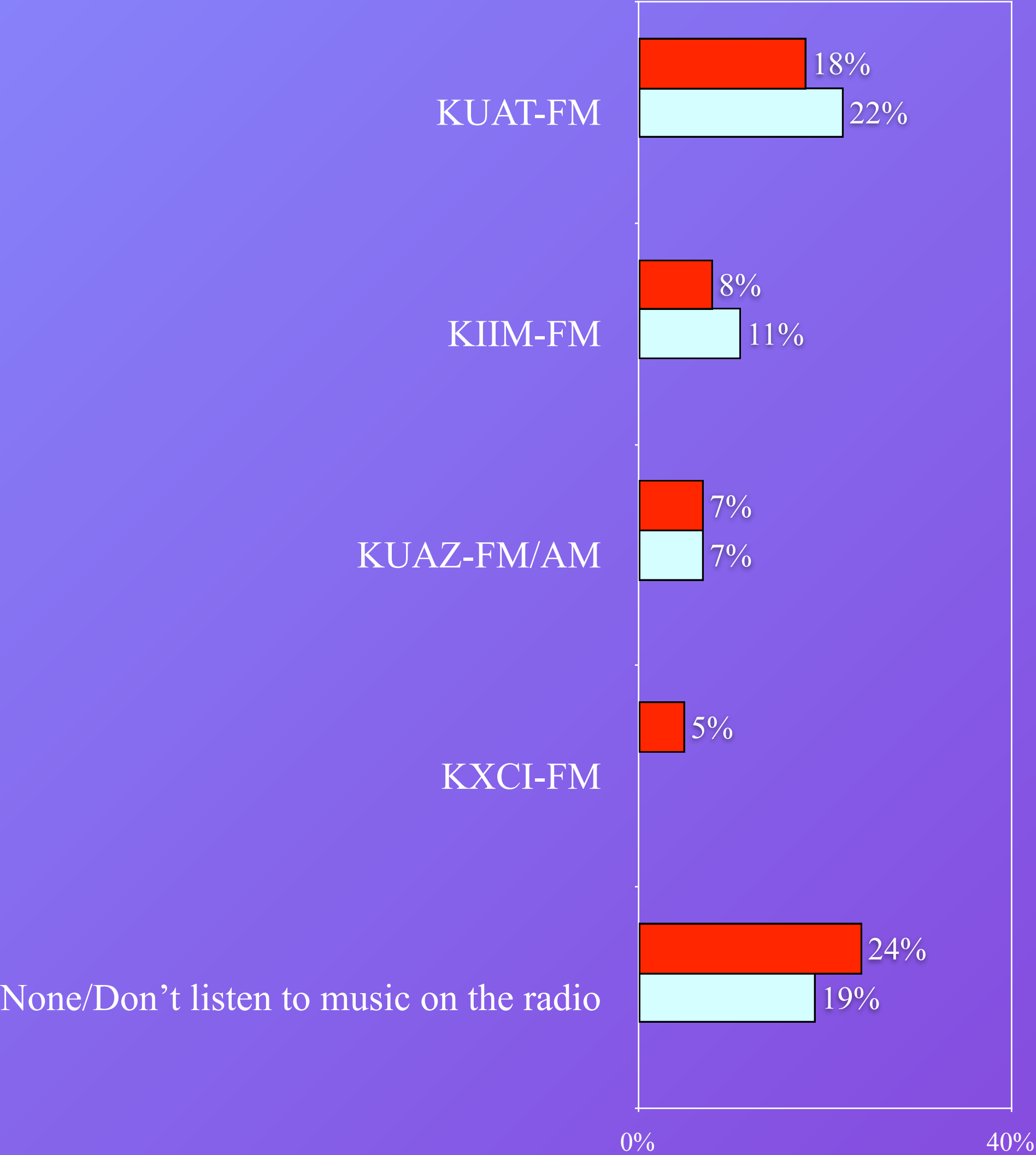
- Masterpiece Theater (72%)
- Antiques Roadshow (71%, up from 65% in 2006)
- Arizona Illustrated (71%, up from 65% in 2006)
- Sesame Street (61%, up from 47% in 2006)

For every program tested, the primary method of identification is channel 6, followed closely by “PBS.”

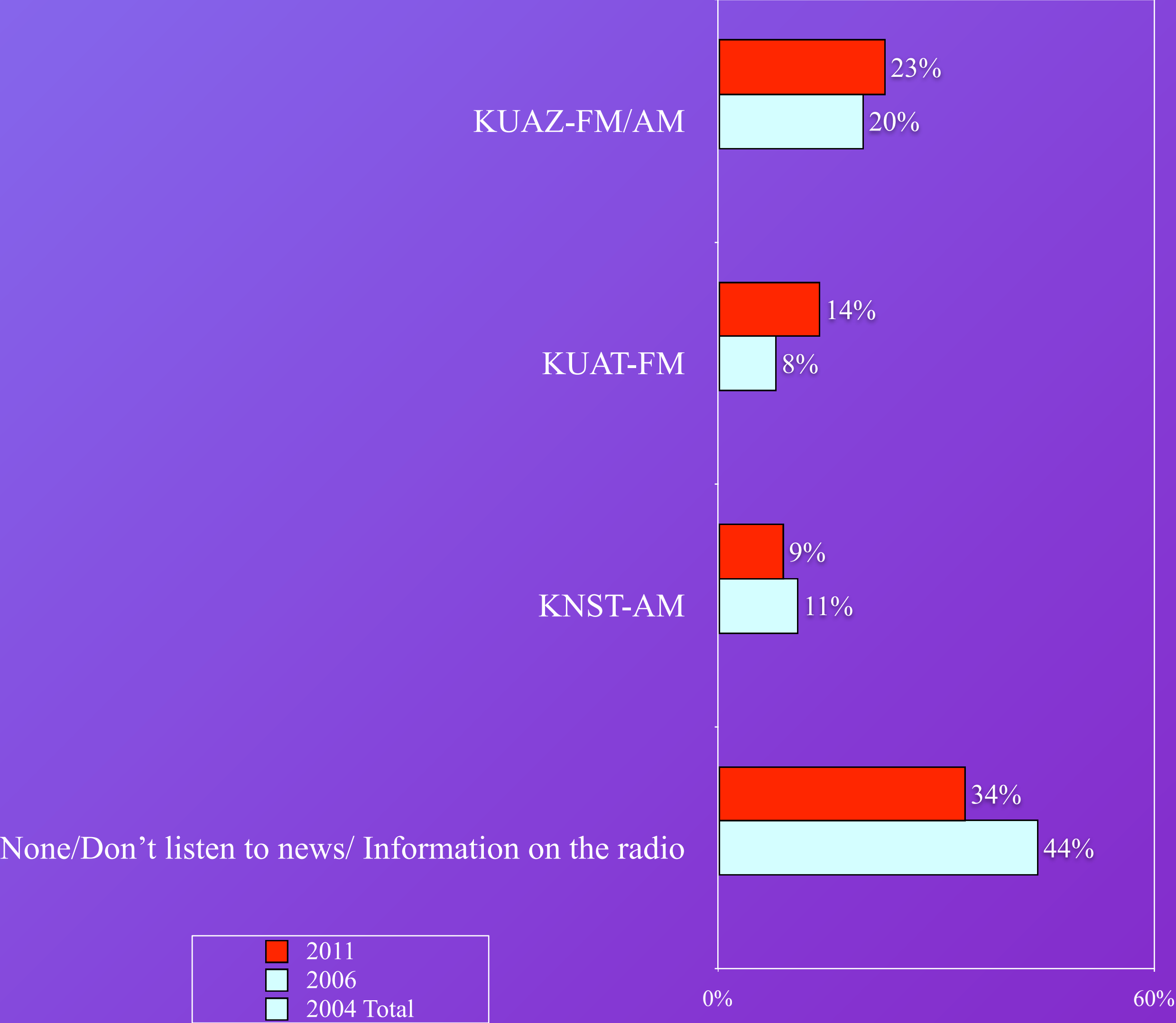
When asked to mention the channel number they associate with various television and cable networks/channels, the strongest correct channel number association is for PBS and Channel 6 (84% correct association, up from 81% in 2006).



# Favorite Music Radio Station



# Favorite News/Information Radio Station



## Methods of referral to favorite music station:

- KUAT-FM: “KUAT” (29%, down from 63%), “90.5” (20%, up from 15%), “Classical 90.5” (19%, up from 6%), “NPR” (14%, up from 1%).
- KUAZ-FM/AM: “89.1” (34%, up from 17%), “NPR” (28%, down from 34%), KUAZ-FM (14%, up from 10%), “KUAZ” (7%, down from 31%).

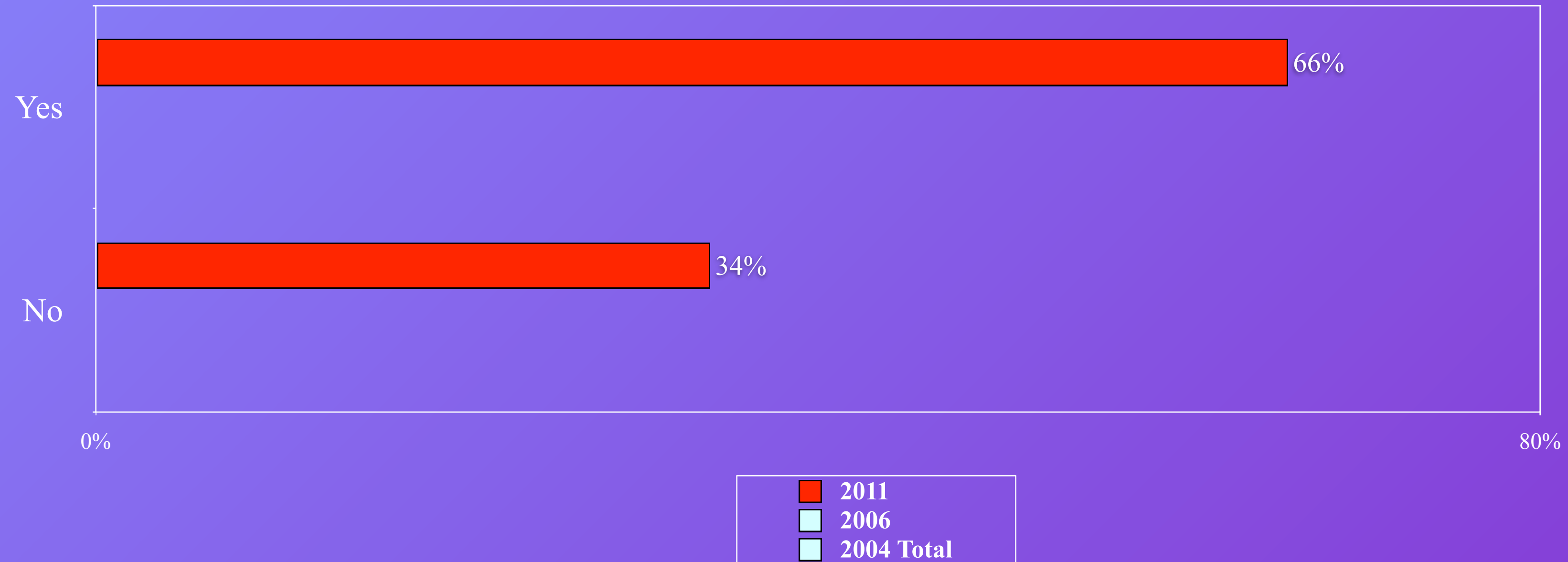
## Methods of referral to favorite news/information station:

- KUAZ-FM/AM: “89.1” (39%, up from 14%), “NPR” (26%, down from 38%), “KUAZ” (14%, down from 22%), “KUAZ-FM” (8%, down from 11%), “Arizona Public Media” (5%).
- KUAT-FM: “NPR” (36%, up from 13%), “KUAT” (32%, down from 52%), “90.5” (unchanged at 9%), “89.7” (unchanged at 9%).

- Those who listen to Public Radio at least infrequently do so for the “news and information programs” that are perceived to be “in-depth” and “balanced,” with a variety of topics and “quality of the programs” in general.
- Those who watch Public Television typically appreciate the “higher quality programming” that is “intelligent” and/or “educational,” including *Masterpiece Theater*, *Antiques Roadshow*, *Arizona Illustrated*, *Nova* and “British comedies.”
- “News” is also mentioned, including “not biased,” “in-depth coverage.”



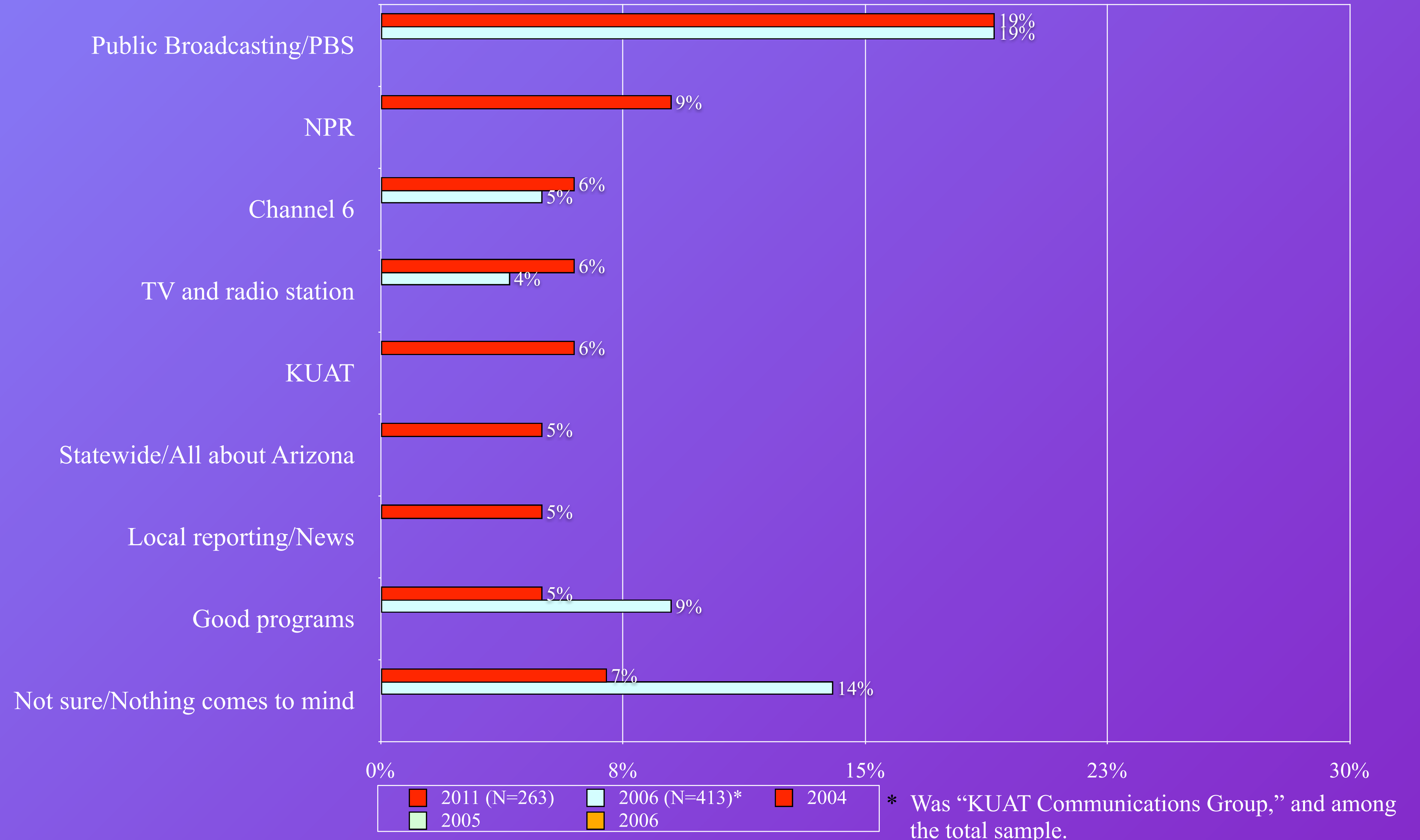
## Awareness of Arizona Public Media



Two-thirds are aware of Arizona Public Media, including nearly nine of ten current Public Broadcasting members (87%).

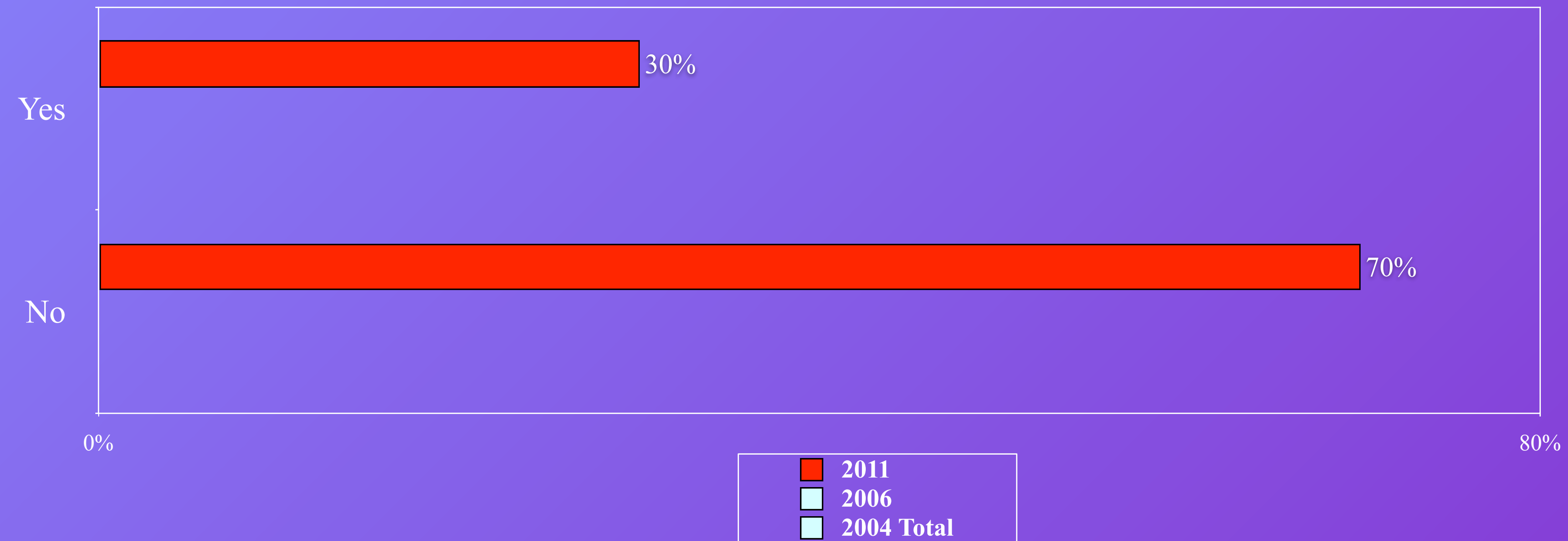
# Top-of-Mind Images and Associations of Arizona Public Media

## (Among Those Aware of Arizona Public Media)



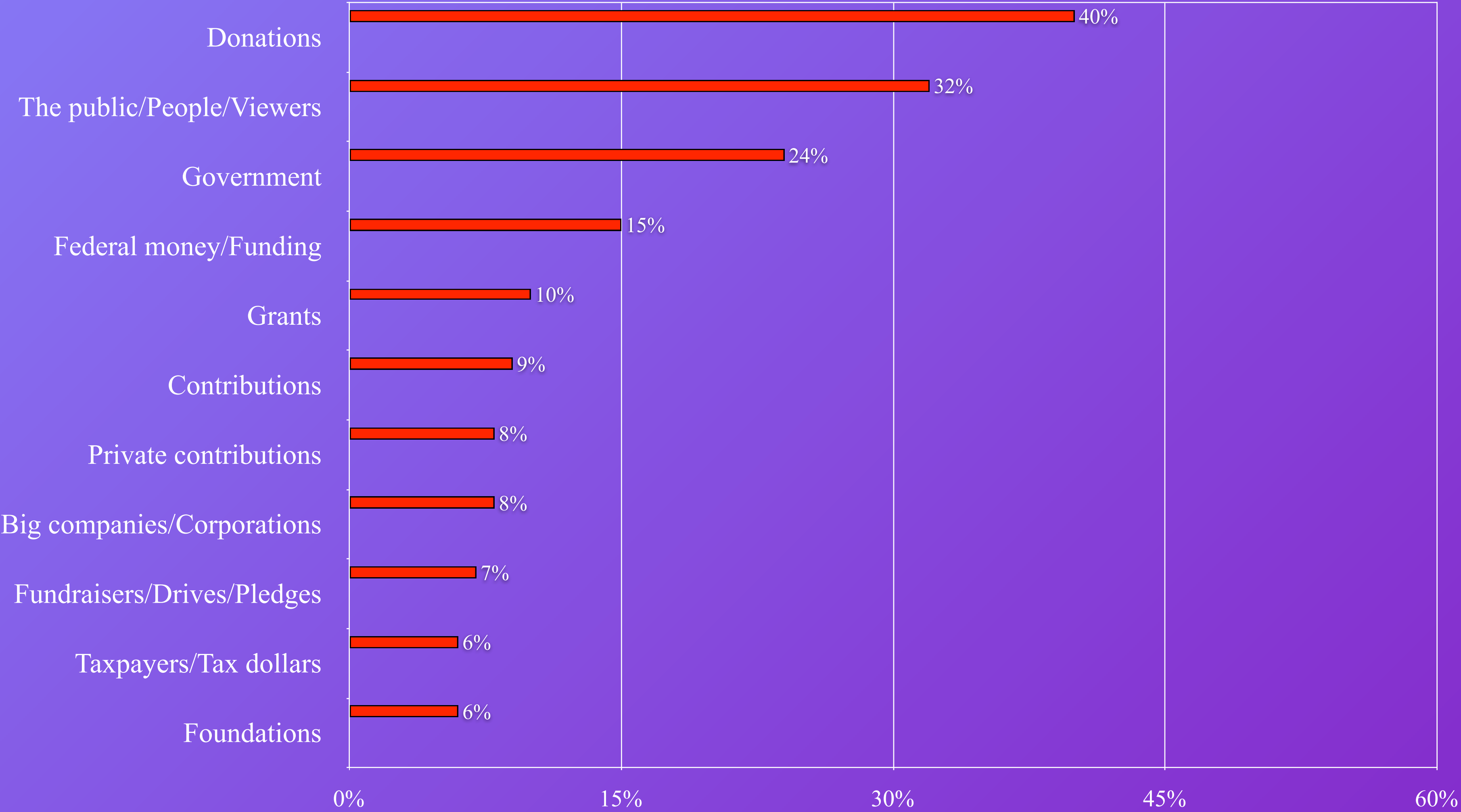
From Table 11

## Visitation of Arizona Public Media Website (Among Those Aware of Arizona Public Media)



Three of ten aware of Arizona Public Media have visited the group's AZPM.org website.

# Perception of How Public Broadcasting Is Funded



2011

2006 (N=413)\*

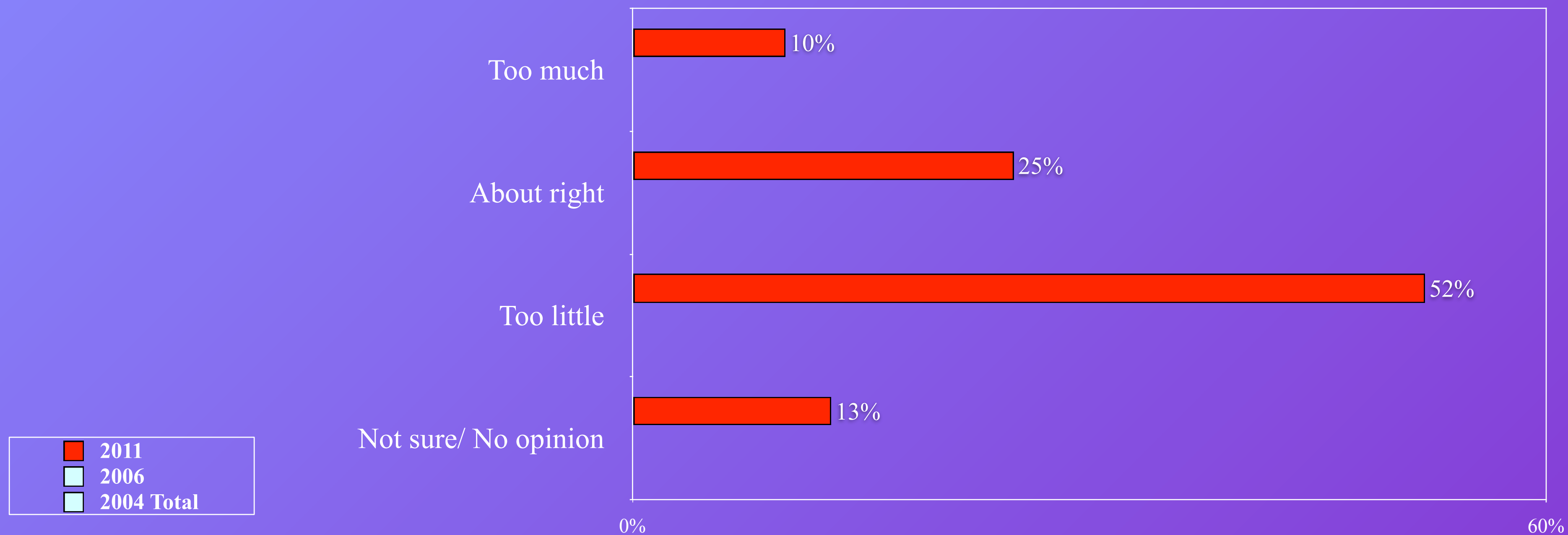
2004

2005

2006

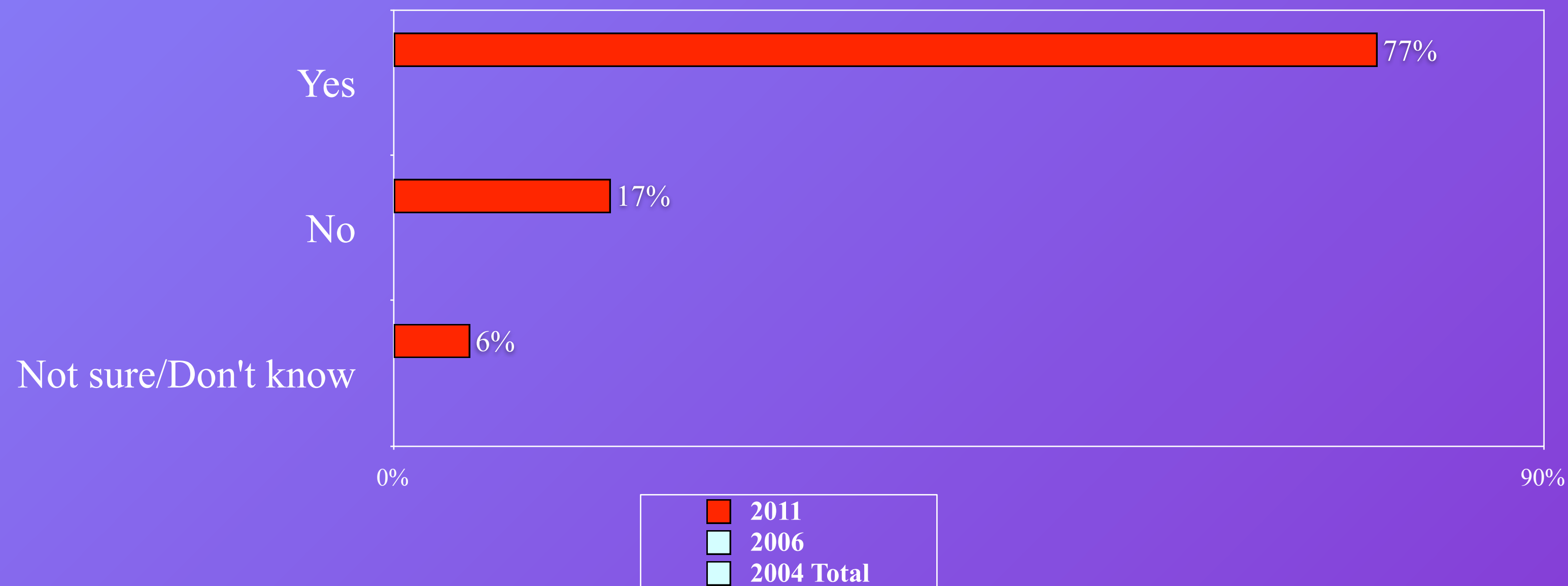


## Evaluation of Federal Funding for Original Locally-Produced Public Broadcast Programming



When told that “the Federal government provides \$1.30 per person per year for original locally-produced public broadcast programming,” the majority (52%) indicate that is “too little” funding.

## Support for Continuing Federal Funding for Original Locally-Produced Public Broadcast Programming



Nearly eight of ten support continuing Federal Funding (77%) – varying based on political orientation: more than nine of ten Democrats (93%), Liberals (93%) and Progressives (95%) support it, while most Conservatives do not (54%). Twice as many Republicans support funding (65%) than not (32%). Independents are similar to overall patterns (75% support/21% do not).

## *Executive Summary*

### 1. **KUAT Television Branding Analysis –**

- There has been a dramatic drop in referral to KUAT by its call-letters since 2006. As with commercial network programs, channel number or network affiliation (PBS) are much stronger top-of-mind station “identities.”
- Only 6% do not watch Public Television. Seven of ten watch weekly, including one-third who tune-in daily.
- Those who watch Public Television typically appreciate the “higher quality programming” that is “intelligent” and “educational,” including *Masterpiece Theater*, *Antiques Roadshow*, *Arizona Illustrated*, *Nova* and “British comedies.” “News” is also mentioned, including “not biased,” “in-depth coverage.”



## 2. News/Information Radio Listenership and Methods of Identification –

- NPR: KUAZ-FM/AM remains the clear leader in terms of preferred radio listenership for news and information (23%, up from 20%). The primary method of identification is digital frequency (39% mention “89.1,” up significantly from 14%), followed by “word” referrals: “NPR” (26%, down from 38%) or the KUAZ call-letters (24%, down from 38%).
- Classical: Compared to 2006, KUAT-FM has some increased news and information preference (14%, up from 8%) – identified primarily as “NPR” (36%, up from 13%) or “KUAT” (32%, down from 52%).
- It is clear that the KUAT “brand” has declined significantly. Meanwhile, KUAZ has increased in “top-of-mind” referral – as has the identity of “AZ Public Media.”

### 3. Arizona Public Media Website Usage –

- Only 30% of those familiar with Arizona Public Media have ever visited the website. This translates to 20% of the entire sample, including only 3% of the random audience.
- Importantly, there is a strong, direct relationship between website visitation and membership – none of the non-members familiar with Arizona Public Media have visited the website, compared to 13% of lapsed members and 40% of current members.

#### 4. **“Arizona Public Media” Imaging and Branding Associations –**

- Two-thirds indicate that they have heard of Arizona Public Media. What does it mean? The most common response is “Public Broadcasting” or “PBS” (as was the case for “KUAT Communications Group” in 2006). Other top-of-mind associations relate to “NPR,” Channel 6, Public Radio and/or Public Television.
- Some (especially non-members) relate “Arizona Public Media” to “local” or “news from Arizona.” There are also several references to “educational” or “quality” programs or programming.



**5. Arizona Public Media:** Efforts to unify under the Arizona Public Media name have been successful in a short period of time.

- The intentional shift away from call letters (KUAT/KUAZ) to iconic brands and station locations (PBS Channel 6, NPR 89.1 FM, and Classical 90.5 FM) will properly position the organization for the future.



# Management Report

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# Management Report



## AZPM FY'11 Annual Report

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[www.azpm.org](http://www.azpm.org)

*"...Bringing People  
and Ideas Together."*

FISCAL YEAR 2011 ANNUAL REPORT

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# Management Report

## Audience and Content Development

### TV

#### *July TV Sweeps*

- Whole Week GRPs +19%; 40.3% better than nat'l average
- Primetime +9%; 88.1% better than nat'l average; Rank #1 nationally
- Strong viewing frequency overall.
- **CreateTV** Whole Week GRPs +77%; Primetime +93% over July 2010.
- **PBS Kids** Primetime cume +100% (unduplicated audience)

*"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."*

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# Management Report

## Audience and Content Development

- New Media:
  - **Facebook** +53% from FY'10
    - Average user views AZPM 4/day
    - Monthly average 139,682 views; tops among public media in AZ
    - Appeals to: females (58%) males (38%)
    - Top 3 demo groups: 25-34; 35-44; 55+ year olds

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# Management Report

## Audience and Content Development

- New Media:
  - **Twitter** @azpmnews has nearly 2200 followers, +22.5% since May.
  - Political Buzz, our new blog, went public in mid-August & had 950 page views for the month.
  - Most popular features of website are the TV & radio schedules.

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# Management Report

## Audience and Content Development



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# Management Report

## Audience and Content Development

### ***In-production***

- Navajo Solar (for 4/2012)
- Political Forums (fall 2011)
- UA Journal v2.0 (by Jan. 2012)
- Jan. 8 Anniversary
- Wild Arizona (funding pilot)

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# Management Report

## Financial Responsibility and Sustainability

- Underwriting (through 8/31)
  - \$227,463 contracts +38% over FY'11
  - Average contract value for FY'11 \$2,734; FY'12 \$3,115 (+14%)
- Membership
  - Number of members +4% from FY'10
  - Net revenue +2.6% from FY'10
  - Membership cash Actual FY'10 vs. Actual FY'11 +9.6%
  - Return on Investment +12.3% from FY'10

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# Management Report

## Financial Responsibility and Sustainability

### Major Gifts

- Target Analytics investment
- Identify wealth indicators for bulk of member file.
- Target prospects within our current donor base
- Strategically focused major gifts effort

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# Management Report

## Developing Our People and Our Culture

- Admin remodel almost complete; JG/LM to MLB 3x; Harvill Bldg. 2x/wk.
- Several construction projects in planning stages
- Staff performance standards and evaluation processes complete
- October 1 midpoint evaluation for all staff
- Staff/volunteer surveys complete: establishing baseline for “culture”

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# Management Report

## Strategic Partnerships Centered on Original Content Production

### Outreach/Engagement:

- New leadership with Chair, Jennifer Casteix
- This year's committee will meet soon to determine annual goals
- Upcoming events include StoryTime events with the UA Bookstore & PBS Characters
- Hispanic Alumni Dinner

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# Management Report

## Strategic Partnerships Centered on Original Content Production

New revenue generating partnerships this year

- Center for Creative Photography
- Radio production for Native American public service announcements

New contest generating partnerships:

- Classical Concert for Sept. 11 Anniversary: Remembrance and Renewal

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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 upgrade: comprehensive radio upgrade
- *GP Dynamics* (Microsoft financial software product)
- Staged capital plan developed FY'11-FY'15
- FY'12 Capital Budget = \$830K

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# Management Report

## Production Opportunity

- Future of *Arizona Illustrated*. *Arizona Horizons* (w.t.)
- Co-production opportunity with KAET Chanel 8 in Phoenix
- Connect studios with Cox fiber
- Host in PHX; guest in both locations
- Friday program unique: Roundtable
- Cap costs for AZPM; improve experience for viewers; allow AZPM to do more.
- Feedback sought

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# Other Business

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# Other Business

- CAB News web pages  
<http://about.azpm.org/cab.news>
- CAB Committee Assignments
- Meeting Evaluations
- Other Business (from the floor)

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HOME TV RADIO ON DEMAND PLAY PBS ORIGINALS EDUCATION COMMUNITY ABOUT SUPPORT

People Community Advisory Board Jobs Financials Public File Contact Pressroom Production Services

About » Community Advisory Board » CAB News

Search Arizona Public Media About Search

### CAB News

#### 3.3.2011 CAB Meeting Slides

(0)  
Mar 31, 2011  
Slides from the 3.3.11 CAB meeting are attached

#### 1.20.2011 Slides

(0)  
Mar 31, 2011  
The slides from the 1.20.11 CAB meeting are attached

#### 1.20.2011 CAB Meeting Minutes

(0)  
Mar 31, 2011  
Minutes from the 1.20.11 CAB meeting are attached

#### Welcome to the CAB website

(0)  
Mar 30, 2011  
Up and Running

conduit: dynamicpicker pickertemplate

### About the Board

The Arizona Public Media® Community Advisory Board is composed of citizens who represent the diverse interests of the communities served. The board advises Arizona Public Media® Radio and Television station management on a wide variety of issues relating to southern Arizona public broadcasting.

To learn more about how you can get involved with Arizona Public Media® and help us become an even more vibrant part of the Southern Arizona community, [e-mail a Board member](#) and one will contact you to discuss how you can help.

Arizona Public Media® employs an [open meeting policy](#) whereby interested members of the public are welcome to attend. The board meets five times each year.

You may send your questions or concerns to the Arizona Public Media Community Advisory Board at any time through the [CAB Contact form](#). Comments received will be sent to the chair of the Community Advisory Board. Management will ensure that your message is presented to the Executive committee of the CAB at its next regular meeting. The Executive Committee may include your issue or comments as an agenda item at an upcoming meeting of the full CAB. You will be notified via email at the disposition of your issue. Thank you for your interest in Arizona Public Media.

### Meeting Schedule

Today May 1 – 7, 2011 Week Month Agenda

	Sun 5/1	Mon 5/2	Tue 5/3	Wed 5/4	Thu 5/5	Fri 5/6	Sat 5/7
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							

# Other Business

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- *Next CAB Meeting: November 17, 2011  
11:45 lunch; 12 noon agenda  
UA Foundation Annex  
1125 N. Vine Street (Vine and Helen)*

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# Adjourn

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# ARIZONA PUBLIC MEDIA®

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## COMMUNITY ADVISORY BOARD

*"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."*