

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, May 10, 2012
1125 N. Vine Street, Room 102, 12:00 – 1:30 p.m.

MEETING MINUTES

CAB: Anne Maley, Chris Helms, Jim Murphy, Bill Bowen, Ron Bornstein, Jennifer Casteix, Karen Christensen, Pamela Doherty, Michael Dunne, Eugenia Hamilton, Fred Johnson, Jim Jutry, Kent Laughbaum, Jan Leshar, Harold Paxton, Andrew Schorr, Cita Scott, George Steele, Cristie Street

Guests: Jaime Gutierrez

Absent: James Allen, Steve Alley, Kristin Almquist, Edith Auslander, Nance Crosby, Florencia De Roussel, John Fendenheim, Stephen Golden, Michelle Senner, Maricela Solis de Kester,

AZPM Staff: Jack Gibson, Kimberly Heath, Jackie Kain, John Kelley, Laura McKee, Peter Michaels, Fran Sherlock, Wendy Erica Werden

- I. Meeting was called to order at 6:00 p.m.
- II. AZPM Video: FY'12 Year in Review was shown
- III. Welcome and Introductions
 - a. Jaime Gutierrez, UA VP, External Relations (guest)
 - b. CAB Emeritus attending: Judith Brown, Dan Cavanagh, John Escher, and Andrew Greeley
- IV. Management Report

Audience and Content Development:

 - a. Radio 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%.
 - NPR 89.1 share increased 6.8% over the last four periods and weekly cume rose by 2.2%.
 - b. Television
 - KUAT6 continues to outperform PBS national average. Ranked among the top 10 PBS stations nationally for prime time audience and cumulative (unduplicated) audience.

- February sweeps indicate audience growth of 13% over February, 2011.
- Top five 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”
- PBS Kids +3% full week viewing
- ReadyTV +117% full week viewing; +40% prime time viewing.
- May sweeps through May 23rd
- TV continues to meet or beat the +5% growth goal set in the strategic plan.

c. New Media

- AZPM primary Facebook page (from Jan. 1 – April 30)
- Total “likes” +3.88%
- Averages are as follows: 47% visit 1x per day; 20% visit 8-10x per week; and 33% visit 21x per week.
- Demographics: 60% female; 38% male; the top demo groups: 25-34 year olds and 35-44 year olds (tie); then 55+ and 45-54 age groups.
- AZ Week Facebook page (Jan. 1 – April 30)
- Total “likes” +6%
- AZ Week’s total weekly reach +17%
- UA+ launched on 2/25 and is 100% volunteer supported
- Twitter updates
- @AZPMnews: +6.2% followers since March 2012; and +80.4% since April, 2011. It is also +184% in from original tweets in April 2012 versus April 2011.
- @UAPlus: soft launched on 2/28; it has 22 followers to date
- AZPM.org (April 2012 versus April 2011): Visits +21%; unique visitors +22%; page views +22%;
- Original news and feature stories: we had 214 posts April 2012; versus 96 posts in April 2011; growth is +118%
- AZPM You Tube Channel
- Soft launched on March 27; total video views: 11,167; Populated with: Arizona Week (4 videos); Arizona Illustrated (13 videos) and UA+ (12 videos)

d. In Production:

- Arizona Illustrated (summer revamp; new hosts; post-election re-launch).
- 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; scheduled to launch by September 30th).
 - Wild West (working title) is scheduled for Fall 2012.
 - The Dust Bowl (working title) is scheduled for November 2012.
 - Election Coverage: Your Vote 2012 (running now through January 2013). In-depth national, regional and local coverage of the major races and issues; and promotional campaign (to get out the vote).
 - The CAB is encouraged to suggest participants to record “get out the vote” spots.
- e. Underwriting
- Cash: no change over FY’11; YTD -4.7% to FY’12 budget.
 - Contracts written +13.3% over FY’11; -9.4% YTD budget
- f. Membership (through 4/30)
- Number of members <1% diff from FY’11
 - Membership cash (actual FY’11 vs. FY’12) -2%.
- g. Major Gifts (through 4/30) cash: 84.5% to FY’12 goal on target.
- Interim major gifts plan in place.
 - GM will continue as Chief Development Officer.
 - Two finalists identified for Director of Development
 - Associate Director of Development position has been opened.
 - First Director to be named by May 25 for July 1 start date.
- h. Developing Our People and Culture
- Staff advisory council being formed.
 - Model after other successful UA programs with the assistance of Jennifer Casteix.
 - Staff annual giving program with membership is being worked on with the help of Pamela Doherty.
 - ID strategies to improve the cultural environment are being worked on with the help of Eugenia Hamilton.
 - Reorganized administration with HR reporting to GM
 - AZPM has a planned visit with a training coach for AZPM employees.
- i. 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 has been revised and re-launched.

- j. Developing the Best Use of Technology
 - Site survey work in Pima, AZ for KUAE-FM 107.1 (new)
 - Our new media/IT area is complete.
 - Radio automation upgrade is underway.
 - RFP: new audio boards/routing for radio.
 - Studying radio production space options for FY'13.
 - WARN Grant for the MLB UPS / Generator
 - A Facility Committee is needed. We are looking for those experienced with facilities planning, financing and construction. Please let Jack, Anne or Chris know if you are interested in serving on this committee.

- V. Consent Agenda Items
 - a. Minutes of 3/15/12 CAB Meeting. Jim Murphy motioned to approve the minutes; Fred Johnson seconded the motion. All were in favor; therefore, the minutes were approved.

- VI. Committee Reports
 - a. Community Engagement Committee (Jennifer Casteix)
 - Some projects the committee has worked on include: Technology Test Party; Tucson Values Teachers; Masterpiece Mystery; and Angelina Ballerina.
 - They are working to develop a presence for Science Sundays at Tucson Children's Museum 1x per month.
 - The next Community Engagement Committee is July 10th.

 - b. Development Committee (Pamela Doherty & Edith Auslander)
 - In-home events scheduled: 3/24: Cristie Street "Kids/Education"; 4/18: Chinese Cultural Center; 5/2: Carolyn Kemmeries. There are 12-16 in-home events planned for 2012-13 and 6 behind-the-scenes breakfasts.
 - Recruitment: the committee will meet the Director of Development candidates.

 - c. Financial Information Committee (Cristie Street)
 - Revenue of 3rd Quarter FY'11
 - Overall slightly below budget at 2.2%
 - Membership on target with budget & 5% over PY
 - Major & planned gifts had good 3rd quarter; major gifts remain under for the year.
 - Production Services is under by 15% & 11.4% from PY
 - Underwriting under by 3.4%, but over 2.5% from PY

 - Expenses from 3rd Quarter FY'11
 - Overall below budget at 16.2% & 1.5% from PY

- Management continues to manage bottom line through expense control.
- Capital grants are under due to delay of projects.
- Personnel expense is under by 6% due to delayed hiring of some new positions.
- Program acquisition/dues under by 5%
- General operations under by 37% & 30% from PY
- Overall bottom line
- 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.
- Revenues in major gifts, production and underwriting need to climb in order to relieve expense pressure.

d. Strategic Planning Committee (Eugenia Hamilton)

- TAP I Outcomes were reviewed
- CAB Strategic Planning Committee met on April 30th.
- Highlights from TAP II were provided.
- The first 5-month review of TAP II will be at the September 20 CAB meeting.

VII. Old Business

- a. Nomination of CAB officers for 2012-14 (Chair, Vice Chair and Secretary).
- b. Candidates include: Chris Helms (Chair); Eugenia Hamilton (Vice Chair) and Florencia De Roussel (Secretary).
 - Motion to elect all three officers was made by Jim Murphy; motion was seconded by Fred Johnson. All were in favor. Therefore the officers were elected as noted above.
- c. Recognition of outgoing officers (Anne Maley and Jim Murphy)
 - Jaime Gutierrez thanked the officers for their service to the Board.
- d. KUAZ AM vs FM coverage was discussed to address questions at the last CAB meeting.

VIII. New Business

- a. Political Advertisements. Proposed FCC rules change re: 3rd party fundraising by non-commercial educational stations. Issue: On 4/30/12, the FCC 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.

- b. AZPM's policy states: "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."
 - Fred Johnson motioned to endorse the policy; George Steele seconded the motion. All were in favor; therefore the motion to endorse the AZPM management policy was approved.

IX. Other Business

- a. Anne Maley (outgoing Chair) made remarks to the CAB.
- b. The upcoming CAB meeting calendar was shared with the group. Jennifer Casteix motioned to approve; Karen Christensen seconded the motion; all were in favor. The meeting schedule as proposed stands.
- c. All CAB members were reminded to complete the Meeting Evaluation forms.
- d. The next CAB meeting is September 20, 2012 at 11:45 (buffet lunch); the meeting will begin at 12:00 p.m.
- e. The next CAB Executive Committee Meetings are: 6/21/12 and 8/16/12, both at 8:00 a.m. at the AZPM office.