

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, March 15, 2012
1125 N. Vine Street, Room 102, 12:00 – 1:30 p.m.

MEETING MINUTES

CAB: Anne Maley, Chris Helms, Jim Murphy, Ron Bornstein, Jennifer Casteix, Karen Christensen, Nance Crosby, Florencia De Roussel, Pamela Doherty, Michael Dunne, John Geiger, Jaime Gutierrez, David Iaconis, Fred Johnson, Jan Leshner, Harold Paxton, Andrew Schorr, Michelle Senner, Cita Scott, George Steele, Cristie Street

Absent: James Allen, Steve Alley, Edith Auslander, Kristin Almquist, Bill Bowen, John Fendenheim, Stephen Golden, Eugenia Hamilton, Jim Jutry, Kent Laughbaum, Maricela Solis de Kester

AZPM Staff: Jack Gibson, Kimberly Heath, John Kelley, Laura McKee, Wendy Erica Werden

- I. 12:14 Meeting was called to order
- II. AZPM Spring Season Sizzle reel was shown
- III. Welcome. Introductions were skipped
- IV. Management Report
 - Audience & Content Development:
 - a. Classical 90.5 realized an 8% increase in AQH share and 2.5% increase in Cume.
 - b. NPR 89.1 realized an increase of 8% in Cume from the previous survey.
 - c. NPR 89.1 market share is 4.6% and is currently ranked #4 in the market overall. This is a first for this station.
 - d. January survey data will be in next month and available at the May CAB meeting.
 - e. Both radio stations continue to exceed 5% growth goal.
 - f. KUAT6 continues to outperform PBS national average; it is ranked #5 nationally for prime time audience.
 - g. PBS Kids is +10% full week viewing and +47% prime time viewing.
 - h. ReadyTV is +22% full week viewing; this is the first measurement since the changeover from Create.
 - i. February sweeps just concluded. Results will be reported at May CAB meeting.
 - j. TV continues to meet or beat +5% growth goal set in the strategic plan.
 - k. Facebook is +5% since January. The average user views it 8x per day; it is tops among public media in Arizona. It appeals to females 59% and males 39%; and the top 3 demo groups are ages: 25-35; 34-55; and 55+

- l. Azpm.org is +8.1% average monthly views (over the last six months).
- m. Projects in production now include: azpm.org and AZPMnews.org; AZdatebook.org; *Arizona Illustrated*; *Wild West* (pilot); *The Dust Bowl*; Election Coverage; *Seeking Water from the Sun*; and a new PBS animated ID. Our branding studies have shown that the “6” is what most audiences refer to us as.
- n. The rough clips were shown as well as a clip from *Navajo Solar*.
- o. The Navajo project has not yet been funded in the field for deployment.

Financial Responsibility & Sustainability

- a. Underwriting through 2/29: cash is +2.6% over FY’11; YTD we are on target.
- b. Contracts written +8.1% over FY’11, but -8.3% from the FY’12 goal.
- c. Membership numbers are up +6% from FY’11; membership cash is +9% actual FY’11 versus FY’12.
- d. Major gifts cash is -19% to FY’11.
- e. We are looking to fill two positions: Sr. Director & Director of Development. Nationwide recruiting is underway. We hope to have a Senior Director named by May 1.
- f. Target analytics research has come in. It helps determine the likelihood of a donor to make a major gift, a planned gift or a mid-level gift. They analyzed 15k of our donors.
- g. The GM’s office will coordinate the major gifts program for donors over \$2,500 and membership will coordinate the program for gifts ranging between \$1,000 and \$2,499.

Developing Our People & Our Culture

- a. Fran Sherlock is working on putting together a staff committee to improve the working environment (what people perceive). We will keep management participation light.
- b. Pamela Doherty from the CAB has agreed to step in and help us with our staff annual giving/membership.
- c. We are working to develop a new staff orientation process.
- d. Staff productivity and innovation awards are given 6 times per year (it used to only be 4 times per year).
- e. We have held some money in the budget for training opportunities.

Strategic Partnerships Centered on Original Content Production

- a. We are continuing to grow our fee-for-service work with clients.
- b. Wendy Erica Werden is exploring potential opportunities. She will also participate on NPR’s Station Branding Advisory Group.
- c. We are exploring expanded relationship with UApresents.

Developing the Best Use of Technology

- a. Classical 91.7 FM in Nogales will be changed over to a new station ID number.

- b. We are proposing moving 91.1FM and flipping the format to NPR.
- c. The New Media/IT area construction is complete. We are moving from an online area that had space for 3 to a work area that can accommodate about 12.
- d. Radio automation upgrade is next on the schedule.

Questions/Comments

- 91.7 has been stronger than 90.5 for Rio Rico resident; however, any decent FM radio will pick up 90.5.
- Q: regarding the increases in new media: how do our increases match to what we expected/projected?
- A: our increases have exceeded our initial expectations.
- Comment: As web visits increase, there will be an opportunity to sell space on the website.
- Q: What is the concept of *The Dust Bowl*?
- A: *The Dust Bowl* is the event from the 20's in the south. It will be centered here in Tucson.

V. Consent Agenda Items

- a. Minutes from the January 19, 2012 CAB meeting: Ron Bornstein motioned to approve the minutes; Jennifer Casteix seconded the motion. There were no objections, questions or comments. The minutes were, therefore, approved.

VI. Committee Reports

a. Community Engagement (Jennifer Casteix)

- Festival of Books brought out a lot of volunteers.
- We are talking with the Tucson Children's Museum about Science Sundays. They are currently offering families to come to the museum at a reduced rate. It is all science oriented. We are looking into collaboration with them. We will use the Cat in the Hat costume at one of their upcoming events.
- We received a small grant to support Angelina Ballerina at the largest children's event of the year in May.
- Next committee meeting in April. No date is confirmed yet; an email will be sent when a date is selected.

b. Development (Pamela Doherty)

- We have three in home events coming up (3/24, 4/18, and 5/2). Pamela passed around a sign-up sheet – she needs 2 board members to volunteer to attend/assist with each of the upcoming events.
- The event coming up at Cristie Street's home is a trial for a different format. We will show things to parents and teachers and get their feedback on how to continue with our outreach.

- Our 3/14 in-home event went very well. Carl Kasell was there. Wonderful evening.
- We are tracking gifts from people that attend our in-home events to track the effectiveness.
- We will send a schedule of upcoming Behind the Scenes breakfast tours when dates are confirmed. Pamela will also reach out to board members for assistance.

c. Financial Information (Dave Iaconis)

- The first quarter is always the worst quarter. We saw a \$1.3 million loss; however, the annual loss budgeted is \$455k. The second quarter is normally budgeted for a small loss.
- Overall, the bottom line is ahead of budget by \$233k.

Second quarter revenue:

- Overall we are slightly below budget by 3% excluding CPB and UA.
- Membership and planned giving continue as strong areas from the first quarter.
- Membership is ahead of budget by 6% & 8% over prior year.
- Major and planned gifts had a good second quarter; major gifts are under for the year.
- Production services are under by 33% and 37% from prior year.
- Capital grants & CPB are under due to timing of projects.

Second quarter expenses:

- Management continues to manage the bottom line.
- Controllable expenses are under budget by 15% & 1% from prior year.
- Overall, we are slightly below budget at 16% & 5% from prior year.
- Capital grants are under due to delay of projects. Items have been ordered, but not yet paid for.
- Our personnel expense is under by 6% due to delayed hiring of new positions.
- Program acquisition/dues are under by 18%
- General operations are under by 30% & 12% from prior year.

Concerns:

- Concern: Do we have to control expenses to levels that are affecting quality or services?
- Response: All indications are that the organization continues to grow. Audiences and membership have been growing. Underwriting is up, but still off target.
- Concern: Revenues in major gifts, production & underwriting need to climb in order to relieve expense pressure.

- Response: Wendy Erica Werden is marketing our services to both non-profits and for profits for services we can provide. Our underwriters are approaching more potential clients on the street and hoping the economy recovers to a degree that we will do more business with the mom and pops. Our major gifts department is doing between \$500-\$600k now. This is operating at 40% of what it should be for an organization of this size.
- d. Governance: (Jim Murphy)
- The two-year term for the CAB officers is approaching. If you would like to volunteer to be considered for one of the seats, or if you would like to nominate someone for a role, please let any of the current officers know.
 - The term will begin on September 1st; the first Executive Committee meeting for the new term is Thursday August 16th at 8:00 a.m.
 - The first CAB meeting for the new term is September 20th.
- e. Strategic Planning: (Jack Gibson for Eugenia Hamilton)
- The CAB/ senior staff retreat was February 8th.
 - Senior staff is to deliver TAP II draft by 3/20
 - The compiled and edited TAP II to be delivered to CAB strategic planning committee by 3/27.
 - TAP II is to be in place by 4/1.
 - Highlights from TAP II to be provided at the 5/10 annual CAB meeting.
 - The first five-month review of TAP II will be 9/20.

VII. Old Business

- a. Average fundraising cost per dollar was discussed.
- b. Disaster planning updates:
- c. The 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.
- d. Two plans are being developed in tandem: staff response plan and operations plan for content delivery.
- e. We will involve community partners: the University; T-Com, state, local, and national emergency operations.
- f. Staff response plan outlines damage assessment and 3 levels of response for staff: the plan includes crisis within AZPM (water damage, loss of power, intruder); and crisis in the community (natural disaster, news event, national emergency). The staff is alerted of a crisis via text and phone tree. Initial text system has been tested, now we will communicate/train staff on response. Procedures are now in place for reporters and production.

- g. The operations plan for content delivery outlines scenarios for alternate content delivery methods; what to do if transmitters are offline or there is no access to MLB; and identifies capital investments required.
- h. Our next steps are to test the system, update and communicate staff, test annually, and include information in new staff orientations.

VIII. New Business

- a. Jack reviewed information regarding the FCC's national broadband plan, taken from the NAB presentation.

IX. Other Business

- a. Volunteer appreciation week is April 15-April 21st.
- b. There is a reception for all AZPM volunteers, including CAB members, on April 11th at the Tohono Chul Park in the Wilson Room. 5:00 – 6:30 p.m.
- c. The next CAB meeting is May 10th. It is our annual meeting that will begin with cocktails at 5:30 and the dinner meeting will begin at 6:00 p.m. and conclude at 8:00 p.m.
- d. The agenda will include nominations from the floor and the election of officers.
- e. Everyone was asked to complete their evaluation forms.
- f. No other business was raised from the floor.

X. Meeting adjourned at 1:40 p.m.

Signed this ____ day of _____, 2012.

Jim Murphy, Secretary