

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

September 20, 2012

Call to Order

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Fall 2012 New Season

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Welcome and Introductions

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Welcome and Introductions

New CAB Member:

Tsianina Lomawaima, Ph.D.

New Staff Members:

Enrique Aldana, Associate Director of Development

Michael Testerman, Human Resources Coordinator

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Management Report

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Management Report

Radio

Audience and Content Development

Spring 2012 Arbitron Report:

NPR 89.1

- Top ranked news/talk station in Tucson market
- Cume for listeners 12+ was 109,400 vs. 108,700 the previous high (Fall 2009)
- Metro Audience Share 4.7%; tied for #6.
- Target demo (50+) for NPR increased +4.8% over same period last year

Classical 90.5

- Metro Audience Share 2.5%; ranked #14 (up from Winter survey)
- 6.1% increase in metro listening over same period last year

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Management Report

Television

Audience and Content Development

July 2012 Nielsen TV Sweeps

- **KUAT6** continues to outperform PBS national average. Primetime viewing increased 6%; ranked #3 nationally for Prime Time Audience.
- **PBS Kids**: +27% full week viewing; +242% prime time viewing compared to July '11.
- **ReadyTV**: +7% full week viewing. The reach continues to grow.
- Overall, TV continues to meet or exceed +5% audience growth goal.

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Management Report

You Tube

Audience and Content Development

AZPM YouTube Channel is officially launched

Playlists: *UA+*; *AZ Week*; *AZ Illustrated*

Top viewed video: UA+ interview with UA Alumnus and Olympian, Amanda Beard

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Management Report

Facebook

Audience and Content Development

Facebook +4% since May

- Average user views AZPM 8x/day
- Tops among public media in AZ
- Appeals to: females 58%; males 40%
- Top 3 demo groups: 35-44; 25-34; 45-54 (TV/radio top demo: adults 50+)
- Most reached group: 25-34



azpm.org +8.1% average monthly views (last six-months)

Newly launched UA+ 129% increase; #1 demo group: 18-24

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Management Report

azpm.org

Audience and Content Development

April 2012 vs August 2011

- Visits: 67,713 (-2.2%); Unique Visitors: 43,693 (-3.8%); Page Views 140,613 (+2.3%)

**Newly configured website has led to elimination of thousands of duplicate pages to and through which clicks were counted in the past. Without those, metrics have gone down.*

Original News and Feature Stories

- News page views: 21,715 (+359%); Time on news page: 2:08 min (+37.6%); News stories posted: 186 (+89.8%)

**Original homepage views driven by improved & growing news content*

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Management Report

Summer Highlights

Audience and Content Development

- Politics dominated AZPM news coverage
- *Your Vote 2012*, AZPM's online election center, was launched, including video bios of nearly all primary election candidates, district maps & daily local & national news coverage, thanks to NPR & *PBS NewsHour*.
- June was a record month online with 215,786 page views, eclipsing 1/2011 (185,953). Big drivers were disappearance of Tucson child; June 12 special congressional election; Supreme Court rulings on SB 1070, and health care law.
- In June, AZPM partnered with *Washington Week* and KPBS to produce a live online Election 2012 Town Hall on the border & immigration, a first for us in collaboration with PBS.
- The 8 top-viewed videos for August were election related, the highest being the Board of Supervisors District 4 Forum with 536 views.
- In May, AZPM streamed the CD8 candidates' forum.
- May delivered record number of AZPM local news story postings (284).

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Twitter

Audience and Content Development

@azpm.news

- Followers: 3,540 (+5.1%)
- Crossed 3,000 followers in July, growing steadily since

@UA+

- Followers: 52
- Launched February 28th

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In-production

Audience and Content Development

- *Arizona Illustrated v2.0* (January premier)
 - Monday: Metro & Business
 - Tuesday: Nature & Environment
 - Wednesday: Science & Health
 - Thursday: Arts & Culture
 - Friday: Politics (Political Roundtable)
- *Arizona's Dust Bowl: Lessons Lost* (1/60)
 - Broadcast premier: Sunday, 11/18
 - Airing also in Dallas, Los Angeles, Las Vegas and Phoenix
- *Wild West* (w.t.) (13/30's)
 - Pilot episode: "Raptors" (in development)
 - Education partners (in development)

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Management Report

Financial Accountability & Sustainability

Underwriting (through 8/31/12)

- Cash: +9% over FY'12; +12% FY'13 goal
- Contracts Written: no change over FY'12; on target w/FY'13 goal

Membership (through 8/31/12)

- Number of members +1% from FY'12
- Membership cash (Actual FY'11 vs. Actual FY'12) +141%
- **PBS 6** pledged exclusively in August for FY'12; For FY'13 campaign split between Aug. & Sept. (re: Olympics & Political Conventions scheduling) with improved performance.

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Management Report

Financial Accountability & Sustainability

Major Gifts (through 8/31/12)

- Cash: +2% to FY'12; -3% to FY'13 goal
- July and August traditionally slower wrt developing new major gifts given travel/vacation schedules of major gift prospects.
- New DO on staff and working through orientation period

End of FY'12:

- Development Revenue (major gifts, capital gifts, production funding, bequests) +33.6% over FY'11.
- Achieved new all-time high just under \$1M.

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Management Report

Developing Our People and Our Culture

- Employee Advisory Team (EAT) formed and operational.
- Created method for staff to submit questions anonymously to management to be answered at quarterly All-Staff Meetings
- New HR Coordinator, Michael Testerman
Goals: Improved HR systems including recruiting and retention. Improved communication between mgt. and staff.

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Management Report

Strategic Partnerships Centered on Original Content Production

Strategic Partnerships:

- Working w/PCOA on AZPM affiliation with Next Avenue
- College of Education on project based learning for STEM
- Fee for service work continues with CCP
- UA Hispanic Alumni Club - promote Maria Hinojosa's 10/8 visit
- College of Social & Behavioral Sciences "Voices of Choices Election 2012" event w/NPR's Ken Rudin ("Political Junkie")
- AZPM to take part in UA Collegiate Showcase for Homecoming

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Management Report

Developing the Best Use of Technology

- New audio boards/routing for radio now being manufactured. Installation of boards & automation projected for late October.
- Finalizing radio production space options & design. Projected late FY'13 start.
- WARN Grant: MLB UPS/Generator: Now working with PBS's consulting engineers to resolve technical questions about proposal.
- New 5.1 channel post-production edit room in development, consolidating all edit rooms in a single area of MLB.

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Questions ?

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Consent Agenda

(pages 3-8 of agenda)

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Committee Reports

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Committee Reports

Community Engagement Committee Jennifer Casteix, *Chair*

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Committee Reports

Community Engagement Committee

- Creation of Speakers Bureau
 - Harry Paxton: Green Valley (10/30) - *Dust Bowl*
 - Michael Dunne: Arizona Inn (12/4) - the “new” *Arizona Illustrated*
- Children’s Events
 - UA Bookstore
 - Children’s Museum

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Committee Reports

Development Committee

Pamela Doherty, *Co-Chair*

Edith Auslander, *Co-Chair*

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Committee Reports

Development Committee

- Development Events:
 - Oct 9: Behind the Scenes Breakfast Tour
 - Oct 15: Golden In-Home Event with NPR correspondent Ken Rudin
 - Oct 30: Lander In-Home Event
 - Nov 7: SaddleBrooke Arts Guild presentation
 - Dec 4: Behind the Scenes Breakfast Tour
 - Dec 9: CAB / Major Donor Holiday Tea Party @ Arizona Inn
 - Dec 12: Warne In-Home Event

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Committee Reports

Financial Information Committee

Dave Iaconis, *Chair*

Cristie Street, Presenting

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Committee Reports

Financial Information Committee

FY'12 Review

- Well-managed year, with excellent expense oversight
- Budgeted for almost \$1million deficit
 - ✓ Carryover revenue: \$550,000
 - ✓ Change in net assets: -\$456,00
- Ended year with \$20,000 surplus
- Expense management
 - ✓ Hiring decisions (or holds) tightly in line w/revenue trend
 - ✓ Capital purchases under due mostly to timing

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Committee Reports

Financial Information Committee

Timing is Everything

- Financials reported on cash basis
 - ✓ Audit is on accrual basis
- Vendor contract renewals affected
 - ✓ Approx. \$30,000 of FY'12 budget will actually record in FY'13
 - ▶ AVID and Harmonic software support
- Capital purchases
 - ✓ AudioVault order placed, but equipment not received before close of FY'12; will record in FY'13

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Committee Reports

Financial Information Committee

FY'13 Budget

- Projected revenue is flat
 - ✓ \$9.57million vs. \$9.63million (FY'12 budget)
- Projected expenses also flat
 - ✓ Based on needs & wants of the organization
 - ✓ If FY'13 trends like FY'12, we will not use all expenses budgeted
 - ✓ If FY'13 trends better in revenue, we may see hiring expenses as budgeted
- Projected to use \$450,000 from reserves
- Projecting net impact of -\$700,000 with actual change in cash of -\$1.1million

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Old Business

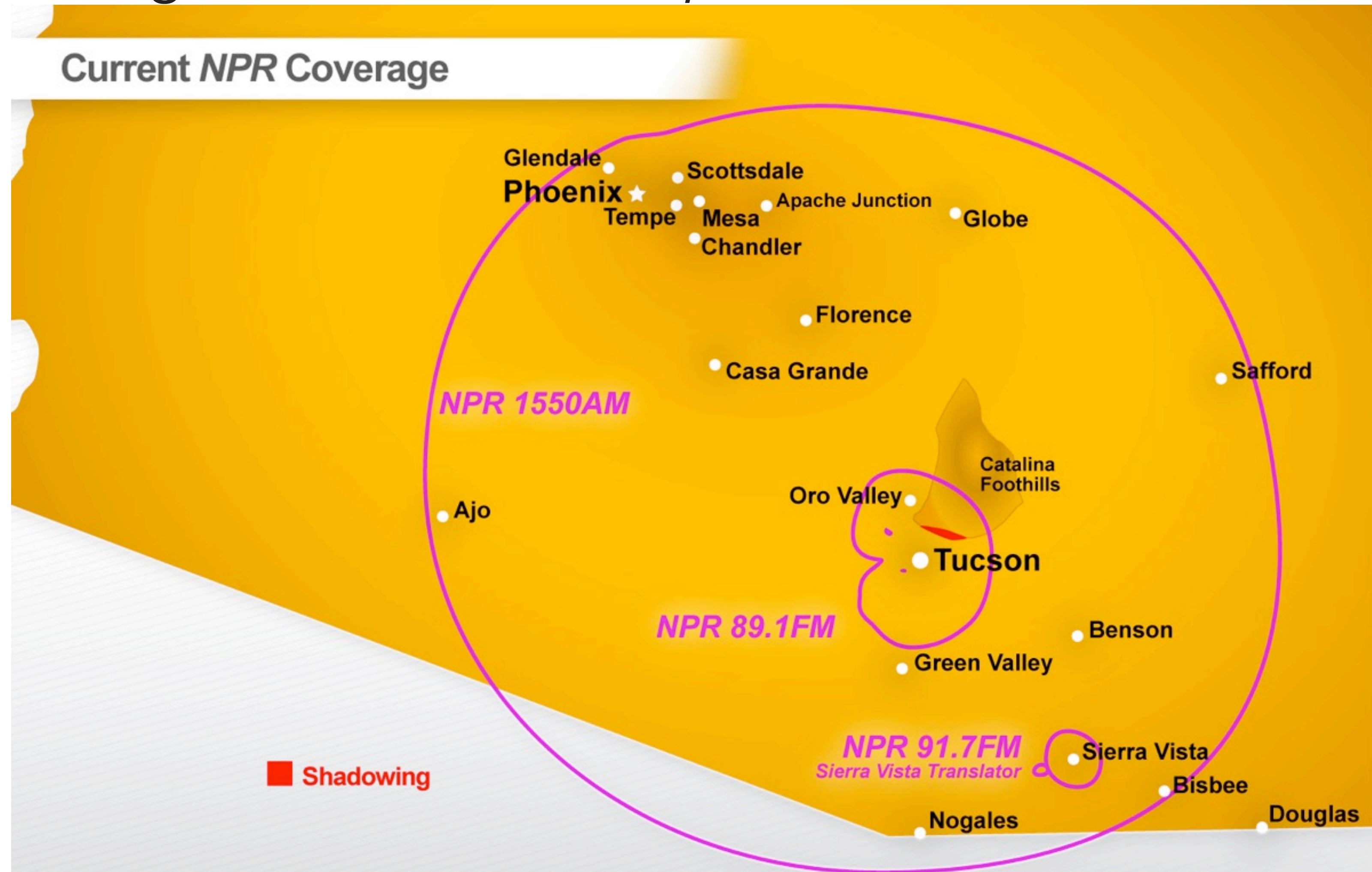
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Old Business

- *Program Service Swap*



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COMMUNITY ADVISORY BOARD

Old Business

- *Program Service Swap*



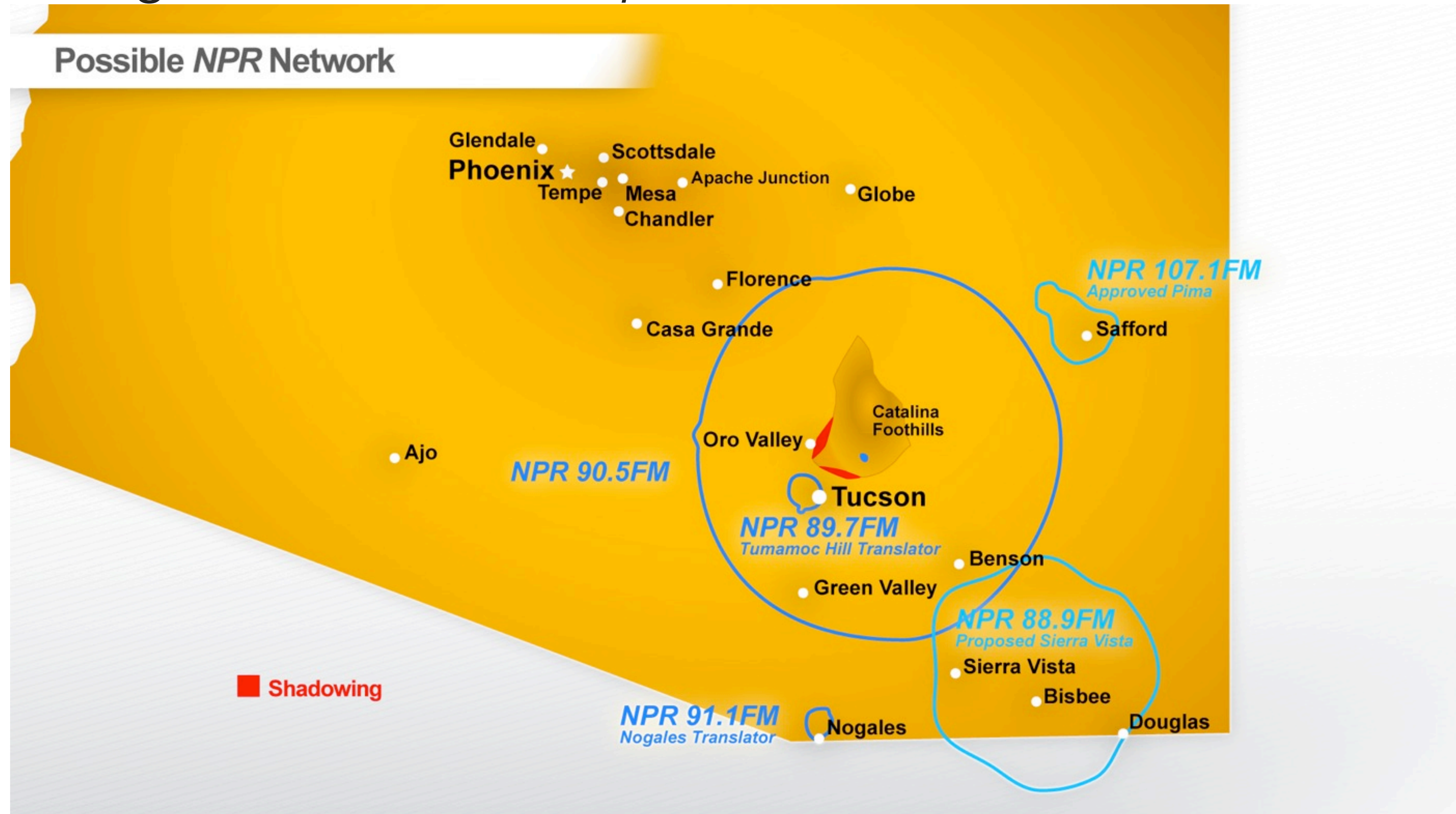
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Old Business

- *Program Service Swap*



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Old Business

Program Service Swap

- Strategic discussion between AZPM staff & CAB members raised the following issues/concerns:
 - The potential effects on audience and revenue
 - A solid communications plan must be in place before any changes are made
 - Timing (originally targeted for January 1, 2013)
 - Without CP approval for an NPR station in Sierra Vista, a format swap would not provide any net benefit for residents of Sierra Vista, Huachuca City, Bisbee, or Douglas.

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Old Business

Action Plan

- Remove time pressure: move implementation date forward (earliest: Fall 2013).
- Complete audience research & revenue risk/reward projections
- Develop comprehensive and proactive communications plan focused on new service opportunities for audiences and communities.
- Identify existing FM stations serving Sierra Vista (and Oro Valley, Marana, SaddleBrooke, Oracle corridor) that may be available for acquisition and purchase one or more licenses if possible/appropriate.
- Involve consultants to provide independent thinking and to identify other potential opportunities (new station, technical changes, etc.).

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Old Business

Public Radio Capital (PRC)

- Non-profit, founded in 2001, dedicated to supporting public radio stations' efforts to expand their capacity and assets.
- PRC has assisted 200+ stations with more than \$305-million in acquisition transactions to provide public radio access for 64 million listeners across the country.

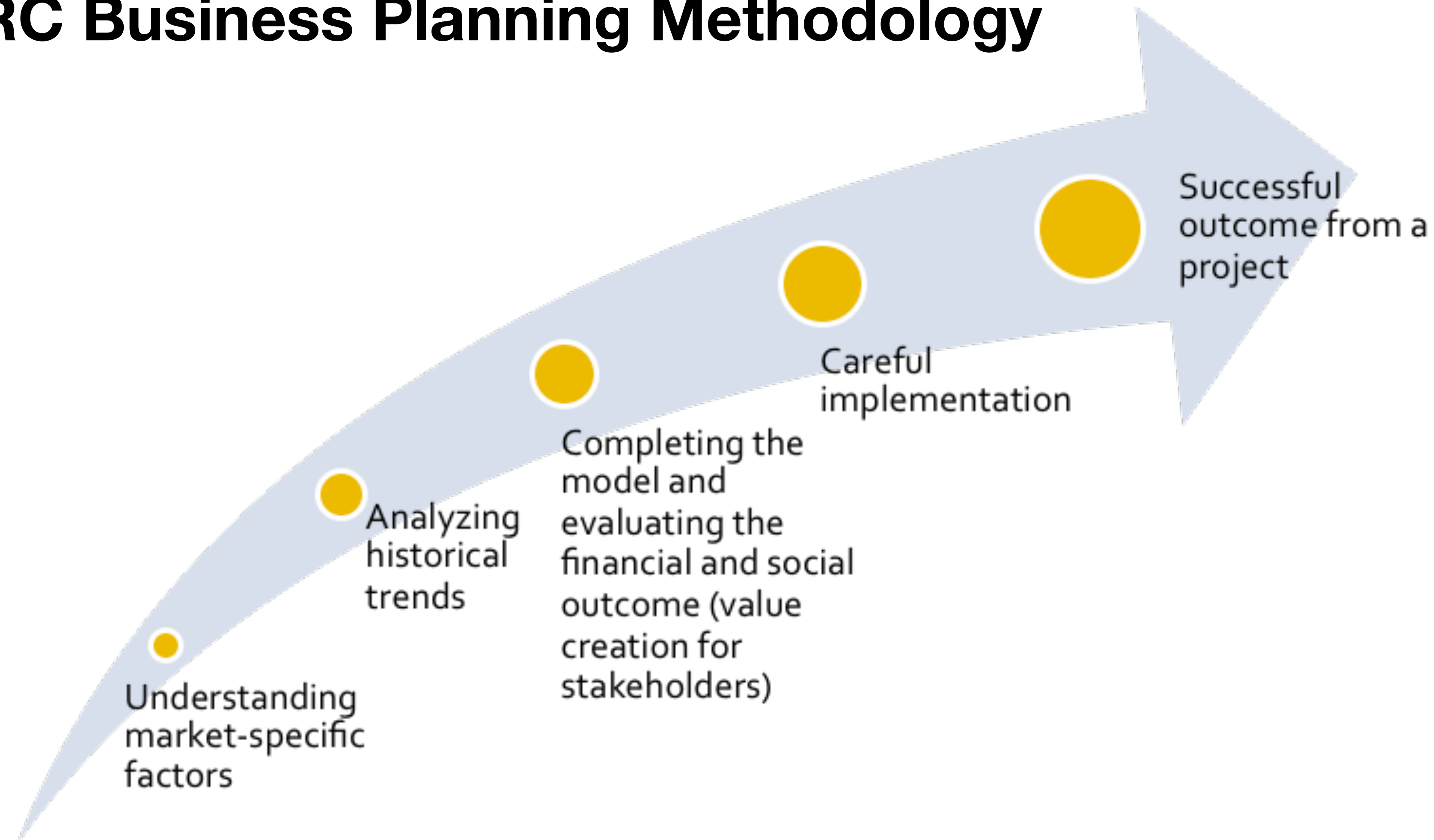
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Old Business

PRC Business Planning Methodology



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Old Business

- 9th Circuit Court of Appeals decision on 3rd party fundraising by NCE stations
 - DC Counsel's Joint Filing to the FCC

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New Business

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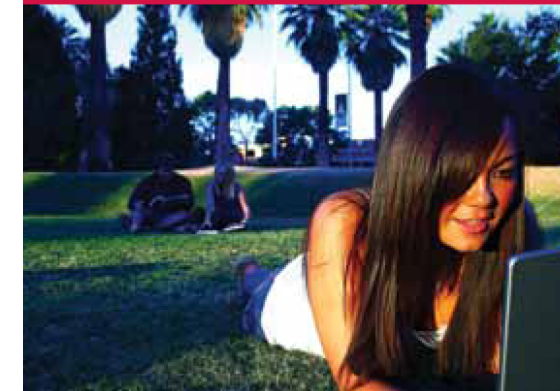


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New Business

- *Annual Reports*
- *Federal Appropriation Update*
- *POPB Spots*
- *AZDatebook.com*

FY2012
Annual Report



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COMMUNITY ADVISORY BOARD



New Business

- *Annual Report*
- *Federal Appropriation Update*
- *POPB Spots*
- *AZ Datebook*



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AZDatebook.com

Single collection for Tucson's non-profits

Attractive

Extensible

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 2012MAR 2012APR 2012

FEB 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	-	-	-	-

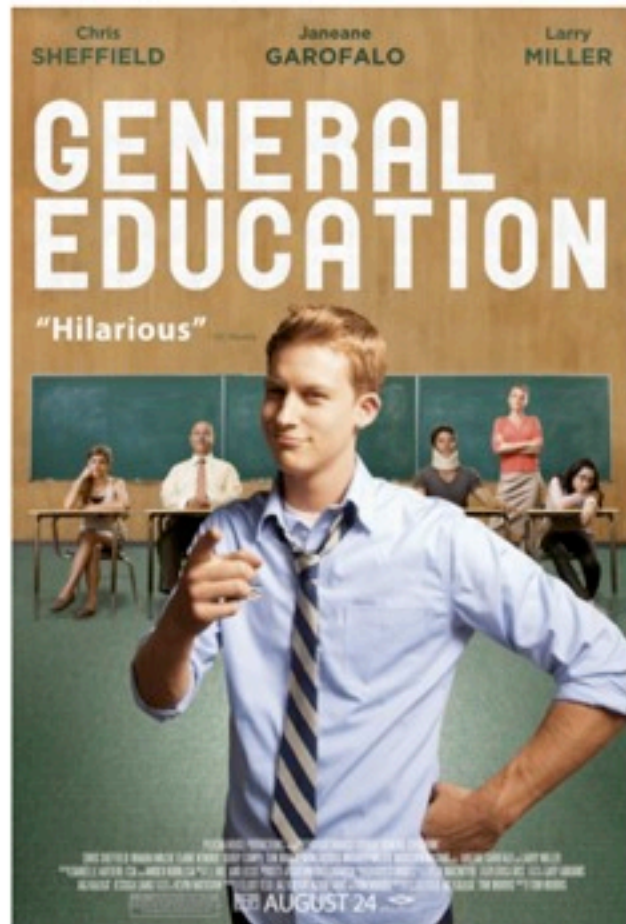
Thursday, September 20, 2012

EVENT

GENERAL EDUCATION

MORE ON THE VENUE

Tuesday 7pm | September 11th, 2012



With graduation coming up, Levi Collins (Chris Sheffield) is set to leave high school and attend the local University with a tennis scholarship in hand, but he forgot to tell his parents one important thing - he didn't graduate.

With graduation coming up, Levi Collins (Chris Sheffield) is set to leave high school and attend the local University with a tennis scholarship in hand, but he forgot to tell his parents one important thing - he didn't graduate.

CONTACT



Box Office Hours:

some hours!

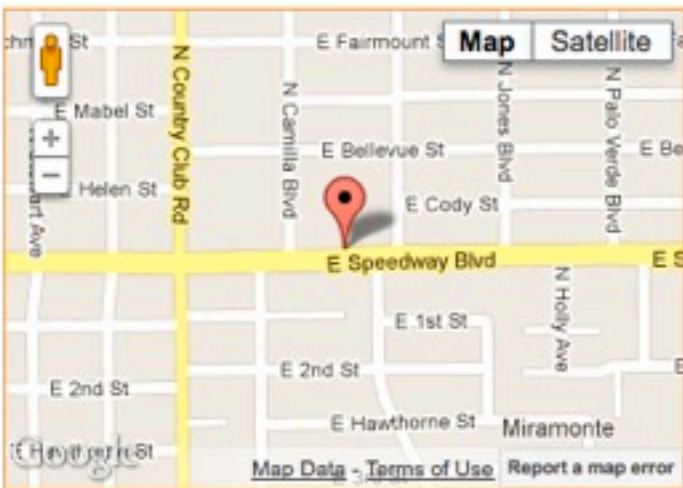
Phone Numbers: 555-film

Add general contact info, warnings of expansion possibly closing things down temporarily.

Add seating charts, images, etc at bottom. Marquee photo, staff photo

Loft Cinema

3233 East Speedway Boulevard North side just east of Country Club
email: info@loftcinema.com
phone: 520-795-0844



MORE ON THE ORGANIZATION

WWW.LOFTCINEMA.COM/

Events

ORGANIZATION



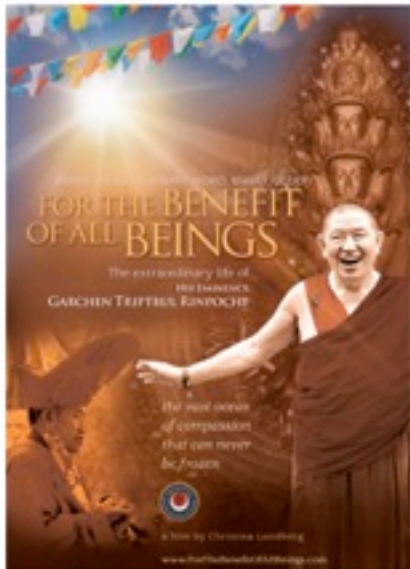
3233 E Speedway Blvd Tucson, AZ 85716 – 3933

www.loftcinema.com

ABOUT

The Loft is a nonprofit, community-supported cinema that honors the vision of filmmakers, celebrates ideas and promotes the appreciation and understanding of the art of film.

SHOW LIST



For the Benefit of All Beings

Garchen Rinpoche's journey inspires and instructs us in a uniquely universal way to embody pure love, the highest potential of the human mind.

Wednesday, September 12th, 7pm

He was born on the rooftop of the world, in Tibet; discovered by a king as the reincarnation of a great lama. Enthroned at the age of seven; he was immersed into a monastic life of training. At 20 years of age, he entered into a three-year solitary retreat.

Then everything drastically changed.

Communist forces invaded, waging war. He took up arms and fought to save his people, country, and Truth. Brutally imprisoned for 20 years in the prime of his life, he witnessed the death and torture of so many.

What kind of person would you become, if this happened to you?

For the Benefit of All Beings: The Extraordinary Life of His Eminence Garchen Tripul Rinpoche is an experiential immersion into the Tibetan Buddhist view of the world as lived by one man who endured unthinkable adversity, yet emerged a living saint. With animated storytelling by Garchen Rinpoche himself, historical footage, and interviews with

CONTACT



Loft Cinema

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email: info@loftcinema.com
phone: 520-795-0844

PHOTOS

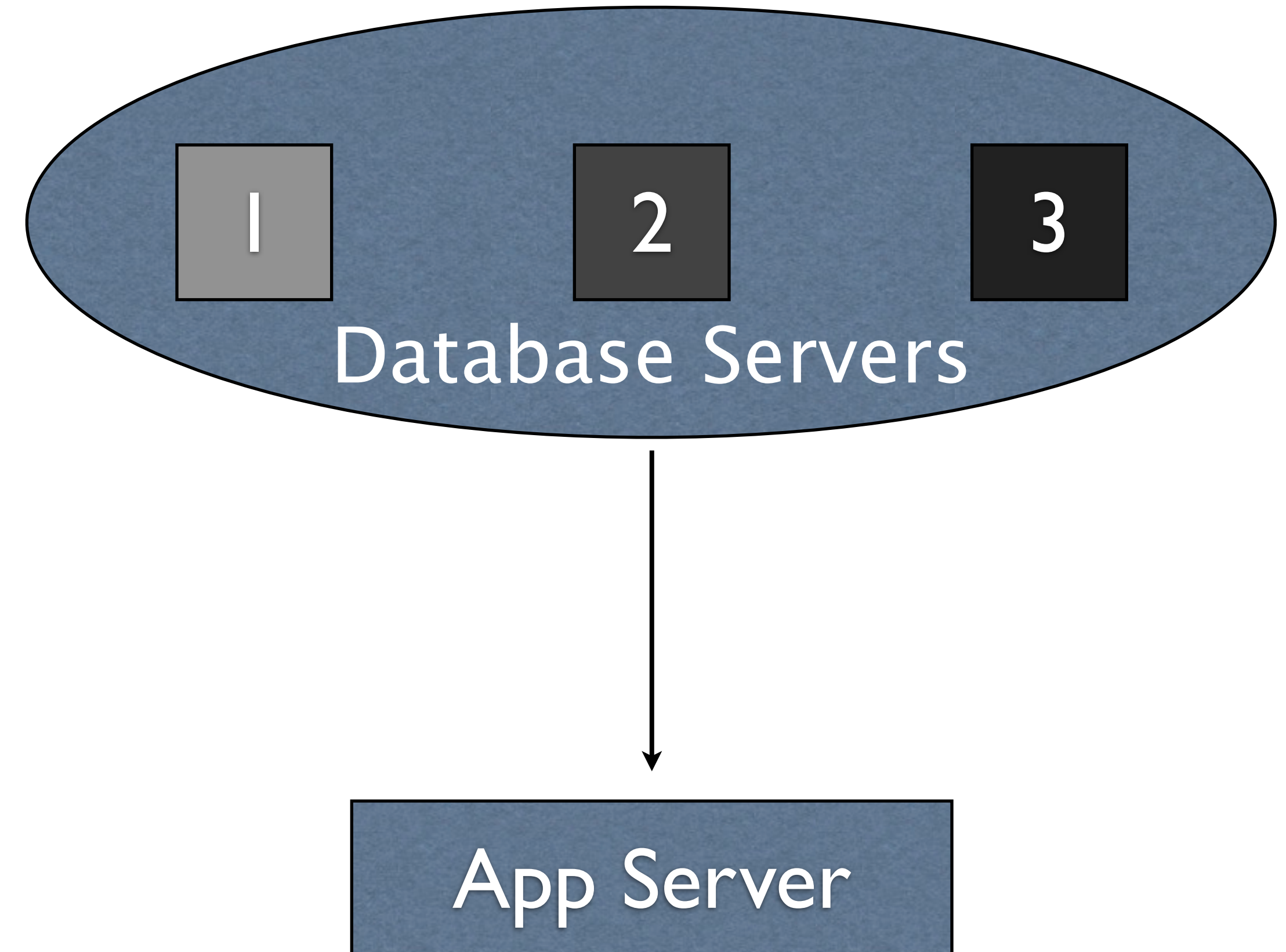
Organizations

AZDatebook.com

Next Generation App Platform

Speed + redundancy

Cloud-based data storage



AZDatebook.com

Easy to use

Orgs control own data and users

Shared collaborative environment

AZDateBook Admin

Welcome, Jason. Documentation / Change password / Log out

Home > Datebook > Venues

Select Venue to change

Q

Search

Action:

 Go 0 of 43 selected

<input type="checkbox"/>	Name	Neighborhood	Slug
<input type="checkbox"/>	Arizona State Museum	University of Arizona	arizona-state-museum
<input type="checkbox"/>	Arizona-Sonora Desert Museum	Greater Tucson	arizona-sonora-desert-museum
<input type="checkbox"/>	AZPM Studios	University of Arizona	azpm-studios
<input type="checkbox"/>	Catalina Foothills High School	North-Central	catalina-foothills-high-school
<input type="checkbox"/>	Centennial Hall	University of Arizona	centennial-hall
<input type="checkbox"/>	Center for Creative Photography	University of Arizona	ua-center-creative-photography
<input type="checkbox"/>	Children's Museum Tucson	Downtown Tucson	childrens-museum-tucson
<input type="checkbox"/>	Crowder Hall	University of Arizona	crowder-hall
<input type="checkbox"/>	Fox Tucson Theatre	Downtown Tucson	fox-tucson-theatre
<input type="checkbox"/>	Holsclaw Hall	University of Arizona	holsclaw-hall
<input type="checkbox"/>	Joel D. Valdez Main Library	Downtown Tucson	joel-d-valdez-main-library
<input type="checkbox"/>	Joseph Gross Gallery	University of Arizona	joseph-gross-gallery
<input type="checkbox"/>	La Encantada shopping center	North-Central	la-encantada-shopping-center
<input type="checkbox"/>	Loft Cinema	Central Tucson	loft-cinema
<input type="checkbox"/>	Marriott University Park	University of Arizona	marriott-university-park
<input type="checkbox"/>	Marroney Theatre	University of Arizona	marroney-theatre
<input type="checkbox"/>	MOCA	Downtown Tucson	moca
<input type="checkbox"/>	Oro Valley Marketplace	Northwest Side	oro-valley-marketplace
<input type="checkbox"/>	Pima Air and Space Museum	Greater Tucson	pima-air-and-space-museum
<input type="checkbox"/>	Promenade at Casa Grande	Northwest Side	promenade-casa-grande
<input type="checkbox"/>	Reid Park	Central Tucson	reid-park
<input type="checkbox"/>	Reid Park Zoo	Central Tucson	reid-park-zoo
<input type="checkbox"/>	Rodeo Park	Greater Tucson	rodeo-park
<input type="checkbox"/>	Silverbell District Park	Northwest Side	silverbell-district-park

Add Venue +

Filter

By neighborhood

All

Central Tucson

Downtown Tucson

Greater Tucson

North-Central

Northwest Side

University of Arizona

Questions and Discussion

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Other Business

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Other Business

Next CAB Meeting

- Thursday, November 15th
11:45 buffet lunch; 12:00 meeting start time
- Meeting evaluations
- Other business from the floor

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Adjourn

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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.”