

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Annual Meeting

May 10, 2012

Call to Order

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COMMUNITY ADVISORY BOARD

AZPM: The Fiscal Year in Review...

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COMMUNITY ADVISORY BOARD



Welcome and Introductions

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COMMUNITY ADVISORY BOARD

Welcome and Introductions

Jaime Gutierrez,
UA Vice President, External Relations

Emeritus CAB Members:

Judith Brown

Dan Cavanagh

John Escher

Andrew Greeley

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COMMUNITY ADVISORY BOARD

Management Report

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COMMUNITY ADVISORY BOARD

Management Report

Radio

Audience and Content Development

Winter Survey Results

- *Classical 90.5* gained 7.7% in audience share from Winter 2011 to 2012. Weekly Cume (unduplicated audience) increased 2.6% for the same period.
- *NPR 89.1* market share was 5.2%. Very good performance and on par with best performance.
- *NPR 89.1* Share increased 6.8% over the last four periods and Weekly Cume (unduplicated audience) rose by 2.2%.

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Management Report

Television

Audience and Content Development

- *KUAT6* continues to outperform PBS national average. Ranked among the top ten PBS stations nationally for Prime Time Audience and Cumulative (unduplicated) audience.
- February Sweeps indicates audience growth of 13% over February 2011. Prime Time Cume +12%; Full Week +4%
- Top programs: #1 *Masterpiece "Downton Abbey"*
#2 *Keeping Up Appearances*
#3 *Antiques Roadshow*
#4 *As Time Goes By*
#5 *Hollywood at Home*
 "One Flew Over the Cuckoos Nest"

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Management Report

Television

Audience and Content Development

- *PBS Kids*: +3% Full Week viewing.
- *ReadyTV*: +117% Full Week viewing; +40% Prime Time viewing; second measurement since changeover.
- May sweeps through May 23rd.
- TV continues to meet or beat +5% growth goal set in Strategic Plan.

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Management Report

New Media

Audience and Content Development

AZPM primary page (Jan. 1 - April 30)

- Total “likes” +3.88%
- Average Visits: 47% visit 1x/day;
20% visit 8-10x/wk+; 33% visit 21x/wk+
- Females 60%; males 38%
- Top demo groups: 25-34 & 35-44 (tie); 55+; 45-54.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®). The logo is set against a dark blue background.

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Management Report

New Media

Audience and Content Development

AZ Week (Jan. 1 - April 30)

- Total “likes” +6%
- *AZ Week*’s total weekly reach +17%

UA+ (launched 2/25) 100% Volunteer supported

facebook®

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COMMUNITY ADVISORY BOARD

Management Report

New Media

Audience and Content Development

@AZPMnews

- +6.2% followers since March 2012; +80.4% since April 2011
- +184% Original Tweets April 2012 vs. April 2011



@UAPlus

- Soft-launched Feb. 28
- 22 Followers to date

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Management Report

New Media

Audience and Content Development

AZPM.org (April 2012 vs. 2011)

- Visits +21%
- Unique Visitors 22%
- Page views +22%
- Original News and Feature Stories
 - 214 posts April 2012
 - 96 posts April 2011
 - Growth = +118%



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Management Report

New Media

Audience and Content Development

AZPM *You Tube* Channel

- Soft-launched March 27th
- Total video views: 11,167
- Populated with:
 - *Arizona Week* (4 videos)
 - *Arizona Illustrated* (13 videos)
 - *UA+* (12 videos)



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Management Report

In-production

Audience and Content Development

- *Arizona Illustrated* (summer revamp; new host(s); post-election relaunch)
 - Science/Technology/Health & Wellness
 - Nature & Environment
 - Business & Politics
 - Arts & Culture
 - Political Roundtable
- **AZPMnews.org** and **azpm.org** (post-election re-launch)
- **AZdatebook.org** (coding this summer; launch by September 30th)

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COMMUNITY ADVISORY BOARD

Homepage

AZDATEBOOK
community events on your time.

Wednesday
February 1st, 2012

SEARCH

SPOTLIGHTS

TODAY



2012 Marathon Run in Tucson, AZ
description text
www.urladdress.com

TOMORROW



2012 Marathon Run in Tucson, AZ
description text
www.urladdress.com

NEXT WEEK



2012 Marathon Run in Tucson, AZ
description text
www.urladdress.com

FEB 2012

MAR 2012

APR 2012

M	T	W	T	F	S	S
-	-	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	-	-	-	-

NARROW YOUR SEARCH

WHAT

☐ Theatre

☒ Arts

☐ Museum

☐ Music

☐ Film

☐ Select All

WHERE

☐ 5 mi

☒ 10 mi

☐ 15 mi

☐ 20 mi

☐ 30 mi

☐ 40 mi

☐ 50 mi

WHEN

☐ Monday

☐ Tuesday

☐ Wednesday

☐ Thursday

☐ Friday

☐ Saturday

☐ Sunday

☒ Select All

in partnership with

ARIZONA THEATRE COMPANY
THE STATE THEATRE

Tucson Botanical Gardens

ARIZONA PUBLIC MEDIA
QTV 10.1

THE UNIVERSITY OF ARIZONA

THE UNIVERSITY OF ARIZONA POETRY CENTER

TSO
TUCSON SYMPHONY ORCHESTRA

***** THEODORE PING
ARTS COUNCIL

CUA
COLLEGE OF FINE ARTS

DESERT MUSEUM

Arizona State Museum
THE UNIVERSITY OF ARIZONA

THE HOUSE OF MACHINES

THE LOFT CINEMA

UAMA
THE UNIVERSITY OF ARIZONA MUSEUM OF ART & ARCHIVE OF VISUAL ARTS

Tohono Chul Park
NATURE, ART, CULTURE

FOX
TUCSON THEATRE

DOWNTOWN TUCSON

TUCSON MUSEUM OF ART
AND HISTORIC BLOCK

children's
museum tucson

REID PARK ZOO

PIMA AIR & SPACE MUSEUM

saqaca
SOUTHERN ARIZONA ARTS & CULTURAL ALLIANCE

moca

UA
PRESENTS

BALLET TUCSON

CENTER FOR CREATIVE PHOTOGRAPHY
AT THE UNIVERSITY OF ARIZONA LIBRARIES

SEARCH



SPOTLIGHTS

TODAY



2012 Marathon Run in Tucson, AZ

description text

www.urladdress.com

TOMORROW



2012 Marathon Run in Tucson, AZ

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NEXT WEEK



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FEB 2012

MAR 2012

APR 2012

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FEB 2012

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FEB 2012

MAR 2012

APR 2012

M	T	W	T	F	S	S
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NARROW YOUR SEARCH

WHAT

☐ Theatre ☒ Arts ☐ Museum ☐ Music ☐ Film ☐ Select All

WHERE

☐ 5 mi ☒ 10 mi ☐ 15 mi ☐ 20 mi ☐ 30 mi ☐ 40 mi ☐ 50 mi

WHEN

☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday ☐ Saturday ☐ Sunday ☒ Select All

☐ Theatre ☒ Arts ☐ Museum ☐ Music ☐ Film ☐ Select All

WHERE

☐ 5 mi ☒ 10 mi ☐ 15 mi ☐ 20 mi ☐ 30 mi ☐ 40 mi ☐ 50 mi

WHEN

☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday ☐ Saturday ☐ Sunday ☒ Select All

in partnership with



Event page

EVENT

MORE ON THE VENUE

LIVE MUSIC

Saturday 9pm | April 7th, 2012

\$12



Event Headline

Construction began on what was to be called the Tower Theatre at Congress and Stone on August 24, 1929. The theatre was to be the crown jewel in the Diamos Brothers' Lyric Amusement chain of theatres throughout Southern Arizona. By late September of the same year, the Fox West Coast Theatre chain had acquired the property along with the others in the Lyric chain, and the Tower became the Fox. Originally budgeted at \$200,000, the theatre would eventually cost \$300,000 including furnishings. Designed as a dual vaudeville/movie house, the Fox featured a stage, full fly-loft, and dressing rooms beneath the stage. The combined effects of "talkies" and the Depression limited the opportunities for live performance, and the dressing rooms were never completed.

Opening night, April 11, 1930, proved to be the biggest party the small community of Tucson had ever seen. With Congress Street closed and waxed for dancing, four live bands, a live radio broadcast and free trolley rides Downtown, the party was one not to be missed. Those lucky enough to have bought tickets in advance—3,000 or so people—enjoyed the show inside as well as out. The film "Chasing Rainbows," a MovieT-one short, and a Mickey Mouse cartoon were well received by both audiences that evening, and the Fox Theatre began its 40 year life as the center of Tucson's entertainment world.

Competition from other venues, drive-ins and television conspired to end the run of popularity the Fox had enjoyed. Partial remodels of the theatre left it with most of its original charm, but vanishing retail and housing Downtown spelled the end in 1974. Various efforts to revive the theatre were unsuccessful, but luckily the property was spared the wrecking ball. Hidden from the view of the public for more than 26 years, the grand theatre was never forgotten by its former patrons. It lives in their memories, awaiting a time when Tucson will embrace their history and bring back the Fox.

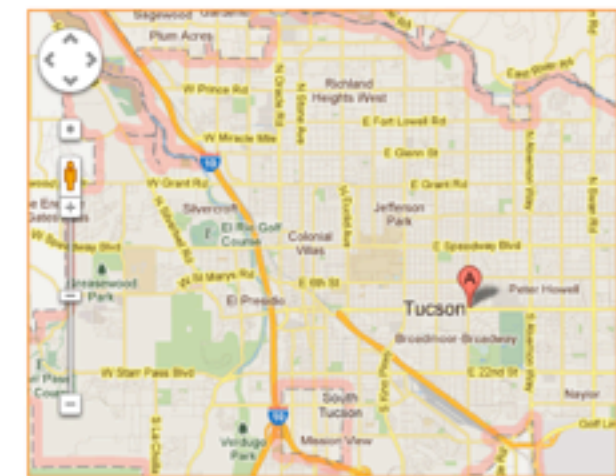
CONTACT



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Box Office & Address:
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Weekends -- 2 hours prior to each performance



SIMILAR EVENTS

The Loft Cinema
Arizona Theatre Company
Museum of Contemporary Art
Ballet Tucson

www.foxtucsontheatre.org

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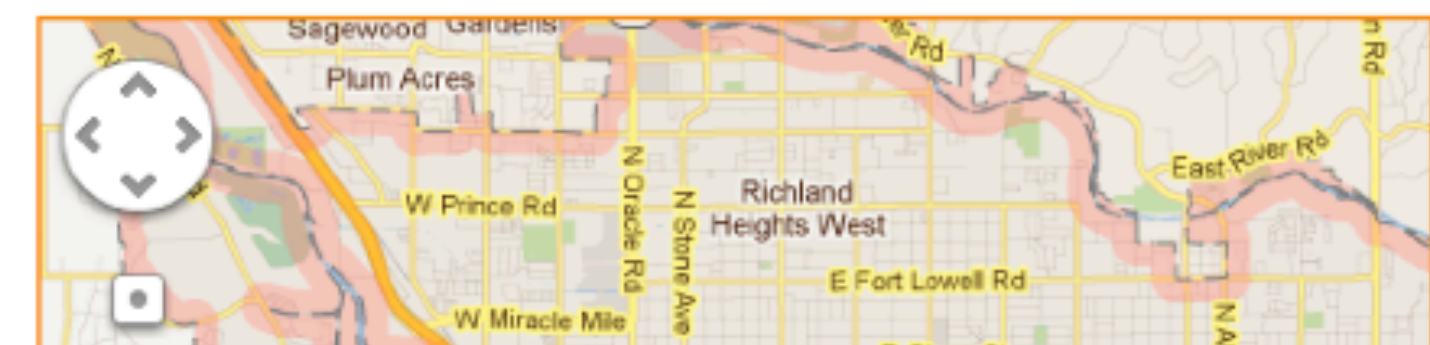
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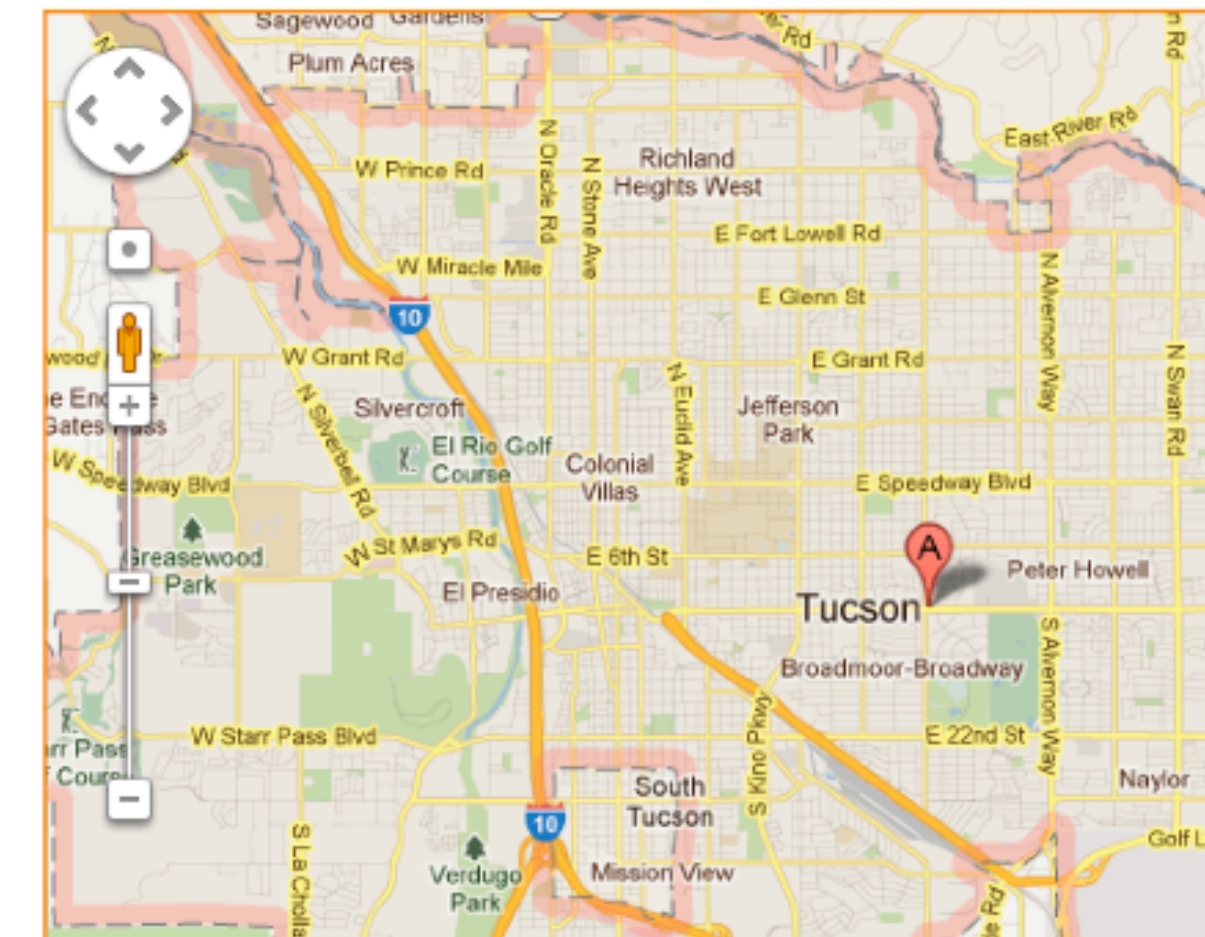
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Museum of Contemporary Art
Ballet Tucson

Venue page

VENUE



17 West Congress Street
Tucson, AZ 85701
www.foxtucsontheatre.org

SHOW LIST



HOP
A Benefit for Casa de los Ninos
Saturday, April 7, 3pm
Tickets to the screening of the animated film, HOP! benefits Casa de los Niños. Casa de los Niños offers a variety of programs designed to prevent child abuse and to care for children who have already been abused. Our Crisis Shelter is a safe haven for abused, neglected and at-risk children under the age of 12. Our 100-plus foster homes care for more than 140 children. These and other programs make a difference in the lives of Tucson's children... every day of the year!



UA Steel
Saturday, April 14, 7pm
Free Admission, in conjunction with Downtown Second Saturdays

The University of Arizona Steel Band program is comprised of two steel bands, UASteel and Blue Steel. The steel band program was founded in 1987 by Professor Gary Cook and then doctoral student, Jeanne Perry. Born from a small group of personal steel drums, the band now has over 50 instruments and involves students from across the campus. Eric Hines is the current Director of the UA Steel Band program.



Top Hat
Sunday, April 15, 2pm
101min. Directed by Mark Sandrich, 1935.
Starring Ginger Rogers and Fred Astaire.
This screwball musical and romantic comedy features songs and lyrics by Irving Berlin.



The Golden Dragon Acrobats
Tuesday, April 17, 7:30pm
The Golden Dragon Acrobats represent the best of a time honored tradition that began more than twenty-five centuries ago. The Golden Dragons are recognized throughout the United States and abroad as the premiere Chinese acrobatic touring company of today.

The reputation of the company is solidly rooted in a commitment to the highest of production values and an attention to artistic details that is unparalleled in the art form.



Baraka
Sunday, April 22, 2pm
Year: 1993
Director: Ron Fricke

Time-lapse photography transforms a fascinating array of scenic panoramas into a thought-provoking experience. No dialogue, but the captivating visuals, shot in 24 countries, are a feast for the eyes. Points of interest include Iguazu Falls in Argentina, Ayers Rock in Australia, the temples of Angkor Wat in Cambodia, and the Grand Canyon. Also tours Auschwitz and the streets of Calcutta, in an effort to warn the viewer of the planet's fragility. Filmed in 70mm.



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ABOUT

The Fox Tucson Theatre Foundation was incorporated in July of 1999 and was formed for the express purpose of returning the theatre to the community. The Foundation is an Arizona 501(c)(3) non-profit organization formed out of the citizens group known as the Fox Theatre Revival Committee, which began looking at ways to save the theatre in 1997. This group was composed of people who wanted to see the theatre restored, and re-opened. The stated mission of the Foundation is the purchase, restoration, renovation, and operation of the historic Fox Tucson Theatre, located at 17 West Congress, in downtown Tucson, Arizona. The Foundation is guided by a professional staff and is overseen by a volunteer Board of Directors. For further information on the theatre, contact the Foundation office at 520-624-1515.

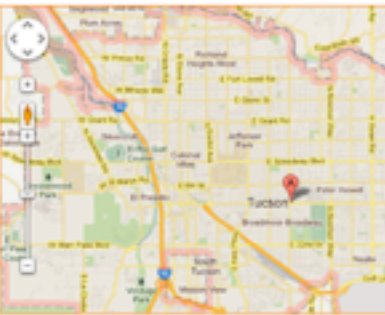
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VENUE SEATING



SIMILAR VENUES

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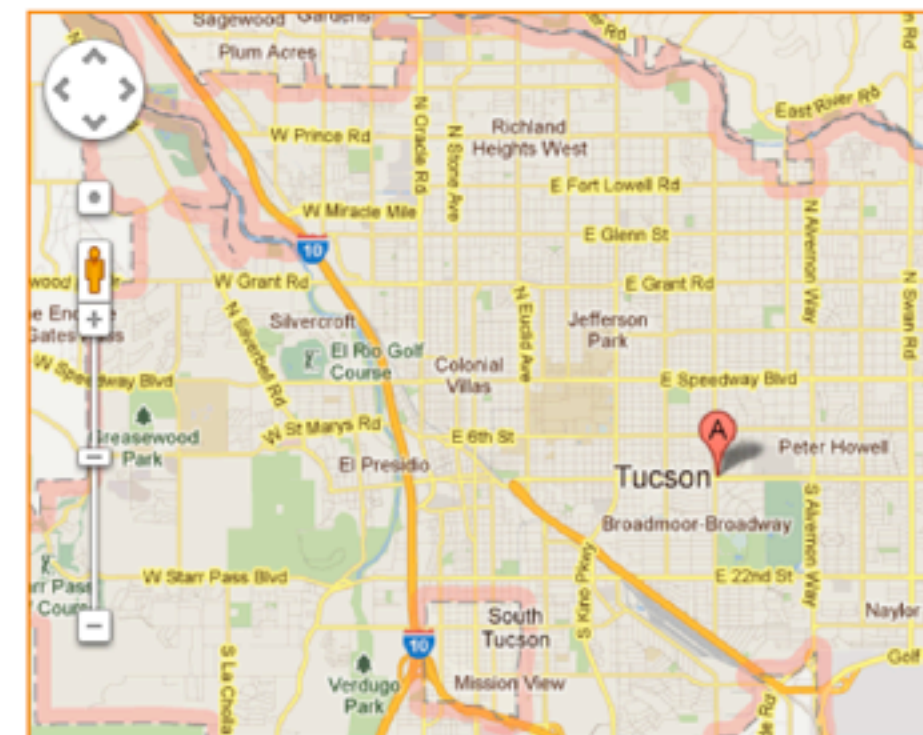
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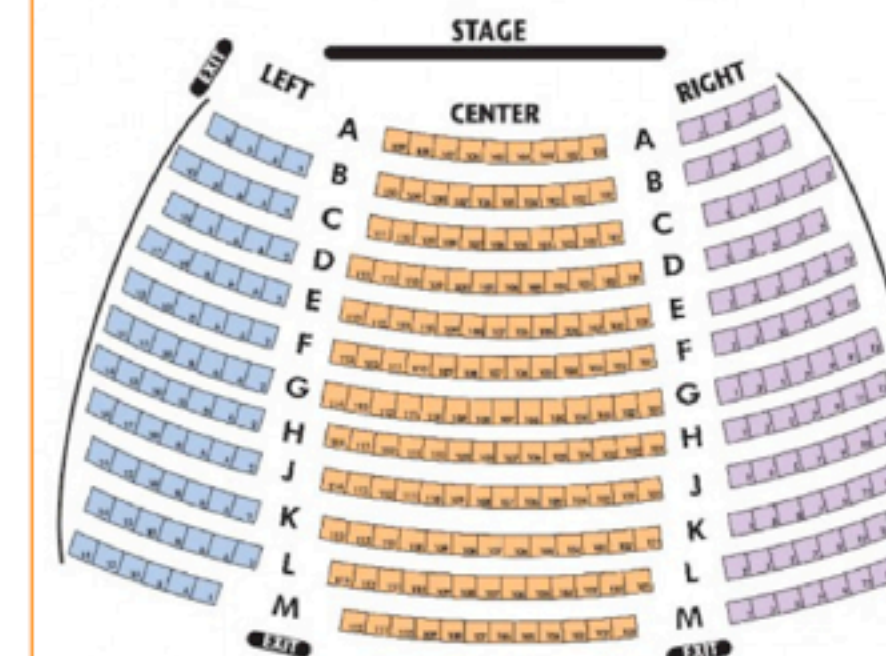


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VENUE SEATING



SIMILAR VENUES

The Loft Cinema
Arizona Theatre Company
Museum of Contemporary Art
Ballet Tucson

Management Report

In-production

Audience and Content Development

- **Wild West** (w.t.) <formerly **Wild Arizona**> (Fall 2012)
- **The Dust Bowl** (w.t.) (November 2012)

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COMMUNITY ADVISORY BOARD

Management Report

In-production

Audience and Content Development

- ***Wild West*** (w.t.) <formerly ***Wild Arizona***> (Fall 2012)
- ***The Dust Bowl*** (w.t.) (November 2012)
- Election Coverage ***Your Vote 2012*** (now - January 2013)

Dual Approach:

- *In-depth national, regional and local coverage of the major races and issues.*
- *Promotional Campaign (to get out the vote)*

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Dual Approach:

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- *Promotional Campaign (to get out the vote)*
- *How the CAB can help: suggest participants*

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Management Report

Financial Responsibility and Sustainability

Underwriting (through 4/30)

- Cash: no change over FY'11; YTD -4.7% to FY'12 budget)
- Contracts Written +13.3% over FY'11; -9.4% YTD budget

Membership (through 4/30)

- Number of members: <1% diff from FY'11
- Membership cash (Actual FY'11 vs. FY'12) -2%

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COMMUNITY ADVISORY BOARD

Management Report

Financial Responsibility and Sustainability

Major Gifts (through 4/30) Cash: 84.5% to FY'12 goal. On target.

- Interim MG Plan in place.
- GM will continue as Chief Development Officer.
- Two finalists identified for Director of Development.
- Associate Director of Development position opened.
- First Director named by May 25 for July 1 start.

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Management Report

Developing Our People and Our Culture

- Staff Advisory Council being formed: various disciplines
- Model after other successful UA programs (Jennifer)
- Staff annual giving program: membership (Pamela)
- ID strategies to improve cultural environment (Eugenia)
- Reorganized administration with HR reporting to GM
- Training opportunities: Voice Coach at AZPM this week

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Management Report

Strategic Partnerships Centered on Original Content Production

- Fee-for-service work continues at CCP
- **Masterpiece** “*Sherlock*” preview event at CCP
- **Angelina Ballerina** event at UA Bookstore
- **Preview** revised and relaunched



Management Report

Developing the Best Use of Technology

- Site survey work in Pima, AZ for KUAE-FM 107.1 <new>
- New Media/IT area complete
- Radio automation upgrade underway
- RFP: new audio boards/routing for radio
- Studying radio production space options for FY'13
- WARN Grant: MLB UPS/Generator
- Facility Committee Needed: Experienced with facilities planning, financing and construction.

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Management Report

Questions ?

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Consent Agenda

(pages 2 - 9 of agenda)

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COMMUNITY ADVISORY BOARD

Committee Reports

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COMMUNITY ADVISORY BOARD

Committee Reports

Community Engagement Committee
Jennifer Casteix, *Chair*

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COMMUNITY ADVISORY BOARD

Committee Reports

Community Engagement Committee

Outreach/Engagement:

- Technology Test Party
- *Tucson Values Teachers*
- *Masterpiece Mystery*
- *Angelina Ballerina*
- Will now develop presence for Science Sundays at Tucson Children's Museum 1x per month
- Next meeting July 10th

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COMMUNITY ADVISORY BOARD

Committee Reports

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

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COMMUNITY ADVISORY BOARD

Committee Reports

Development Committee

- In-Home Events:
 - March 24: Cristie Street “Kids/Education”
 - April 18: Chinese Cultural Center
 - May 2: Carolyn Kemmeries
 - 12-16 In-home events planned for 2012-13
 - 6 *Behind-the-Scenes* Breakfasts
- Recruitment: Meeting Development Director Finalists Tomorrow

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COMMUNITY ADVISORY BOARD

Committee Reports

Financial Information Committee

Dave Iaconis, *Chair*

Cristie Street, *Reporting*

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COMMUNITY ADVISORY BOARD

Committee Reports

Financial Information Committee

Revenue of Third Quarter FY2011

- *Overall slightly below budget at 2.2%*
- *Membership on target with budget & 5% over PY*
- *Major & planned gifts had good 3rd qtr; major gifts remains under for the year.*
- *Production Services under by 15% & 11.4% from PY*
- *Underwriting under by 3.4%, but over 2.5% from PY*

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COMMUNITY ADVISORY BOARD

Committee Reports

Financial Information Committee

Expenses of Third Quarter FY2011

- *Overall below budget at 16.2% & 1.5% from PY*
- *Management continues to manage bottom line through expense control*
- *Capital grants under due to delay of projects.*
- *Personnel under by 6% due to delayed hiring of some new positions*
- *Program acq/dues under by 5%*
- *General operations under by 37% & 30% from PY*

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Committee Reports

Financial Information Committee

Overall bottom line is ahead of budget by \$1.3m

- *Timing issue with NPR Dues variance of \$170k*
- *Additional capital expenditure anticipated at \$200k by the end of the fiscal year*
- *Personnel variance of \$260k*

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Committee Reports

Financial Information Committee

Concern

- *Are we having to control expenses to levels that are affecting quality or services?*
- *Revenues in Major Gifts, Production & Underwriting need to climb in order to relieve expense pressure.*

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Management Response

- Big 3: Personnel, Program Rights (PBS, NPR, BBC, etc.), Capital
- Management is sensitive to concerns raised. Some expenditures purposefully delayed without significant adverse affects.
- Reduced strategic expenditures will slow the pace of growth. Indicators are positive: audiences are up; raising more private funds; building revenue building capacity.
- Managing the rate of growth and controlling expenses, especially new staff and production expenses will be critical for the immediate future.

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Committee Reports

Strategic Planning Committee
Eugenia Hamilton, *Chair*

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Committee Reports

Strategic Planning Committee

- *TAP I Outcomes (pie charts in agenda pages 15-17)*
- *April 30th: CAB Strategic Planning Committee Met*
- *May 10: Highlights from TAP II provided at CAB Annual Meeting (pages 18-25 in Agenda)*
- *Objectives unchanged; Tactical Action Plan (TAP) updated for the period April 1, 2012- September 30, 2013.*
- *September 20 CAB Meeting: First 5-month review of TAP II*

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Old Business

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Old Business

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Old Business

- *Nomination of CAB Officers for 2012-14*
 - *Chair*
 - *Vice Chair*
 - *Secretary*
- *Presentation of Slate of Candidates*

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COMMUNITY ADVISORY BOARD

Old Business

- *Nomination of CAB Officers for 2012-14*
 - *Chair*
 - *Vice Chair*
 - *Secretary*
- *Presentation of Slate of Candidates*
 - *Chris Helms, (current Vice Chair) for Chair*
 - *Eugenia Hamilton, for Vice Chair*
 - *Florencia De Roussel, for Secretary*

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Old Business

- *Recognition of Outgoing CAB Officers*
 - *Anne Maley, Chair*
 - *Jim Murphy, Secretary*



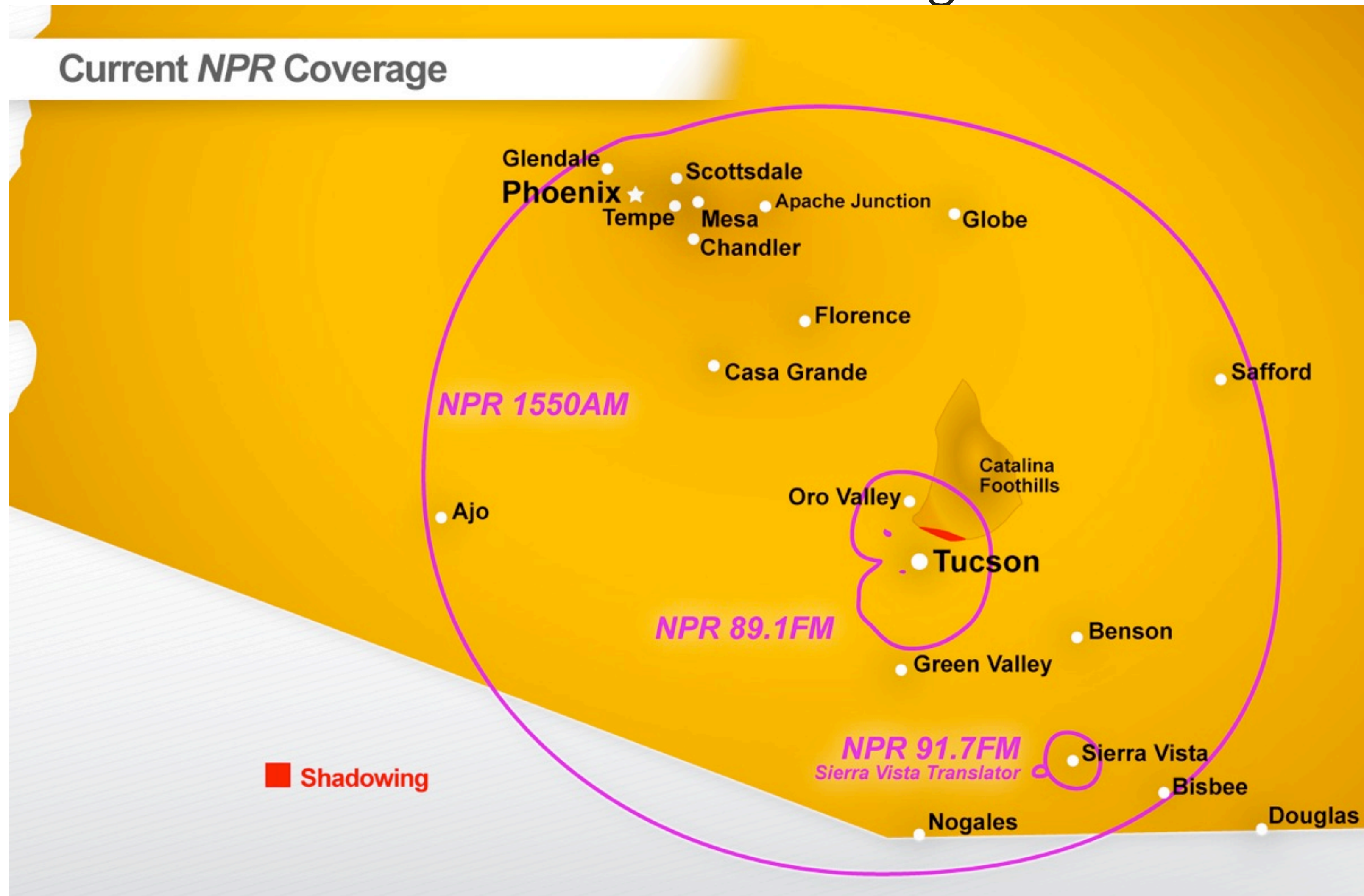
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Old Business

- *KUAZ-AM vs. KUAZ-FM Coverage*



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New Business

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New Business

Regulatory Changes

U.S. 9th Circuit Court of Appeals Decision (see page 26 of agenda)

DECISION RE: POLITICAL ADVERTISEMENTS ON NON-COMMERCIAL STATIONS

ISSUE: On April 12, 2012, the 9th Circuit Court of Appeals issued a ruling in a case originally filed nearly a decade ago that found unconstitutional the Communications Act prohibition on the broadcast of paid political and issue advertisements by non-commercial educational stations, including public broadcasters.

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New Business

- AZPM Policy:

“AZPM as a non-commercial public media organization and an operating unit of the University of Arizona will not accept or broadcast political ads and/or political underwriting spots. These include but are not limited to ads from political candidates, political parties, political action committees, or individuals/groups seeking to advocate for or against ballot initiatives. AZPM activities in these areas will be limited to providing balanced editorial content developed for AZPM’s news and public affairs programming.” Enacted: 4/13/12

- Motion to endorse AZPM management policy re: political ads.

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New Business

Regulatory Changes

Third-party Fundraising on Public Stations (see page 27 of agenda)

PROPOSED FCC RULES CHANGE RE: 3RD PARTY FUNDRAISING BY NON-COMMERCIAL EDUCATIONAL STATIONS

ISSUE: On April 27, 2012, the Federal Communications Commission proposed new rules that would, for the first time, permit non-commercial educational radio and television stations to air long form fundraising programs (such as telethons, pledge drives, auctions and other such programming that interrupts regular station programming) for the benefit of third party non-profit 501(c)(3) charitable organizations.

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New Business

- **AZPM Policy:**

“AZPM as a non-commercial public media organization and an operating unit of the University of Arizona will not accept or broadcast fundraisers, telethons or other long-form fundraising materials for other non-profits in order that we preserve the unique relationship AZPM has with its members and contributors. Management reserves the right to participate in large scale national or regional relief efforts to address a specific non-recurring recovery effort (e.g. 9/11 Relief Concert). AZPM programmatic activities will endeavor to provide coverage of local non-profit organizations and their financial challenges within the balanced editorial content in AZPM’s original programming.” Enacted: 4/30/12

- **Motion to endorse AZPM management policy.**

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New Business

For Consideration and Discussion: Moving the NPR program service to 90.5 FM and Classical Music to 89.1 FM.

- Strategic Business Considerations
 - Audience Reach and Revenue Growth Potential
 - Reach into PHX; Interstate-10 commute for AZPM audiences
 - Background:
 - Coverage Maps
 - Signal Reach

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New Business

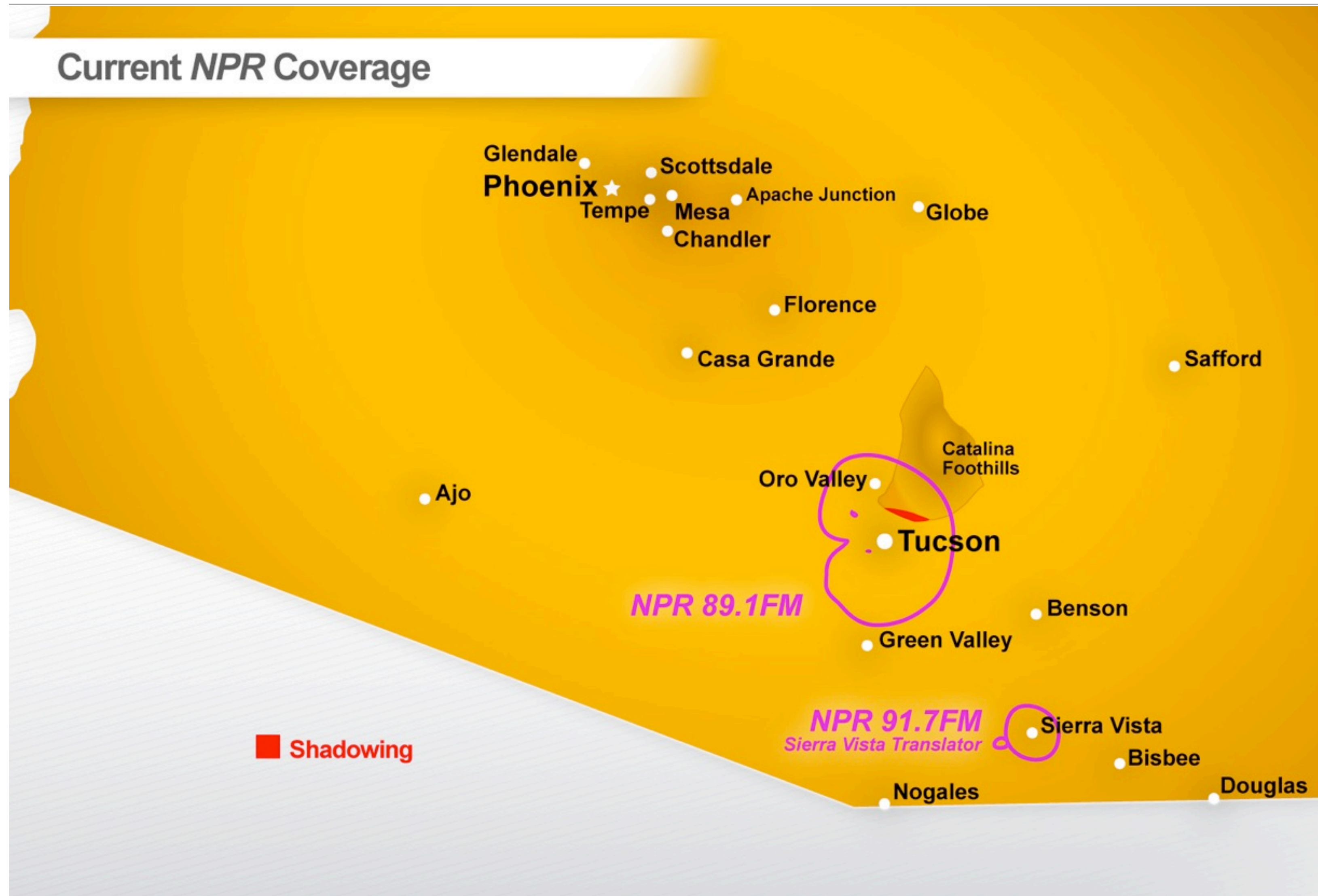


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New Business

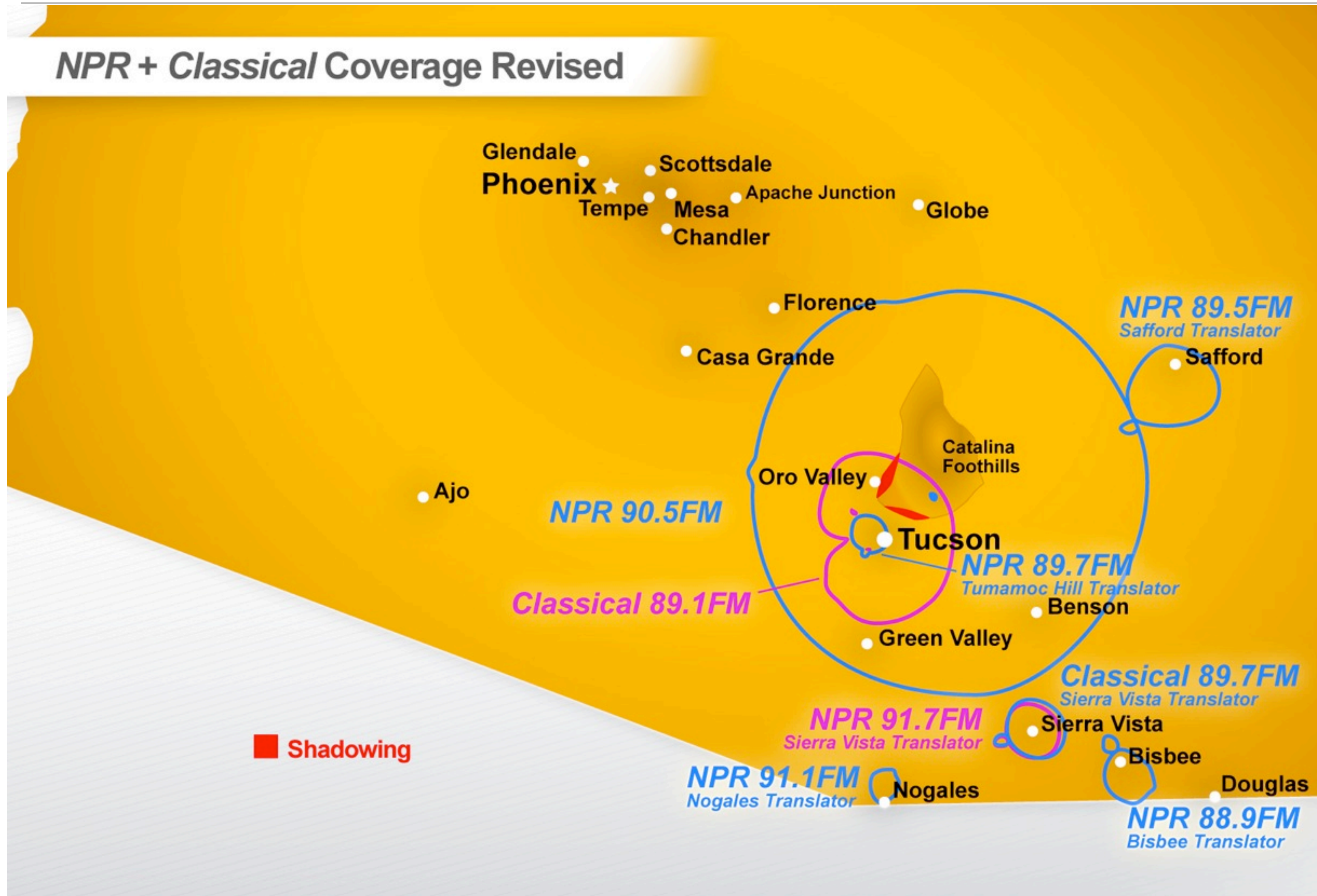


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New Business

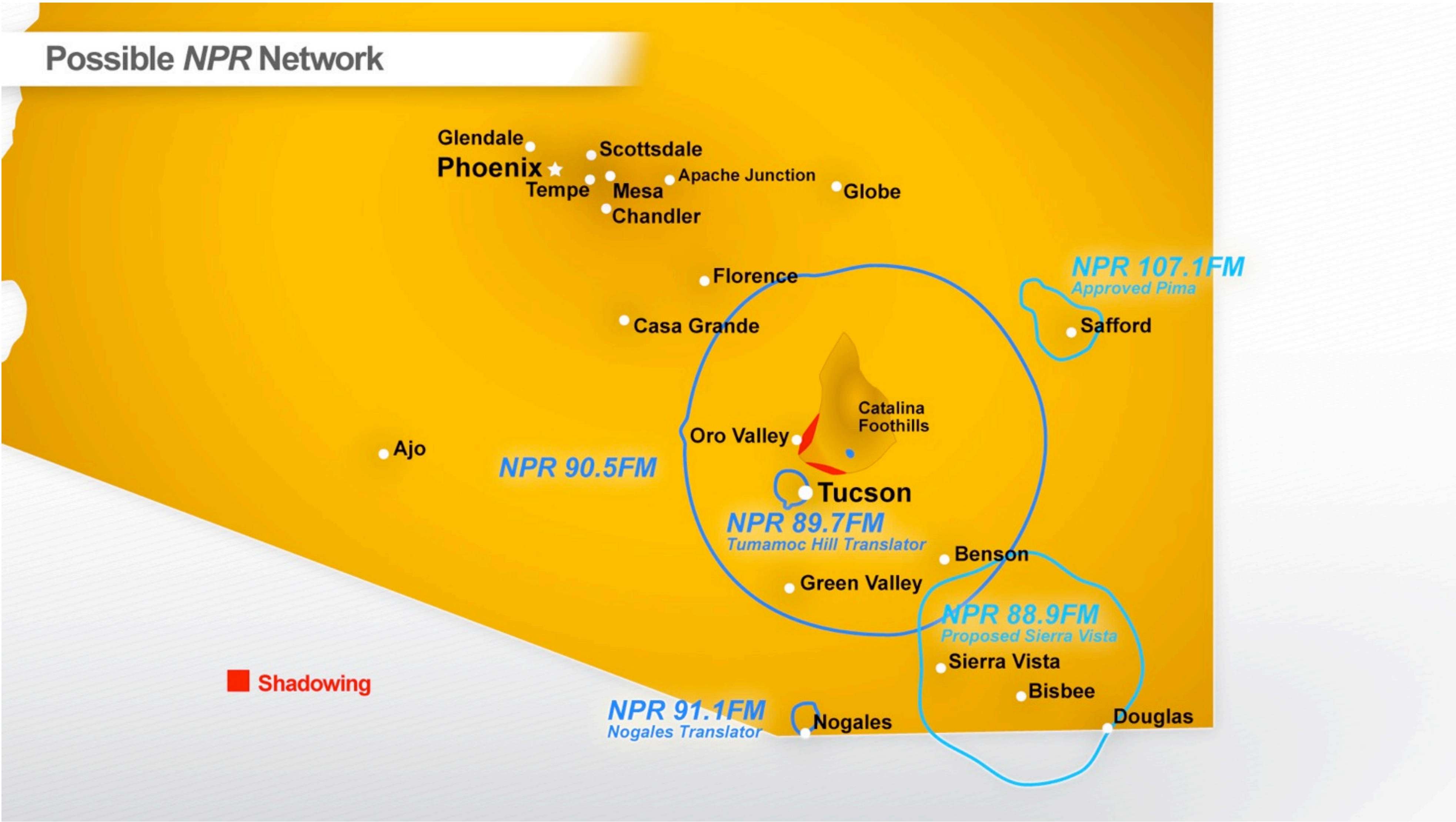


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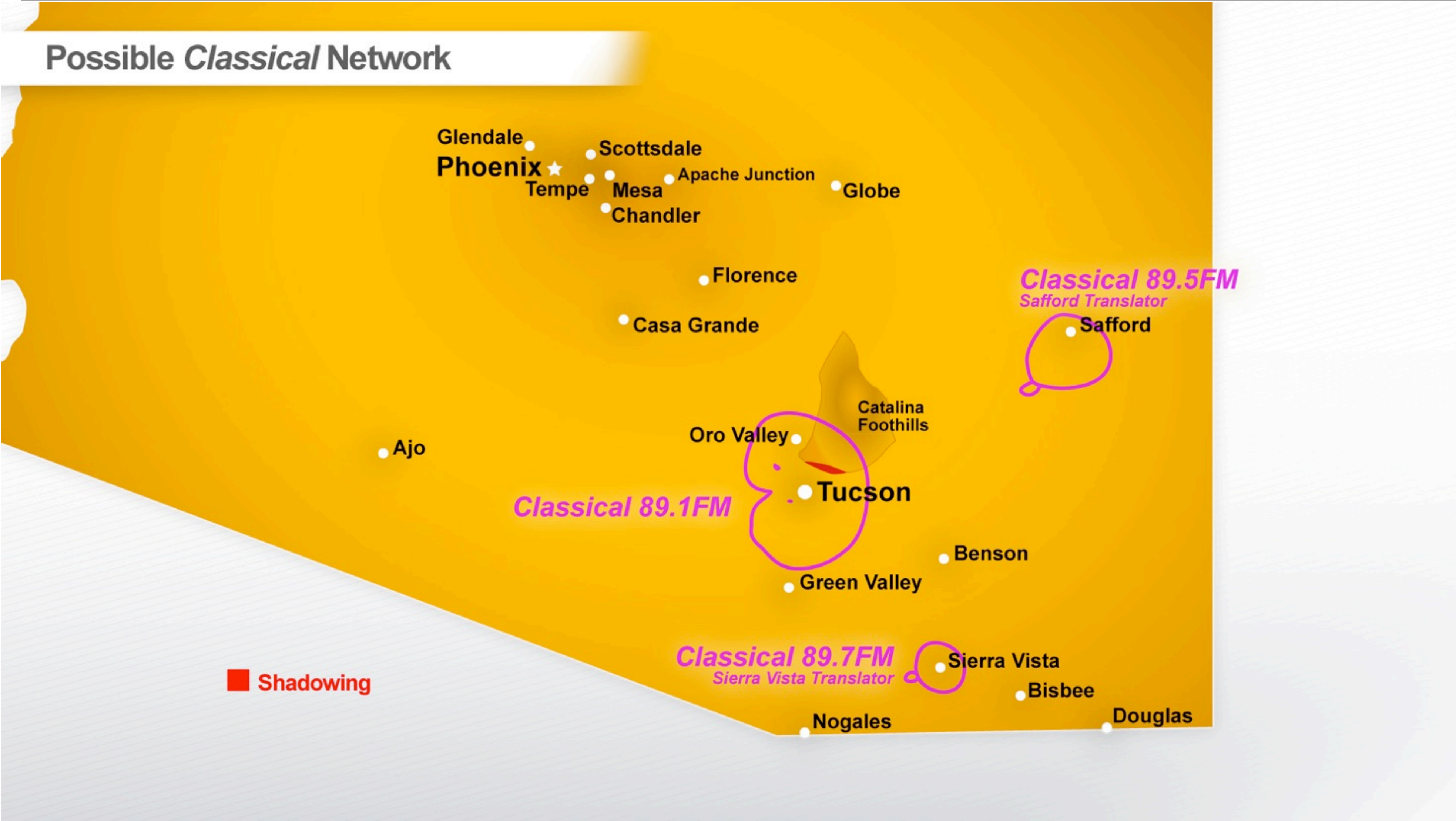


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New Business



New Business



New Business

For Consideration and Discussion: Moving the NPR program service to 90.5 FM and Classical Music to 89.1 FM.

- Potential Benefits and Risks
- Timeline (now - Dec. 31, 2012)
- Membership implications
- Classical and NPR service implications for audiences.
- How the CAB can help: Be Good Ambassadors.

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Questions and Discussion

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Other Business

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Other Business

- *Remarks from Outgoing Chair, Anne Maley*

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COMMUNITY ADVISORY BOARD

Other Business

- *Remarks from Outgoing Chair, Anne Maley*
- *Approval of CAB Meeting Calendar 2012-13*
- *Meeting Evaluation*
- *Other Business (from floor)*

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Other Business

Next CAB Meeting

- *Thursday, September 20th
11:45 buffet lunch; 12 noon agenda.*

Next CAB Executive Committee Meetings

- *Thursday, June 21, 2012 8 a.m. AZPM Offices*
- *Thursday, August 16, 2012 8 a.m. AZPM Offices*
(transition meeting with current and newly elected Executive Committee)

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Adjourn

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