

**ARIZONA PUBLIC MEDIA®**  
**COMMUNITY ADVISORY BOARD**

Thursday, January 17, 2013  
UA Student Union, Santa Rita Room

**MEETING MINUTES**

**CAB: Chris Helms, Eugenia Hamilton, Florencia De Roussel, Kristin Almquist, Edith Auslander, Ron Bornstein, Jennifer Casteix, Karen Christensen, Pamela Doherty, Michael Dunne, Chuck Ford, David Iaconis, Fred Johnson, Kent Laughbaum, Tsianina Lomawaima, Anne Maley, Jim Murphy, Harold Paxton, Cita Scott, George Steele, Cristie Street**

**Absent: Steve Alley, Bill Bowen, Nance Crosby, Stephen Golden, Jim Jutry, Katy Murray, Andrew Schorr, Michelle Senner,**

**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 Fall/Winter Sizzle Reel was shown.
- III. Welcome and Introductions.
  - a. Charles “Chuck” Ford, the newest CAB member was introduced.
- IV. Management Report
  - a. Audience and Content Development:
    - NPR was the top ranked news/talk station in the Tucson Market
    - Metro Cume for listeners 12+ was +9.8% vs. 2011
    - Metro audience share is 5.2% and ranked #5 overall
    - Adult 50+ share for NPR came in at 7.7% and ranked #3
    - Classical 90.5 metro audience share is 3.0% and ranked #13 with listeners 12+ and #6 for listeners 50+ with a share of 6.1%
    - Average quarter hour audience is up 18.5% over the Fall of 2011.
    - Television (PBS6): November 2012 Sweeps numbers
    - Sunday audience grew by 67% from 11/2011
    - The full week is +12%
    - Top rated shows include: *The Dust Bowl* (Sunday 8pm); *AZ's Dust Bowl* (Sunday 7pm); *AZ's Dust Bowl* (Monday 8pm); *The Searchers* (Wednesday 8pm)

- *Call of the Midwife* premiered on Sunday at 7pm with a 1.6 average rating and Thursday at 8pm with a 1.8 average rating.
- *Doc Martin* aired Thursday at 9pm with a 1.1 average rating (+56% vs. November 2011)
- Television (PBS Kids) November 2012 Sweeps:
- Weekdays are performing better than weekends
- Prime time is +8%; Full week is down -15%
- Top three programs include *Word Girl* (Thursdays 4:30); *Martha Speaks* (Thursdays 7:30 pm); *Martha Speaks* (Fridays 3:30).
- Television (WORLD) November 2012 Sweeps:
- WORLD was below national standards (BNS) for November 2011.
- Top 3 titles include *Jim Thorpe* (Saturday 9pm); *Code Talkers* (Saturday 8pm); *Racing the Rez* (Monday 6pm)
- Television (Readytv) November 2012 Sweeps:
- Sundays gained by 252% compared to 11/2011
- Full week viewing is +36%.
- The shows that tied for first: *The Last One* (Sunday 12pm); *Paint This* (Sunday 1:30pm); *Hubert Keller* (Chef of the Month – weekdays 2pm)
- You Tube (November 1-December 1)
- AZPM Demos: 58.9% male; 41.1% female
- Top 3 most viewed during this window include *Downton Abbey* Season 3 premier; *Frontline: Poor Kids* promo; *Call of the Midwife* promo.
- Top viewed in 2012 include Olympian/UA Alumni, Amanda Beard interview on UA+ playlist; and *Downton Abbey* Season 3 promo on new Preview playlist.
- Facebook is +6.2% from October 1-December 31.
- The top 3 demo groups were 25-34; 35-44; 55-64
- There was a spike in females 62.9% female; 35.6% male
- UA+ Page has 205 “likes” to date; 11% increase in fans; the #1 demo continues to be 18-24
- azpm.org 2012 vs. 2011:
- Page views are +10.6% (1,906,133); visits are +8.1% (939,551); unique visitors are up +10% (557,999); news page views are up +31.1% (267,743); and time spent on news page is up +14.7% (2:28).
- Top viewed news content was a video short “Evening with Naom Chomsky”; and missing girl, Isabel Celis.
- Top page view days were 11/6 (election day); 1/8 (anniversary of Tucson shooting); 10/15 (US Senate candidate forum);
- The fastest part of the website, both in viewer & content, is in news which is up +31.1% page views; up approximately +60% growth in the number of news stories.

- Program schedules for radio & TV remained the single strongest draw. Approximately 1.3 million page views in 2012.
  - Twitter number of followers exceeded 4,000 on 1/9
  - We have posted more than 6,100 news tweets in two years, averaging 8 per day.
  - Our Twitter followership has increased by more than 300% in the past two years.
  - Currently in production; AZ Illustrated (Feb. 4-8 premier):
  - Monday = Metro; Host: AZ Star Staff member; producer: Andrea Kelly
  - Tuesday = Science; Host: Jane Poynter; Producer: Georgia Davis.
  - Wednesday = Nature; Host: Georgia Davis; Producer: Tony Paniagua
  - Thursday = Arts; Host: Liz Burden; Producer Mark McLemore
  - Friday = Politics; Host: Jim Nintzel; Producer: TBA
- b. Financial Responsibility and Sustainability (numbers through 12/31/12)
- Underwriting cash is up +8.1% over FY'12, and down -.1% to FY'13 goal; contracts signed are 12% over FY'12 and +17% to FY'13 goal
  - Membership numbers are up +1% from FY'12; membership cash is up +1.4% to FY'12; and +3.5% to FY'13 goal.
  - Major gifts are up +11.5% to FY'12 and currently at the FY'13 goal
- c. Developing Our People and Culture
- The Employee Advisory Team is formed and operational. Goals for our new HR Coordinator, Michael Testerman: improved HR systems including recruiting and retention; and improved communication between management and staff.
- d. Strategic Partnerships Centered on Original Content Production
- Working with TVT on *Teachers' Voices* (season 3). It is underwritten by UA College of Education and Cox Communications. It will be produced for TV, radio and online audiences.
  - AZPM is working on a presence at *Tucson Festival of Books*
  - AZ Illustrated provides new opportunities for collaboration
  - AZ PBSLearningMedia.org outreach continues in Southern Arizona.
- e. Developing the Best Use of Technology
- Construction of premium HD video editing suite/screening room with 5.1 surround sound is nearing completion.
  - Critical need: modifications to air conditioning infrastructure serving TV and radio master control and the IT server area are in

the design phase. It will provide redundancy when the UA HVAC is out of service or there is a failure. This is our #1 capital priority.

- The new audio/routing equipment for radio has arrived. Phased installation will follow and we expect to be operational during the 2<sup>nd</sup> quarter of 2013.
- WARN Grant for the MLB generator/UPS update: our proposed revisions have been forwarded to PBS. We are awaiting grantor response.

V. Consent Agenda Items

- a. Approval of the minutes from the 11/15/2012 CAB Meeting. Ron Bornstein motioned to approve them; Cristie Street seconded the motion. All were in agreements; therefore, the minutes were approved.

VI. Committee Reports

a. Audit Committee

- The committee met on 1/14/2013 with the auditors, Jack Gibson, and Kimberly Heath. The committee had the opportunity to meet with the auditors without AZPM staff also at this time.
- The auditor's unqualified opinion is that the audit was clean. There were no significant issues with the audit or operational practices.
- The Independent Auditor's Report and the Condensed Financial Statement were provided to the CAB on pages 9-12.
- The full audit report is available online at [azpm.org](http://azpm.org) under the "About" tab and "Financials" sub-tab.

b. Development Committee

- 12/9/12 was the CAB/Major Donor holiday tea. There were 100+ in attendance.
- 12/17/12 was the Masterpiece "Downton Abbey" event at Crowder Hall. The 1<sup>st</sup> hour of Season 3, episode 1 was previewed. There were over 255 supporters that attended.
- 2/5/13 is an in-home event at the Kaple's home.
- 2/28 is the AZ Illustrated launch party
- 3/5/13 there is a Behind the Scenes Breakfast Tour scheduled at AZPM
- 3/8/13 is the Festival of Books Author's table dinner
- Four more in-home gatherings are in the works for FY'13

c. Governance Committee

- Jan Leshner and Maricela Solis De Kester have resigned their seats on the CAB.
- Two prospects have been identified by the Governance Committee. Chuck Ford has accepted appointment to the CAB and is here today. The second person has not yet confirmed.

- The committee would like to develop a list of 5 or more prospects to address potential future openings. The entire CAB was asked to consider any prospective nominees and forward their suggestions to Jim Murphy, Chris Helms, or Jack Gibson.

VII. Old Business

- a. The CAB/Major Donor Holiday tea was the first time major donors were invited to the CAB holiday celebration. Feedback from the room was positive.

VIII. Other Business

- a. The room was asked to complete their meeting evaluation forms.
- b. The next CAB meeting is scheduled for 3/21/13 at 11:45 (buffet lunch); meeting to begin at noon. It will be at the Vine Street Annex.
- c. There was no other business from the floor.

Meeting Adjourned to Executive Session

Executive session was adjourned at 1:40 p.m.

Signed this \_\_\_\_ day of \_\_\_\_\_, 2013.

Florencia DeRoussel, Secretary