

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, March 21, 2013
1125 N. Vine Street, Room 102

MEETING MINUTES

CAB: Chris Helms, Eugenia Hamilton, Florencia De Roussel, Steve Alley, Kristin Almquist, Edith Auslander, Ron Bornstein, Jennifer Casteix, Nance Crosby, Pamela Doherty, David Iaconis, Fred Johnson, Jim Jutry, Kent Laughbaum, Andrew Schorr, Cita Scott,

Absent: Bill Bowen, Karen Christensen, Michael Dunne, Chuck Ford, Stephen Golden, Tsianina Lomawaima, Anne Maley, Jim Murphy, Katy Murray, Harold Paxton, Michelle Senner, George Steele, Cristie Street

Guests: Jaime Gutierrez

AZPM Staff: Jack Gibson, Enrique Aldana, Kimberly Heath, Jackie Kain, Laura McKee, Fran Sherlock,

- I. Meeting was called to order at 12:00 p.m.
- II. AZPM Winder/Spring Sizzle Reel was shown.
- III. Welcome and Introductions.
 - Jaime Gutierrez said a few words about the new VP of External Relations.
 - External Relations will change to a new name of University Relations. The new VP will start on May 20th.
 - The Assistant VP of Communications has announced his departure. They are interviewing for that position.
 - They are also interviewing for a Senior VP of Health Sciences. They have completed interviews for the AZ Cancer Center Director.
- IV. Management Report
Audience & Content Development:
 - Radio & TV research periods just wrapped up. The results are not yet in. We will have in time to report at the next CAB meeting.
 - YouTube (Jan-Feb 2013) gained 30 new subscribers. 65% male and 35% female. #1 Demo groups are as follows: 45-54; #2 demo is 55-64 and the #3 demo group is 35-44. The top videos by audience retention: AZ Illustrated Politics (2/22/13) holds the highest average minutes viewed this period.
 - Facebook is up 8.24%; 59% female and 39% male; the top three demo groups: 35-44; 25-34; 45-54.

- UA+ Page has 222 “likes” with an 8.3% increase in fans. The #1 demo group continues to be 18-24 and the #2 group is 25-34. There is a new intern managing from the Eller Marketing Department.
- Twitter number of followers has exceeded 4,350 which is +5.4% compared to January 2013.
- Azpm.org is up 12% unique visitors compared to 2012; is up 35% on news page views; up 3.8% on time spent on news page and up 108% in news stories posted. 3 of the top 5 news stories were the new AZ Illustrated episodes; 2 were breaking news stories; the new AZ Illustrated page had 1,356 page views, triple the number from the old Arizona Illustrated page in any month last year. AZ Illustrated videos were played 651 times.
- In Production: AZ Illustrated premiered on 2/4/2013; *Books I Love* was shot at the Tucson Festival of Books. This project was born out of UA students working on UA+. They shot a demo on their own; several AZPM employees heard about it and we are now working to develop it into a series. *Word for Word +101 “The Biographer”* was shot at the Tucson Festival of Books. Refreshed azpm.org website launch planned for mid-April and AZPM video mobile app launch also planned for mid-April.

Financial Responsibility & Sustainability

- Underwriting through (2/28/13): Cash is +13% over FY’12; +3.8% to FY’13 goal; contracts signed are 16.4% over FY’12 and +10.9% to FY’13 goal
- Membership (through 2/28/13): number of members is +1.4% from FY’12; and membership cash is +6.9% to FY’12 and +6.3% to FY’13 goal
- Major gifts (through 2/28/13) are +11% to FY’12 and have met the FY’13 goal

Developing our People and our Culture

- Employee Advisory Team has been disbanded
- All staff meetings are to be scheduled monthly for a year; then evaluated
- New “Step-Up” staff award inaugurated. This award is for an employee who steps up above and beyond their original scope of duties.
- The (donor funded) Shandel Student Achievement Award inaugurated
- 20 staff positions have been approved for recruitment; half replacement and half new positions at AZPM

Strategic Partnerships

- AZ Daily Star partnership is being developed

- Tucson Festival of Books: we had good visibility without a booth. From it, two productions were shot on location: *Books I Love* and *Word for Word*.
- *From the top with Christopher O'Riley* – March 31 on Classical 90.5 in collaboration with UApresents.
- *Select TSO Classical* and *MasterWorks* series concerts to be broadcast on Classical 90.5 Community Concert series beginning April 7th.
- Oasis Project at ASDM “John Jorgenson Quintet” April 12 and 13; it will be a 6-camera remote production
- PCOA Generations Gala honoring Linda and Bob Lohse
- UA Teachers’ Day is on April 27th
- Apprentice program with the UA School of Journalism to begin in the Fall of 2013 with 6-10 student journalists projected to participate.

Developing the Best Use of Technology

- The UA’s consulting engineers are preparing a study to determine what modifications to the air conditioning infrastructure serving TV and radio master control and IT server area are required to provide redundancy when UA HVAC is out of service or there is a failure. This is a top capital priority. Radio upgrade will follow HVAC study recommendations.
- WARN Grant (MLB Generator/UPS): we have received notification that PBS has awarded grant funding for this project.
- KUAS-FM 88.9/Sierra Vista licensing is under way which will provide a Conditional Permit Grant. We will have three years to complete construction
- Construction of premium HD video editing suite/screening room w/5.1 surround is nearing completion. All A/V equipment has arrived.

There were no questions from the floor on the Management Report.

V. Consent Agenda Items

- Fred Johnson motioned to approve the Minutes from the 2/28/13 CAB meeting; Jennifer Casteix seconded the motion. There were no objections therefore, the minutes from the 2/28/13 CAB meeting were approved as submitted.

VI. Committee Reports

Community Engagement Committee

- AZ Illustrated Launch party was 2/25 at the UA Student Union
- The Volunteer Appreciation Reception is set for April 23rd at 5pm at Lodge on the Desert.
- Teacher Day at UA is 4/27. Jane Poynter is the guest speaker

- Speakers' Bureau (AZ Illustrated/AZPM): two events per month (includes donor cultivation events); CAB is to help with execution

Development Committee Events:

- March 8: Festival of Books Author's table
- April 10: In-home event at a CAB member's home
- May 5: US Constitution (Peter Segal) CCP Law Professor
- April 20: Pima Council on Aging Gala – a tribute to the Lohse family
- April 23: Volunteer appreciation event

CAB Connections (update from last meeting)

- Enrique Aldana provided an update on the connections he was trying to make at the last CAB meeting.

CAB Giving Update

- CAB giving FY'13 was below the goal by \$2,146; but ahead of FY'12 by \$483
- CAB Emeritus giving was below goal by \$5,534 and below FY'12 by \$4,780
- Total giving was below goal by \$7,711 and below FY'12 by \$4,327
- Our goal was to increase giving by 10%

Financial Information Committee

- Overall, we are performing better than budget and better than prior year.
- Budgeted loss for the year is \$1 million prior to considering Fund Balance carryover.
- Revenues overall are 13% under budget, but 4% over 2012. CBP is \$537k under budget due to timing of payments; membership is up 4% from budget and 1% from 2012; major & planned gifts are up 22% from budget and 40% from 2012; production is under budget by 10% but over by 29% from 2012; UA is under budget due to timing of the state allocation.
- Expenses overall are 13% under budget and 3% over 2012; program acquisition/dues are under budget by 28% due to timing of projects; personnel is under budget by 3% and 6% under 2012; general operations are under budget 18% and 5% under 2012; management is holding back on personnel and general operations.

Governance Committee

- CAB leadership meet on 3/14; the outcomes include a meeting format change; committee changes (reducing the number of committees from 10 to 7); and all CAB members are automatically on the Development Committee. Each member will select an additional committee to serve.

- Half of the board is new since the strategic plan was outlined in 2009. We want to bring a full report to all members so they understand the challenges faced, the steps that are needed and the impact and where we go next.
- A motion was brought to approve the changes to the committees (to begin after the May meeting); Steve Alley made the motion; Ron Bornstein seconded the motion. There were no objections. The motion was approved.

VII. Old Business

- Public Radio Capital: Engineering study proposals in development; considering alternatives to increase the reach of NPR 89.1
- WARN Grant was awarded; waiting for the contract; the installations must be completed by 12/31.

New Business

- Arizona Illustrated audience trend was reviewed from 2006-2012. It has lost over 40% of its audience. The first sweeps results will be available in about a month with the new AZ Illustrated. AZ Illustrated clips were shown and opened for comment.
- Metro – no specific comments
- Science – content was good but production was lacking. It had the feel of old educational TV.
- Nature – no specific comments
- Arts – the host needs to be more energetic; some CAB members feel that the Arts program just isn't there yet. Another said this segment was slow and needs more excitement.
- Politics – received all positive feedback.
- Some general statements included that the talent needs to be more comfortable and that although the hosts look very good, the guests are not always as "kempt". The graphics are good.
- The metrics for success a year from now should include audience households, story selection and journalism, on-line dialogue and focus groups.

VIII. Other Business

- Everyone was asked to complete their meeting evaluations;
- The next CAB meeting is the Annual dinner meeting set for May 2nd at 5:30 p.m.
- The proposed 2013-2013 meeting schedule was in the handouts.
- There was no other business from the floor. Meeting adjourned at 1:32 p.m.