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COMMUNITY ADVISORY BOARD

March 15, 2012

Call to Order

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Coming this season on AZPM

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Welcome and Introductions

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Management Report

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Management Report

Audience and Content Development

Radio

- *Classical 90.5* realized 8% increase in AQH Share and 2.5% increase in Cume.
- *NPR 89.1* realized an increase of 8% in Cume from previous survey.
- *NPR 89.1* market share is 4.6% currently ranked #4 in market overall. A new “first” for this station.
- January survey data will be in next month and available for the May 10th CAB meeting.
- Both radio stations continue to exceed 5% growth goal.

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Management Report

Audience and Content Development

Television

- *KUAT6* continues to outperform PBS national average. Ranked #5 nationally for Prime Time Audience; #7 PT Audience Share.
- *PBS Kids*: +10% Full Week viewing; +47% Prime Time viewing.
- *ReadyTV*: +22% Full Week viewing; first measurement since changeover.
- February sweeps just concluded. Results will be reported at the May 10th CAB meeting.
- TV continues to meet or beat +5% growth goal set in SP.

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Management Report

Audience and Content Development

New Media

Facebook .5% since January

- Average user views AZPM 8x/day
- Tops among public media in AZ
- Appeals to: females 59% males 39%
- Top 3 demo groups: 25-35; 34-55; 55+



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

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Management Report

Audience and Content Development

In-production

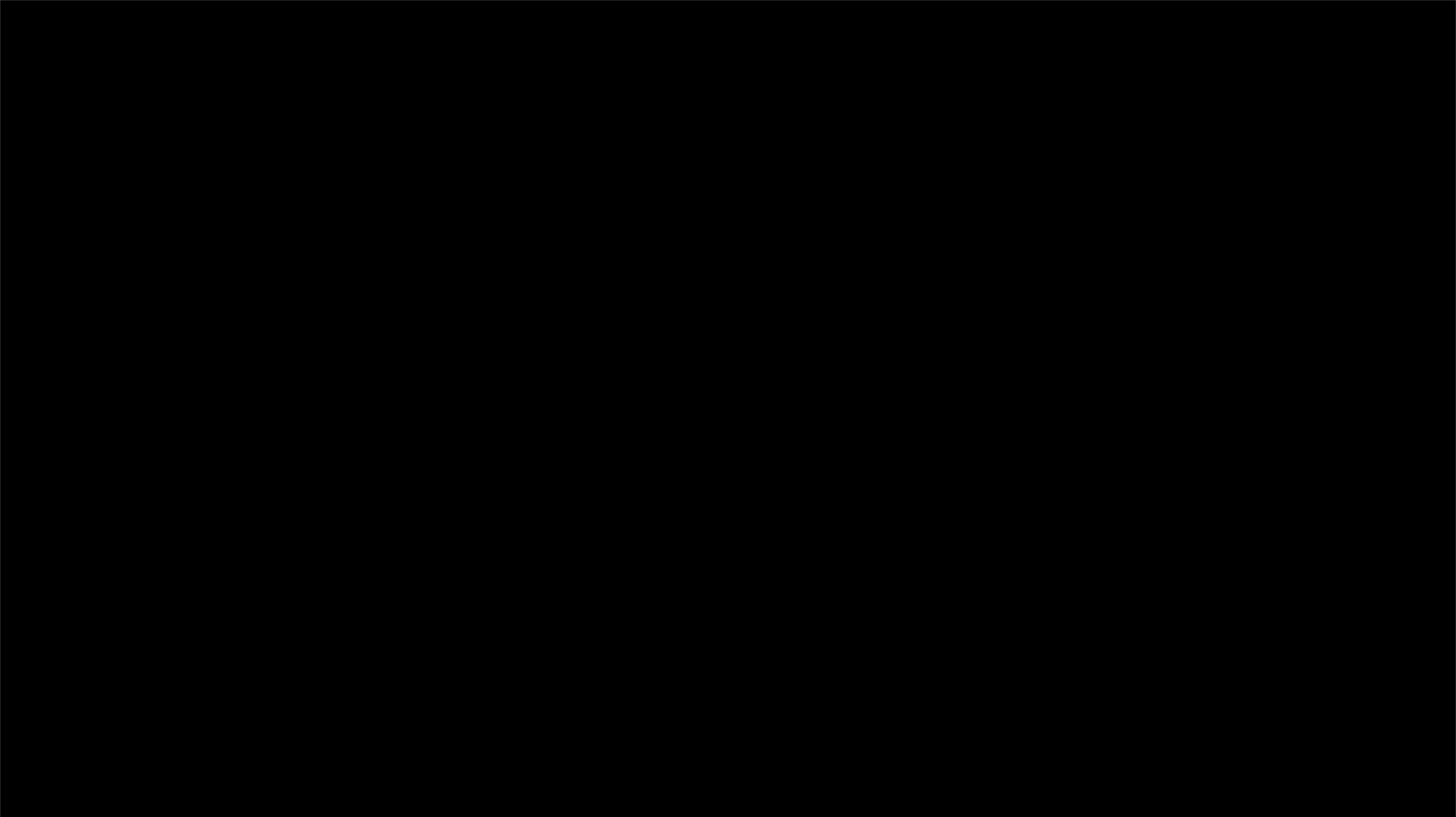
- *azpm.org* and *AZPMnews.org* (upgrade now; relaunch on or before Sept. 1)
- *AZdatebook.org* (beta summer; launch September 2012)
- *Arizona Illustrated* (summer revamp; new host; fall relaunch)
- *Wild West* (pilot) <formerly Wild Arizona> (Summer/Fall 2012)
- *The Dust Bowl* w.t. (Fall 2012)
- Election Coverage “*Your Vote 2012*” (now - January 2013)
- *Seeking Water from the Sun* (for Earth Day 2012)
KUAT6 Sunday, April 22nd @ 6:00 p.m.
- New *PBS6* animated ID <rough cut>

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Management Report

Financial Responsibility and Sustainability

Underwriting (through 2/29)

- Cash +2.6% over FY'11; YTD on target (<1% diff)
- Contracts Written +8.1% over FY'11; -8.3% FY'12 Goal

Membership (through 2/29)

- Number of members +6% from FY'11
- Membership cash (Actual FY'11 vs Actual FY'12) +9%

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Management Report

Financial Responsibility and Sustainability

Major Gifts

- Cash: -19% to FY'11 <renewal timing>
- Two positions: Sr. Director & Director of Development
- Nationwide recruiting underway <nominations welcome>
- Hope to have Senior Director named by May 1.
- Target Analytics Research: Likelihood to make Major Gift, Planned Gift, Mid-level Gift. 45K sent; 15K analyzed.
- GM Office will coordinate MG program \$2,500+; Membership will coordinate gifts \$1K-\$2,499.

Management Report

Developing Our People and Our Culture

- Staff committee being formed: management light; various disciplines
- Staff annual giving program: membership (Pamela)
- ID strategies to improve working environment (Eugenia)
- New staff orientation
- Staff awards: Productivity and Innovation
- Training opportunities

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Management Report

Strategic Partnerships Centered on Original Content Production

Strategic Partnerships:

Continuing to grow fee-for-service (FFS) work with clients

Exploring potential FFS opportunities

Participation on *NPR's Station Branding Advisory Group*

Exploring expanded relationship with *UApresents*

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Management Report

Developing the Best Use of Technology

- Classical 91.7 FM translator in Nogales
- Propose moving to 91.1 FM and flipping format to NPR
- Seeking FCC approval
- Site survey work in Pima, AZ for KUAE-FM 107.1 <new>
- New Media/IT area complete
- Radio automation upgrade next
- Studying radio production space options for FY'13

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Management Report

Questions ?

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Consent Agenda

(pages 1 - 7 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

Outreach/Engagement:

- *Tucson Festival of Books* participation - Ready TV
- Tucson Children's Museum for *Science Sundays*
- May - Angelina Ballerina Storytime with UA Bookstore
- Next committee meeting in April to discuss Speakers' Bureau

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Committee Reports

Development Committee

Pamela Doherty, *Co-Chair*

Edith Auslander, *Co-Chair*

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Committee Reports

Development Committee

- In-Home Events:
 - March 14: Eugenia Hamilton/Edie Auslander “Carl Kasell”
 - March 24: Cristie Street “Kids/Education”
 - April 18: Chinese Cultural Center
 - May 2: Carolyn Kemmeries
- Recruitment: Development Positions

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Committee Reports

Financial Information Committee
Dave Iaconis, *Chair*

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Committee Reports

Financial Information Committee

Revenue of Second Quarter FY2011

- *Context: 1st quarter is always our worst qtr. - approx \$1.3M loss. Annual loss budgeted at \$455K. 2nd qtr. normally budgeted for a small loss*
- *Overall bottom line (changes in net assets) is ahead of budget by \$233K*

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Committee Reports

Financial Information Committee

2Q Revenue

- *Overall slightly below budget at 3% excluding CPB and UA*
- *Membership & Planned Giving continue as strong areas from 1st qtr.*
- *Membership ahead of budget by 6% & 8% over PY*
- *Major & Planned Gifts had good 2nd qtr.; Major Gifts under for the year*
- *Production Services under by 33% & 37% from PY*
- *Capital Grants & CPB under due to timing of projects*

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Committee Reports

Financial Information Committee

2Q Expenses

- *Mgt. continues to manage bottom line: expense control*
- *Controllable expenses under budget 15% & 1% from PY*
- *Overall slightly below budget at 16% & 5% from PY*
- *Capital Grants under due to delay of projects. Items ordered, but not paid for yet.*
- *Personnel under by 6% due to delayed hiring of new positions*
- *Program Acquisition/Dues under by 18%*
- *General Operations under by 30% & 12% from PY*

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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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Committee Reports

Governance Committee
Jim Murphy, *Chair*

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Committee Reports

Governance Committee

Nominations for CAB Officers

- *Chair*
- *Vice Chair*
- *Secretary*
- *Terms begin September 1; first Executive Committee Meeting Thursday, August 16th at 8:00 a.m.*
- *First CAB Meeting: Thursday, September 20th*

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Committee Reports

Strategic Planning Committee

Jack Gibson reporting for Eugenia Hamilton, *Chair*

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Committee Reports

Strategic Planning Committee

- *CAB/Senior Staff Retreat on February 8th*
 - *March 20: Senior Staff to deliver TAP II <draft>*
 - *March 27: Compiled and edited TAP II delivered to CAB SP Comm.*
 - *April 1: TAP II in place*
 - *May 10: Highlights from TAP II provided at CAB Annual Meeting*
 - *September 20: First 5-month review of TAP II*

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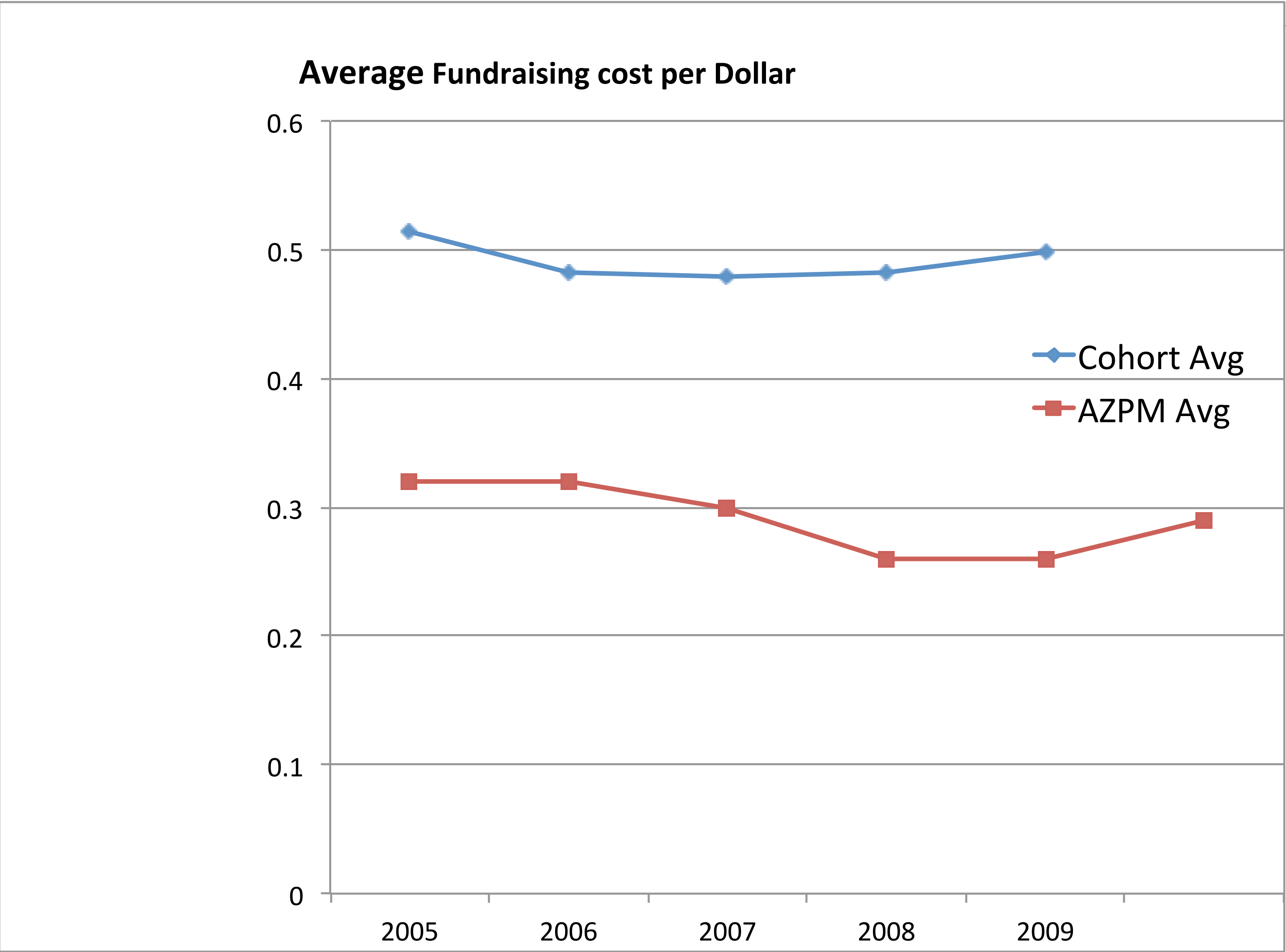
Old Business

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Old Business



Old Business

- *Disaster Planning*

- *Goal is to make all staff aware of what to do in case of a crisis for their own safety and to keep operations continuing as normally as possible*

- *Two plans developed in tandem*

- *Staff response plan*

- *Operations plan for content delivery*

- *Involve community partners*

- *University*

- *T-com, local, state, national emergency operations*

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Old Business

- *Disaster Planning*
 - *Staff response plan*
 - *Outlines damage assessment and three levels of response for staff*
 - *Crisis within AZPM (water damage, loss of power, intruder)*
 - *Crisis in community (natural disaster, news event, national emergency)*
 - *Staff alerts via text and phone tree*
 - *Initial text system tested, now communicate/train staff on response*
 - *Procedures now in place for reporters & production*

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Old Business

- *Disaster Planning*
 - *Operations plan for content delivery*
 - *Outlines scenarios for alternate content delivery methods*
 - *Transmitters offline, no access to Modern Languages Building*
 - *Identifies capital investments required*
 - *Next steps:*
 - *Test*
 - *Update and communicate*
 - *Test annually*
 - *Include information in new staff orientation*

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New Business

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New Business

NAB Presentation wrt FCC's National Broadband Plan



The Potential Impact of the FCC's National Broadband Plan on Broadcasters and Viewers

July 2011

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The Potential Impact of the FCC's National Broadband Plan on Broadcasters and Viewers

July 2011

The Incredible Shrinking Free and Local TV Band

Free and Local Broadcast TV Channels Before DTV Transition

VHF

12 channels

UHF

55 channels

TV Ch. 2 - 13

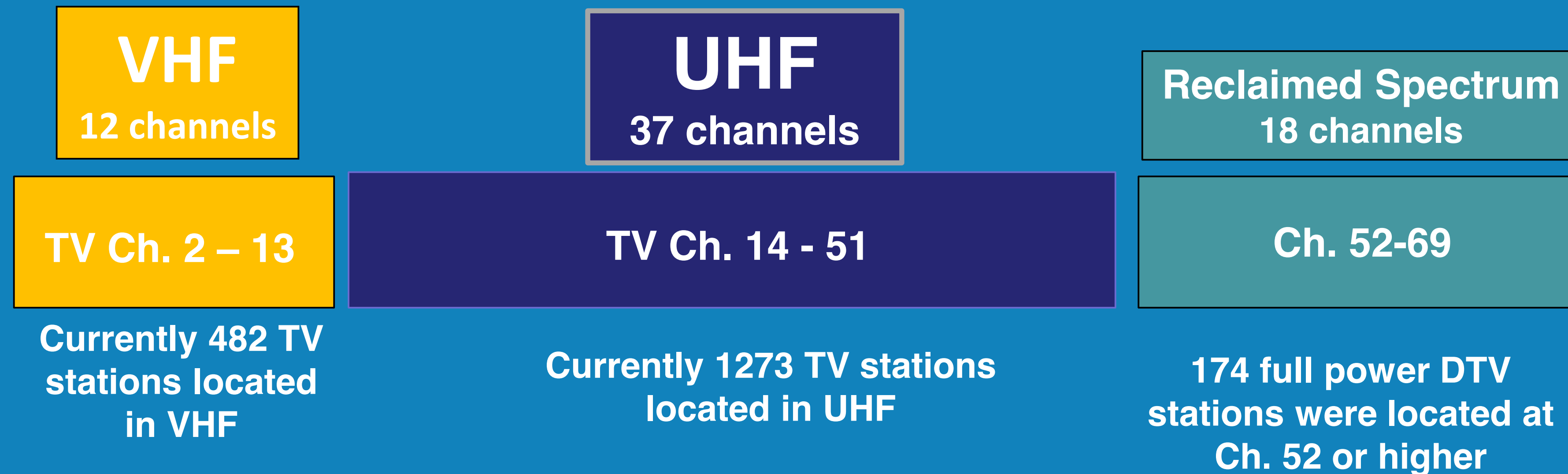
TV Ch. 14 - 69

67 TV Channels Overall

VHF: Very High Frequency

UHF: Ultra High Frequency

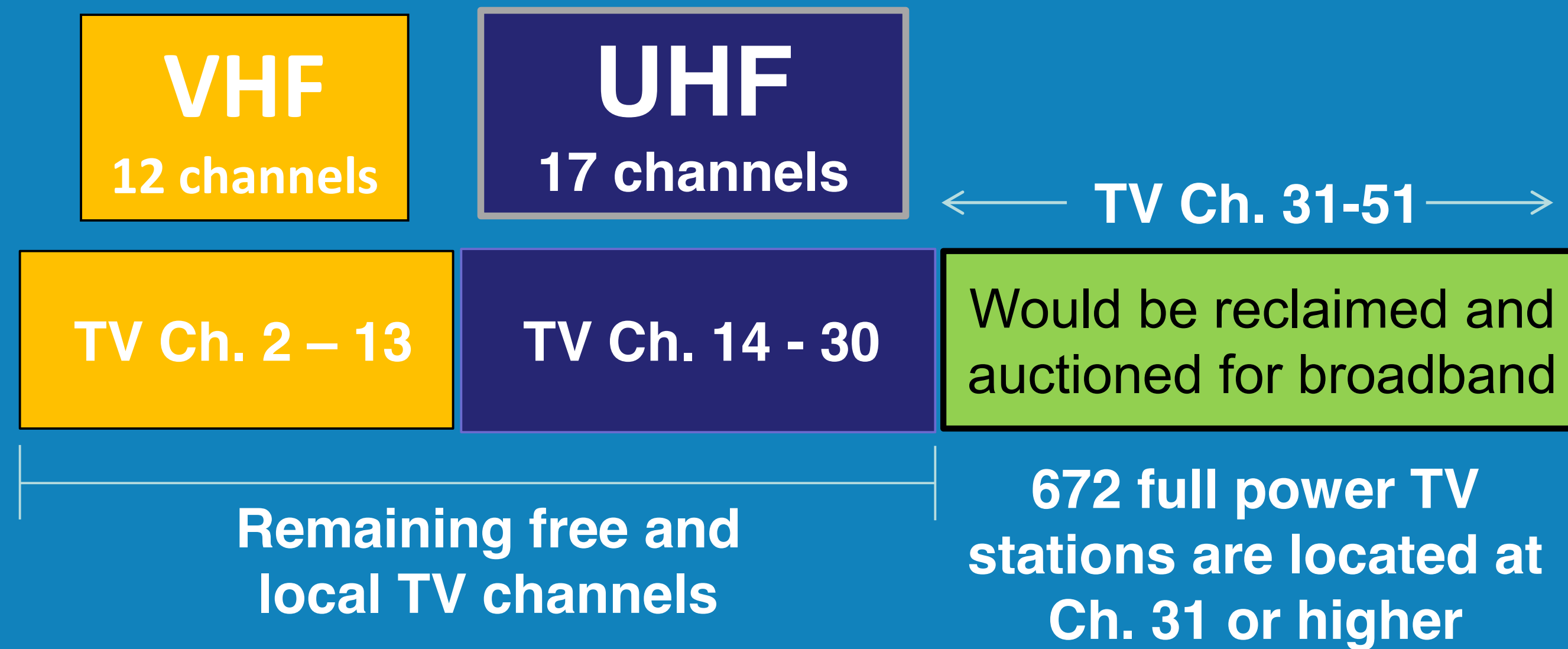
Free and Local Broadcast TV Channels After DTV Transition



VHF: Very High Frequency UHF: Ultra High Frequency

49 TV Channels Overall from 67

Potential Impact of FCC's National Broadband Plan to Reclaim 20 Broadcast TV Channels



Less Than Half of UHF Band Remains TV Channels

29 TV Channels Overall from 67

Clearing Free and Local TV Channels From Channels 31-51

Number of Full Power, Class A and LPTV Stations That Are Directly Affected By Reclaiming 20 Broadcast Channels

Station Type	Total Number of Stations	Number of Stations above Channel 30
Full Power	1,735	672
Class A	502	209
LPTV	6,434	3,214
Total	8,671	4,095

Full Power Stations above Ch. 30 by Affiliation

Affiliation	# of Stations above Ch.30	Percent of Total
ABC (incl. O&O)	53	24%
CBS (incl. O&O)	60	27%
NBC (incl. O&O)	75	33%
FOX (incl. O&O)	68	35%
UNIVISION	23	48%
TELEMUNDO	16	73%
ION	43	70%
PBS	106	36%

Affiliation	# of Stations above Ch.30	Percent of Total
MyNetwork	42	66%
CW	50	53%
ETV	11	44%
TELEFUTURA	11	58%
Trinity	18	53%
Independent stations	77	52%

Repacking TV Stations That Stay in Business

Repacking: Forced relocation of TV stations to different channels

Impact of Repacking

Two Classes of Stations:

- 1. Stations located in channels 31-51 that elect to stay in business must be relocated to lower channels*
- 2. Stations located in channels 2-30 that may have to move due to **repacking** to accommodate displaced stations moving from channels 31-51*

Effect of Repacking on Full Power Stations in Top-10 Markets After Reclamation of 20 Broadcast TV Channels

DMA Ranking	Market	Total Number of Full Power Stations	# of Stations Without Their Own Channel
1	New York, NY	23	11
2	Los Angeles, CA	27	13
3	Chicago, IL	16	4
4	Philadelphia, PA	19	12
5	Boston, MA (Manchester, NH)	21	5
6	San Francisco-Oakland-San Jose, CA	23	13
7	Dallas-Fort Worth, TX	18	1
8	Washington, DC (Hagerstown)	19	5
9	Atlanta, GA	14	0
10	Detroit, MI	9	9

*

66

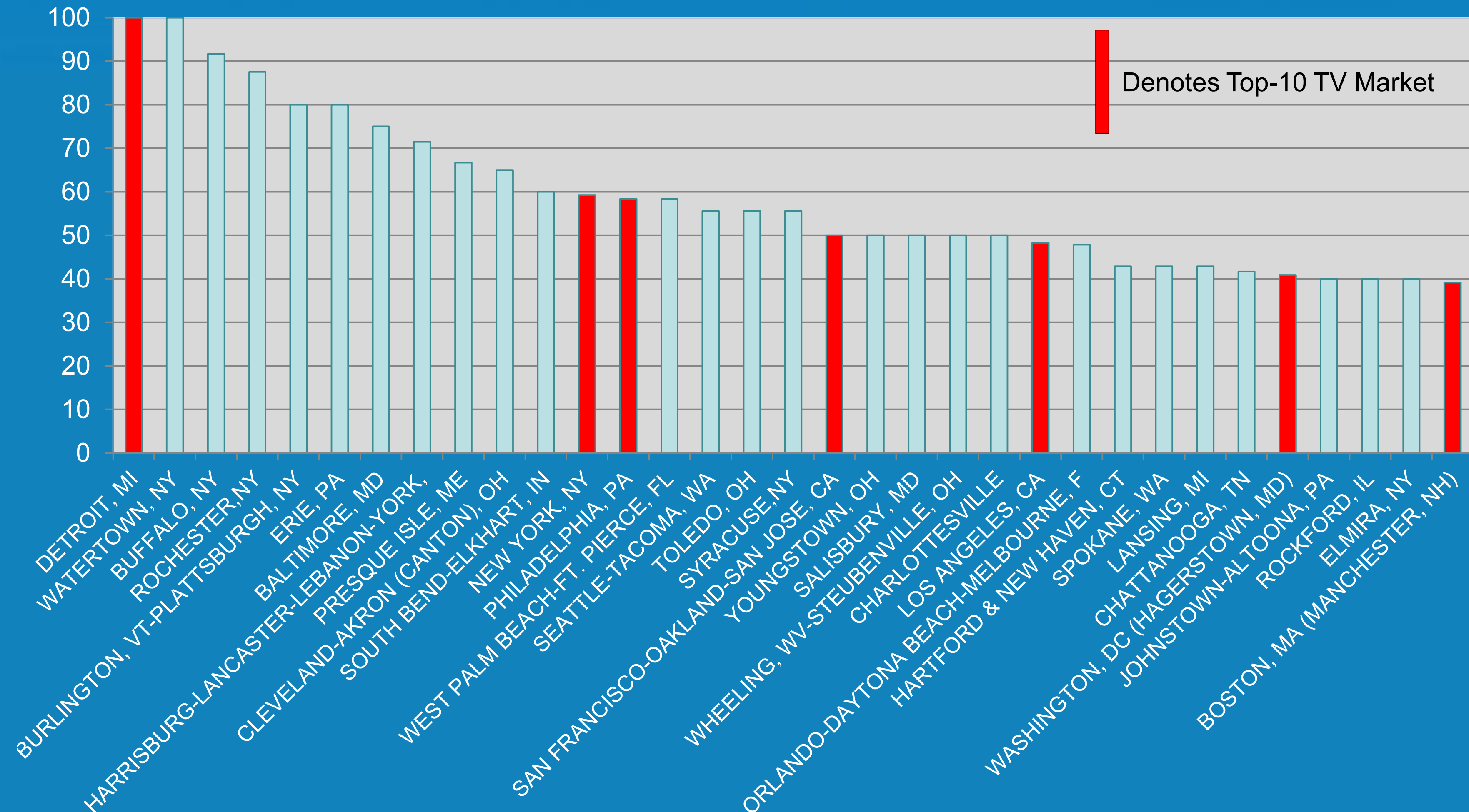
Tucson-Sierra Vista

10

4

* Accounts for border protection with Canada and Mexico

After Repacking, the Following Markets Will Require 40% or More Stations to Go Off the Air to Reclaim 20 Broadcast TV Channels



* Total full power and Class A stations, accounting for border protection with Canada and Mexico

Disruption to Viewers Caused By Clearing and Repacking of TV Stations

DTV Transition and the National Broadband Plan

2009 DTV Transition

- Recovered 108 MHz (Ch. 52 to 69)
- 174 full power stations on channels 52-69 were cleared
- Stations had analog and digital channels during transition so none had to go off-the-air completely
- About 450 stations changed channels

FCC's National Broadband Plan Incentive Auction Approach

- Proposes to Recover 120 MHz (Ch. 31 to 51)
- 672 full power stations on channels 31 or higher to be cleared
- Minimum of 210 full power stations in top 61 markets must go off-the-air permanently
- 800 to 1200 full power stations likely required to change channels

Viewer Disruption

- During DTV transition, stations had analog channel while switching to digital channel so no viewers experienced a temporary loss of signal
- Between 800 to 1200 full power stations will experience viewer disruption ranging between a few hours to a few weeks while station facilities are modified
 - i.e. construction/modification of transmission tower, installation of new equipment
- Over-the-air viewers will not be the only consumers affected by service disruption while facilities are modified. Cable and satellite subscribers would also not be able to receive broadcast programming.

Questions and Discussion

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Other Business

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Other Business

Volunteer Appreciation Week 4/15-4/21

- *Reception for all AZPM volunteers including CAB on 4/11*
- *Tohono Chul Park “Wilson Room” 5:00-6:30 p.m.*
- *Formal “Save the Date” note forthcoming*

Historic Tohono Chul Tea Room



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Other Business

Next CAB Meeting: Annual Meeting

- *Thursday, May 10th
5:30 p.m. Cocktails; 6:00-8:00 p.m. Dinner Meeting*
- *Agenda: Nomination (from floor) & Election of Officers*
- *Strategic Planning: Tactical Action Plan I (TAP)
Report on first 18-months actions.*
- *Highlights from TAP II (4/1/12 - 9/30/13)*

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Other Business

- ***Meeting Evaluation Form***
- ***Other business (from the floor)***

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Adjourn

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