

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

November 21, 2013

Call to Order



Welcome and Introductions



Welcome and Introductions

Guest:

John Crouch

New CAB Members:

*John Hildebrand, Ph.D., Regents Professor of Neuroscience,
UA Department of Neuroscience*

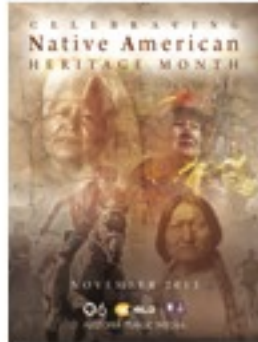
Hope Reed, Hope Reed Marketing, Tucson



Management Report



Management Report



Audience and Content Development

November is Native American Heritage Month



Management Report



Audience and Content Development

Coming January 2014



Management Report

Audience Update

Audience and Content Development

Television

November "sweeps" underway. Audience report at January CAB meeting. Nat'l Rankings indicated PBS 6 was Top 10 in Primetime for July.

Radio

NPR 89.1

Largest summer audiences, ever.

Classical 90.5

Improvement over Summer 2012



Management Report

Audience Update

Audience and Content Development

Radio

NPR 89.1 (Summer 2013 vs. Summer 2012)

AM Drive

- Cumulative +27.4%
- AQH Listeners +24.1%
- Total Listener Hours +22.3%

Full Weekday

- Cumulative +6.1%



Management Report

Audience Update

Audience and Content Development

Radio

Classical 90.5 (Summer 2013 vs. Summer 2012)

AM Drive

- Cumulative +31.8%

PM Drive

- AQH Listeners +50%
- TSL +2.9%

Full Weekday

- Cumulative +6.4%
- Total Listener Hours +1.6%



Management Report

Audience Update

Audience and Content Development

Online

- Unique Visitors -6.4% (63,215)
- Page Views -3.7% (169,321)
- Time on Site -11.5% (1:32)
- Average Visits/Day -3.1% (2,996)
- Page Views/Day -3.7% (5,461)



- Twitter Followers +2.9% since September 2013 (5,479)



Management Report

Original Production

Audience and Content Development

- *AZ Illustrated* new studio set
- *TRAUMA*, a one-hour doc in production for February 2014.
- *AZ Illustrated/Weekend* in-development by 2Q 2014
- *OS/RIS-REx* (2 x 60:00) in-production
- *Wild West* (1 x 30:00 pilot) "Raptors" for Summer or Fall 2014
- *TSD Encore Series* for Classical 90.5



Management Report

1Q FY2014

Financial Responsibility and Sustainability

- Overall, financial position remains favorable.
- Stronger 1Q than usual: Cristie will review for Financial Info Comm
- FY'14 will pose challenges for all revenue centers.
- Staff and CAB must keep on top of FY'14 revenue goals vs. FY'13.
- FY'14 includes key strategic investments in staffing for major gifts, underwriting and original content production, and major investment in tech infrastructure.



Management Report

Staffing

Developing Our People and Our Culture

- John Booth was appointed Executive Producer, effective 10/14.
- Michael Chihak was appointed News Director, effective 10/21.
- Recruiting for Account Executive and Major Gifts Officer.
- Developing new position, Chief Technology Officer. Target: Jul. 1.
- Andrea Kelly to *Excellence in Journalism Conference* in San Diego.
- Fernanda Echavari to *NPR Education Reporters Group* in DC.
- Recruiting for *Morning Edition* newscaster.



Management Report

Strategic Partnerships Centered on Original Content Production

This will be covered under *New Business*.



Management Report

Developing the Best Use of Technology

- Redundant TV/Radio Master Control HVAC #1 capital priority. Radio tech upgrade will follow HVAC upgrade.
- Radio MCR/Production Renovation phased to minimize disruption of service.
- Work continues with Public Radio Capital. Report coming up today with a more complete discussion at the "Technology" CAB Mtg. (January).
- KJAS-FM 88.9/Sierra Vista working with engineering consultants to develop optimal approach and timetable.
- Classical 90.5 (translator 89.7 FM) application at FCC to upgrade power from 50w to 250w.



Management Report

Q & A



Consent Agenda

(pages 6-14 of agenda)



Committee Reports



Committee Reports


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Committee Reports

Development

Based on 24 responses received on the assessment handout, here are the top 3 areas where the CAB is willing to lend a hand:

1. Send thank you notes or make thank you calls to recent AZPM contributors.
2. Host a group of prospects or donors in my home or restaurant to better acquaint them with the value AZPM provides to our community.
3. Participate in cultivation activities such as attending events or visiting with donors, together with AZPM staff.

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Committee Reports

Homework:	Development
<p>The end of the calendar year additional gift campaign is currently underway.</p> <ol style="list-style-type: none"> Between January 6 through January 9 the Development team will send each CAB member the names and phone numbers of those donors that made recent gifts. Please make thank you calls to those on your individual list January 10-18. Report back at January 19 CAB meeting of your actions. 	

Committee Reports

<page 18 of agenda>

Development

Sample Call Script:

Say the donor's name and then identify yourself and your organization.
"Mrs. Smith? This is Unique Media from Arizona Public Media."

The donor is likely to be surprised. They probably think you are about to ask them for something. Tell them why you are calling.
"We received your check in the mail today and I'm calling to say Thank You."

You'll probably hear relief and surprise in the donor's voice. Pause.

Don't say anything. The donor will likely gush about how great AZPM is or why they made the gift. Please make a note of their reasoning, especially if they indicate a favorite program or feature of the organization.

Invite the donor to share information with you.
"Is there anything you'd like me to relay to our General Manager for you?"

Often, the donor will be surprised that you want to know what they think, that their comments will go to the top. Assure the donor you will pass their comments on.

Thank the donor again.
"Thank you so much for taking a minute to talk with me. And thank again for supporting our work."

That's it! Call is done. These calls usually only take 3 or 4 minutes and the donors will be pleased.



Committee Reports

Financial Information

1Q FY'14 Financial Report <pages 19-22>



Committee Reports

Governance & Planning

- Committee met on November 4th.
- Two of three vacancies have been addressed (filling remaining terms of Steve Alley, Edie Auslander, Dave Iaconis). One seat will be filled before January Mtg.
- Developing standby list of 5 prospective CAB members.
- Need to update CAB Matrix before filling open seat. Please complete the Matrix data input sheet.
- Strategic Planning to begin with staff in December/January and CAB in February. Doodle will be sent to CAB to identify a February date for a day-long planning retreat.



Old Business



Old Business

Radio Service Expansion Project

Objective: Increase signal coverage for NPR 89.1



New Business



New Business

Strategic Partnerships

Review of Current Partners



New Business

Strategic Partnerships

Brainstorming Exercise:

Break into small groups. Identify prospective strategic partners for AZPM who might provide:

1. Logistical/Ops Support to Reduce Expenses
2. Distinctive Community Service Opportunity
3. Opportunity to co-develop Original Content for Radio, TV and/or Online



New Business

Strategic Partnerships

Brainstorming Exercise:

Small Group Exercise (15:00)



New Business

Strategic Partnerships

Brainstorming Exercise:

Small Group Reports



New Business

Developing AZPM's People & Culture

- Staff survey 12/2013
- CAB Survey 5/2014
- AZPM Human Resources Coordinator
 - Improved Communication
 - Professional Recruitment and Retention
 - Standardized HR Policy and Procedures
 - Professional Orientation
- AZPM's Diversity Policy



Other Business



Other Business

- Address to CAB by Mr. John Crouch



Other Business

- Address to CAB by Mr. John Crouch
- Next CAB Meeting: "Technology"
Thursday, January 16, 2013
11:30 buffet lunch; 12 noon agenda
UAF Vine Street
- Meeting Evaluations will be sent electronically.
- Other business from the floor



Adjourn



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