

**ARIZONA PUBLIC MEDIA®**  
**COMMUNITY ADVISORY BOARD**

Thursday, September 20, 2012  
1125 N. Vine Street, Room 102, 12:00 – 1:30 p.m.

**MEETING MINUTES**

**CAB: Chris Helms, Eugenia Hamilton, Florencia De Roussel, Steve Alley, Kristin Almquist, Edith Auslander, Bill Bowen, Ron Bornstein, Jennifer Casteix, Pamela Doherty, Michael Dunne, Fred Johnson, Jim Jutry, Kent Laughbaum, Tsianina Lomawaima, Anne Maley, Jim Murphy, Katy Murray, Harold Paxton, Andrew Schorr, Michelle Senner, George Steele, Cristie Street**

Guests: **n/a**

Absent: **Karen Christensen, Nance Crosby, Stephen Golden, David Iaconis, Jan Leshner, Cita Scott, Maricela Solis de Kester,**

AZPM Staff: **Jack Gibson, Kimberly Heath, Jason Katterhenry, John Kelley, Joey Leingang, Laura McKee, Wendy Erica Werden**

- I. Meeting was called to order at 12:00 p.m.
- II. AZPM Video: Fall 2012 New Season Reel.
  - a. A video was shown.
- III. Welcome and Introductions
  - a. Tsianina Lomawaima, Ph.D. was introduced as the newest CAB member.
  - b. New AZPM staff acknowledged: Enrique Aldana, Associate Director of Development; and Michael Testerman, Human Resources Coordinator.
- IV. Management Report
  - a. Audience and Content Development
    - Radio Spring 2012 Arbitron Report:
    - NPR 89.1 is the top ranked news/talk station in the Tucson market; Cume for listeners 12+ was 109,400 vs. 108,700 the previous high (Fall 2009); metro audience share is 4.7% (tied for #6); and the target demo (50+) increased 4.8% over the same period last year.
    - Classical 90.5 metro audience share is 2.5%; it ranked #14 (up from the winter survey); and had a 6.1% increase in metro listening over the same period last year.
    - The summer Arbitron report will be out shortly.
    - Television July 2012 Nielsen TV Sweeps:

- KUAT 6 continues to outperform PBS national average. Prime time viewing increased 6%; it ranked #3 nationally for prime time audience.
- PBS Kids is up 27% full week viewing; +242% prime time viewing compared to July '11.
- Ready TV is up 7% full week viewing. The reach continues to grow.
- Overall TV continues to meet or exceed 5% audience growth.
- You Tube channel is officially launched.
- Facebook is up 4% since May; the average user views AZPM 8x per day; tops among public media in AZ; appeals to females 58% and males 40%
- azpm.org August 2012 vs. August 2011: down 2.2% visits; unique visitors down 3.8%; page views were up 2.3%. A 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.
- Twitter: @azpm.news followers are up 5.2%; @UA+ has 52 followers (launched 2/28/12)
- Original news and feature stories: news page views are up 359%; time on news page is up 37.6%; news stories posted is up 89.8%.
- Summer Highlights:
  1. Politics dominated AZPM news coverage. Your Vote 2012 (AZPM's online election center) launched, including video bios of nearly all primary election candidates, district maps & local & national news coverage.
  2. June was a record month online with 215,786 page views.
  3. In June, AZPM partnered with Washington Week and KPBS to produce a live online Election 2012 Town Hall on the border and immigration (a first for us in collaboration with PBS).
  4. The 8 top-viewed videos for August were election related.
  5. In May, AZPM streamed the CD8 candidates' forum.
  6. May delivered a record number of AZPM local news story postings (284)
- In Production:
  1. Arizona Illustrated v2.0 (January premier).
    - a. Monday: Metro & Business
    - b. Tuesday: Nature & Environment
    - c. Wed: Science & Health
    - d. Thurs: Arts & Culture
    - e. Friday: Politics (Political roundtable)
  2. Arizona's Dust Bowl: Lessons Lost
    - a. Broadcast premier: Sunday 11/18

- b. Airing also in Dallas, Los Angeles, Las Vegas & Phoenix
  - 3. Wild west
    - a. Pilot episode: "Raptors" in development
    - b. Education partners in development
- b. Financial Accountability & Sustainability
  - Underwriting through 8/31/12: Cash is up 9% over YF'12 and up 12% over FY'13 goal; contracts written are on target with FY'13 goal.
  - Membership through 8/31/12: number of members is up 1% from FY'12; actual FY'11 vs. actual FY'12 membership cash is up 141%. PBS6 pledged exclusively in August for FY'12; for FY'13 campaign split between Aug & Sept. with improved performance.
  - Major Gifts thru 8/31/12: cash up 2% to FY'12, but down 3% to FY'13 goal; July and August traditionally slower with regard to developing new major gifts given travel/vacation schedules of major gift prospects. A new Development Officer is on staff and working through orientation period.
  - End of FY'12: Development revenue is up 33.6% over FY'11 and achieved a new all-time high.
- c. Developing our People and Culture
  - We have formed an employee advisory team. They created a method for staff to submit questions anonymously to management to be answered at quarterly all-staff meetings. Our new HR coordinator is working on an improved HR system including recruiting and retention and improved communication between management and staff.
- d. Advancing Strategic Partnerships
  - Working with 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 to promote Maria Hinojosa's 10/8 visit
  - College of Social & Behavioral Sciences "Voices of Choices Election 2012" event w/NPR's Ken Rudin
  - AZPM to take part in UA Collegiate Showcase for homecoming.
- e. Technology
  - New audio boards/routing for radio are now being manufactured. Installation & automation projected for late October.
  - We are finalizing radio production space options & design. Projected for a late FY'13 start.

- WARN grant application is to receive federal money to for the UPS/generator. We are now working with PBS's consulting engineers to resolve technical questions about the proposal.
- New 5.1 channel post-production edit room is in development. We are consolidating all edit rooms in a single area of MLB.

V. Consent Agenda Items

- a. George Steele moved to approve the May 10<sup>th</sup> minutes; Jennifer Casteix seconded the motion. There were no objections; therefore, the minutes from the May 10<sup>th</sup> meeting are approved.

VI. Committee Reports

- a. Community Engagement: we have 2 speakers bureaus scheduled: Green Valley on 10/30 (Dust Bowl) and 12/4 at the Arizona Inn (Arizona Illustrated). There are events coming up at the UA Bookstore and at the Children's Museum.
- b. Development Committee: Upcoming events include:
  - 10/9 Behind the Scenes Breakfast Tour
  - 10/15 In-home event with NPR correspondent, Ken Rudin. Tickets to this event were made available.
  - 10/30 In-home event
  - 11/7 SaddleBrooke Arts Guild presentation
  - 12/4 Behind the Scenes Breakfast Tour
  - 12/4 is an event to introduce the new hosts of Arizona Illustrated
  - 12/9 CAB/Major Donor Holiday tea party
  - 12/12 In-home event
- c. Financial Committee: We have had a well-managed year with excellent expense oversight. The year ended with a surplus. Expense management included holding some hiring decisions and holding capital purchases due to timing.
  - Financial are reported on a cash basis; the audit is on an accrual basis.
  - Vendor contract renewals affected: Approximately \$30k of the FY'12 budget will actually record in FY'13 (AudioVault order was placed, but equipment not received before the close of FY'12.)
  - Projected revenue and expenses are flat; projected to pull from reserves

VII. Old Business

- a. Potential program service swap was reviewed based on concerns raised at last meeting:
  - Effects on audience and revenue

- Solid communications plan must be in place before any changes are made
- Timing
- 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.

b. Action Plan based on these concerns:

- Remove time pressure
- 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 that may be available for acquisition and purchase one or more licenses if possible.
- Involve consultants to provide independent thinking and to identify other potential opportunities.
- Public Radio Capital (PRC)
  1. Non-profit, founded in 2001, dedicated to supporting radio stations' efforts to expand their capacity and assets.
  2. 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.

c. 9<sup>th</sup> Circuit Court of Appeals decision on 3<sup>rd</sup> party fundraising by NCE stations.

- We have joined DC counsel's filing to the FCC.

VIII. New Business

- a. FY'12 Annual Reports were at each place setting
- b. Federal Appropriation Update
- c. Power of Public Broadcasting spot was shown. We are working on more spots and going out into the community to find people to discuss what public broadcasting does. Recordings will take place over the next couple of weeks. Tom Casey has been working on this campaign.
- d. AZDatebook is a way for Tucson's non-profits to showcase their events – all in one location. We have received excellent feedback so far. It is not live yet.
  - Currently it is set up with an initial test group. Sometime next spring it will be open to more organizations.
  - It is not limited in its capacity for organizations to participate.

IX. Other Business

- a. The next CAB meeting is November 15, 2012 at 11:45 a.m.

- b. Everyone was reminded to complete their meeting evaluation forms.
- c. Other Business from the floor: Wendy Erica Werden announced her resignation from AZPM

X. Meeting was adjourned at 1:00 p.m.

Signed this 15 day of November, 2012.

Florencia DeRoussel, Secretary