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COMMUNITY ADVISORY BOARD

Annual Meeting  
May 8, 2014

# Welcome and Introductions

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COMMUNITY ADVISORY BOARD

# Welcome and Introductions

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## Guest:

Teri Lucie Thompson, Senior Vice President, University Relations  
and Chief Marketing Officer,  
The University of Arizona

## New CAB Members:

Issac Ortega, President, ASUA (student member)

Roxie Lopez, Director, Tucson Sector Policy & Compliance  
Division, U.S. Border Patrol

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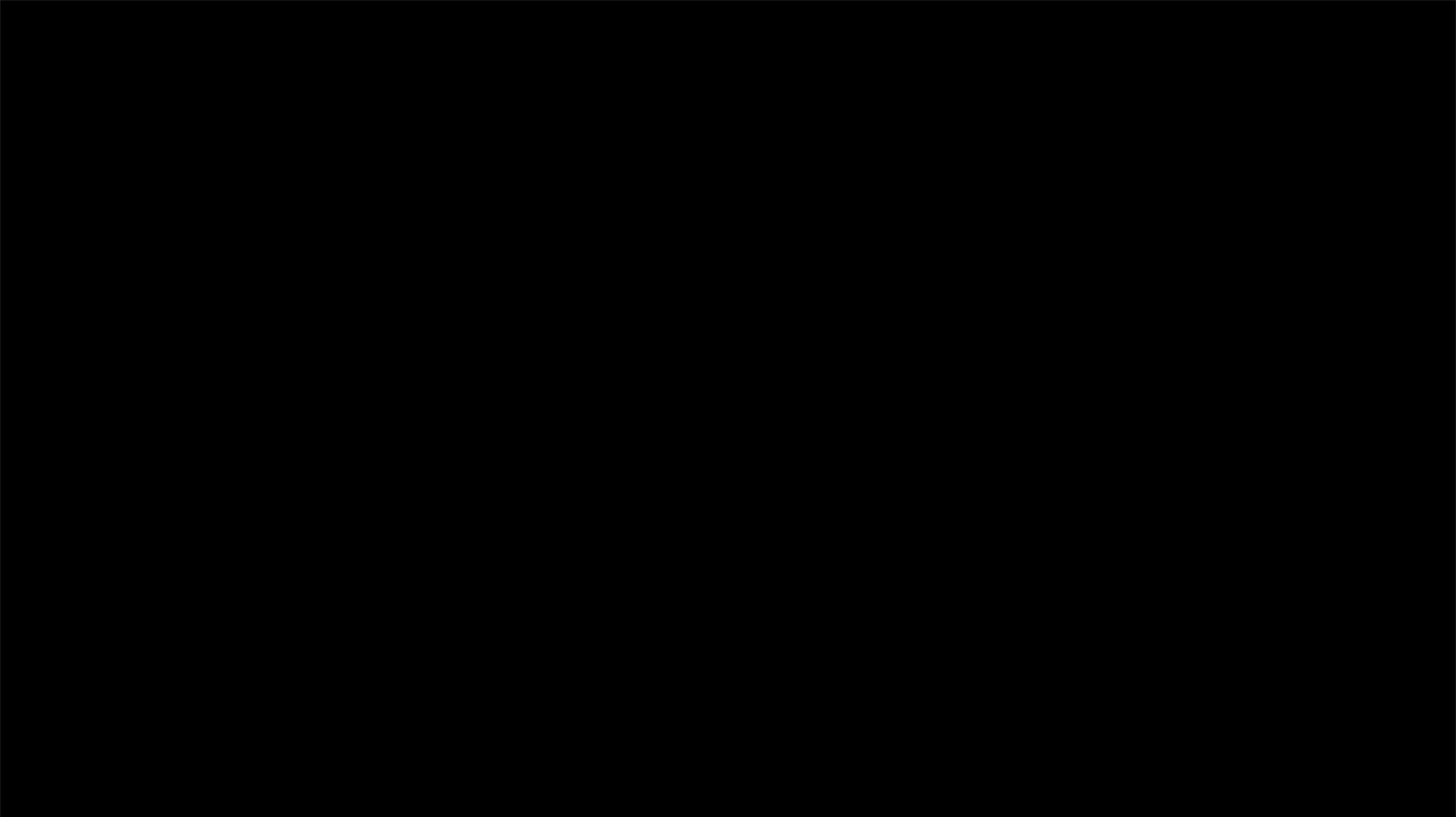
*Welcome to*

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Annual Meeting  
May 8, 2014

# Call to Order

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# Consent Agenda

(pages 3-7 of agenda)

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# Committee Reports

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# Committee Reports

## Community Engagement

- April 5 *Curious George* at UA Bookstore and at the Get Fit - Health and Wellness Fair at Children's Museum, Tucson
- Summer STEAM events at Children's Museum, Tucson June 1, August 17
- PBS LearningMedia training seminar, May 3 at UA Engineering & Aerospace Building

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# Committee Reports

## Community Engagement

- Celebrated *Teacher Appreciation Week* (5/3-5/10) in participation with Tucson Values Teachers.
- 12 local teachers signed up to the website. AZPM video crew was present to create a 3 minute promo video to raise awareness of *AZ.PBS LearningMedia*.
- Video to be posted to [azpm.org/education](http://azpm.org/education) page, shared with KAET8 Educational Outreach, Tucson Values Teachers, Pima County Schools Superintendent's website, and other school districts. Will also be sent to PBS LearningMedia national office for their use.



# Committee Reports

- *Level One Trauma* special screening at the **Community Engagement** University of Arizona Medical College - Phoenix campus on May 19. AZPM partnership with the UA Medical School and UAMC Tucson. The one-hour documentary will air on **Eight, Arizona PBS on May 23 at 9pm**. Invitations were distributed to AZPM donors in the Phoenix area, local and state legislators, media, UAMC staff and students.

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# Committee Reports

## Co-hosted Two Member Screening Events:

## Development

- *Story of the Jews* in partnership with the JCC and UA Judaic Studies  
323 in attendance; Professor David Graizbord provided commentary.
- *The Address* in partnership with UA's Center for Creative Photography  
205 in attendance; Professor John Warnock provided commentary.
- Continuing to work with PBS - *Building Capacity Campaign*
  - Multi-tiered strategy to develop planned gifts
  - Delineating current baseline and 1-3 year goals
  - Marketing: mailers, TV and radio spots

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# Committee Reports

## Development

- *Building Capacity Campaign*

Working with UAF and Beach Fleischman and others on an estate planning workshop for early 2015.

- Fiscal Year End Appeals for MDs

- CAB “Thank You” Calls

- Summer MD Work

Identified 36 prospects. Please review the list of targets and volunteer to help make introductions for staff.

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# Committee Reports

## Financial Information Committee

### Revenue:

- Remains strong through Q3
- Largest sources: Membership 30% and UA appropriation 25% of YTD income
- Unpredictable Planned Giving windfall in FY'14
- New focus on packaging Program Gifts and Capital Gifts

### Expenses:

- Tracking favorable to budget
- Investment in people to produce quality local content
- Capital investments to ensure reliability and build capacity

### FY'15 Budget:

- Budget prep underway
- Zero-based budgeting to evaluate every line item objectively

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# Committee Reports

## Committee Meeting

## Governance & Planning

- Four Board seats to be filled. One seat to be filled ASAP to fill out the remaining term of Michael Dunne; three additional seats to be filled by September for term-limited members who will retire tonight (Karen Christensen, Nance Crosby, Stephen Golden).
- Proposal to add two years to term of CAB Chair. Service time as Chair would not count against term limit. Provides opportunity for potential leaders to become more familiar with AZPM and CAB before they step into leadership role. <to be addressed under *New Business: Bylaws Amendment*>

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# Committee Reports

## The 2014-17 Strategic Plan

## Governance & Planning

- Incremental, building on achievements and lessons learned from the last four years.
- Continuing strategic intent and core strategies:
  - *Audience Engagement*
  - *Visibility and Financial Sustainability*
  - *Organizational Culture*
  - *Partnership*
  - *Technology*

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# Committee Reports

## The 2014-17 Strategic Plan

## Governance & Planning

- Original content production focused on four areas:
  - *Education & Children's*
  - *News & Public Affairs*
  - *Science & Nature*
  - *Arts, Culture & History*

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# Committee Reports

## The 2014-17 Strategic Plan

## Governance & Planning

- Redoubled emphasis on AZPM's crucial partnership with the University of Arizona and on ensuring that mutual benefits result from that partnership.
- "Impact" metrics now used to track "engagement."

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# Committee Reports

## Strategic Planning Process Timeline:

## Governance & Planning

3/14 <Draft> Original Content Due

3/20 CAB Meeting/Focus: Audience & Program Development

4/1 Deliver SP Worksheets to Senior Staff

4/10 <Draft> Tactical Plans Due

4/18 Final Tactical Plans Due

4/22 Deliver Plan to SVP Thompson for Review

5/1 Produce & Print Final Plan

**5/8 Present Plan to CAB at Annual Dinner Meeting for Endorsement**

5/12-6/13 Communications and Tactical Plans Developed

5/22 Internal Communications

7/1 Plan is Engaged & Communicated Publicly

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# Committee Reports

## Review of Strategic Plan

## Governance & Planning

- Strategic Intent

“AZPM is a trusted source of news and information that promotes thoughtful conversation, *debate* and community collaboration. The organization will create, acquire, *curate*, and distribute distinctive and relevant content for, with and about the University of Arizona, our community and the Southwest.”

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# Committee Reports

## Review of Strategic Plan

## Governance & Planning

2014-17 Strategic Plan (*under yellow “Strategic Plan” tab in agenda book*)

- Planning Process
- Objective and Organizational Profile
- Alignment with UA Strategic Plan/Metrics
- Mission, Vision, Values/Strategic Intent
- Specific Goals and Strategies
- Appendix: PBS Environmental Scan
- Sample page from Tactical Plan (staff compiling before July 1)

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# Committee Reports

Review of Strategic Plan

Governance & Planning

*Consideration for CAB Endorsement of Strategic Plan as Presented*

- Presentation of Plan
- Motion to Endorse
- Discussion
- Vote

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# Old Business

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# Old Business

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## *Continuing Projects*

- KUAS-FM 88.9/Sierra Vista
- MCR HVAC Issues: Addressed in Management Report

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# New Business

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# New Business

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## Election of CAB Officers

*For term: September 1, 2014 - August 31, 2016*

### *Slate of Candidates:*

Eugenia Hamilton for Chair

Cristie Street for Vice Chair

Kent Laughbaum for Secretary

- Motion required to accept slate as proposed.

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# New Business

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## Candidates for Emeritus Membership

*Recognizes extraordinary contributions to the work of the CAB and honors an individual who has given distinguished service to the CAB, and to the public media organization of the University of Arizona.*

### Minimum Requirements:

- Minimum 2 years of CAB service
- Regularly attended CAB Meetings
- Served with distinction and enthusiasm as a member of the CAB including participation in committee work or activities of the Board.
- Participated in fundraising activities
- Provided financial support to AZPM and helped to cultivate other major funding sources.



# New Business

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## Candidates for Emeritus Membership

### Nomination:

- Nominations may be made to any member of the Executive Committee between now and August 20th.
- Executive Committee will consider nominees to forward to the full CAB at the August 21st Executive Committee Meeting.
- Emeritus nominees will be advanced by the Executive Committee to the full Board for consideration at the September 18th CAB Meeting.

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# New Business

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## Bylaws Amendments

*Proposed changes emailed with meeting notification and agenda packet.*

### Proposed Changes:

- Add two years to the term of anyone serving as Chair
- Revisions to committee descriptions
- Bylaws with proposed changes highlighted on pages 16-25 of today's agenda.
- Motion required to accept changes as proposed.

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# Keynote

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# Keynote

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Teri Lucie Thompson  
Senior Vice President for University Relations  
and Chief Marketing Officer

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# Management Report

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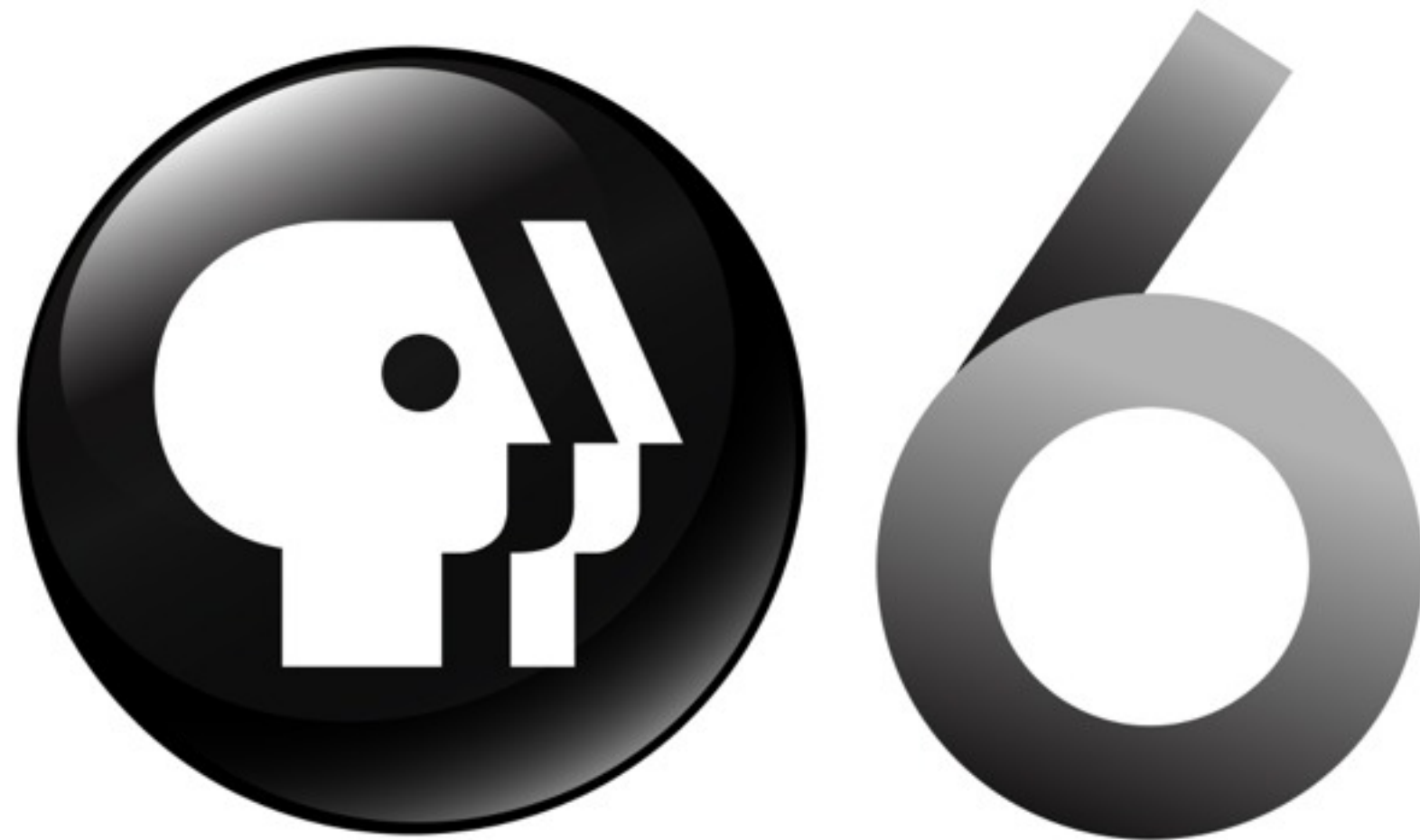


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# Management Report

## Television

Nielsen Media Research - Feb. 2014



## Audience and Content Development

Nielsen Media - February Sweeps  
February 6th - March 5th

Cume (*unduplicated audience*)

Prime Time: **-6%**

Overall: Unchanged from Feb. 2013

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# Management Report

## Television

Nielsen Media Research - Feb. 2014

Best performing day: Sunday

**+23%** Prime Time

**+8%** Overall

*Downton Abbey*

**47,610** Viewers!

**+25.72%** increase from Feb. 2013 (37,870)

Winter Olympics adversely affected  
all other dayparts.

## Audience and Content Development



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# Management Report

## Television

Nielsen Media Research - Feb. 2014

## Audience and Content Development

*For example:*

First Sunday of Sweep - February 9th  
*Downton Abbey* **12 share** last and this year  
KOLD/KGUN (combined) **40 share** last  
year; **9 share** this year (**-77.5%**).

Winter Olympics adversely affected  
all other dayparts for all stations.



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# Management Report

## Radio

Nielsen/Arbitron - Winter Survey

Listeners age 12+



**89.1 FM 1550 AM**

*Classical*  
**90.5 FM 89.7 FM**

## Audience and Content Development

Weekly Cume **+8.4%** (87,900) 2013=81,100

AVG QH **+6.8%** (4,700) 2013=4,400

Share **+6.8%** (4.7) 2013=4.4

TSL - unchanged (6.9)

Weekly Cume **-10.1%** (39,900) 2013=44,400

AVG QH **+38.9%** (2,500) 2013=1,800

Share **+38.9%** (2.5) 2013=1.8

TSL **+54.9%** (7.9) 2013=5.1

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# Management Report

## Radio

Nielsen/Arbitron - Winter Survey

Listeners age 50+



**89.1 FM 1550 AM**

*Classical*  
**90.5 FM 89.7 FM**

## Audience and Content Development

Weekly Cume **+2.3%** (49,300) 2013=48,200

AVG QH **+6.9%** (3,100) 2013=2,900

Share **+4.4%** (6.5) 2013=6.8

TSL **+1.3%** (7.8) 2013=7.7

Weekly Cume **-4.7%** (27,600) 2013=28,800

AVG QH **+42.9%** (2,000) 2013=1,400

Share **+31.2%** (4.2) 2013=3.2

TSL **+47.5%** (9.0) 2013=6.1

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# Management Report

## Online

## Audience and Content Development

April 2014 **azpm.org** analytics compared to April 2013:

- Unique visitors 61,825 (**+34.3%**)
- Page Views 168,882 (**+6.8%**)
- Time on site 1:46 (**+15.2%**)
- Average visits/day 5,629 (**+4.3%**)
- Twitter followers 6,309 (**+4.3%**)



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# Management Report

## Original Production

## Audience and Content Development



Premiered: February 25th 8pm  
on PBS 6/Tucson

Scheduled: May 23rd 8pm  
on KAET 8/Phoenix

Phoenix Preview Event  
UA College of Medicine/Phoenix  
May 19th 5:30 - 7pm

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# Management Report

## Original Production

## Audience and Content Development



### **NewsBreak** (1:30 newscast)

Premieres:  
Monday-Friday  
Starting June 2nd  
at 6:58pm  
7:58pm

In Fall 2014:  
M-F 3:58pm & 5:58pm

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# Management Report

## Original Production

## Audience and Content Development



### ***MetroWeek***

Premieres:  
Friday June 6th 8:30pm  
encore: Sundays at 10:30am

### ***Arizona Week***

Schedule Change:  
Friday June 6th 9:00pm  
encore: Sundays at 11am

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# Management Report

## Original Production

## Audience and Content Development

### ***Arizona Illustrated***

- On hiatus beginning Monday June 2nd
- Will return to the schedule as a **weekly series** on Sunday September 6th at 6:30pm with 6-8 encore broadcasts each week.
- **Mini-doc based production.** Host intro/outro segments will normally be only segments to be studio based.
- 4-5 stories per program
- Pre-production has begun; field production starts soon.
- Objective is to improve quality of storytelling and overall production.

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# Management Report

## Membership

## Financial Responsibility and Sustainability

- Final On-Air Campaign: May 31 - June 8 (TV Only)
- End of Fiscal Year Campaign:  
*Countdown to June 30th*
  - Direct Mail drops week of May 26
    - Members
    - Major Donors
  - On-air “countdown” spots begin June 17th

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# Management Report

## Underwriting

YTD 5/1/13 vs YTD 5/1/14

## Financial Responsibility and Sustainability

- Contracts signed: **+7.3%** \$1,067,000 (FY'13) vs \$1,145,000 (FY'14)
- Cash collected: **-5.5%** \$830,101 (FY'13) vs. \$784,314 (FY'14)
- Business run: n/a (FY'13) vs. \$980,000 (FY'14)  
*(includes estimate of \$120k for May 2014)*
- AR = **\$195,686** *(estimate through 5/31/14)*

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# Management Report

## Staff Development

## Developing Our People and Our Culture

*FY'14 was a growth year for AZPM. Of 14 managers, 6 were in their first year at the table; 4 in their first management role.*

### FY'14

- New Leaders: Executive Producer, News Director, Production Manager, Post-production Manager, IT Director, TV Schedule Mgr.
- Added HR Coordinator to professionally manage HR and recruiting
- Refined AZPM's Diversity Policy
- Developed an AZPM Performance Appraisal Handbook
- Streamline staff orientation process which will be extended to CAB

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# Management Report

## Strategic Partnerships Centered on Original Content Production

- UA Bookstore-Story Time Events April 5
- Tucson Children's Museum-Let's Get Fit Healthy Eating Initiative April 5
- Career Day Outreach May 2
  - Steve Riggs, AZPM videographer, presented to Butterfield Elementary School
- Community Interactive: Education - September 2014
  - Ron Marx, Dean, UA College of Education providing leadership
  - Working group being formed to explore topics and panelists.



# Management Report

## Developing the Best Use of Technology

### Capital Budget

- Developing budget priorities for capital equipment refresh plan.

### Radio Renovation

- Timetable informed by HVAC: Fall 2014-15
- First, create disaster recovery and interim radio control rooms at Harvill.

### TV MCR Upgrades

- John Kelley and Jack Gibson to travel to joint MCR sites in fall to assess potential opportunities for AZPM.

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# Management Report

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Q & A

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# Other Business

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# Other Business

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## Special Recognition: Retiring CAB Members

- Karen Christensen
- Nance Crosby
- Stephen Golden



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# Other Business

## Special Recognition: Outgoing Chair



Chris Helms  
*CAB Chair 2012-14*

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# Other Business

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## Special Recognition: Past Chairmen and Chairwomen

2012-14 Chris Helms

2010-12 Anne Maley

2008-10 Jim Jutry

2007-08 Nance Crosby

2005-07 John Escher

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# Other Business

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- CAB Self-assessment

To be sent electronically next week.

- Proposed Meeting Schedule 2014-15

- Annual Meeting Evaluation

Meeting Evaluations will be sent electronically.

Last meeting's evaluation summary is in agenda book.

- Please take **only** first section of agenda book and the manilla folder.

- Here's a look at where we've been this past year.  
Thank you for your continued support!

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# Adjourn

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