

ARIZONA PUBLIC MEDIA®
COMMUNITY ADVISORY BOARD

Thursday, May 8, 2014
1125 N. Vine Street, Room 102

MEETING MINUTES

CAB: Chris Helms, Eugenia Hamilton, Florencia DeRoussel, Kristin Almquist, Karen Borek, Ron Bornstein, Jennifer Casteix, Nance Crosby, John Hildebrand, Kent Laughbaum, Roxie Lopez, Anne Maley, Jim Murphy, Harold Paxton, Hope Reed, Jill Rosenzweig, Cita Scott, George Steele, Cristie Street

Absent: Bill Bowen, Karen Christensen, Chuck Ford, Stephen Golden, Fred Johnson, Jim Jutry, Paul Lindsey, Tsianina Lomawaima, Andrew Schorr,

AZPM Staff: Jack Gibson, Enrique Aldana, John Booth, Mark Channell, Kimberly Heath, John Kelley, Laura McKee, Laura Caywood Barker

- I. Meeting was called to order at 6:30 p.m.
 - a. Welcome Teri Lucie Thompson, UA SVP for University Relations
 - b. Issac Ortega, new ASUA Student Body President
 - c. Roxie Lopez, new CAB member
 - d. Emeritus members: Judith Brown, Dan Cavanagh, Andrew Greeley, Simon Rosenblatt
- II. Dinner was served
- III. Video clip shown: FY'14 "A Year in Review"
- IV. Consent Agenda Items
 - a. Minutes from the March 20, 2014
 - Nance Crosby motioned to approve as submitted
 - Florencia DeRoussel seconded the motion
 - There were no objections, therefore, the minutes were approved as submitted.
- V. Committee Reports
 - a. Community Engagement (Jennifer Casteix)
 - April 5th: Curious George was at the UA Bookstore and also at the Get Fit - Health and Wellness Fair at the Children's Museum, Tucson.
 - Summer STEAM events at Children's Museum, Tucson June 1 and August 17
 - PBS Learning Media training seminar is May 3 at the UA Engineering & Aerospace Building

- We 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 is to be posted on the azpm.org/education page, shared with KAET8 Educational Outreach, Tucson Values Teachers, Pima County Schools Superintendent's website, and other school districts. It will also be sent to the PBS LearningMedia national office for their use.
 - Level One Trauma special screening at the University of Arizona Medical College, Phoenix campus is set for May 19th. 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, to local and state legislatures, to the media and to UAMC staff and students.
- b. Development (Enrique Aldana)
- We have co-hosted two member screening events: 1) Story of the Jews was in partnership with the JCC and UA Judaic Studies. There were 323 in attendance. Professor David Graizbord provided commentary. 2) The Address was in partnership with UA's Center for Creative Photography. There were 205 in attendance. Professor John Warnock provided commentary.
 - We continue to work with PBS on the Building Capacity Campaign. It's a multi-tiered strategy to develop planned gifts; delineating current baseline and 1-3 year goals; marketing: mailers, TV and radio spots.
 - Major donor fiscal year end appeals are going out
 - CAB assisted with thank you calls.
 - Summer major donor work: we have identified 36 prospects. The CAB was asked for assistance in identifying those they know personally.
- c. Financial Information Committee (Cristie Street)
- Revenue remains strong through the third quarter.
 - Largest sources: membership 30% and UA appropriation 25% of YTD income.
 - Unpredictable planned giving windfall in FY'14
 - The new focus is 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: AZPM is preparing for this now using zero-based budgeting in order to evaluate every line item objectively.

d. Governance & Planning (Jim Murphy & Eugenia Hamilton)

- There are currently four board seats to be filled. One is to fill out the remaining term of Michael Dunne; 3 additional seats are to be filled by the September meeting for term-limited members who will retire tonight (Karen Christensen, Nance Crosby, Stephen Golden).
- A proposal is being made to add two years to the term of the CAB Chair. Service time as Chair would not count against term limit. This would provide an opportunity for potential leaders to become more familiar with AZPM and the CAB before they step into a leadership role. This matter will be addressed in further detail under New Business.
- The 2014-17 Strategic Plan:
- Incremental, building on achievements and lessons learned from the last four years.
- The continuing strategic intent and core strategies are:
 - Audience Engagement
 - Visibility and Financial Sustainability
 - Organizational Culture
 - Partnership
 - Technology
- Original content production will focus on four areas:
 - Education & Children
 - News & Public Affairs
 - Science & Nature
 - Arts, Culture & history
- 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.
- The upcoming timelines:
 - 5/8 the plan is presented to the CAB (this evening)
 - 5/12-6/13 communications and tactical plans developed
 - 5/22 internal communications
 - 7/1 the plan is engaged and communicated publically
- Review of the plan:
 - Planning process
 - Objective & organizational profile
 - Alignment with UA strategic plan/metrics
 - Mission, vision, values/strategic intent
 - Specific goals and strategies
 - Appendix: PBS environmental scan
 - Sample page from the tactical plan (staff will compile before July 1)

- Judith Brown motioned to approve the plan as presented; Ron Bornstein seconded the motion. There were no oppositions – the motion passed.

VI. Old Business (John Kelley)

a. KUAS-FM 88.9 Sierra Vista.

- This new FM station will provide a full-power *NPR 89.1* service to communities in southeastern Arizona. We have targeted an existing tower on Mule Mountain above Bisbee upon which to co-locate the new antenna. Extensive structural changes would be required to support the additional antenna, however. We are in communication with both the tower owner and the Bureau of Land Management, which owns the Mule Mountain telecommunications site, regarding our options.

b. MCR HVAC Issues: We are working with UA Facilities to find the best solution to provide auxiliary air conditioning for the TV master control and server areas located in our Modern Languages Building operations center.

VII. New Business

a. Election of officers: Jim Murphy reviewed the proposal for officer candidates (Eugenia Hamilton, Chair; Cristie Street, Vice-Chair; Kent Laughbaum, Secretary). He called for additional nominations from the floor. There were none.

- Ron Bornstein motion to approve the officers as proposed; Judith Brown seconded the motion; there were no oppositions therefore, the new officers were elected.

b. Review of Emeritus nominee criteria

- 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 on of CAB service
 - Regularly attended 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.
- 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 8/21 executive committee meeting.

- Emeritus nominees will be advanced by the executive committee to the full Board for consideration at the September 18th CAB meeting.
- c. Bylaws amendment: proposed changes were emailed with the meeting notification and agenda packet
 - Add 2 years to the term of anyone serving as CAB chair
 - Revisions to committee descriptions
 - Bylaws with proposed changes highlighted can be found on pages 16-25 of today's agenda packet
 - Nance Crosby motioned to approved the changes; Jim Murphy seconded the motion; there were no objections therefore the bylaws amendments are accepted as submitted.

VIII. Keynote

- a. Remarks and presentation from Teri Lucie Thompson, UA SVP for University Relations and Chief Marketing Officer
- b. Reimaging a premium brand
 - The institution's strategic goals are set by ABOR:
 - Grow undergraduate enrollment
 - Grow online enrollment
 - Community college transfers
 - Research expenditures
 - 6 year graduation rate
 - We will target doubling our research expenditures over the next six years
 - We have identified seven key strategic areas: water, space, optical sciences and four areas in the bio sciences where we feel we can leverage historical and research strengths.
 - The 2014 legislative funding (incremental funding request which is the total money allocated to each institution):
 - ASU received \$23.5M
 - NAU received \$9.4M
 - UA received \$5.5M
 - 2014 legislative funding % of total ABOR funding request received:
 - ASU 53%
 - NAU 43%
 - UA 15.8%
 - The 2014 legislative funding research infrastructure lease-back payment:
 - ASU \$522,000
 - NAU \$408,000
 - UA \$4.6M
 - The Boundless campaign is brand re-imaging using a new brand platform bringing a consistent look and feel.

- In order to bring life, we have to build a brand – look, feel, attributes.
- We are working to build a library of images that are consistent with the notion of boundless
- Bigger Questions, Better Answer, Bear Down!
- This campaign is on billboards, busses, transit shelters, sidewalk minders, banners, it is in airports and we are running TV and radio spots.
 - Question: Do you run any radio pieces by student focus groups?
 - Answer: We test everything with students
 - Question: Should Pima College not get your accreditation, with that affect us?
 - Answer: we are looking across the state at community college transfer; we are aware that we need to be pulling from other counties.
- Many of the CAB members are connected to legislators; it would be very helpful if you could use your connections to help spread our message to them in any way you can. Jack has invited Tim Bee to participate with a working group with the CAB before the next legislative session.
- Suggestion: at the September meeting, survey the CAB as to which legislators they may know.

IX. Management Report

a. Audience and Content Development (TV)

- Nielsen Media – February sweeps: 2/6 – 3/5
- Cume (unduplicated audience) prime time -6%; overall unchanged from 2/2013
- Best performing day: Sunday +23% prime time; +8% overall
- Downton Abbey: 47,610 viewers; +25.72% increase from 2/13
- Winter Olympics adversely affected all other dayparts

b. Audience and Content Development (Radio)

- NPR ages 12+:
 - Weekly cume +8.4%
 - AVG QH +6.8%
 - Share +6.8%
 - TSL unchanged
- Classical 90.5; 89.7 ages 12+:
 - Weekly cume -10.1%
 - AVG QH +38.9%
 - Share +38.9%
 - TSL +54.9%
- NPR ages 50+
 - Weekly cume +2.3%

- AVG QH +6.9%
 - Share +4.4%
 - TSL +1.3%
- Classical 90.5; 89.7 ages 50+
 - Weekly cume =4.7%
 - AVG QH +42.9%
 - Share +31.2%
 - TSL +47.5%
- c. Audience and Content Development (Online)
 - Unique visitors +34.3%
 - Page views +6.8%
 - Time on site +15.2%
 - Average visits/day +4.3%
 - Twitter followers +4.3%
- d. Audience and Content Development (Original Production)
 - Level One Trauma premiered 2/25 at 8pm on PBS6/Tucson
 - Scheduled 5/23 at 8pm on KAET 8/Phoenix
 - Phoenix Preview Event at the UA College of Medicine/Phoenix 5/19 at 5:30 pm
 - NewsBreak (1:30 newscast)
 - Premiers M-F starting June 2nd at 6:58pm and 7:58pm
 - In Fall 2014: M-F 3:58pm & 5:58 pm
 - MetroWeek premiers Friday 6/6 at 8:30 pm; encore: Sundays at 10:30am
 - Arizona Week schedule change: Friday 6/6 at 9pm; encore Sundays at 11am
 - Arizona Illustrated
 - On hiatus beginning 6/2
 - Will return to the schedule as a weekly series on Sunday, 9/6 at 6:30 pm 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
- e. 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 the week of May 26th to members and major donors
 - On-air countdown spots begin June 17th
 - Underwriting:
 - Contracts signed +7.3%

- Cash collected =5.5%
- Business run n/a
- AR estimate through 5/31/14 \$195,686
- Staff Development: 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.
 - New leaders: Executive Producer, News Director, Production Manager, Post-Production Manager, IT Director, TV Schedule Manager.
 - We added an HR Coordinator to professionally manage HR and recruiting
 - Refined AZPM's diversity policy
 - We developed an AZPM performance appraisal handbook
 - We have streamlined the staff orientation process which will be extended to the CAB
- Strategic Partnerships Centered on Original Content Production
 - UA Bookstore-Story Time Events 4/5
 - Tucson Children's Museum-Let's Get Fit Health Eating Initiative 4/5
 - Career Day Outreach 5/2 – Steve Riggs, AZPM videographer, presented to Butterfield Elementary School
 - Community Interactive: Education 9/2014: Ron Marx, Dean, UA College of Education providing leadership. A working group is being formed to explore topics and panelists
- Developing the Best Use of Technology
 - Capital budget: we are 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 Master Control Upgrades: John Kelley and Jack Gibson are set to travel to joint MCR sites in the fall to assess potential opportunities for AZPM
- Question & Answer
 - There were no questions on the management report

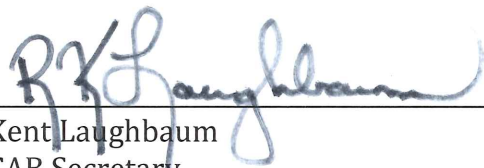
X. Other Business

- a. Special recognition to retiring CAB members:
 - Karen Christensen
 - Nance Crosby
 - Stephen Golden
- b. Special recognition to outgoing Chair
 - Chris Helms (Chair term 2012-2014)
- c. CAB self-assessment will be sent electronically to all board members.

- d. The proposed 2014-2014 meeting schedule was included in the agenda packet.
- Jim Murphy motioned to approve the schedule; Florencia DeRoussel seconded the motion; there were no objections, therefore, the meeting schedule was approved as submitted.
- e. No other business from the floor

XI. Meeting Adjourned

Signed this 18 day of SEP, 2014



Kent Laughbaum
CAB Secretary

