

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

September 18, 2014

Call to Order

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COMMUNITY ADVISORY BOARD

Welcome and Introductions

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Welcome and Introductions

Guests:

Michael Finnegan, (student) for Issac Ortega

Dr. Ann Weaver Hart, *President, The University of Arizona (jip @ 2:00 p.m.)*

Ms. Andrea Smiley, *Associate Vice President, University Communications*

New CAB Members (bios added to binder):

Lois Eisenstein, *Attorney (retired)*

Laura Todd Johnson, *UA Vice President, Legal Affairs & General Counsel*

Susan Tarrence, *NY Times Company (retired)*

AZPM Staff:

Tom McNamara, *Host, Arizona Illustrated*

Romi Wittman, *Chief Communications & Marketing Officer*

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Welcome and Introductions

Participating via Telephone:

Ron Bornstein

Stephen Golden

Anne Maley

Susan Tarrence (new member)

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Consent Agenda

(pages 1-14 of agenda)

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Committee Reports

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Committee Reports

Community Engagement

- June 7th *Cat in the Hat* at the UA Bookstore “Story Time”
- July 12th *Daniel Tiger’s Neighborhood* at the UA Bookstore “Story Time”
- September 8th Preview Screening: *The Roosevelts* - Crowder Hall
- September 22nd Preview Screening: *Makers* - UA Women’s Plaza
- September 27th *Love of Literacy* at Children’s Museum Tucson
- November 1st *Martha Speaks* at the UA Bookstore “Story Time”
- November 9th JCC Wellness Expo
- December 15th Preview Screening: *Downton Abbey* - Centennial Hall

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Committee Reports

Development

- Received two \$10K Grants from WNET and WETA to be used for companion pieces on Radio, TV and online:
 - *American Graduate* (September 27th)
 - *The Story of Cancer: The Emperor of all Maladies* (Spring 2015)
- Hosted two events for public, members and major donors
 - *The Roosevelts: A Intimate History*
 - *AZPM Fall Preview*
 - Still to come – *Makers: Women Who Make America* at the Women's Plaza, September 22
- Launched new E-ticket system through *Eventbrite* for event registration, saving on mailing costs and allowing for more efficient check-ins. Please register to receive event announcements and invitations.
- Working with PBS on Planned Giving mailers; sending to 5,000 members in October as part of a Building Capacity campaign (samples in agenda binder).

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Committee Reports

Top 3 Fundraising Priorities

Development

- ***Desert Program Partners*** Funding would be utilized to create original local programming that has a positive impact on Southern Arizona and our community.
- ***Radio Renovation*** Important to Arizona Public Media's continued growth and success, the radio station renovation project includes acoustically sensitive spaces for on-air broadcasting, two studios, and production control rooms.
- ***Science Producer/Reporter*** Critical to AZPM's strategic intent is sustained coverage of science, technology and innovation. A new full-time producer/reporter will play an essential role in advancing the understanding of scientific and technology issues and concerns, translating and untangling their inherent complexities for a lay audience. 50% funding from CPB in place for year 1.

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Committee Reports

Development Plan

Development

- Create a quarterly plan to meet with major donors/foundations which will help keep us focused and on task.
- Working closely with the UA Foundation, develop new prospects; cultivate foundations/trusts that align their giving to our mission.
- Revamp the *Leadership Society* circles to better engage donors while bringing additional recognition and benefit to support at higher levels.
- Develop and implement a new *Planned Giving* campaign with assistance from PBS. Mailer will reach 5,000 members in October. In addition, develop and implement on-air Planned Giving campaign with current Major Donors.
- *100% participation by CAB* in fundraising tasks, including cultivation/stewardship of donors.

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Committee Reports

Homework:

Development

Now more than ever, CAB must help to leverage relationships within your circles of influence.

Needed: *Members, Major Donors, Underwriters, Planned Gift Prospects.*

1. Within two weeks, please identify two or more prospects whom *YOU* would be willing to meet with, together with a member of the development team.
2. *Email or call Enrique* with your prospects and a possible time and date to meet. Your participation is critical.
ealdana@azpm.org or 621.3808
3. If we do not hear from you, Enrique or Mark Channell will contact you. Enrique will present a report on the participation and results in November at CAB Mtg.

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Committee Reports

Revenue:

- Membership, Underwriting and Major Gifts continue to experience growth, finally taking AZPM out of recession-era numbers.
- Big increases in Membership related to popularity of “Sustaining Memberships.”
- Program Gifts will be a key focus in FY’15 as we package proposals specific to donor interests.

Financial Information Committee

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Committee Reports

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Financial Information Committee

Expenses:

- Continue fiscal conservatism, although some key hires made.
- Capital budget savings are really a deferral. We will see those expenses in FY’15 and FY’16.
- First year of zero-based budgeting and the staff is responding.

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Committee Reports

Committee Meeting

Governance & Planning

- Two open seats to be filled. Please consider AZPM needs and provide suggestions to Jim or Eugenia.
- Will need to identify CAB buddies for new members. Volunteers wanted.
- New committee assignments are being made. Please indicate which committees you are willing to serve on in the meeting evaluation survey. Otherwise, you will be assigned to a committee.

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Old Business

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Old Business

- AZPM Editorial Standards and Policies
- Sierra Vista Radio: KUAS-FM 88.9

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New Business

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New Business

Dr. Ann Weaver Hart
President, The University of Arizona

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Management Report

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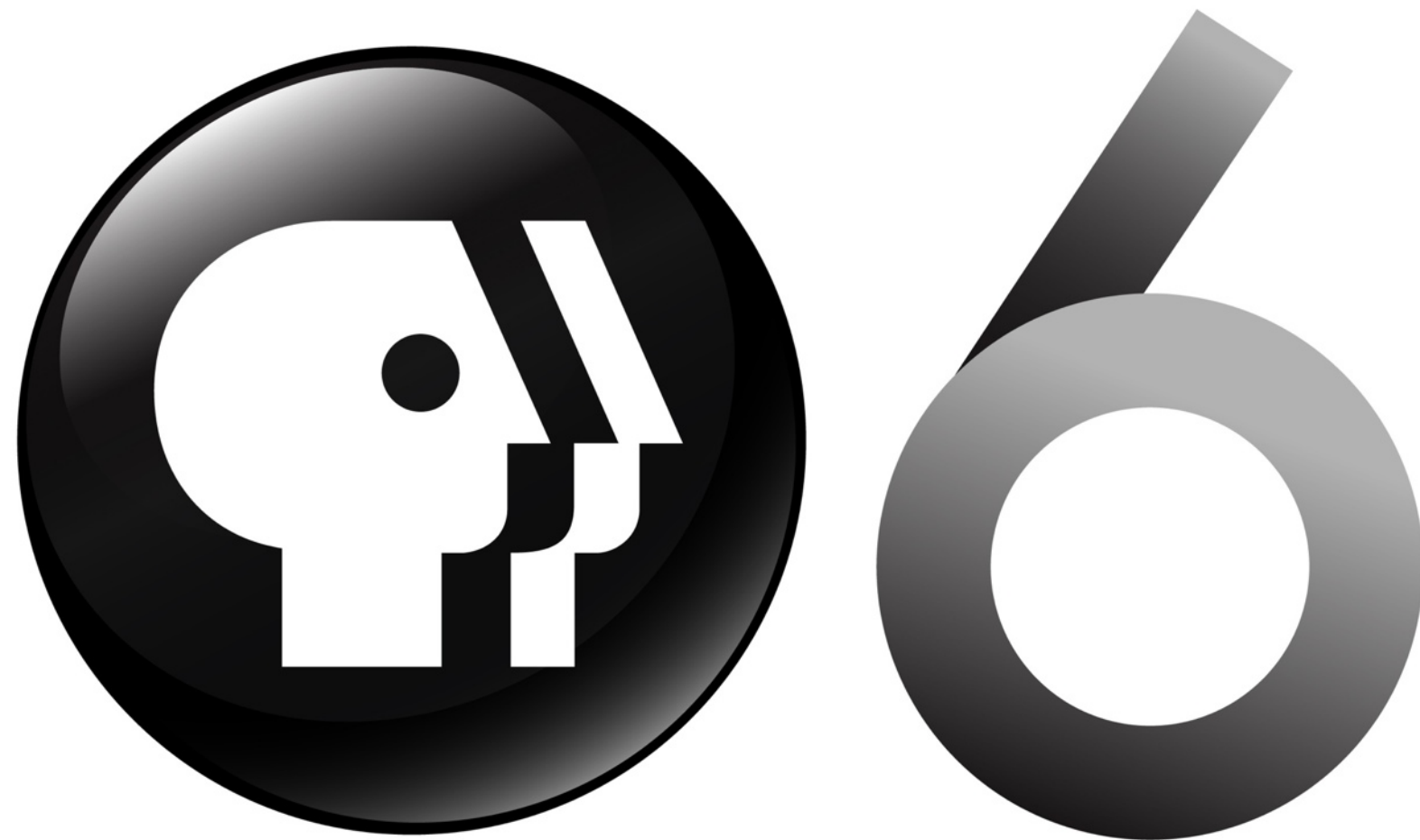
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Management Report

Television

Audience Engagement



Nielsen Media - May Sweeps

Unduplicated Audience (cume) +15.4%

Prime Time Viewing +16%

Full Week Viewing +20.2%

Nielsen Media - July Sweeps

Unduplicated Audience (cume) +28%

Prime Time Viewing +17%

Full Week Viewing +23%

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Management Report

Radio

Audience Engagement



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM

Nielsen/Arbitron - Spring Survey

Unduplicated Listeners (cume) +4.8%

AQH +20.4% Share +21.3%

TSL +9.5%

Unduplicated Listeners (cume) -17.6%

AQH +13.6% Share +14.3%

TSL +28.6%

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Management Report

Online

Audience Engagement

February 2014 **azpm.org** analytics:

Month	May	June	July	August	%change
Page Views	164,885	201,089	292,129	339,853	+106%
Pages per Visit	1.85	2.48	3.68	3.67	+98.4%
Bounce Rate	71.9	48.5	8.9	7.9	+810.1%

- Twitter followers 7,000 (+60.9%) 2013=4350



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Management Report

Original Production

Audience Engagement



Emmy Nominations

- 23 program/story segments nominated.
- More nominations than any other Tucson station or PTV station in region.
- 36 AZPM staff members recognized including four students.
- News release is included in your agenda materials today (pages 21-24).

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Management Report

Original Production

Audience Engagement

- *Your Vote 2014* underway.
 - Gubernatorial Forum with ASUA on Sunday 9/21 at Centennial.
 - AZPM/LWV Collaboration
 - In-Depths beginning September 29th (rundown on page 25-27).
- *Arizona Illustrated* launched September 7th at 6:30p.
 - Plan calls for 39 new episodes this FY. One for every non-pledge week.
 - Too soon for feedback. Will be on an upcoming agenda.
 - Host Tom McNamara is here today (bio on page 29).

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The background of the entire graphic is a vibrant sunset sky, transitioning from deep purple and blue at the top to bright orange and yellow near the horizon. Silhouettes of saguaro cacti and desert shrubs are visible against the horizon line. The word "ARIZONA" is written in large, white, sans-serif capital letters across the middle of the image. Below it, the word "Illustrated" is written in a white, cursive script font.

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Illustrated



Management Report

Original Production

Audience Engagement



Premieres November 3rd
10:00 p.m.

Produced in collaboration
with the ASDM.

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Management Report

Budget: YTD 8/31

Visibility and Financial Sustainability

	Revenue	Expenses	Variance
Actual YTD	\$1.139M	\$1.067M	+\$72K
Budget	\$1.007M	\$1.668M	-\$661K
%diff	+13.11%	-36%	

Management Report

Organizational Culture

- 9 hires this summer.

<i>Chief Communications and Marketing Officer</i>	<i>Volunteer Coordinator</i>	<i>Morning Edition Newscaster</i>
<i>Editor/Videographer</i>	<i>Account Executive</i>	<i>Director of IT</i>
<i>Arizona Illustrated Host</i>	<i>Executive Assistant</i>	<i>Webmaster</i>

- Monthly All-Staff Meetings
- Mid-year Evaluations - October 1; Seeking Opportunities to Improve Individual Performance.
- Staff Training - Andrea Kelly to Poynter



Management Report

Partnership

8/27 Awarded *CPB Diverse Perspective Grant* to incentivize science, innovation and technology reporting in Arizona with partners at KJZZ/Phoenix, KNAU/Flagstaff and KAWC/Yuma.

9/21 *Your Vote 2014 Gubernatorial Forum* with ASUA - Centennial Hall

10/6-9 *Political Forums* with Tucson League of Women Voters

11/9 AZPM at *JCC Family Wellness Expo*

12/15 *Downton Abbey* Preview, BIT/UA presents, Centennial Hall

1/2015 *Community Interactive: Education*, Community Foundation

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Management Report

Technology

MCR HVAC

- FM on-site for redundant HVAC installation preparation.

Radio Renovation

- Timetable in development.
- Studying acoustical enclosures.
- Plan is to create disaster recovery radio control rooms at Harvill.

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Management Report

Q & A

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Other Business

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Other Business

- Meeting Evaluations: Purpose and Intent
- Meeting Evaluations will be sent electronically.
- Next CAB Meeting:
Thursday, November 21, 2014
11:45a (buffet); 12:00 noon (agenda)
UAF Vine Street
- Please take **only** first section of agenda book and folder.
- 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.”