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COMMUNITY ADVISORY BOARD

Annual Meeting - May 2, 2013

Call to Order

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COMMUNITY ADVISORY BOARD

Review of FY'13

“Can’t Take My Eyes (and Ears) Off You”

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Welcome and Introductions

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Welcome and Introductions

Guests:

Jaime Gutierrez, University of Arizona VP, External Relations

Emeritus CAB Members:

Betsy Bolding

Judith Brown

Dan Cavanagh

Andy Greeley

Ellen Poulsen

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Management Report

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Management Report

FY13-14 Personnel Plan

<i>Now - July 1</i> (6+)	<i>July 1, 2013</i> (7)	<i>Sept. 1, 2013</i> (6)	<i>Jan. 1, 2014</i> (3)
RTV Reporters (3)	Assoc. Development Director	Executive Producer	Underwriting Account Exec.
Production Technician	Production Manager	News Director	Production Technician
Development Coordinator	Webmaster	Chief Technology Officer	Arts Producer/Reporter
Online Reporter	Editor/Videographer	TV Program Director	22+ Positions Planned
Freelance Reporter(s)	On-Air Promo Producer	Online Developer	
	Nature Producer/Reporter	Health Producer/Reporter	
	Science Producer/Reporter		

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Management Report

Programming

Update on Activities

- *Talk of the Nation*: NPR ends production on June 27th (page 1).
- TV February Sweeps: **PBS6** +6% Prime Time Audience; ranked #8 nationally.
Masterpiece "Downton Abbey" 12+ share; 35,320 viewers on average
- Radio Winter Arbitron: **NPR 89.1** -13% unduplicated audience (cume)
Classical 90.5 -25.25% unduplicated audience (cume)
- Online: April page views were 153,101; down 11.6% from 2012
Number of stories posted was 182; down 5.7% from 4/2012

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Management Report

Fundraising

Update on Activities

- Radio Campaign (concluded April 22): \$270,943; 2.2% over goal.
- TV Campaign (June 1-9): Goal \$145,000
- Underwriting YTD: +10.3% over FY12 and +8.2% favorable to budget.
- EOFY Countdown Campaign
 - Direct Mail
 - On-air spots

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Management Report

Original Production

Update on Activities

AZ Illustrated

- Shake out period through summer. Fall targeted relaunch.
- Fall: *AZ Illustrated* “Weekend”
- First sweep indicated audience growth +43.25% (best showing in 4-years)

Wild West (w.t.) “Raptors”

In-development: TRAUMA (60 minute documentary 1Q 2014)

AZ Datebook: holding pattern

Word for Word (produced at TFOB)

Books I Love

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Management Report

Coming up...

Update on Activities

Strategic Plan Update

Audience/Content Development

Financial Resources

People & Culture

Strategic Partnerships

Technology

Questions?

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Consent Agenda

(pages 2-8 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

Committee met 4/3/13

Community Engagement Committee

FY'13 remaining events:

Fair for Educators - 6/24 3-8pm Tucson High Magnet School

Events suggested for major AZPM presence in FY'14:

Tucson Festival of Books

Tucson Rodeo Parade

Events scheduled for FY'14:

Science Sundays 7/14-8/11 Tucson Children's Museum

Literacy Day at the Tucson Children's Museum 9/28

Speakers' Bureau discussions

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Committee Reports

Development Committee
Pamela Doherty, *Co-Chair*
Edith Auslander, *Co-Chair*

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Committee Reports

Development Events

Development Committee

- April: Sponsor of Pima Council on Aging Generations Gala; Oro Valley in-home event hosted by CAB member Tsianina Lomawaima; Community screening of *Kind Hearted Woman* w/resource fair of community groups.
- May: Member screening of PBS series *Constitution USA* w/Peter Segal
- June: In-home scheduled for week of 6/10; Behind the Scenes Tour scheduled for week of 6/17.
- October: Behind the Scenes Tour scheduled for Old Main Society members - major donors w/planned gifts.

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Committee Reports

Major Gift Activities

Development Report

- March/April/May: Enrique & Jack entertained major donors at UA Museum of Art, TSO, Tucson Festival of Books, Broadway in Tucson, PCOA Gala.
- March: Week-long grantsmanship training for Enrique
- April: AZ State Museum 120th Anniversary Celebration
- May: Enrique, Pat, Jack attending PBS Showcase in Miami; End of Fiscal Year (EOFY) mail campaign launches.
- June: Countdown to EOFY; Preparing development plan for FY'14 in coordination with AZPM management and UAF.
- July: Evaluation of in-home events. Identify best practices. Preparing for Sept. CAB meeting: Revenue Generation

Committee Reports

Major Gift/Goal Update

Development Report

March 31	Goal	FY'13 Budget	FY'13 Actual	%diff	FY'12 Actual (3Q)
Major Giving	\$600,000	\$414,000	\$455,840	+10.1	\$370,557
Planned Gifts	\$140,417	\$105,313	\$154,487	+46.7%	\$167,683
Capital Gifts	\$200,000	\$200,000	\$128,385	-32%	\$167,683
Program Gifts	\$210,000	\$210,000	\$128,385	-38.9%	\$29,000
3Q Total	1,010,000	\$929,313	\$874,712	-5.8%	\$746,524

Committee Reports

Financial Information Committee
David Iaconis, *Chair*

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Committee Reports

Overall

Financial Information Committee

Bottom line (change in net assets) is ahead of budget by \$432K

Revenues

- Overall slightly below budget by 3.4% and PY by 1.8%
- CPB under budget \$117K (-11%) primarily due to timing. Overall cut in CPB funding will be 5% which is less of a reduction than budgeted
- Membership slightly better than budget at +4.9%.
- Major and planned gifts ahead of budget and PY
- Misc. Gift & Income -16% under due to an over-aggressive budget
- UA funding and capital grants under budget due to timing

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Committee Reports

Financial Information Committee

Expenses

- Overall favorable to budget by 7.8% and PY by 9.8%
- Management continues to manage bottom line through expense control.
- Personnel under budget and PY due to holding off on hiring.
- General operations significantly under budget and PY.
- Capital significantly under budget and PY due to no expenditures in 3rd quarter.

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Committee Reports

Financial Information Committee

Balance Sheet

- Cannot generate a monthly balance sheet yet due to conversion to new system.
- Committee will be working with Jack and Kimberly to present balance sheet on a quarterly basis beginning in September, featuring 4th quarter (FY13) results.
- Key items from 6/30/12 balance sheet:
 - Cash position = \$9.5 million - strong
 - Working capital position = \$9.6 million - strong liquidity
 - Total equity = \$12 million - strong
 - Unrestricted equity = \$9.2 million - strong

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Committee Reports

Governance Committee
Jim Murphy, *Chair*

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Committee Reports

Governance Committee

Two resignations:

- Jan Leshner
- Michelle Nolan Senner

Exit Interviews Scheduled

Two appointments to be made over summer for September start. We will employ CAB matrix to ensure diversity.

Suggestions for prospective members to: Jim Murphy, Chris Helms, Jack Gibson

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Old Business

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Old Business

Public Radio Capital

Frequency swap concept to expand NPR signal.

Goldman Engineering evaluating technical options.

Street-level mapping of homes potentially to be affected.

WARN Grant

UPS and Generator for MLB

HVAC for Master Control Center

Meet with GHNL Consultants on Friday.

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New Business

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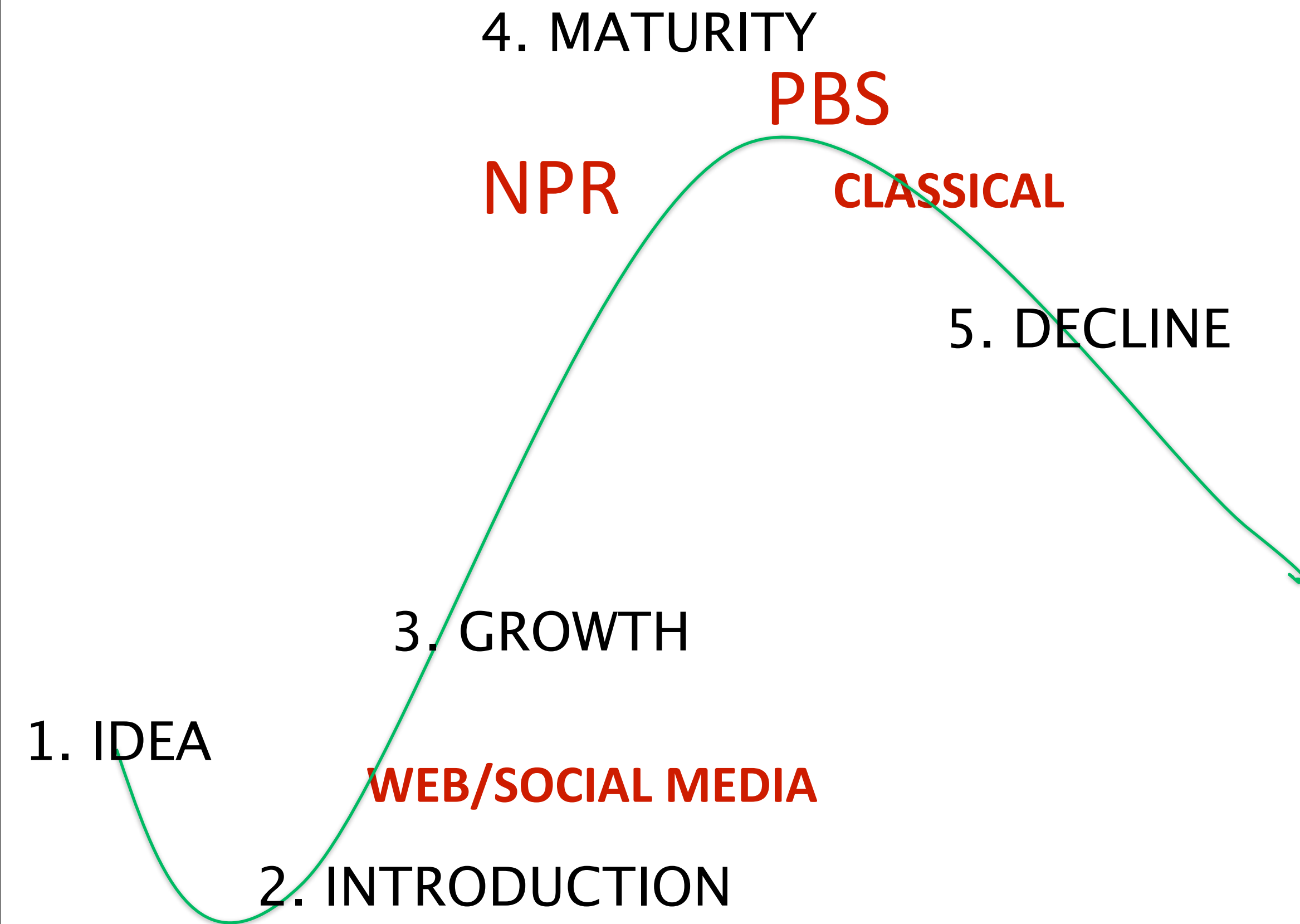


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RECAP: AZPM Strategic Planning

- 2009: Public Media challenged nationally and locally... by changes in public policy and economy, by changes in media and journalism industries.
- 2010: comprehensive planning process involving CAB and AZPM staff, addressed a “worst case” scenario for the future.

AZPM PRODUCTS IN 2009:



Strategic issue:
should we do what
we have always
done, only better?
(incremental
improvement)

**OR CAN WE/DO WE TRANSFORM AZPM INTO
SOMETHING DIFFERENT AND BETTER?????**

Explicit NEW DESIRED FUTURE FOR AZPM...
WHAT WE WOULD LIKE TO LOOK LIKE IN 2015

**We possess some
building blocks for change**

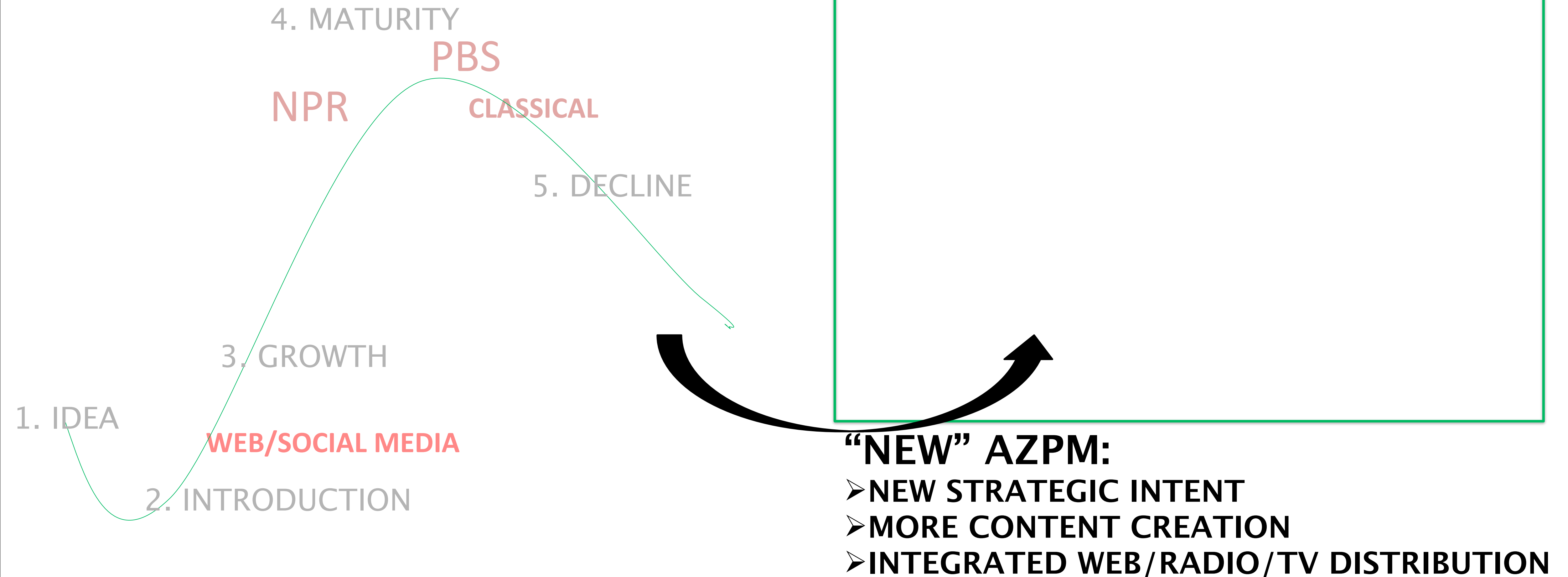
The status quo is not
sustainable.
We are ready for
change.
We hold a new vision
which we believe we
can attain.

We don't have all of
the skills we will need.
We have outgrown our
building.
At times we can be
rigid
We need more money.

Some things hold us back...

Current reality –We emphasize distribution of pbs/npr programming over writing & production of new content.
–We do not connect with some large segments of our community.
+We are strong financially, a valued partner of the university, and well-regarded by our listeners and viewers.

WE DECIDED TO JUMP TO A NEW CURVE, to CHANGE...



NEW Strategic Intent :

“AZPM will become a trusted source of information that promotes thoughtful conversation and community collaboration.

We will create, acquire, and distribute distinctive and relevant content for, with, and about Southern Arizona, the University of Arizona, and the Southwest.”

THE PLAN... THE 5 BUILDING BLOCKS FOR CHANGE:
AZPM WILL ACCOMPLISH THIS CHANGE THROUGH STRATEGIC:

1. CONTENT AND AUDIENCE DEVELOPMENT
2. FINANCIAL SUSTAINABILITY
3. PEOPLE AND CULTURE
4. PARTNERSHIPS WITH OTHERS
5. USE OF TECHNOLOGY AND FACILITIES

IN 2013 AZPM IS VERY DIFFERENT FROM THE ORGANIZATION WE WERE IN 2009.

WE ARE “DUE” FOR A NEW STRATEGIC PLAN BY FY 2015:
WE PROBABLY WILL FOCUS OUR PLANS ON BECOMING BETTER, NOT ON TRANSFORMING OURSELVES

CAB MEETINGS DURING 2013–2014 WILL PREPARE US TO DEAL WITH THE MAJOR STRATEGIC CHALLENGES FACING AZPM.

EACH MEETING WILL FOCUS ON ONE OF THE 5 FUNDAMENTAL STRATEGIC BUILDING BLOCKS.

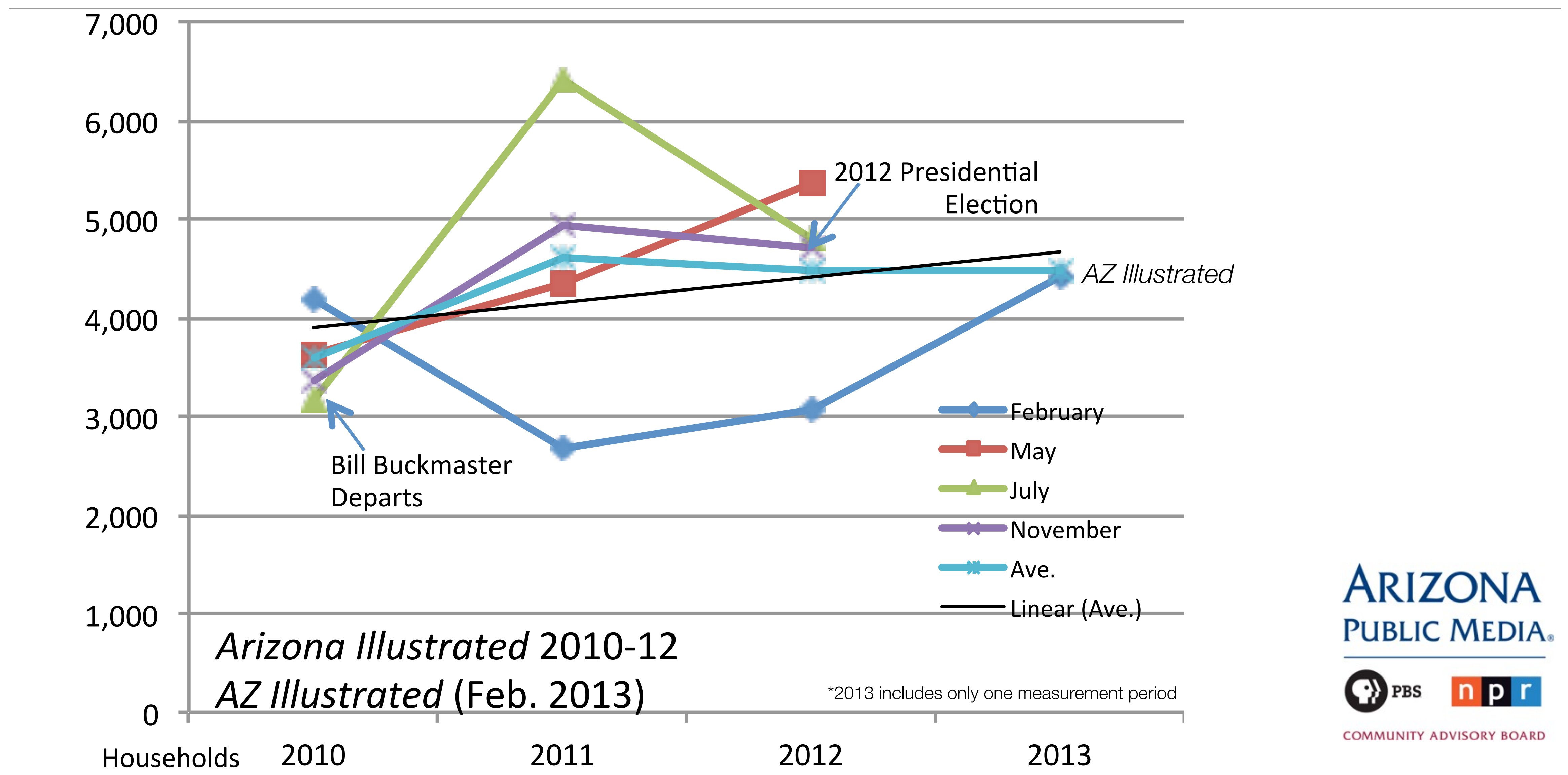
And we have an assignment for the summer break...



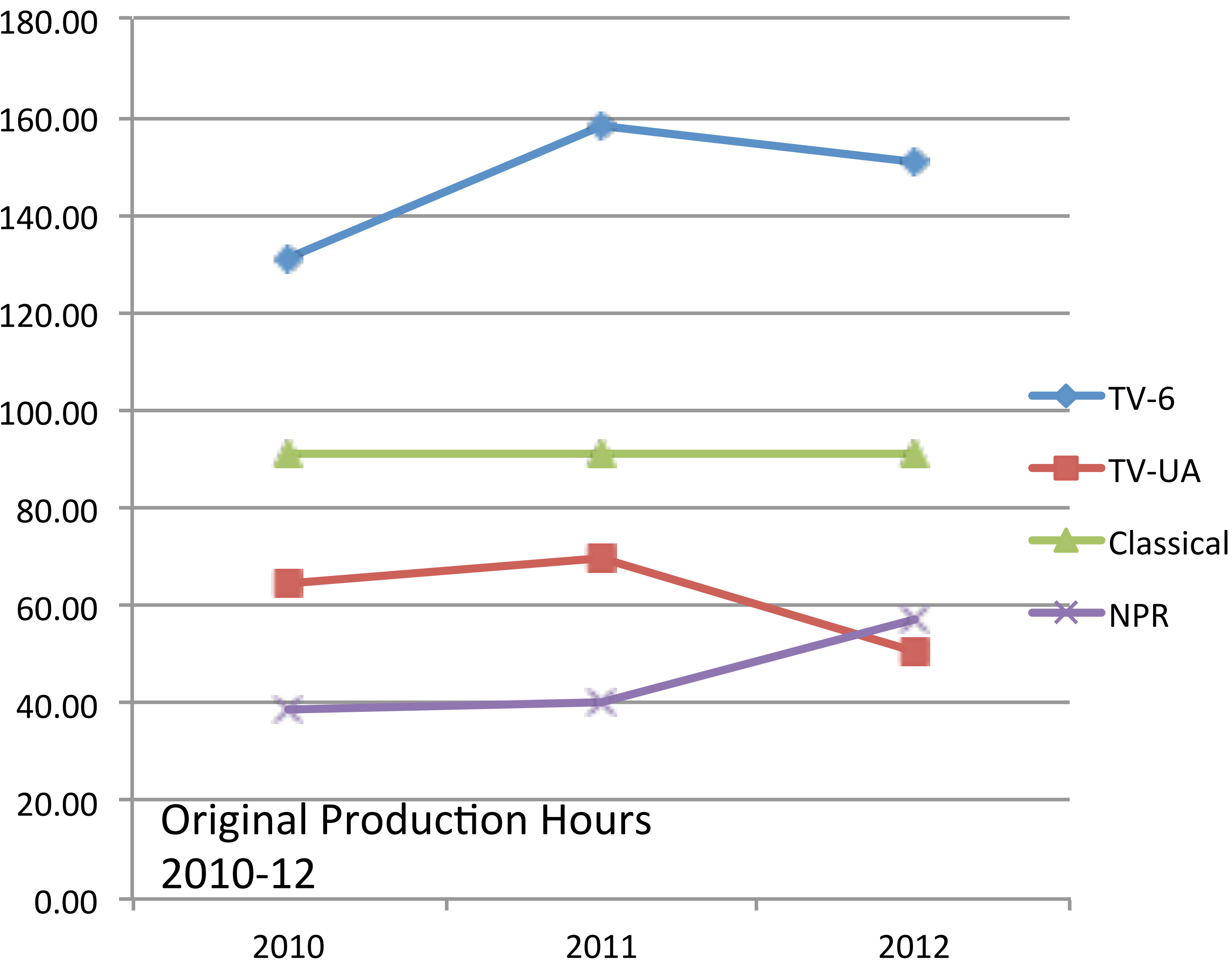
STRATEGIC PLAN PROGRESS REPORT

May 2, 2013

Original Content Production

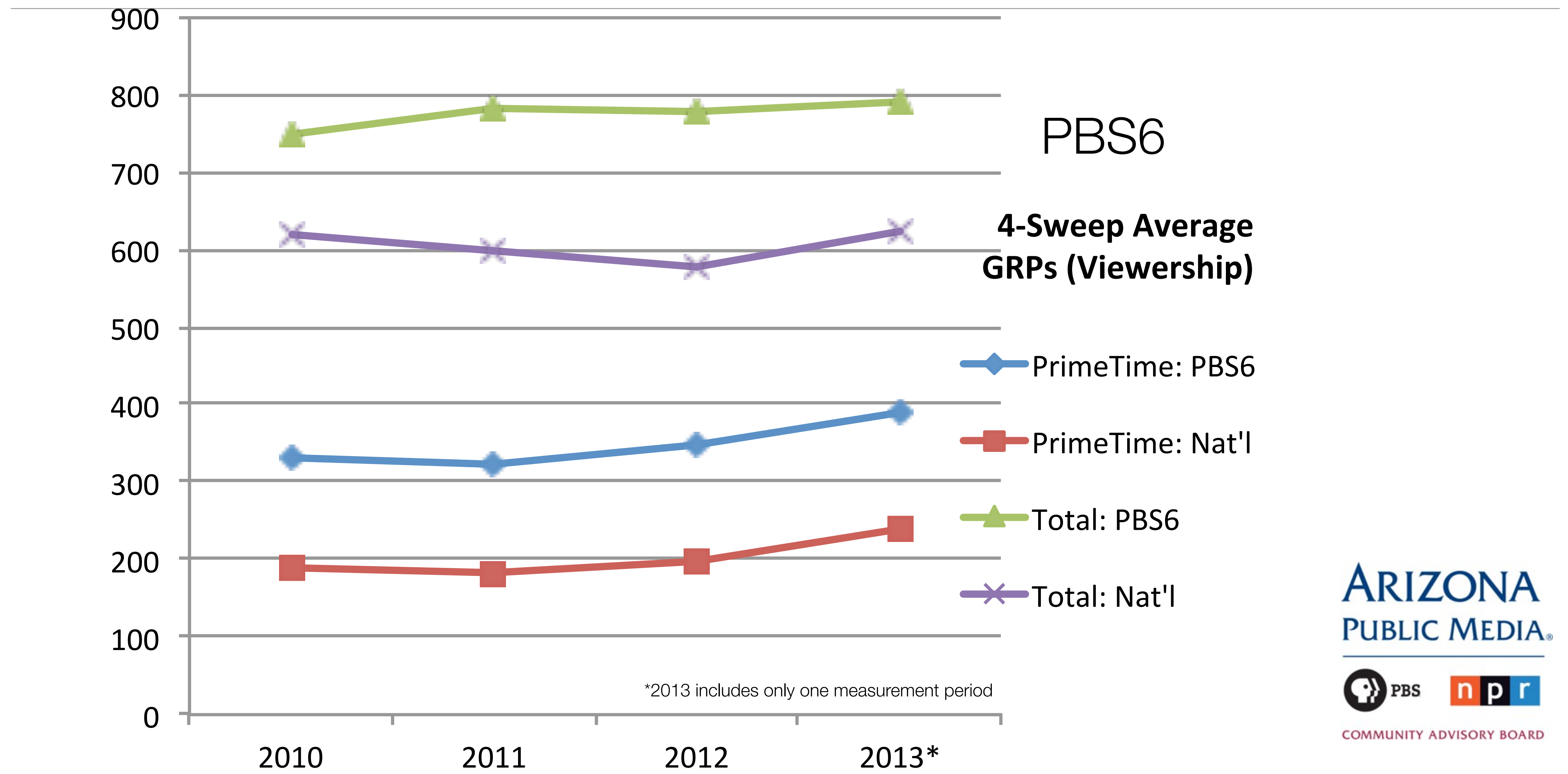


Original Content Production

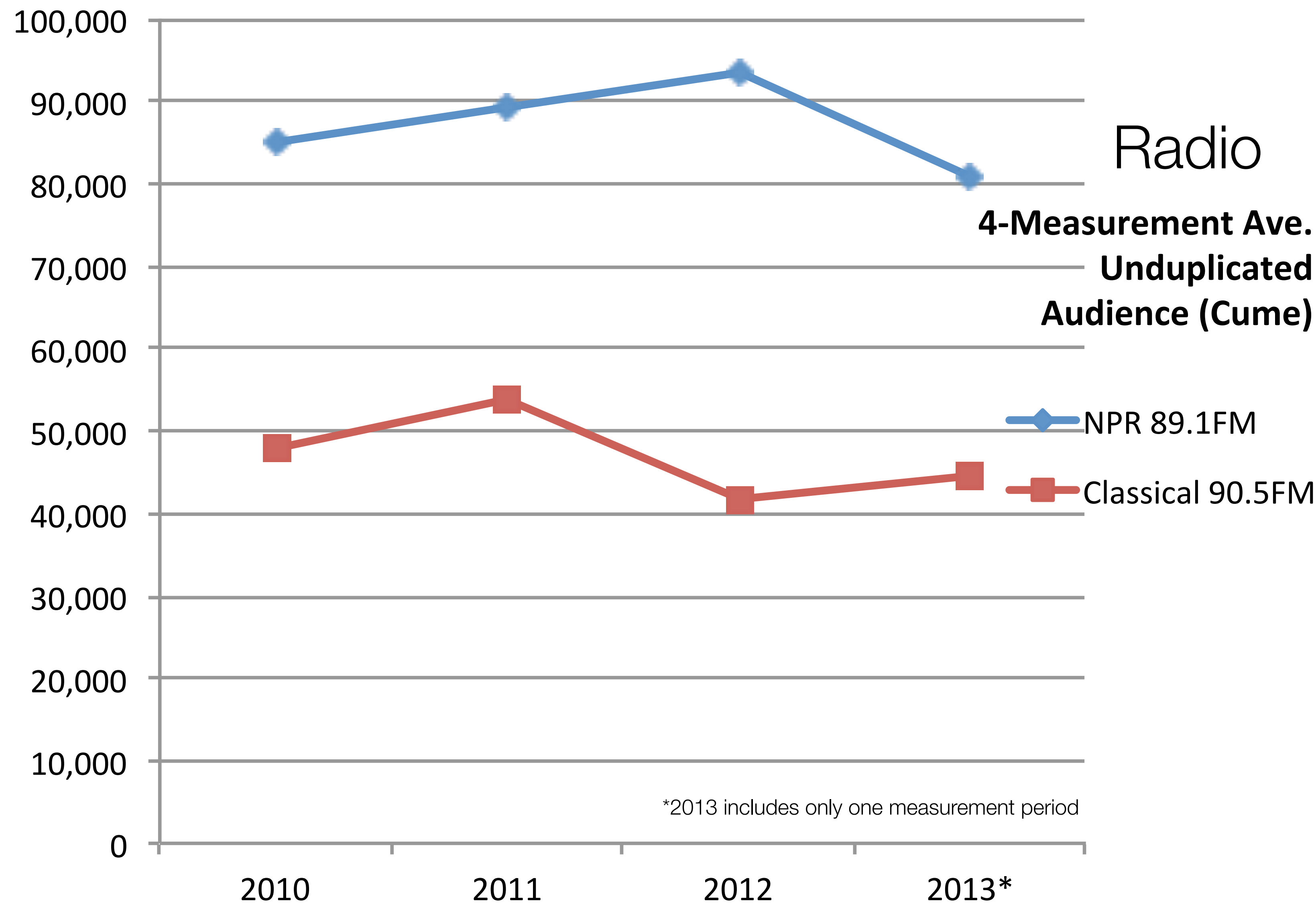


Original Production Hours
2010-12

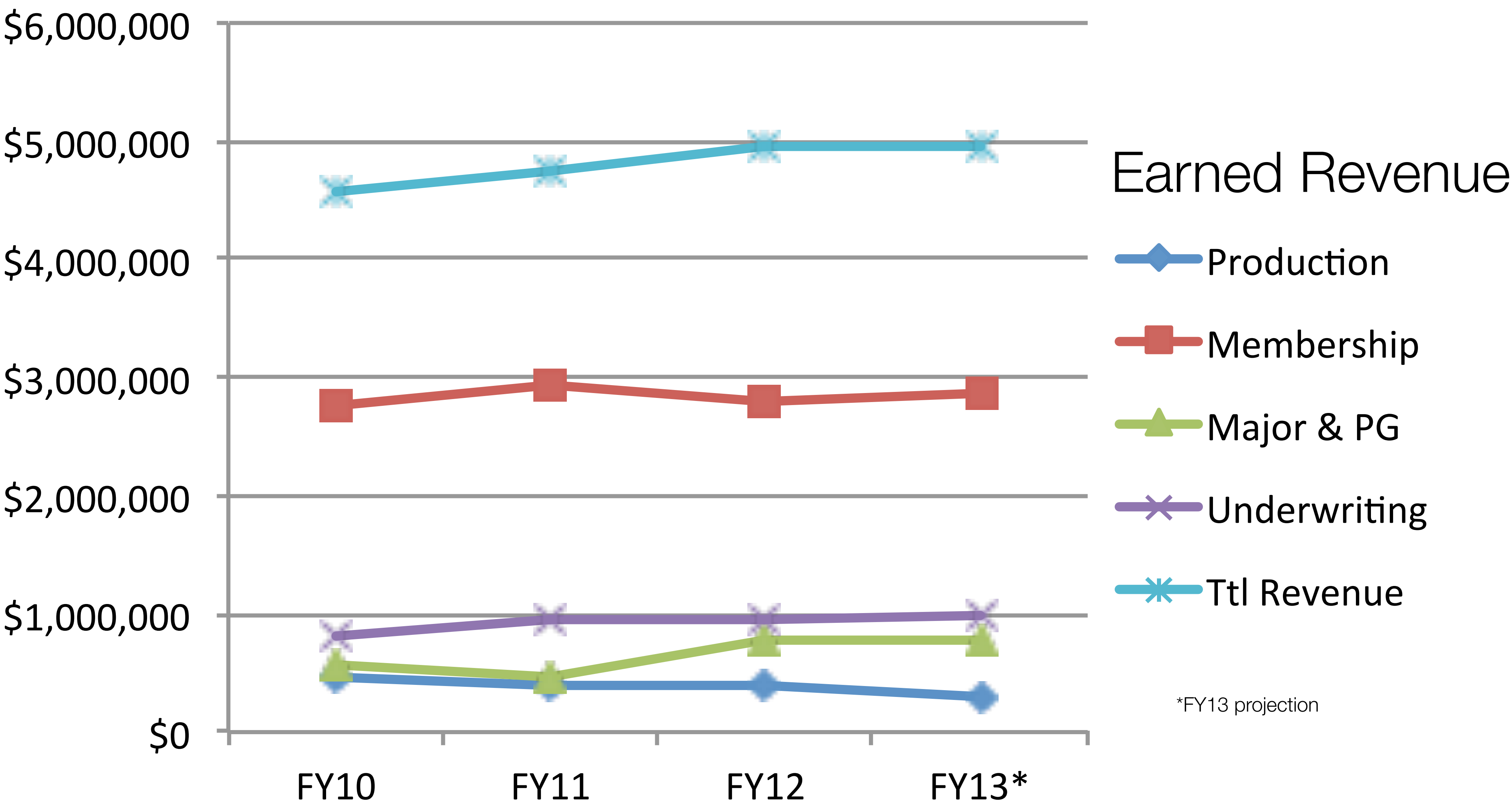
Audience Development



Audience Development

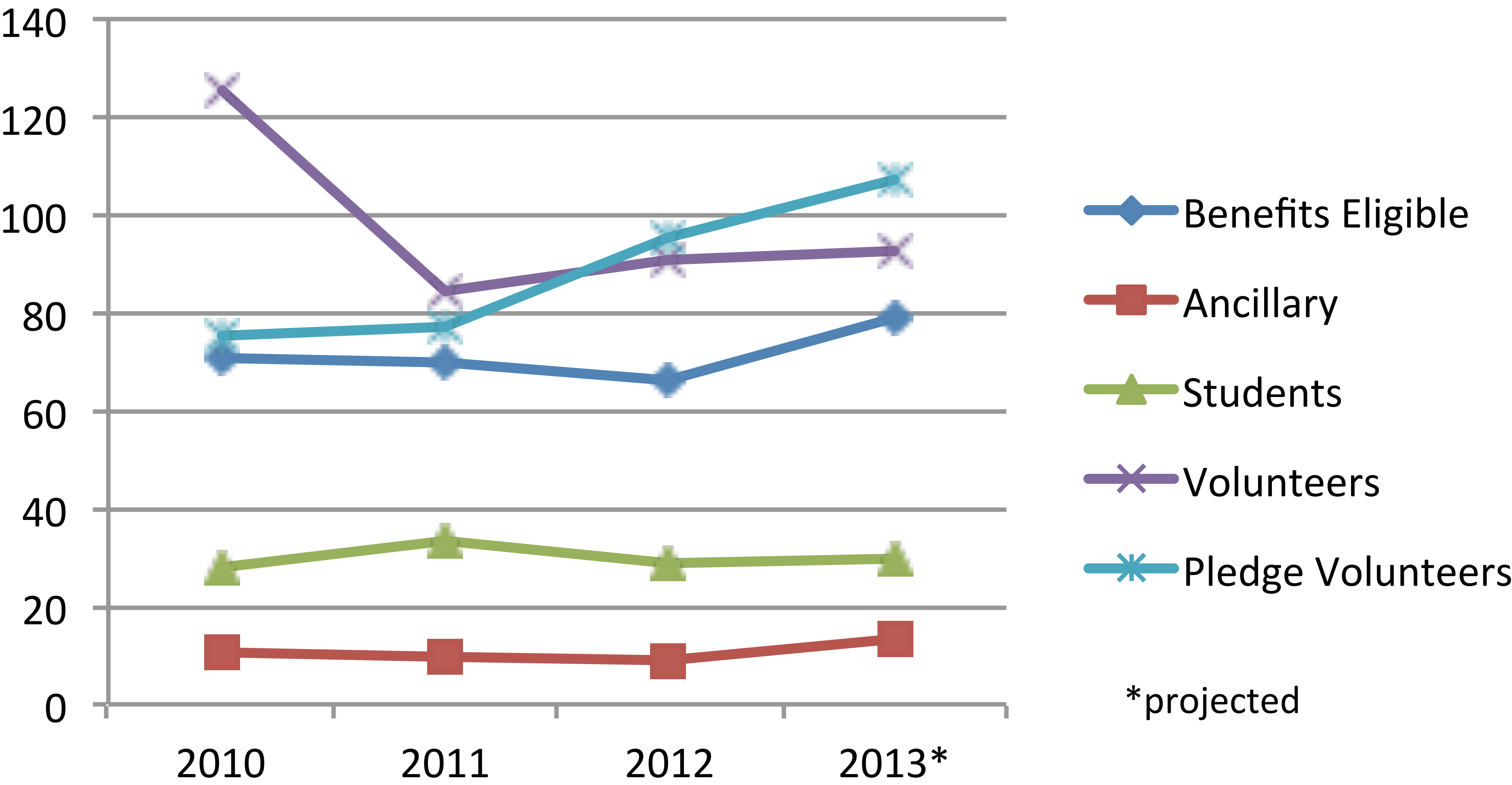


Financial



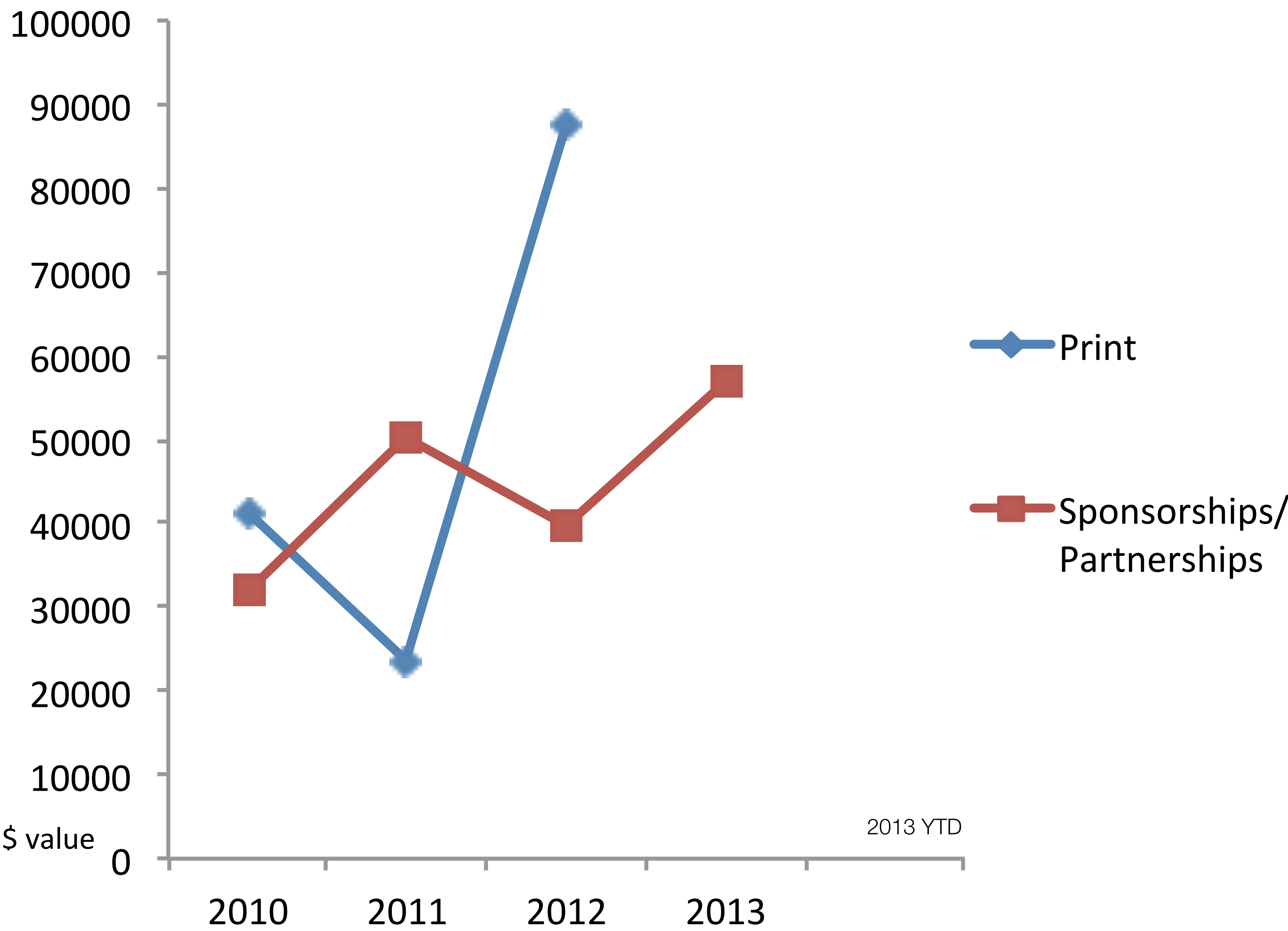
*FY13 projection

People & Culture

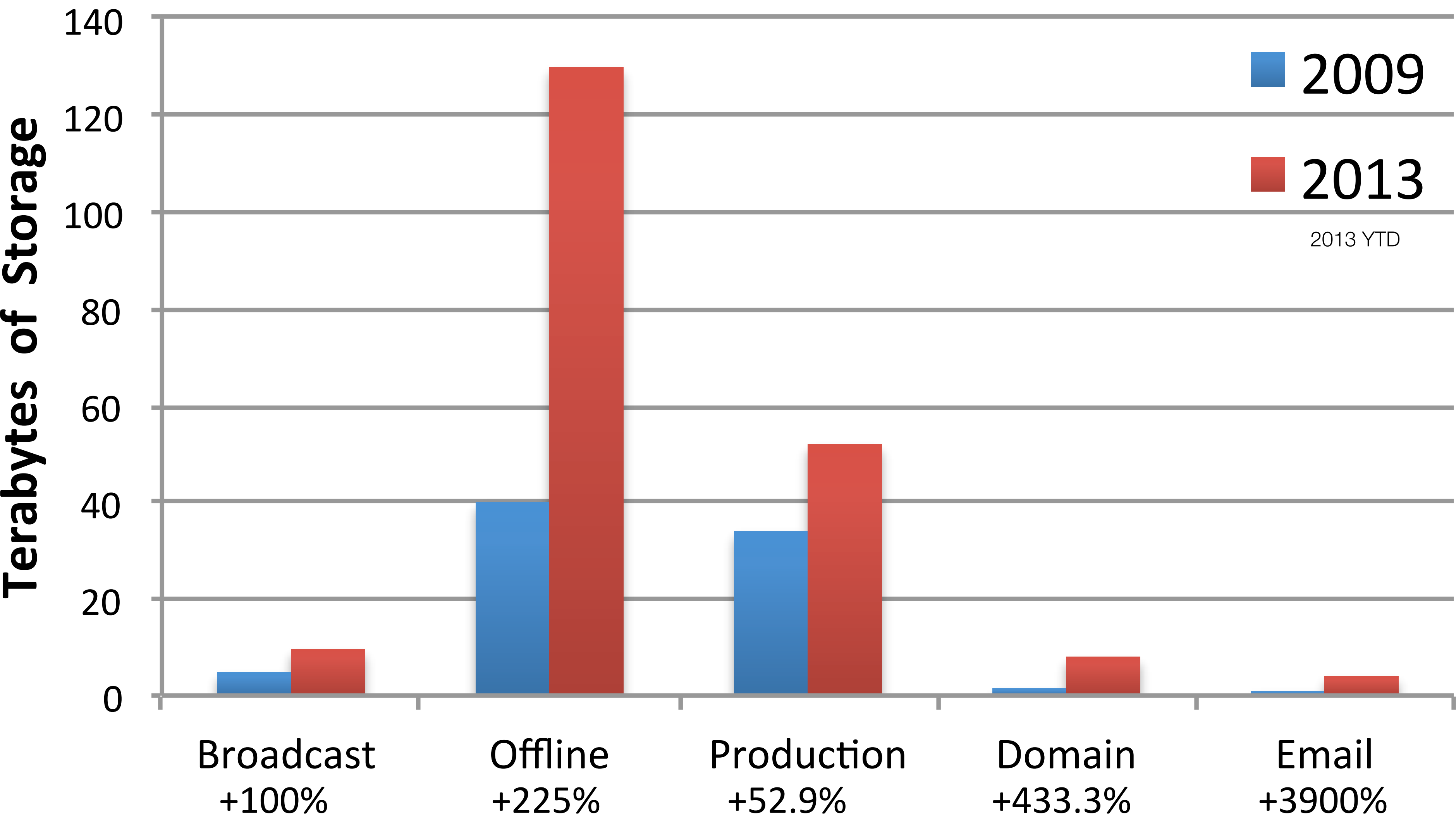


*projected

Partnerships



Technology



Strategic Plan Progress Report

Questions?

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New Business

Response in an Emergency: Community Expectations of AZPM During a Crisis

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New Business

Jack's Assessment of three events:

January 8th Shootings (community event) = C+

“Shooter” on Campus (campus/community event) = F

Boston Marathon Tragedy (national event) = B+

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New Business

Lessons Learned (changes we have recently made):

- Suspend on-air fundraising (until appropriate)
- Review program schedules for inappropriate content
- Set up chain-of-command re: news/programming/fundraising
- Focus resources: Radio/Online: cover breaking news
- TV: In-depth analysis in the following days; lower third “crawls”
- Broadcast “significant” UA Alerts on-air (radio)
- Tie UA Alert to AZPM Alert (redundancy)
- Investigate RTOS: Harvill, Tumamoc, remote mobile facilities and production/broadcast tech support.
- Assign staff to complete Disaster Response Plan
- Embed staff member in CERT to facilitate communications
- Conduct regular drills to test staff and equipment

production

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New Business

Response in an Emergency: Community Expectations of AZPM During a Crisis - **A Discussion**

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New Business

KUAS-FM 88.9 Sierra Vista

CP received: 3-year timetable

Exploring tower site at Mule Mountain

Co-location with KVOA Channel 4 possible

Target: 18-24 months (1Q/2Q 2015)

Challenges: budget, technical, weather

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New Business

2013-14 CAB Committee Assignments

Review Assignments

Motion to accept assignments as presented.

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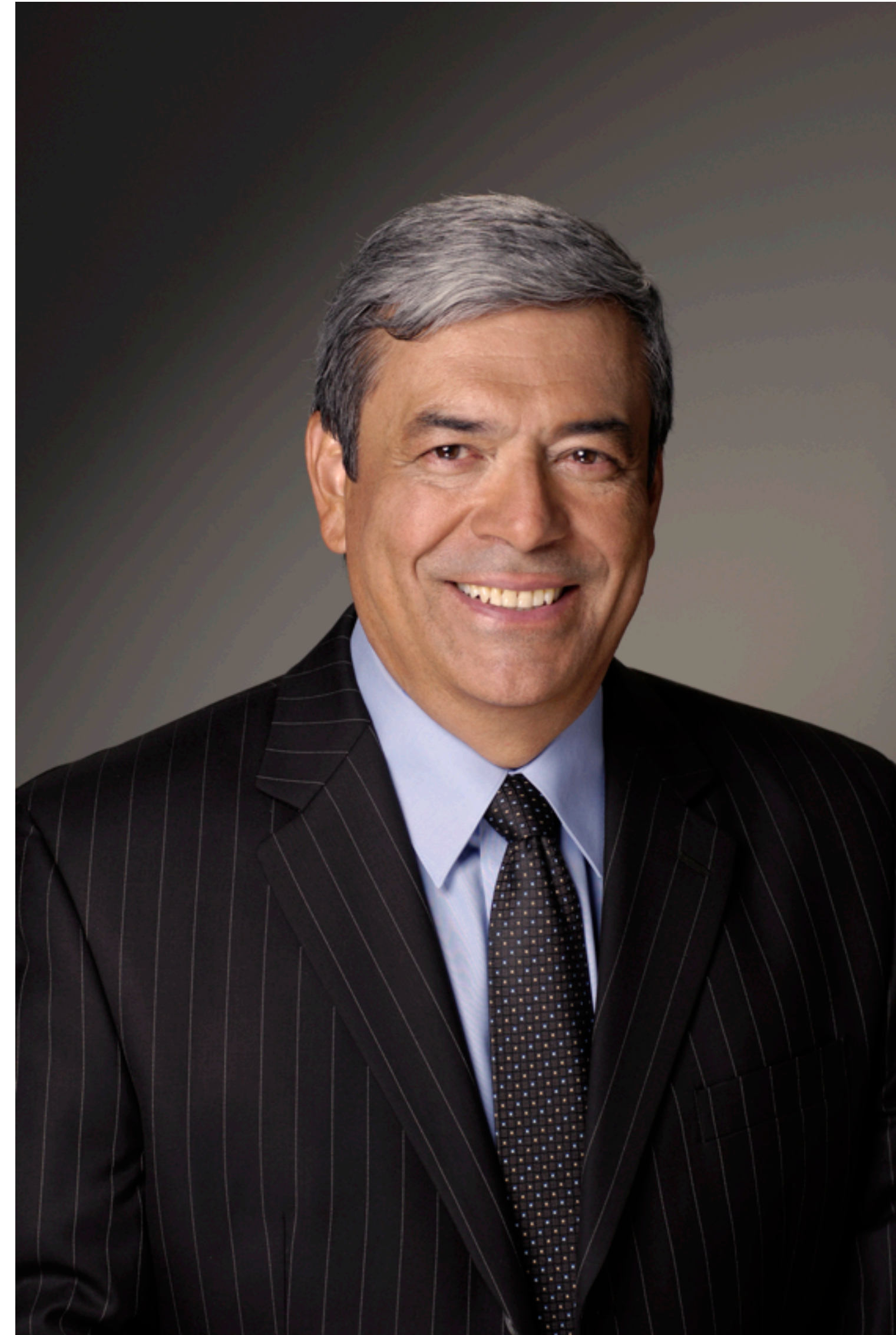
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New Business

Special Recognition

Jaime Gutierrez,
UA Vice President,
External Relations



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New Business

Special Recognition

Fran Sherlock, Director,
Broadcast Operations
and Production Services
Retiring: June 30, 2013



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New Business

Emeritus Membership Consideration:

Nomination of Jan Leshar for
CAB Emeritus Membership
by Betsy Bolding



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New Business

Emeritus Membership Consideration:

- Served on CAB for a minimum of 2 terms
- Regularly attended CAB meetings
- Served w/distinction & enthusiasm as a member of the CAB, including participation in committee work and/or activities assigned by the Board
- Participated in pledge drives & other fundraising activities
- Provided financial support to AZPM during his/her service through personal gifts and/or assistance in cultivating other major funding sources.

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Other Business

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Other Business

- CAB Meeting Calendar 2013-2014
Review of Meeting Dates
Motion to approve calendar of meetings.
- CAB Self-Assessment (via email)
- Meeting Evaluations (via email)
- Other Business (from floor)

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COMMUNITY ADVISORY BOARD

Adjourn

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