

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

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

MEETING MINUTES

CAB: Chris Helms, Eugenia Hamilton, Edith Auslander, Ron Bornstein, Jennifer Casteix, Karen Christensen, Nance Crosby, Pamela Doherty, Fred Johnson, Jim Jutry, Anne Maley, Harold Paxton, Andrew Schorr, , Cita Scott, Michelle Senner, George Steele, Cristie Street

Absent: Steve Alley, Kristin Almquist, Bill Bowen, Florencia De Roussel, Michael Dunne, Stephen Golden, David Iaconis, Kent Laughbaum, Jan Leshner, Tsianina Lomawaima, Jim Murphy, Katy Murray, Maricela Solis de Kester

Guests: n/a

AZPM Staff: Jack Gibson, Kimberly Heath, Cooper James, Jackie Kain, John Kelley, Anna Latta, Laura McKee, Michael Testerman

- I. Meeting was called to order at 12:00 p.m.
- II. AZPM Video: Fall/Winter Sizzle Reel.
 - a. A video was shown.
- III. Welcome and Introductions
 - a. Michael Testerman and Enrique Aldana were introduced as the newest AZPM staff members
 - b. Anna Latta and Cooper James were introduced as AZPM staff members presenting later
- IV. Management Report
 - a. Audience & Content Development:
 - Summer 2012 Arbitron Report: NPR 90.1 is the top ranked news/talk station in the Tucson market; cume for listeners 12+ was up 2.5% over Summer 2011; metro audience share 4.3% which is tied for #7 in overall audience; and adult (50+) share for NPR came in at 6%, for a rank of #5 in Summer 2012.
 - Classical 90.5: metro audience share at 2.5%; ranked #15 in listeners 12+; and #9 for 50+ age group; the average time spent listening TSL +12.2% over last summer.
 - November Nielsen TV sweeps is underway (10/25-11/21). Results will be provided at the January 17 CAB meeting.

- AZPM YouTube stats: New playlists added to AZPM YouTube Channel; the top 2 most viewed to date: UA+ Olympian/UA Alumni, Amanda Beard interview; and promo for Seeking Water From the Sun#2.
 - Facebook is up 9% since 9/2012.
 - UA+ Page has 185 “likes” to date and an 8% increase in fans.
 - Azpm.org stats from 10/2011 vs. 10/2012: page views were up 22%; visits up 27.7%; unique visitors up 37.3%; news page views up 67.6%; time on news page up 8.5%; and news stories posted were up 106.9%.
 - Twitter (@azpm.news) followers were up 4.7%; election night tweets garnered 50 retweets and gained 41 followers after that night.
 - In production: the new AZ Illustrated will premier in January; *Wild West* (w.t.); and *The Book Show* (in development).
 - A clip of *Arizona’s Dust Bowl* was played
- b. Financial Responsibility & Sustainability
- Underwriting numbers 9through 10/31/12): Cash is up 14.5% over FY’12 and over 2% of FY’13 goal. Contracts written are up 6% over FY’12 and 10% over FY’13 goals.
 - Membership (through 10/31/12): Number of members is up 1% from FY’12; and membership cash is up 21% over FY’12 and 20% over FY’13 goals.
 - Major gifts (through 10/31/12): Cash is down compared to FY’12 and down 11% to FY’13 goal.
- c. Developing our People and Our Culture
- Employee Advisory Team is formed and operational. They have created a method for staff to submit questions anonymously to management which are to be answered quarterly at the all-staff meetings. In the last meeting, perceptions of the ’09 culture environment were reviewed and changes to current perceptions were discussed. Next step is to plan how to assess all staff perceptions of current cultural environment.
 - A question was asked about the employee and CAB contribution levels. The first time we looked at the numbers for staff participation, we were at 17%; we are now just over 50%. We will run a very short campaign and will re-evaluate at that time. Pamela Doherty has counseled with the advisory team.
 - Michael Testerman, new HR Coordinator has goals to improve the HR system including recruiting and retention and to improve communications. He will work with the Employee Advisory Team with implementation of retention materials.
- d. Strategic Partnerships Centered on Original Content Production
- Strategic Partnerships include: UA Hispanic Alumni Club & Tucson Hispanic Chamber of Commerce screening of *America By*

The Numbers with NPR's Maria Hinojosa; College of Social & Behavioral Sciences *Voices of Choices Elections 2012* event; 2 AZ PBS Learning Media teacher training events to be scheduled; UA Collegiate Showcase Homecoming; Festival of Books; *Classical 90.5* producing (8) TSO classical performances for radio; and *Classical 90.5* sponsor of UApresents, *From the Top*.

e. Developing the Best Use of Technology

- Key card locks have been installed on MLB entrances and interior doors;
- 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;
- WARN Grant for the MLB generator/UPS – we are working with UA Facilities to respond to the grantor/PBS regarding final construction issues.

V. Consent Agenda Items

- a. Minutes from the 9/20/12 CAB Meeting were brought up for approval. Ron Bornstein moved to approve as submitted; Fred Johnson seconded the motion. All were in favor and the minutes were approved.

VI. Committee Reports

a. Community Engagement Committee (Jennifer Casteix)

- A Speakers Bureau has been created. Events include one in Green Valley featuring *Dust Bowl* and one at the Arizona Inn featuring AZ Illustrated.
- Children's events include UA Bookstore and the Children's Museum.
- Community events include *The Dust Bowl/Arizona's Dust Bowl: Lessons Lost* (11/4); *Downton Abbey* (12/17)

b. Development Committee (Pamela Doherty & Edith Auslander)

- Events include: 10/9 Behind the Scenes Breakfast tour; 10/15 in-home event w/NPR Correspondence Ken Rudin; 10/30 in-home event; 11/7 SaddleBrook Arts Guild presentation; 12/4 Behind the Scenes Breakfast tour; 12/9 CAB/major donor holiday tea; 12/17 Downton Abbey event
- 5 years of CAB and membership giving numbers (totals by year) were reviewed. CAB is at 100% member participation.
- CAB members completed a worksheet identifying major donors from a list that they personally knew.

c. Financial Information Committee

- Our best performing Q1 revenue centers are membership & underwriting; 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 political uncertainties.

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

VII. Old Business

a. AZPM Federal Appropriation (\$1.4M)

- If the federal budget were \$1M, CPB share of the federal budget would be 1 cent.
- All of federal appropriation is targeted to original local production. Member dollars fund PBS & NPR programs and supplement original local productions.
- AZPM spends \$2.7M on the production of original local programs.
- Power of Public Broadcasting spots are in production and are helping to tell our story to audiences in a “proof of performance” manner.
- A POPB spot was shown
- There are currently no corresponding radio POPB spots. They are online, on the website and on TV.
- There may be a market for our POPB spots.

VIII. New Business

- a. Cooper James and Anna Latta (both AZPM employees) spoke to the group about what they do at AZPM and why they choose to work there.
- b. 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; 20 candidate forums; political roundtable; meet the candidates; NPR89.1 reports are too numerous to count; “Get out the Vote” spots (13 produced).
 - The Get out the Vote spots were shown to the CAB. The reactions/comments were as follows:
 - Moving & touching the way they were recorded
 - The people who spoke were real and genuine
 - Loved listening to the radio spots and trying to figure out who the people were.
 - One CAB member was with an 18 year old voter who was inspired by the spots they saw.
 - It is clear that careful planning was taken in choosing the people that recorded spots to represent a broad spectrum in diversity.
 - Very well produced

- There is an award process and the spots will be submitted for an Emmy.
 - c. Strategic Planning 6-month tactical action plan report (April 1 – September 30). Eugenia Hamilton conducted a very brief update.
- IX. Other Business
- a. CAB/Major Donor Holiday Tea scheduled for 12/9/12
 - b. Next CAB meeting is set for Thursday, 1/17
 - c. CAB members were asked to complete their meeting evaluations
 - d. And updated meeting schedule was pointed out in the back of the book reflecting a revised January meeting date.
 - e. No other business from the floor
- X. Meeting adjourned

Signed this ____ day of _____, 2012.

Florencia DeRoussel, Secretary