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COMMUNITY ADVISORY BOARD

November 15, 2012

Call to Order

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Fall/Winter 2012 Season

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<Insert: Fall Sizzle Reel>

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Welcome and Introductions

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Welcome and Introductions

New Staff Members:

Michael Testerman, Human Resources Coordinator
Enrique Aldana, Associate Director of Development

Staff Members:

Anna Latta, Assistant Production Manager
Cooper James, Student Production Crew

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Management Report

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Management Report

Radio

Audience and Content Development

Summer 2012 Arbitron Report:

NPR 89.1

- Top-ranked news/talk station in Tucson market.
- Cume for listeners 12+ was 84,600, up 2.5% over Summer 2011.
- Metro Audience Share 4.3%; tied for #7 in overall audience.
- Adult 50+ share for NPR came in at 6%, for a rank of #5 in Summer 2012.

Classical 90.5

- Metro Audience Share 2.5%; ranked #15 in listeners 12+; #9 for 50+
- Average time spent listening TSL +12.2% over last summer.

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Television

Audience and Content Development

November Nielsen TV Sweeps Underway (10/25-11/21).

Results will be provided at the January 17 CAB Meeting.

Closer look at: Election Night

Fri. Night Public Affairs Block (election year)

Doc Martin (Thursdays 9p)

Arizona's Dust Bowl: Lessons Lost

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YouTube

Audience and Content Development

AZPM YouTube stats:

New playlists added to *AZPM YouTube* Channel:

- *Preview* playlist allow for local promos to be inserted in e-newsletter, *Preview*. Will also allow *AZPM* to embed promos to EPKs (electronic press kits).
- *Voter Stories* was added for *Your Vote 2012* uses. Thirteen vignettes created for on-air use, now on *YouTube*.

Top 2 most viewed to date:

- UA+ #1 Olympian/UA Alumni, Amanda Beard interview
- Promo for *Seeking Water From the Sun* #2

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Management Report

Facebook



Audience and Content Development

Facebook +9% since Sept 2012

- Top demos: 35-44, 25-34, and 45-54 (55-64 is closing in on 45-54 demo)
- Large spike on election night with live postings of results

UA+ Page

- 185 “likes” to date
- 8% increase in fans
- #1 demo continues to be 18-24
- Launched February 28th

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Management Report

azpm.org

Audience and Content Development

October 2012 vs. October 2011

- Page views: 175,871 +22%
- Visits: 90,270 +27.7%
- Unique visitors: 61,684 +37.3%
- News page views: 31,152 +67.5%
- Time on news page: 2:21 +8.5%
- News stories posted: 149 +106.9%

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Management Report

azpm.org

Audience and Content Development

October 2012 vs. October 2011

Top Viewed Stories

- U.S. Senate one-hour video forum: 5119 page views (including 2,976 on day of posting 10/15)(avg. viewing time 5:21)
- Prop. 204 *Arizona Week* forum: 1,235 page views (4:30)
- Prop. 117 video segment: 1,227 (4:40)
- Prop. 116 video segment: 1,033 (4:25)
- Evening with Noam Chomsky video: 832 (4:53)
- 10/15 had 10,723 page views, making our top 10 list for most views/day. Driven by the U.S. Senate forum.

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Twitter

Audience and Content Development

@azpm.news

- Followers: 3,784 (up 4.7%)
- Election night tweets garnered 50 retweets, gained 41 followers after that night.

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Management Report

In-production

Audience and Content Development

- *AZ Illustrated (aka: Arizona Illustrated v2.0)* <January premier>
 - Monday: Metro/Business
 - Tuesday: Nature/Environment
 - Wednesday: Science/Health
 - Thursday: Arts/Culture
 - Friday: Politics “Political Roundtable with Jim Nintzel”
- *Wild West* (w.t.)
 - Pilot episode: “Raptors” 1Q 2013
- *The Book Show* (w.t.) <in development>
 - Limited series (10/30)
 - Author interviews
 - Produced from Tucson Festival of Books

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Arizona's Dust Bowl

— Lessons Lost —



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Insert: AZ Dust Bowl Video

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Management Report

Financial Responsibility and Sustainability

Underwriting (through 10/31/12)

- Cash: +14.5% over FY'12; +2% FY'13 goal
- Contracts Written: +6% over FY'12; +10% over FY'13 goal

Membership (through 10/31/12)

- Number of members +1% from FY'12
- Membership cash +21% to FY'12; +20% to FY'13 goal

Major Gifts (through 10/31/12)

- Cash: -\$736 N/C to FY'12; -11% to FY'13 goal
- Timing Issues

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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 which are to be answered at quarterly All-Staff Meetings.
- In last meeting reviewed perceptions of the '09 cultural environment & discussed changes to current perceptions.
- Next step: plan how to assess all staff perceptions of current cultural environment; gauge culture.

New HR Coordinator, Michael Testerman

- Goals: Improved HR systems including recruiting and retention; improved communications.
- Employee Advisory Team will help w/implementation of retention materials.

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Management Report

Strategic Partnerships Centered on Original Content Production

Strategic Partnerships:

- AZPM with the UA Hispanic Alumni Club & Tucson Hispanic Chamber of Commerce presented a screening of *America By the Numbers* with NPR's Maria Hinojosa (10/8).
- College of Social & Behavioral Sciences *Voices of Choices Elections 2012* event with NPR's Ken Rudin (10/15).
- Two AZ PBS LearningMedia teacher training events will be scheduled (before 6/30).
- AZPM participated in UA Collegiate Showcase Homecoming (11/9).
- AZPM will participate in Festival of Books (March 2013).
- *Classical 90.5* producing (8) TSO classical performances for radio.
- *Classical 90.5* sponsor of UApresents, *From the Top* (2/17/13).



Management Report

Developing the Best Use of Technology

- Key card locks have been installed on MLB entrances and interior doors (secures broadcast ops, staff <incl. students and volunteers>, technology).
- Construction for premium MLB video editing suite/screening room w/5.1 surround sound begins this week.
- New audio/routing equipment for radio is expected to arrive by the end of November. Phased installation will follow; operational 1Q 2013.
- WARN Grant - MLB generator/UPS: Working w/UA Facilities to respond to grantor/PBS re: final construction issues.

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Management Report

Questions ?

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Consent Agenda

(pages 2-9 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 “B’fast Club” (12/4) - “new” *Arizona Illustrated*
- Children’s Events
 - UA Bookstore
 - Children’s Museum
- Community Event
 - *The Dust Bowl/Arizona’s Dust Bowl: Lessons Lost* - Nov. 4th
 - *Downton Abby* - December 17th

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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: SaddleBrook Arts Guild presentation
 - Dec 4: Behind the Scenes Breakfast Tour
 - Dec 9: CAB / Major Donor Holiday Tea Party @ Arizona Inn
 - Dec 17: Downton Abbey event at Crowder Hall

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Committee Reports

Development Committee

	F Y 1 2	F Y 1 1	F Y 1 0	F Y 0 9	F Y 0 8
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Committee Reports

Development Committee

Exercise: *Donor Targets*

- Identify all people on our target list who you know.
- Gauge how well you know them.
- Staff will ID appropriate CAB member in next two weeks.
- Reach out to prospect to set-up an appointment to meet.
- Help Enrique/Jack to meet these individuals.

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Committee Reports

Financial Information Committee

Dave Iaconis, *Chair*

Cristie Street, Presenting

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Committee Reports

Financial Information Committee

Revenue & Expenses

- Best performing Q1 revenue centers are membership & underwriting - the number of total members is up.
- Expenses are typically low for Q1, but we anticipated more in Q2 with the relaunch of *AZ Illustrated*.
- CPB gave an extension until Q3 due to the political uncertainties.

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Committee Reports

Financial Information Committee

General Points to Consider

- Q1 is usually a conservative quarter, but there are still more unknowns than usual.
- Nationally - we are all still waiting to see what will happen with sequestration.
- Locally - we have new UA leadership and we are working to reinforce that relationship.

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Old Business

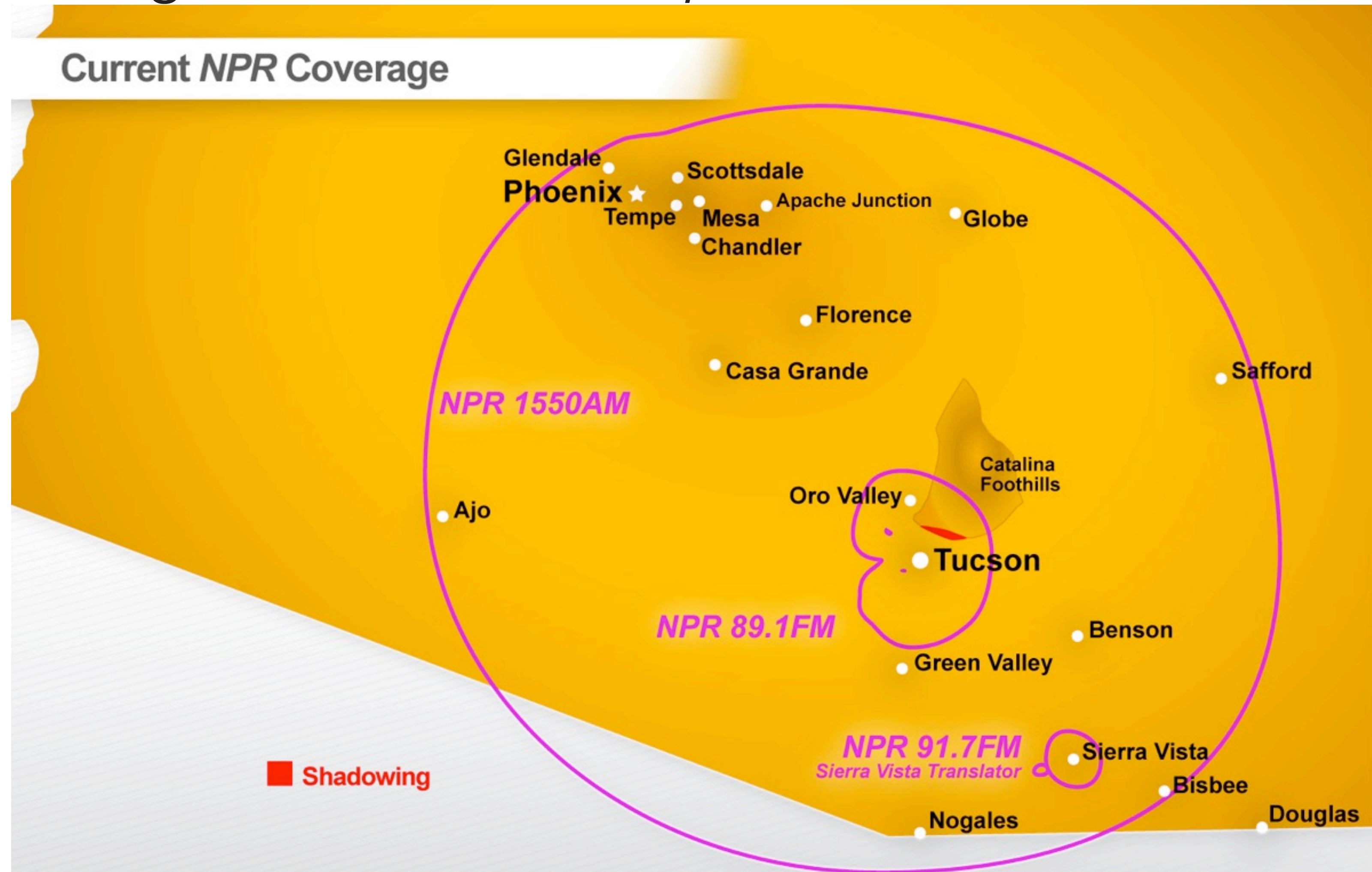
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Old Business

- *Program Service Swap*



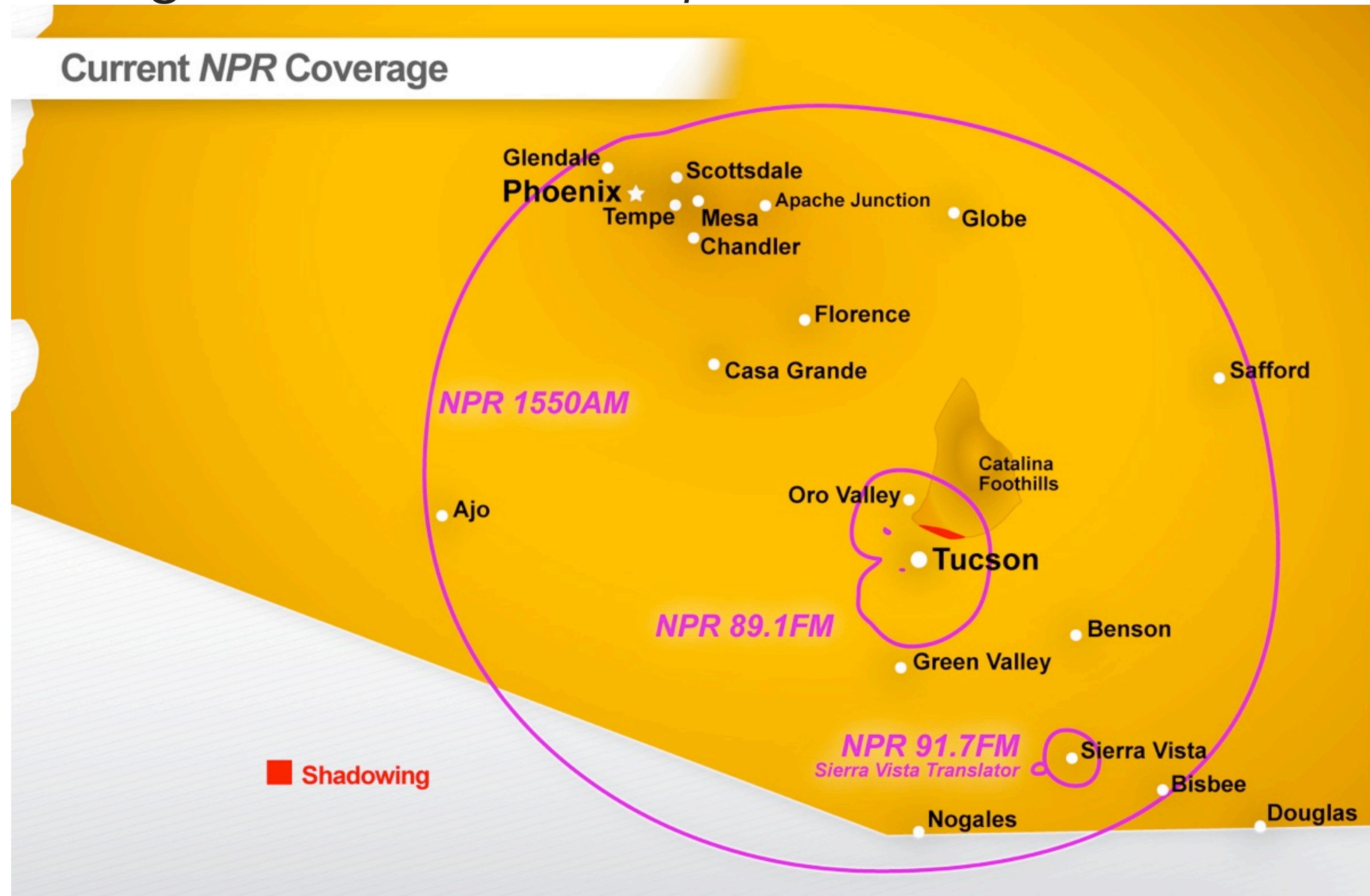
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Old Business

- *Program Service Swap*



PRC to report out at
Jan. 17 CAB Mtg.

Acquire New Station(s)

Reformat Existing
Stations

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Old Business

AZPM Federal Appropriation (\$1.4M)

- If Federal Budget were \$1M; CPB share of federal budget would be 1 cent.
- All of federal appropriation is targeted to original local production. Member dollars fund PBS and NPR programs and supplement original local productions.

AZPM spends \$2.7M on the production of original local programs.

Best defense is a good offense. POPB spots are in production and are helping to tell our story to audiences in a “proof of performance” manner.

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New Business

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New Business

Meet the Staff

- *Cooper James, Student Videographer*
- *Anna Latta, Assistant Production Manager*

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New Business

Your Vote 2012

TV and radio provided ongoing local election coverage starting with CD8 Special Election in June.

Your Vote 2012 Election Center on azpm.org became the hub for AZPM election coverage.

- *Focus for all AZPM local & state coverage*
- *Radio, TV and web stories*
- *NPR & PBS election coverage via plug-ins w/continuously updated stories & stats*

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New Business

Your Vote 2012

Candidate forums - 20

- *AZ Illustrated special presentations*
- U.S. Senate, CD1, 2, 3, 8 & select local/county races
- Simulcast on NPR 89.1 and azpm.org

Political Roundtable

- Weekly look at the state of election season *Arizona Week*
- *From voter education to the Latino vote, campaign finance and proposition analysis.*

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New Business

Your Vote 2012

Meet the Candidates - 52

- Candidate video statements (2 min) for azpm.org
- Legislative, county and TUSD races

NPR 89.1 - reports too numerous to count

- In-depth stories on Morning Edition & All Things Considered
- News updates

“Get Out The Vote” spots - 13 spots produced

- Radio (KUAT & KUAZ) - 263
- TV (PBS6, UA & World) - 856

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Reaction and Discussion

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New Business

Strategic Planning

- *6-month TAP (Tactical Action Plan) Report*
- *April 1 - September 30, 2012*

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Other Business

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Other Business

CAB/Major Donor Holiday Tea

- Sunday, December 9th
Arizona Inn - Tucson Room
2:00-4:00 p.m.
- High Tea with traditional accompaniments
- Photos in front of tree or in library
- Meet AZPM major donors and new *Arizona Illustrated* hosts

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Other Business

Next CAB Meeting

- Thursday, January 17th
11:45 buffet lunch; 12:00 meeting start time
- Meeting evaluations
- Updated Meeting Schedule
- Other business from the floor

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Adjourn

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