

ARIZONA PUBLIC MEDIA.
COMMUNITY ADVISORY BOARD

Thursday, January 19, 2012
1125 N. Vine Street, Room 102, 12:00 – 1:30 p.m.

MEETING MINUTES

CAB: Anne Maley, Chris Helms, Jim Murphy, Steve Alley, Kristin Almquist, Edith Auslander, Ron Bornstein, Jennifer Casteix, Karen Christensen, Nance Crosby, Pamela Doherty, John Geiger, Jaime Gutierrez, Eugenia Hamilton, David Iaconis, Fred Johnson, Kent Laughbaum, Jan Leshar, Harold Paxton, Andrew Schorr, Michelle Senner, Cita Scott, Maricela Solis de Kester, Cristie Street

Absent: James Allen, Bill Bowen, Florencia De Roussel, Michael Dunne, John Fendenheim, Stephen Golden, Jim Jutry, George Steele

AZPM Staff: Jack Gibson, Ann-Eve Cunningham, Kimberly Heath, John Kelley, Laura McKee, Wendy Erica Werden

- I. Call to order and Welcome
 - 12:09 the meeting was called to order
 - Roundtable introductions were made

- II. Coming this Season on AZPM video is played (Winter Season Sizzle)

- III. Management Report
 - Audience & Content Development: November 2011 Sweeps:
 - Viewership +19.6% above national average
 - Top 5 station for PBS primetime audience
 - Top program: Hollywood at Home “Moonstruck”
 - 1 in every 10 homes with TV on watched “Moonstruck”

 - Ready TV: Full week audiences increased 22%
 - Top program: Rick Steves’ Europe

 - PBS Kids
 - Primetime audiences increased 47%
 - Full week audiences increased 10%
 - Top program: Electric Company

 - New Media
 - Facebook
 - +119% since October
 - Average user views AZPM 7x/day
 - Tops among public media in AZ
 - Appeals to: females (62%); males (36%)

Azpm.org

- +2.1% average daily views over FY'11

Twitter:

- +10.8% in last 6 months

- Recently Completed Productions
 - Live coverage of vigil from UA Mall on 1/8
 - Jan. 8 anniversary documentary "Together We Heal"
- In Production
 - 5-part radio series on copper mining in Arizona
 - College of Science "Living Beyond 100" UA Channel and online
 - NPR 89.1 weekend news (begins 2/4)
 - Navajo Solar (Dec. 2012)
 - Wild West (formerly Wild Arizona) (Summer/Fall 2012)
 - The Dust Bowl (Fall 2012)
 - Election coverage "Your Vote 2012"
 - Arizona Week - 1st Anniversary
- Financial Responsibility & Sustainability
 - Underwriting +15% over FY'11
 - Average contract value +8%
- Membership
 - Number of members +3.8% from FY'11
 - Membership cash +6%
 - End of calendar year campaign +6% over goal
- Major Gifts
 - Target Analytics: prospecting within our current donor base
 - Strategically focused major gifts effort
 - Ann-Eve Cunningham (Director of Development) has resigned. Planning is underway to fill her position. Anne Maley and Pamela Doherty from the CAB are assisting with transition plan.
 - We will recruit nationally.
- Developing our People & Culture
 - New IT/New Media has 12 new workstations
 - New staff orientation process has been put in place
 - Staff recognition awards are now given to two staff members at each all staff meeting.
 - Facility plan to optimize workflow and production capability
 - A facility meeting is needed with the University.

- Strategic Partnerships Centered on Original Content Production
 - Fee-for-service projects continue
 - ✚ Center for Creative Photography
 - ✚ NACHOS to pilot AZdatebook.org
 - ✚ Tohono Chul Park
 - ✚ Tucson Festival of Books
- Developing the Best Use of Technology
 - Redundant SAN on-site and operational
 - 6 new HD field cameras on-site
 - Fiber connection to Phoenix is underway. This will provide a live line between our plant and the Phoenix plant.
 - The HD head-shot studio is nearing completion
 - 6 HD camera fly-packs are being built for remote production
 - WARN Act grant application for UPS/generator at MLB. The WARN Act is a federal grant which would fund 100% of our back-up power.
 - We are developing a plan for digital radio upgrade
 - An audio consultant will be on site in February

IV. Consent Agenda Items

- Minutes from the 11/17/11 CAB meeting
 - Ron Bornstein motioned to approve; Dave Iaconis seconded the motion; there were no objections. Minutes were approved.

V. Committee Reports

- Audit Committee
 - Just completed audit; auditors were very positive about Kimberly Heath and Jack Gibson. Everything was good in the audit. The staff should be congratulated for doing a great job.
 - Total net assets increased 5.8% over FY'10
 - Membership revenue increased 5.6% due to successful direct mail and pledge campaigns.
 - Underwriting revenue increased 18% primarily due to an increase in the number of contracts.
 - Expenses increased slightly which was due to the remodel of studio C into a production newsroom
- Brand Management Committee
 - Brand Management committee will only meet twice per year from this point forward
 - At the last Brand Management Committee Meeting:
 - ✚ Reviewed preliminary zip code data re: brand strategy
 - ✚ Radio is now positioned as “NPR 90.1” or “Classical 90.5”

- ✚ TV will follow suit: PBS with launch of new animated ID 1Q 2012
- ✚ Your Vote 2012 cross-platform election marketing/brand
- ✚ Discussed feasibility of speakers bureau

- Community Engagement Committee
 - The committee met last week and brought in new members.
 - The committee will meet quarterly from this point forward.
 - We will continue with Tucson Festival of Books and Storytime children's events. Festival of Books is March 11-12; the Community Engagement committee will seek assistance from the full CAB.
 - Additional emphasis will be placed on STEAM (Science, Technology, Engineering, Arts, Math); they will look at creating a strategic "Speakers Bureau" and the Vote Smart Debate featuring Ron Bornstein.
- Development Committee
 - The overall goal for major gifts is \$500,000 annually. As of the end of December we were at 50% of our goal.
 - Any donation under \$1,000 is included in membership numbers as opposed to major gifts.
 - Strategies for cultivation include Behind the Scenes Breakfast meetings. The first one this year is scheduled in February. We are also organizing in-home events.
 - The committee was restructured this year. Everyone on CAB is now on the committee.
 - The Development committee will increase communication on how each CAB member may be present at a Behind the Scenes breakfast; identify guests, host a house party, and/or accompany Jack on a major donor visit. These are just examples.

VI. Old Business

- Underwriting policy changes were addressed. 2 clips were shown – both contained language qualitative and comparative. The FCC treats profit and non-profit organizations differently.
- Included in the board book was the revised policy language. This has been cleared by our legal counsel.
- Dave Iaconis made a motion to endorse the policy changes. Cristie Street seconded the motion. There were no objections; therefore, the policy was endorsed by the CAB.

VII. New Business

- Jackie Kain was introduced and said a few words.

VIII. Other Business

- Meeting evaluation forms
- Strategic Planning Retreat is scheduled for 2/8/12.

IX. Adjourn

- Meeting was adjourned at 1:31 p.m.

Jim Murphy, Secretary