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COMMUNITY ADVISORY BOARD

March 21, 2013

Call to Order

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Winter/Spring Season Reel

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Welcome and Introductions

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Welcome and Introductions

Guest:

Jaime Gutierrez, VP External Relations

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Management Report

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Management Report

Audience and Content Development

Radio

Winter 2013 Arbitron Report

Television

February 2013 Nielsen TV Sweeps Report

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Management Report



(Jan - Feb 2013)

Audience and Content Development

- Gained 30 new subscribers
- 65% male; 35% female
- #1 Demo: 45-54; #2 Demo: 55-64; #3 Demo: 35-44
- Top videos by audience retention: *AZ Illustrated Politics* (2/22/13) holds highest average minutes viewed this period.

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Management Report

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

Audience and Content Development

Facebook +8.24% Jan 1 - Feb 28, 2013

- Top 3 demo groups: 35-44; 25-34; 45-54
- 59% female; 39% male

UA+ Page

- 222 “likes”
- 8.3% increase in fans
- #1 demo continues to be 18-24; #2 demo is 25-34
- New intern managing from Eller Marketing Department (UA+ only)



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Management Report



Twitter

Audience and Content Development

- Number of followers exceeded 4,350 which is +5.4% to Jan. 2013.



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Management Report

azpm.org

Audience and Content Development

Unique Visitors -12% compared to 2012

News Page Views +35% to 2012

Time Spent on News Page +3.8%

News Stories posted +108%

Of note:

- 3 of the top 5 news stories were the new *AZ Illustrated* episodes; 2 were breaking news stories.
- New *AZ Illustrated* page had 1,356 page views, triple the number from old *Arizona Illustrated* page in any month last year.
- *AZ Illustrated* videos were played 651 times.

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Management Report

In-production

Audience and Content Development

- *Arizona Illustrated* premiered 2/4/2013
- *Books I Love, an interstitial series*, was shot at the Tucson Festival of Books
- *Word for Word #101 “The Biographer,”* a book show pilot, was shot at the Tucson Festival of Books
- Refreshed azpm.org website launch planned for mid-April
- AZPM video mobile app launch planned for mid-April

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Management Report

Financial Responsibility and Sustainability

Underwriting (through 2/28/13)

- Cash: +13% over FY'12; +3.8% to FY'13 goal
- Contracts Signed: 16.4% over FY'12; +10.9% to FY'13 goal.

Membership (through 2/28/13)

- Number of members +1.4% from FY'12
- Membership cash +6.9% to FY'12; +6.3% to FY'13 goal

Major Gifts (through 2/28/13)

- +11% to FY'12; @ FY'13 Goal

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Management Report

Developing Our People and Our Culture

Internal Activities

- Employee Advisory Team has been disbanded.
- All-Staff Meetings to be scheduled monthly for a year. Then evaluated.
- New “Step-up” staff award inaugurated.
- The (donor-funded) Shandel Student Achievement Award inaugurated.
- 20 staff positions approved for recruitment; half replacement, half new positions at AZPM.

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Management Report

Strategic Partnerships Centered on Original Content Production

Strategic Partnerships:

- AZ Daily Star for *AZ Illustrated/Metro*
- TFOB: good visibility w/o booth. Two productions 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 *Classic* and *MasterWorks* series concerts to be broadcast on Classical 90.5 Community Concert series beginning April 7th.

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Management Report

Strategic Partnerships Centered on Original Content Production

Strategic Partnerships:

- Oasis Project at ASDM “John Jorgenson Quintet” April 12 & 13; 6-camera remote production.
- PCOA Generations Gala honoring Linda & Bob Lohse
- UA Teachers’ Day - April 27th
- Apprentice program with the UA School of Journalism to begin Fall 2013 with 6-10 student journalists projected to participate.

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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. #1 capital priority. Radio upgrade will follow HVAC study recommendations.
- WARN Grant - MLB Generator/UPS: We have received notification that PBS has awarded grant funding (\$500K project).
- KUAS-FM 88.9/Sierra Vista licensing 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.

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Q & A

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Consent Agenda

(pages 1-7 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

AZ Illustrated Launch Party
February 25th - UA Student Union

Community Engagement Committee

Volunteer Appreciation Reception
April 23rd 5:00-6:30pm Lodge on the Desert

Teacher Day at UA
April 27th Jane Poynter, luncheon guest speaker

Speakers' Bureau (*AZ Illustrated*/AZPM)
Two events/month (includes donor cultivation events)
CAB to help with execution

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Committee Reports

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

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Committee Reports

Development Committee

Development Events

- March 8: Festival of Books Author's table
- April 10: In-home event - CAB member's home
- May 5: U.S. Constitution (Peter Segal) - CCP Law Professor
- April 20: Pima Council on Aging Gala - Tribute to Lohse Family
- April 23: Volunteer Appreciation

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Committee Reports

Development Committee

CAB Connections

(update from last meeting)

- Jim Gentile & Kathleen Perkins - reached
- Langdon Hill - reached
- Peggy Hitchcock - Chris Helms to schedule a meeting
- Paul Lindsey - scheduling conflicts - talked at TFOB
- Lawrence Aldrich & Richard Flynn - Cita Scott to assist
- Albert Mueller - unavailable

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Committee Reports

Development Committee

CAB Giving Update

	<i>FY'12</i>	<i>FY'13</i>	<i>%diff</i>	<i>Goal</i>	<i>Goal \$</i>
<i>CAB Giving</i>	\$26,291	\$26,774	+1.84	+10%	\$28,920
<i>CAB Emeritus Giving</i>	\$7,550	\$2,770	-63.31%	+10%	\$8,305
<i>Total</i>	\$33,841	\$29,514	-12.8%	+10%	\$37,225

Committee Reports

Financial Information Committee
David Iaconis, *Chair*

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Committee Reports

Financial Information Committee

- Overall performing better than budget & better than prior year
- First quarter is always a large loss
- Budgeted loss for the year is \$1 million prior to considering Fund Balance carryover
- Revenues-overall 13% under budget, but 4% over 2012
 - CPB is \$573k under budget due to timing of payments - Received \$750k in Jan.
 - Membership up 4% from budget & 1% from 2012
 - Major & planned gifts up 22% from budget & 40% from 2012
 - Production under budget 10% but over budget by 29% from 2012
 - UA under budget due to timing of the state allocation

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Committee Reports

Financial Information Committee

- Expenses - overall 13% under budget & 3% over 2012
 - Program Acq/Dues under budget 28% due to timing of projects
 - Personnel under budget by 3% & 6% under 2012
 - General operations under budget 18% & 5% under 2012
 - Management holding back on personnel & general operations

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Committee Reports

Governance Committee

Eugenia Hamilton reporting for Jim Murphy, *Chair*

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Committee Reports

Governance Committee

- CAB Leadership Planning Meeting - March 14, 2013
- Outcomes: Notes from Meeting
 - Meeting Format Changes
 - Committees
 - Number reduced from 10 to 7
 - All CAB members are on the Development Committee. Each member needs to select an additional committee assignment.

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Old Business

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Old Business

Public Radio Capital

Engineering study proposals in-development.

Considering alternatives to increase reach of NPR 89.1.

WARN Grant

Grant awarded.

Waiting for contracts.

Installations must be completed by 12/31.

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New Business

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New Business

The logo for 'AZ ILLUSTRATED' is presented within a stylized orange speech bubble. The bubble has a gradient from a darker orange on the left to a lighter orange on the right, and is outlined with a thin yellow border. The text 'AZ ILLUSTRATED' is written in a clean, white, sans-serif font, centered within the bubble.

AZ ILLUSTRATED

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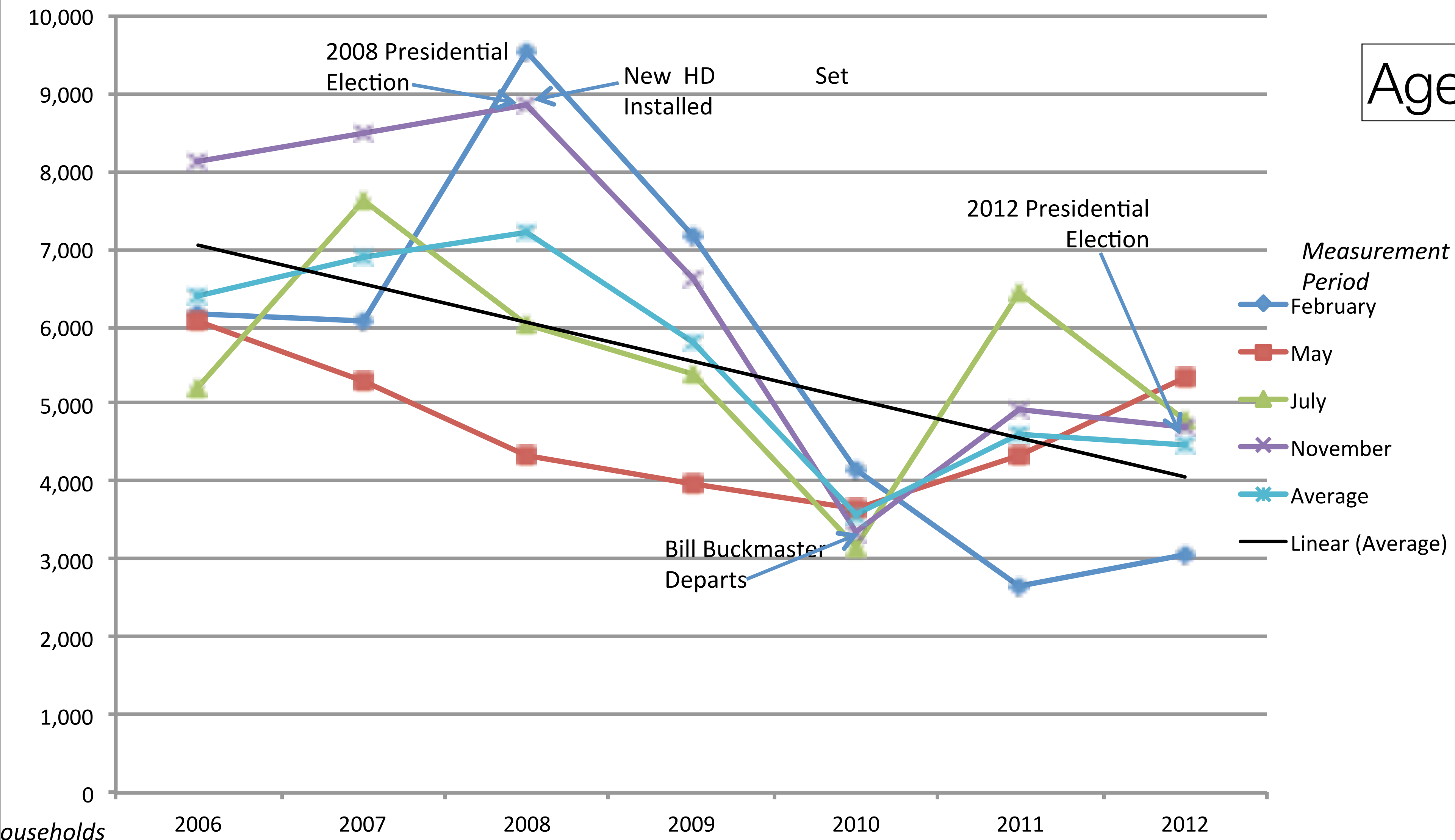


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Arizona Illustrated

Audience Trend: 2006-2012

Agenda page 12





New Business

Feedback/Discussion:



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New Business

Feedback/Discussion:



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Other Business

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Other Business

- Meeting Evaluations
- Next CAB Meeting:
Thursday, May 2, 2013
5:30 cocktails; 6:00 dinner meeting, UAF Vine Street
- Proposed 2013-2014 Meeting Schedule
- Other business from the floor

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Adjourn

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“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.”