

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

January 17, 2013

Call to Order

ARIZONA
PUBLIC MEDIA®



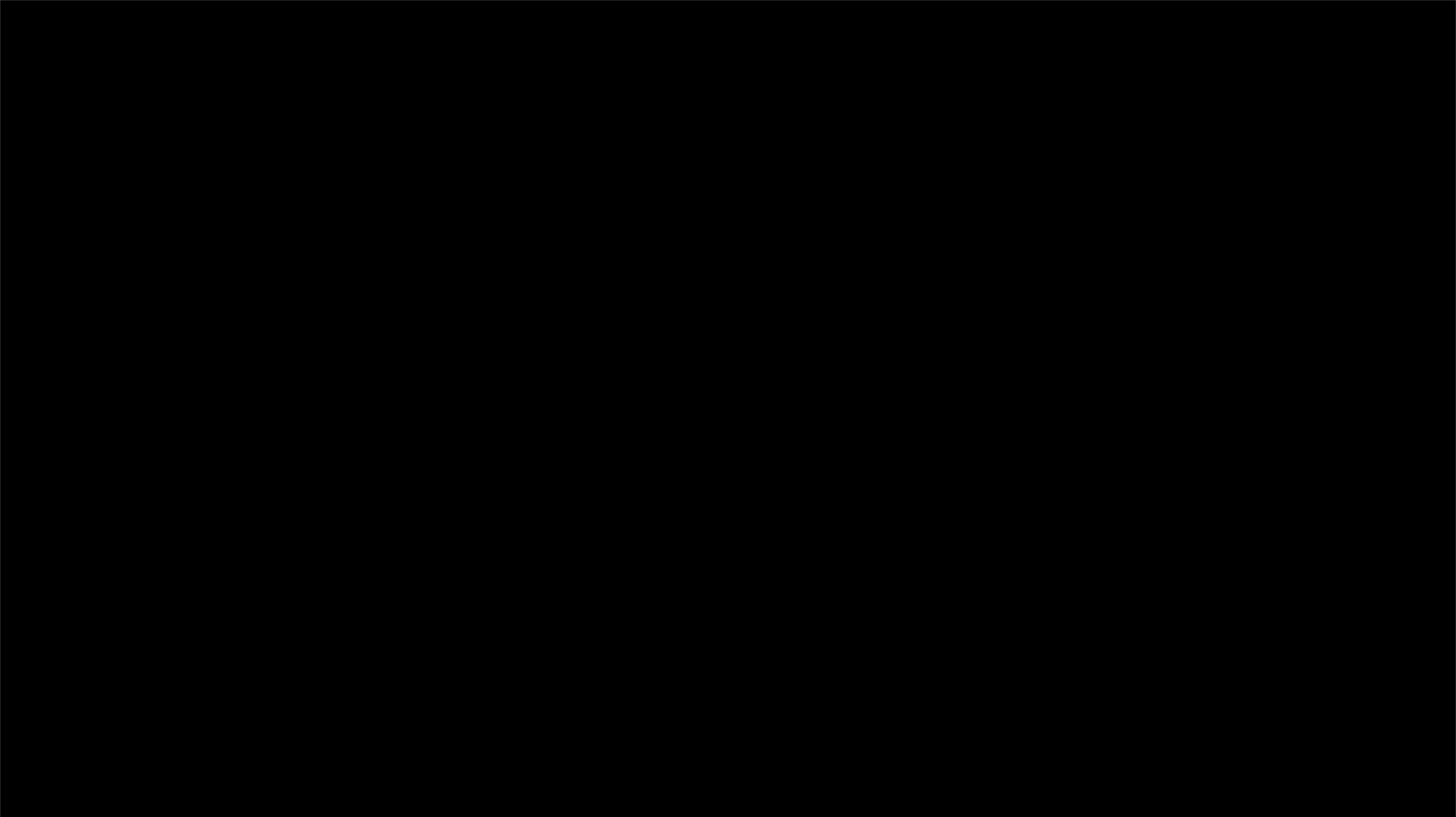
COMMUNITY ADVISORY BOARD

Fall/Winter Season Reel

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD



Welcome and Introductions

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Welcome and Introductions

New CAB Member

Charles “Chuck” Ford

Former Teacher and Principal, TUSD

Former Tucson City Council Member and Vice Mayor

Former Public Administration Associate Director, Harvard University

Boards and Organizations:

Agua Caliente Park

Dunbar Coalition

NAACP member and former president

UA Black Alumni Advisory Board to President

Tucson Urban League

Greens Committee, Tucson City Golf

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Radio

Fall 2012 Arbitron Report

Audience and Content Development



89.1 FM 1550 AM

Translator: Sierra Vista 91.7FM

Classical
90.5 FM 89.7 FM

Translators: Catalina Foothills 89.7FM,
Sierra Vista 89.7FM, Safford 89.5FM,
Bisbee 88.9FM, Nogales 91.7FM

Top ranked news/talk station in Tucson market

- Metro Cume for listeners 12+ was +9.8% vs. 2011
 - Metro Audience Share 5.2%; ranked #5 overall
 - Adult 50+ share for NPR came in at 7.7% ranked #3
-
- Metro Audience Share 3.0%; ranked #13 listeners 12+; #6 for 50+ w/share of 6.1%
 - Average Quarter Hour Audience +18.5% over Fall 2011

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Television

November 2012 TV Sweeps

Audience and Content Development



Channel 6-1 & 27-1
Cox 706 Comcast 220
DirecTV 6 Dish 6

- Sunday audiences grew by 67% from Nov. 2011
- Full Week +12%
- Top Rated Shows:
 - *The Dust Bowl* Sunday 8pm (10.6 share)
 - *AZ's Dust Bowl* Sunday 7pm
 - *The Dust Bowl* Monday 8pm
 - *The Searchers* Wednesday 8pm

ARIZONA
PUBLIC MEDIA®



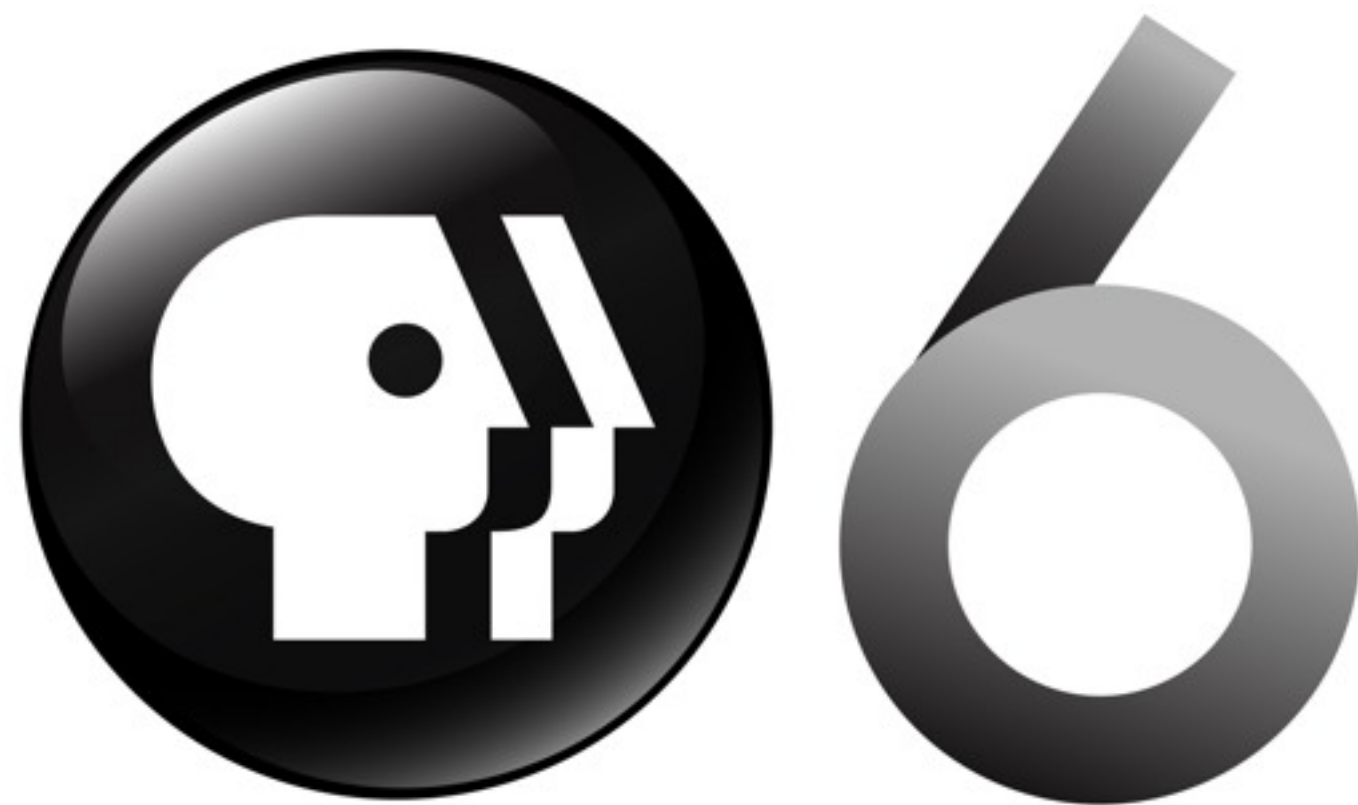
COMMUNITY ADVISORY BOARD

Management Report

Television

November 2012 TV Sweeps

Audience and Content Development



Channel 6-1 & 27-1
Cox 706 Comcast 220
DirecTV 6 Dish 6

Call of the Midwife premiered on Sunday
7pm 1.6 average rating;
Thursday 8pm (rpt) 1.8 average rating.

Doc Martin Thursday 9-10:30pm
1.1 average rating +56% vs. Nov. 2011.

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Television

November 2012 TV Sweeps

Audience and Content Development



Channel 27-2
Cox 80 Comcast 200

- Weekdays are performing better than weekends.
- Prime Time +8%; Full Week -15%
- Top 3 Programs:
 - *Word Girl* Thursdays 4:30pm
 - *Martha Speaks* Thursdays 7:30pm
 - *Martha Speaks* Fridays 3:30 pm

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Television

November 2012 TV Sweeps



Channel 27-3
Cox 83 Comcast 203

Audience and Content Development

- WORLD was BMS for November 2011
- Top 3* Titles:
 - *Jim Thorpe* Saturday 9pm
 - *Code Talkers* Saturday 8pm
 - *Racing the Rez* Monday 6pm

*Programming Note: All top 3 programs were *Native American Heritage Month* specials.

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Television

November 2012 TV Sweeps



Channel 6-3
Cox 82 Comcast 203

Audience and Content Development

- Sundays gained by 252% compared to Nov. 2011
- Full Week Viewing +36%
 - Tied for 1st:
 - *The Last One* Sunday 12:00noon
 - *Paint This* Sunday 1:30pm
 - *Hubert Keller* (Chef of the month) Weekdays 2pm

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report



(Nov 1-Dec 1)

Audience and Content Development

AZPM Demos: 58.9% male; 41.1% female

Top 3 most viewed during this window:

- *Downton Abbey* Season 3 premier
- *Frontline: Poor Kids* promo
- *Call of the Midwife* promo

Top viewed in 2012:

- Olympian/UA Alumni, Amanda Beard interview on UA+ playlist
- *Downton Abbey* Season 3 promo on new Preview playlist

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Audience and Content Development

Facebook +6.2% from Oct 1 - Dec. 31

- Top 3 demo groups: 25-34; 35-44; 55-64
- Spike in females: 62.9% female; 35.6% male

UA+ Page

- 205 “likes” to date
- 11% increase in fans
- #1 demo continues to be 18-24



ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

azpm.org

Audience and Content Development

2012 vs. 2011

- Page Views: +10.6% (1,906,133)
(AZPM upgraded website in 7/2012, purging thousands of pages, making navigation smoother, resulting in the elimination of many page views. Thus, year-over gains, while strong at +10.6% for page view, are significantly underrepresented.)
- Visits: +8.1% 939,551
- Unique Visitors: +10% 557,999
- News Page Views: +31.1% 267,743
- Time spent on news page: +14.7% 2:28

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

azpm.org

Audience and Content Development

- Top viewed news content:
 - Video short, “Evening with Naom Chomsky” 9,502
 - Missing girl, Isabel Celis 8,091
- Top page view days:
 - Nov. 6 - 13,623 Election Day
 - Jan. 8 - 11,429 Anniversary of Tucson shooting
 - Oct. 15 - 10,723 U.S. Senate candidate forum
- Fastest-growing part of website, both in viewers & content, is news content.
+31.1% page views; approx. +60% growth in # of news stories.
- Program schedules for radio & TV remained the single strongest draw.
Approx. 1.3 million page views in 2012.

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report



Twitter

Audience and Content Development

- Number of followers exceeded 4,000 on Jan. 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 two years.



ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

In-production

Audience and Content Development

- *Arizona Illustrated v2.0* (February 4-8 2013 premier)



ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD



Management Report

In-production

Audience and Content Development

- *Arizona Illustrated v2.0* (February 4, 2013 premier)



Mondays at 6:30 pm
Host: AZ Daily Star Staff
Producer: Andrea Kelly

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

In-production

Audience and Content Development

- *Arizona Illustrated v2.0* (February 5, 2013 premier)



Tuesdays at 6:30 pm
Host: Jane Poynter
Producer: Georgia Davis

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

In-production

Audience and Content Development

- *Arizona Illustrated v2.0* (February 6, 2013 premier)



Wednesdays at 6:30 pm
Host: Georgia Davis
Producer: Tony Paniagua

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

In-production

Audience and Content Development

- *Arizona Illustrated v2.0* (February 7, 2013 premier)



Thursdays at 6:30 pm
Host: Liz Burden
Producer: Mark McLemore

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

In-production

Audience and Content Development

- *Arizona Illustrated v2.0* (February 8)



Fridays at 6:30 pm
Host: Jim Nintzel
Producer: TBA

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

In-production

Audience and Content Development

- *Arizona Illustrated v2.0* (February 4-8 2013 premier)



ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Financial Responsibility and Sustainability

Underwriting (through 12/31/12)

- Cash: +8.1% over FY'12; -.1% FY'13 goal (essentially @ FY'13 goal)
- Contracts Signed: 12% over FY'12; +17% to FY'13 goal.

Membership (through 12/31/12)

- Number of members +1% from FY'12
- Membership cash +1.4% to FY'12; +3.8% to FY'13 goal

Major Gifts (through 12/31/12)

- +11.5% to FY'12; @ FY'13 Goal

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Developing Our People and Our Culture

Internal Activities

- Employee Advisory Team formed and operational.
- New HR Coordinator, Michael Testerman
Goals: Improved HR systems including recruiting and retention. Improved communication between mgt. and staff.

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Strategic Partnerships Centered on Original Content Production

Strategic Partnerships:

- Working w/TVT on *Teachers' Voices* (season 3)
Underwritten by UA College of Education and Cox Communications
Produced for TV, radio, and online audiences (10 x :60 spots)
- AZPM working on presence at *Tucson Festival of Books*
- *AZ Illustrated v2.0* provides new opportunities for collaboration
- AZ PBSLearningMedia.org outreach continues in Southern AZ

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Developing the Best Use of Technology

- Construction of premium HD video editing suite/screening room w/5.1 surround is nearing completion.
- Critical Need: modifications to air conditioning infrastructure serving TV and radio master control and IT server area are in the design phase; will provide redundancy when UA HVAC is out of service or there is a failure. #1 capital priority.
- New audio/routing equipment for radio has arrived. Phased installation will follow; operational 2Q2013.
- WARN Grant - MLB generator/UPS: Proposal revisions have been forwarded to PBS. Awaiting grantor response.

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Management Report

Q & A

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Consent Agenda

(pages 2-8 of agenda)

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Committee Reports

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Committee Reports

Audit Committee
John Escher, *Chair*

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Committee Reports

Committee met on Monday, January 14

Audit Committee

- Committee members met with auditors, Jack and Kimberly.
- Committee members met with auditors with staff excused.

Outcome

- Unqualified opinion = clean audit.
- No significant issues with audit or operational practices.
- *Independent Auditor's Report and Condensed Financial Statement* are provided on pages 9-12 of the agenda.
- The full Audit Report is available online at: azpm.org under the “About” tab and “Financials” sub-tab.

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Committee Reports

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

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Committee Reports

Development Events

Development Committee

- Dec 9: CAB/Major Donor Holiday Tea Party @ Arizona Inn
Attended by CAB, major donors & staff; 100+ in attendance.
- Dec 17: *Masterpiece “Downton Abbey”* event at Crowder Hall
The 1st hour of Season 3 episode 1 was previewed; over 525 supporters attended
- Feb 5: Kaple in-home event
- Feb 28: *AZ Illustrated* launch party
- March 5: Behind the Scenes Breakfast Tour
- March 8: Festival of Books - Author’s table dinner
- In process of scheduling 4 more in-home gatherings for FY’13

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Committee Reports

CAB Connections

(update from last meeting)

Development Committee

- Jim Gentile & Kathleen Perkins - Edie Auslander scheduling a meeting
- Langdon Hill & Peggy Hitchcock - Chris Helms scheduling meeting
- Paul Lindsey - Attended Holiday Tea; have called & emailed to set up meeting
- Lawrence Aldrich & Richard Flynn - Cita Scott asked to set up meeting
- Albert Mueller - left message & emailed - was informed by George Steele that Albert is ill

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Committee Reports

Governance Committee
Jim Murphy, *Chair*

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Committee Reports

Governance Committee

- Jan Leshar and Maricela Solis De Kester have resigned.
- Two prospects identified by the Governance Committee:
 - *Chuck Ford accepted an appointment to the CAB.*
 - *Bruce Dusenberry asked for a deferral until relieved from an existing board commitment.*
- Seeking one nominee immediately and committee would like to develop a priority list of 5 more prospects to address potential future openings. Please consider prospective nominees and review CAB recruiting matrix from page 13 of the agenda.
- Forward suggestions to Jim Murphy, Chris Helms or Jack Gibson
- Representation from areas outside Tucson proper, desirable.

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Old Business

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Old Business

CAB/Major Donor Holiday Tea

This was the first time major donors were invited to annual CAB holiday celebration.

Comments/feedback:

- Venue
- Time of Day
- Strategy of including donors and UA leadership
- Overall impressions

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Other Business

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Other Business

Next CAB Meeting

- Meeting evaluations
- Thursday, March 21
11:45 buffet lunch; 12:00 meeting start time
- Other business from the floor

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

New Business

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

New Business

Adjourn to
Executive Session

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Adjourn

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

“Arizona Public Media (AZPM) is a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, the University of Arizona and the Southwest.”