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COMMUNITY ADVISORY BOARD

January 16, 2014

Call to Order

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Welcome and Introductions

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Welcome and Introductions

New CAB Member:

Dr. Jill Rosenzweig

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Management Report

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Management Report

Audience and Content Development




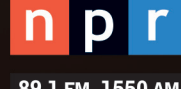
February is Black History Month



CELEBRATING
**BLACK HISTORY
MONTH 2014**

PROGRAM HIGHLIGHTS

American Masters: Alice Walker - Beauty in Truth
Independent Lens: Spies of Mississippi
POV: American Promise

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For a complete schedule of Black History Month programs visit azpm.org

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Management Report

Television

Audience and Content Development

Audiences liked what we offered in November sweeps.

Top 10 Programs:

- #1 *Carol Burnett: Mark Twain Prize*
- #2 *Secrets of Scotland Yard*
- #3 *Masterpiece "Paradise"*
- #4 *American Experience: JFK*
- #5 *Keeping Up Appearances*
- #6 *Doc Martin*
- #7 *Antiques Roadshow*
- #8 *American Masters "Jimmie Hendrix"*
- #9 *As Time Goes By*
- #10 *NOVA "At the Edge of Space"*



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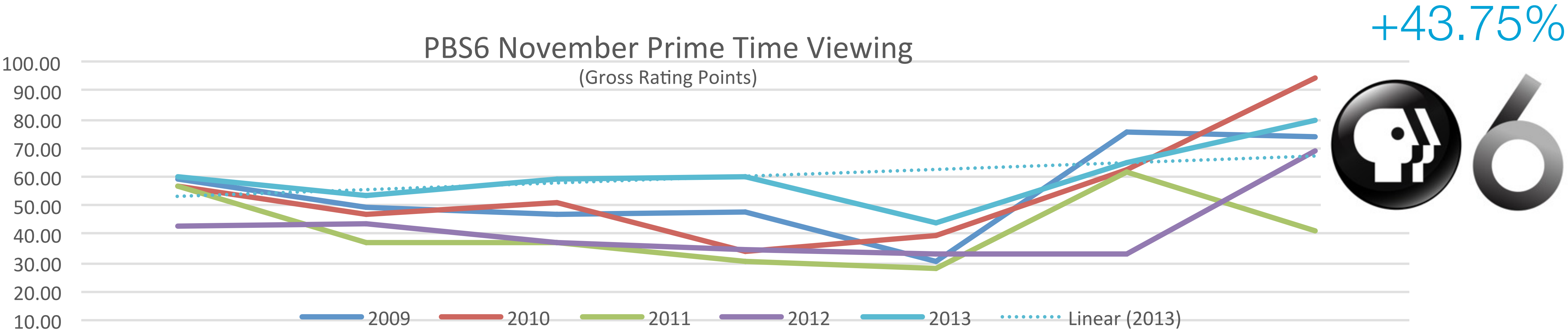


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Management Report

Television

Audience and Content Development



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2009	59.57	49.10	46.55	47.53	30.13	75.35	74.03
2010	56.84	46.86	50.82	33.98	39.32	62.82	94.20
2011	56.96	37.08	37.20	30.66	27.81	61.66	41.14
2012	42.62	43.60	37.32	34.48	33.09	33.28	68.90
2013	60.08	53.74	59.17	60.02	43.94	65.30	79.34

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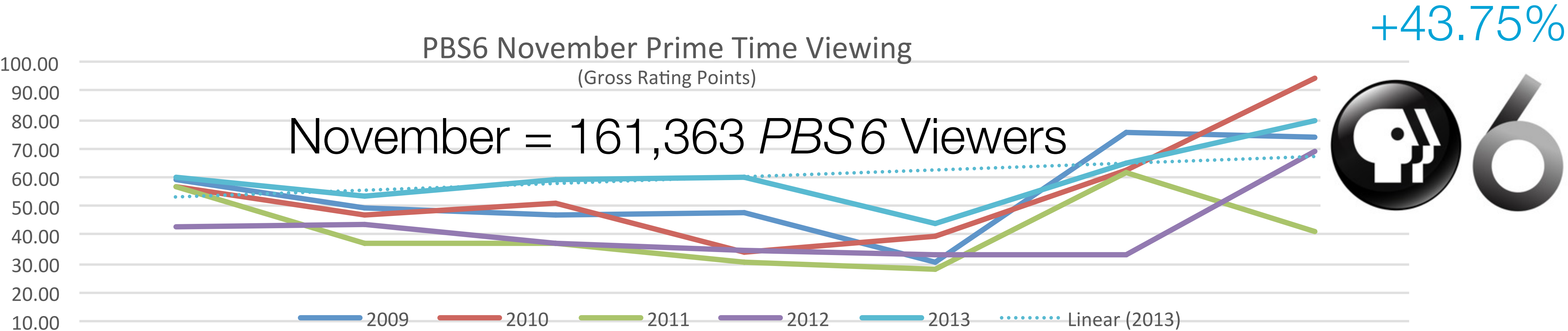


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Management Report

Television

Audience and Content Development



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2009	59.57	49.10	46.55	47.53	30.13	75.35	74.03
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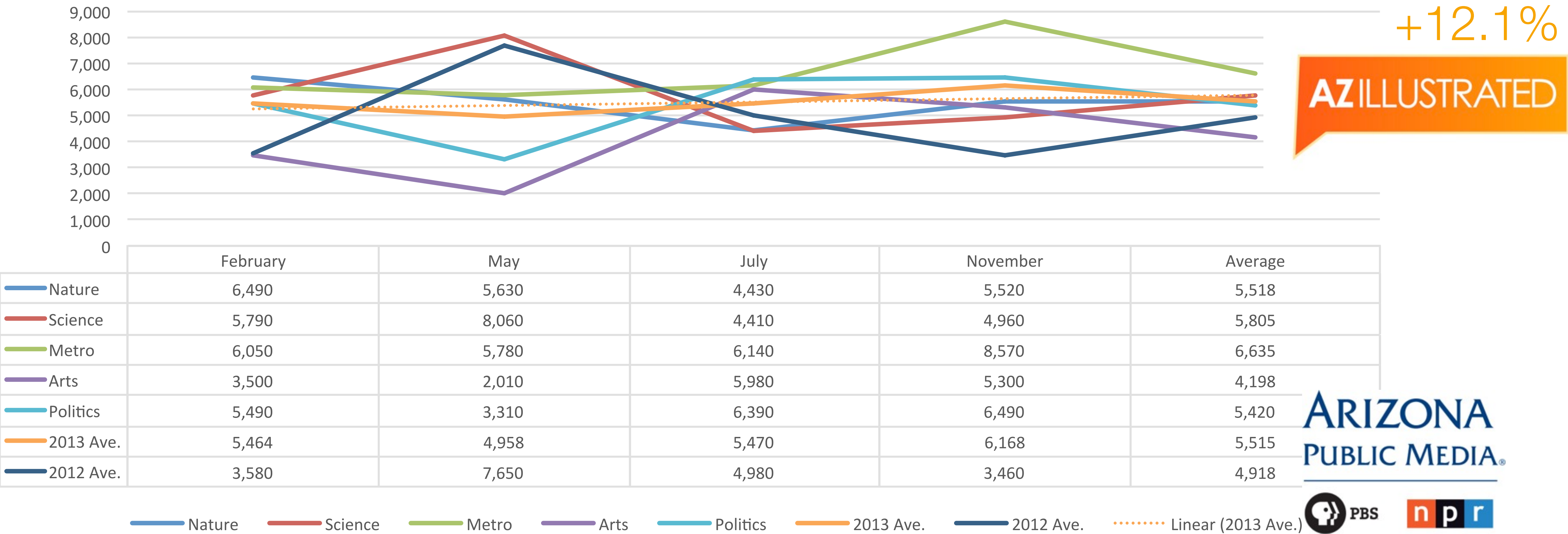
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Management Report

Television

Audience and Content Development

AZ Illustrated - Average #Viewers - Calendar Year 2013



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Management Report

Radio



89.1 FM 1550 AM

Audience and Content Development

NPR 89.1 continues at #5 in Tucson market. Spring & Fall 2013 very good for non-election year. TSA cume (unduplicated audience) for Fall '13 was high for the recent 5-book trend and second highest in history.

Classical

90.5 FM 89.7 FM

The cumulative audience may have been negatively impacted as the result of an upgrade to the *MusicMaster* music scheduling software. Adjustments to programming parameters are ongoing. Even so, Fall '13 share was highest of the year. Overall, *Classical 90.5* finished 2013 at 13th in market - its highest position of the last year.

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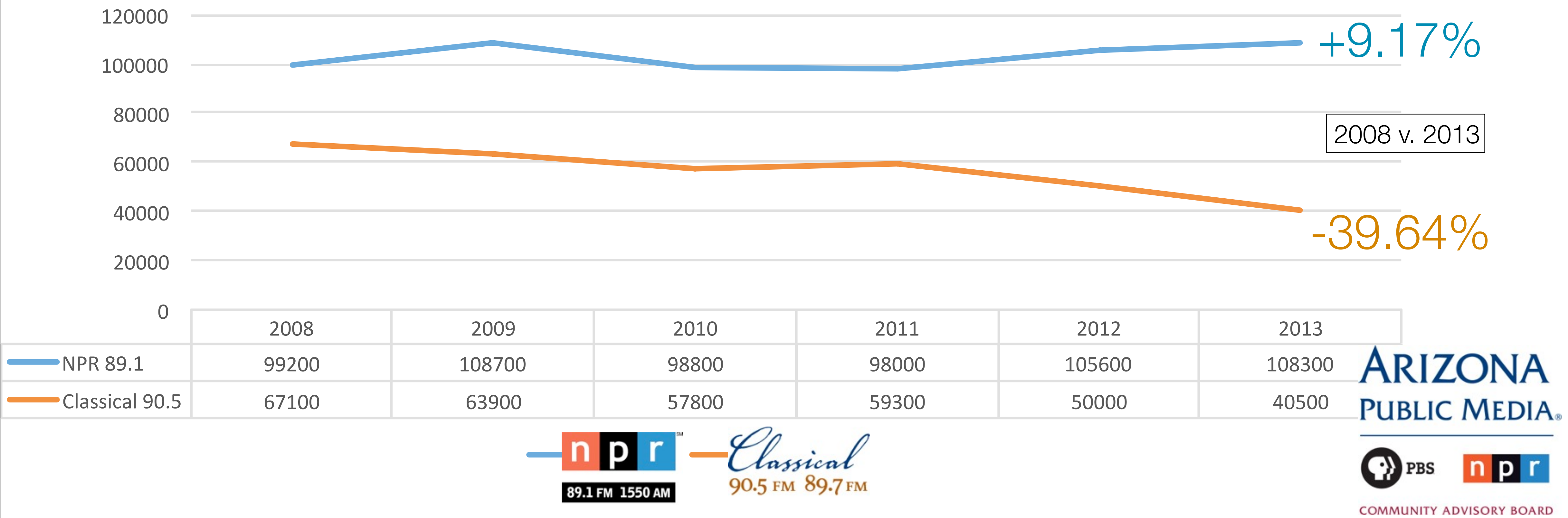
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Management Report

Radio

Audience and Content Development

Fall Radio Survey
(TSA Unduplicated Listeners Age 12+)

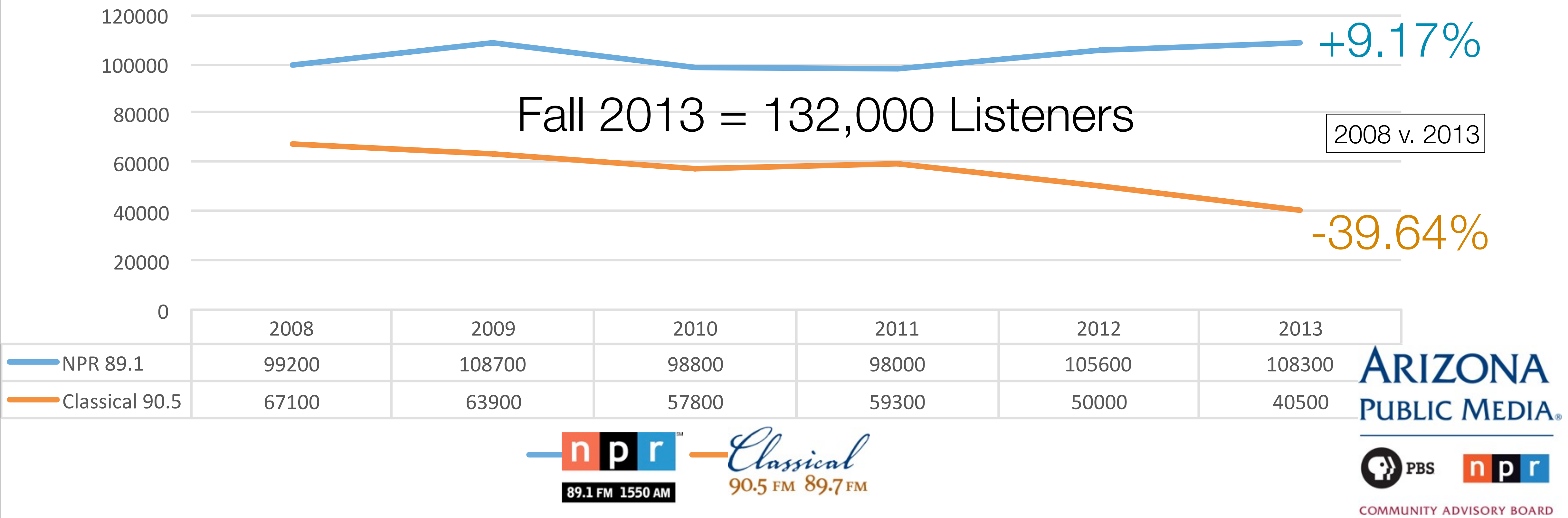


Management Report

Radio

Audience and Content Development

Fall Radio Survey
(TSA Unduplicated Listeners Age 12+)



Management Report

Online

Audience and Content Development

December 2013 **azpm.org** analytics:

- *Unique visitors 54,087 (+22% to 12/12)*
- *Page Views 154,610 (+10.6% to 12/12)*
- *Time on site 1:43 (+10.8% to 12/12)*
- *Average visits/day 2,575 (+17.4% to 12/12)*
- *Twitter followers 5,729 (+2.2% compared to November 2013)*



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Original Production

Audience and Content Development

AZILLUSTRATED

new studio set

- *OSIRIS-REx* (2 x 60:00) in-development
- *Wild West* w.t. (1 x 30:00 pilot) “*Raptors*” for Summer or Fall 2014
- *TSO Encore Series* for *Classical 90.5*
- *Trauma Center* - premieres Tuesday, February 25th 8:00 p.m.

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Management Report

2Q FY2014

Financial Responsibility and Sustainability

- Overall, financial position remains favorable.
- Stronger 1-2Q than usual: Cristie will review at March CAB Meeting
- FY'14 will pose challenges for all revenue centers. 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.

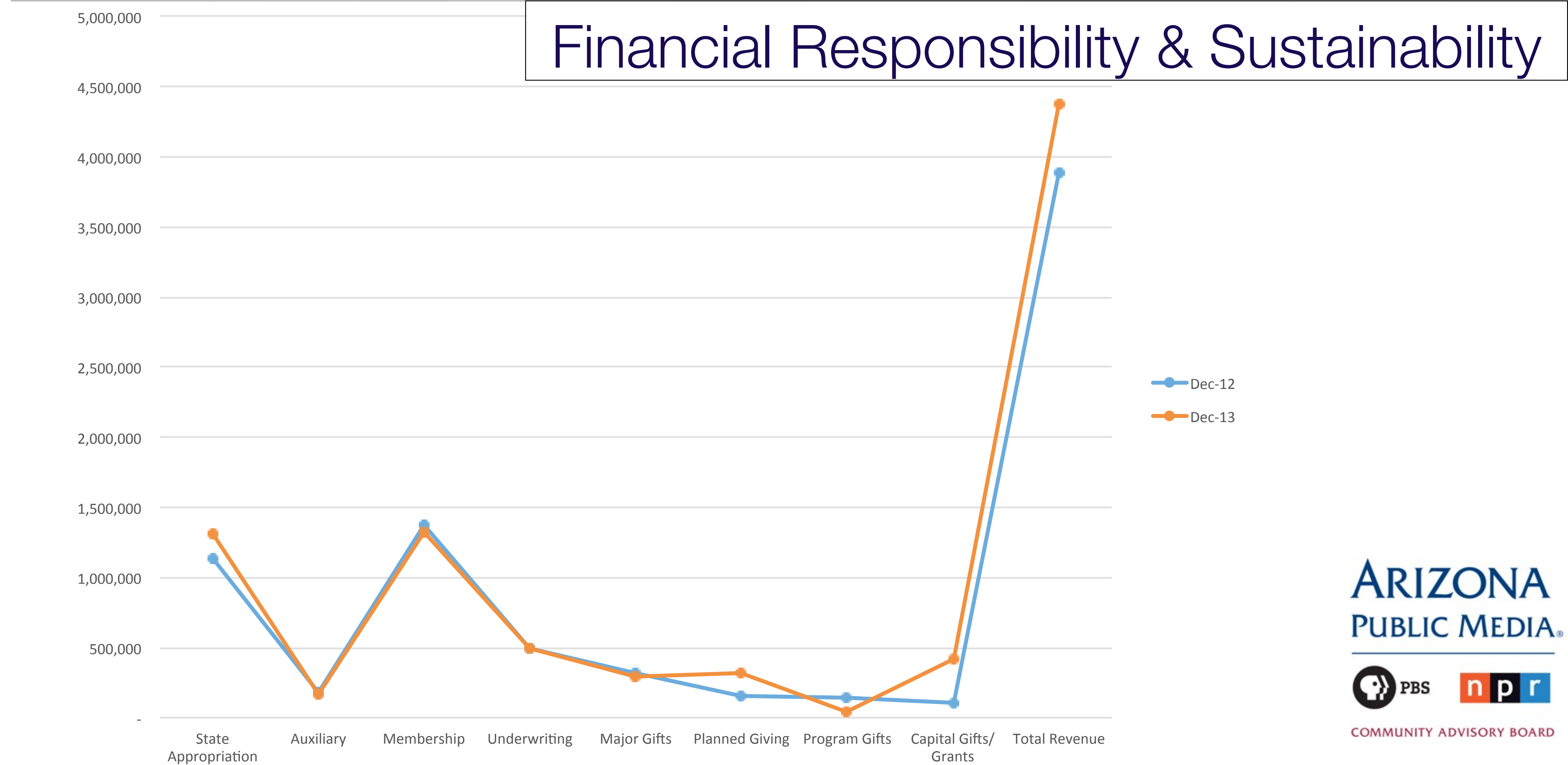
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Management Report

Financial Responsibility & Sustainability



Management Report

Internal Activities

Developing Our People and Our Culture

- Highlights from AZPM Staff Survey (pages 2-4 in agenda book)
- Generally positive direction in cultural development among staff.
- Not sharing comments today but will re-survey staff to examine validity of comments and will share during strategic planning session.
- Formal monthly new staff orientation begins this month for staff, students and volunteers.

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Staffing Updates

Developing Our People and Our Culture

- **Rob Lantz** was appointed *Morning Edition* news anchor, effective 1/27/14.
- **Amanda LeClaire** was appointed midday news anchor/reporter, effective 2/3/14.
- **Vanessa Barchfield** was appointed news anchor/reporter, effective 2/4/14.
- **Kelli Gero** was appointed Underwriting Account Executive, effective 1/6/14.
- Recruiting for TV Program Coordinator, Chief Marketing & Communications Officer, Webmaster, Accounting Specialist, Freelance “On-Call” Host/Presenters
- Developing new position, Chief Technology Officer. Target: Jul. 1.

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Strategic Partnerships Centered on Original Content Production

- **A Downton Abbey Celebration** - January 5th at the Murphy Wilmot Branch, Pima County Library
- **Masterpiece Mystery! Sherlock**, Season 3 – UA Campus event, Thursday, January 16th
- **Math Educator Appreciation Day (MEAD)** at Tucson Magnet High School, Saturday, January 25th
- **Career Day at Dietz Elementary**, Tucson, Wednesday, January 29th 8 – 11:00am
- **Trauma Center**, Member screening and lecture with producer Tom Kleespie and Dr. Peter Rhee, Duvall Auditorium, UAMC, Tuesday February 18th 6:00-7:30 p.m.
- **Community Interactive**: *bringing people and ideas together (in partnership with the CFSA)*
 - 4 Events: “Poverty: The Working Poor” February 12, 2014 at the Fox, Neal Conan, Host
 - “Arts & Culture” TBA Spring 2014
 - “Education” TBA Fall 2014
 - “The Border” TBA Winter 2015

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Management Report

Developing the Best Use of Technology

This will be covered under *New Business*.

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Management Report

Q & A

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Consent Agenda

(pages 5-14 of agenda)

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Committee Reports

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Committee Reports

Audit

Report on Fiscal Year 2013 Audit

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Committee Reports

Homework Recap:

Development

The end of the calendar year additional gift campaign was underway when we last met.

1. Development team sent CAB members the names and phone numbers of those major donors that made an additional gift during that campaign.
2. Thank you calls were made to those on individual lists January 10-18.
3. Report back at January 16 CAB meeting of your actions.

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Committee Reports

Report:

Development

Eleven CAB members participated and were assigned 45 donors to call. Outcomes have been positive and appreciated.

Thank you to those CAB Members that participated:

- | | |
|----------------|-------------------|
| Ron Bornstein | Karen Christensen |
| Pamela Doherty | Eugenia Hamilton |
| Chris Helms | Fred Johnson |
| Jim Jutry | Anne Maley |
| Jim Murphy | George Steele |
| Cristie Street | |

Next steps: Would like to continue to provide MD names and phone numbers monthly. We encourage all CAB members to participate.



Committee Reports

December Highlights

2013

- Mailed 247 End of Year Letters
- Responses received 37 (15%)
- Total additional gifts \$37,720

Overall Major Gifts Performance:

December 2013 gifts total: \$358,000
(+130.26% over December 2012)

Development

2012

- Mailed 30 End of Year Letters
- Responses received: 7 (23%)
- Total additional gifts: \$10,000

Overall Major Gifts Performance:

December 2012 gifts total: \$155,476

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Committee Reports

Governance & Planning

- Jill Rosenzweig has joined the CAB.
- All vacancies have been addressed except the seat vacated last month by Michael Dunne, who is relocating to the Pacific Northwest. Michael's seat will be filled before March 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 before you leave today, if you have not done so.
- Strategic Planning to begin with staff on January 30th and CAB in February. Doodle will be sent to CAB shortly to identify a February date for a day-long planning retreat.

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Committee Reports

Governance & Planning

2014 AZPM Strategic Planning will address three questions:

1. How far have we come since 2009?
2. What do we face now and are likely to face in five years?
3. What do we intend to do?

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Committee Reports

Strategic Planning Process Timeline:

Governance & Planning

1. Leadership Team and Staff: determine impact of 2009 plan and identify current & likely future environmental challenges (January).
2. CEO discusses major organizational issues facing AZPM with Planning Committee & together they set agenda for CAB Planning Retreat (early February).

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Committee Reports

Strategic Planning Process Timeline:

Governance & Planning

3. Full CAB all day retreat (late February):
 - Discuss major challenges facing AZPM 2014-2019
 - Identify areas where progress is essential
 - Specify next 4-5 areas of major strategic focus
4. Leadership team will finalize action plans, budgets, and measurable goals (to be distributed at May CAB meeting).
5. Commence implementation and baseline measurements (July 1).

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Old Business

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Old Business

AZPM Diversity Policy Update

- Doing better, I think, than we communicated in November.

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Old Business

AZPM Diversity Policy Update

- Doing better, I think, than we communicated.

Group	2010	2014
All Staff	65% Male; 35% Female	62% Male; 38% Female
Students	61% Male; 39% Female	57% Male; 43% Female
Management	66% Male; 34% Female	65% Male; 18% Female; 18% open positions
Technology	100% Male	73% Male; 27% Female
Program Host	100% Male	43% Male; 57% Female
Pledge Talent: TV	40% Male; 60% Female	40.5% Male; 59.5% Female
Pledge Talent: Radio	53% Male; 47% Female	49% Male; 51% Female
CAB	47% Male; 53% Female	50% Male; 46.6% Female; 3.3% open seat

Old Business

Diversity

- Aspirational
- Objective is to make AZPM as reflective of community both from within the organization but as important, on the air.
- Our focus will remain on identification of the best candidates.
- Management is invested in professionalizing recruitment efforts.

Follow-up to John Crouch visit (November CAB Mtg.)

- AZPM Open Meeting Policy (*page 18 of agenda*)
- Executive Committee Action

Notes from last meeting's small group exercise
(*pages 19-20 of agenda*)

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New Business

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New Business

Strategic Discussion Topic: Technology

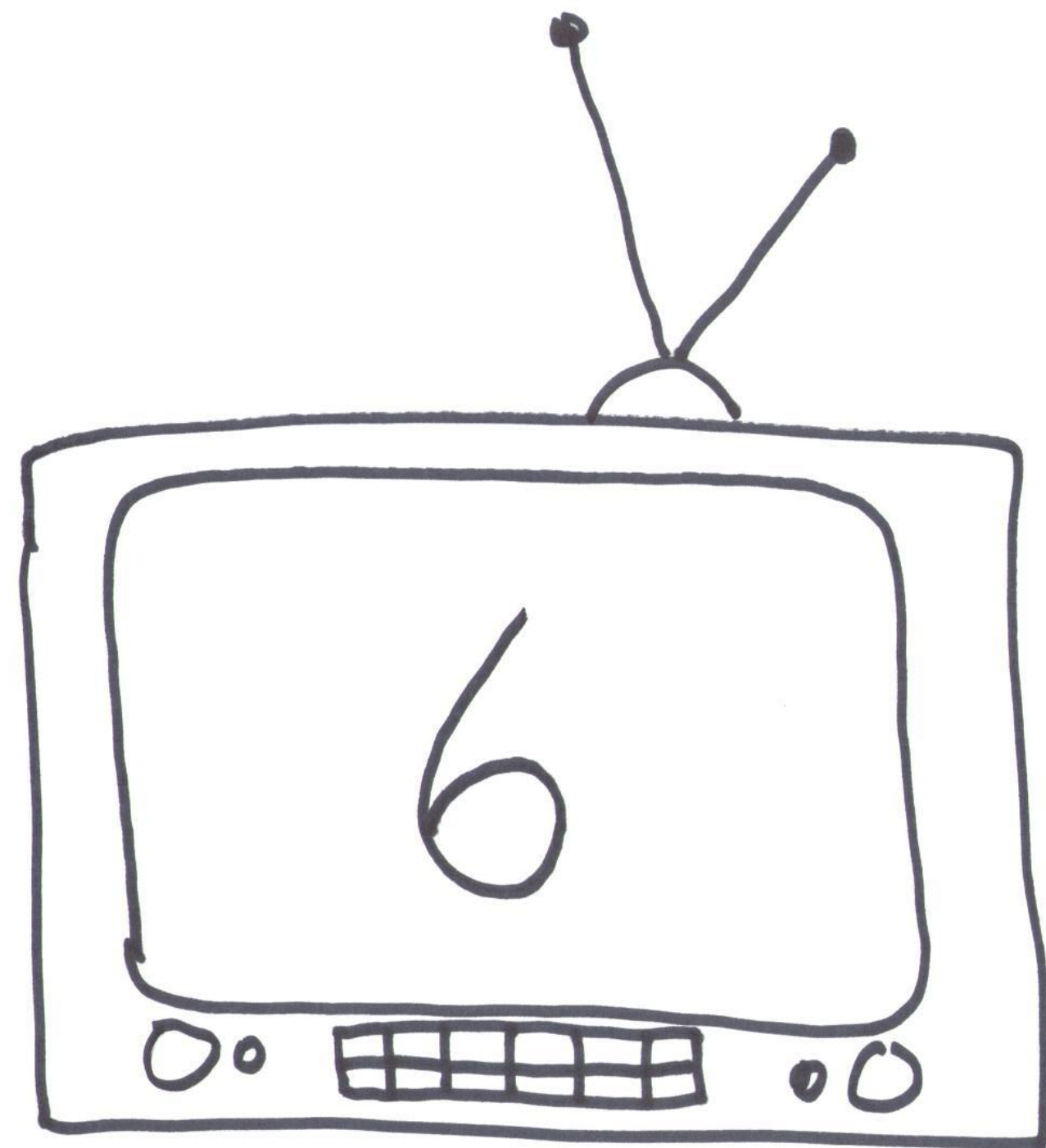
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Strategic Discussion Topic: Technology



TV

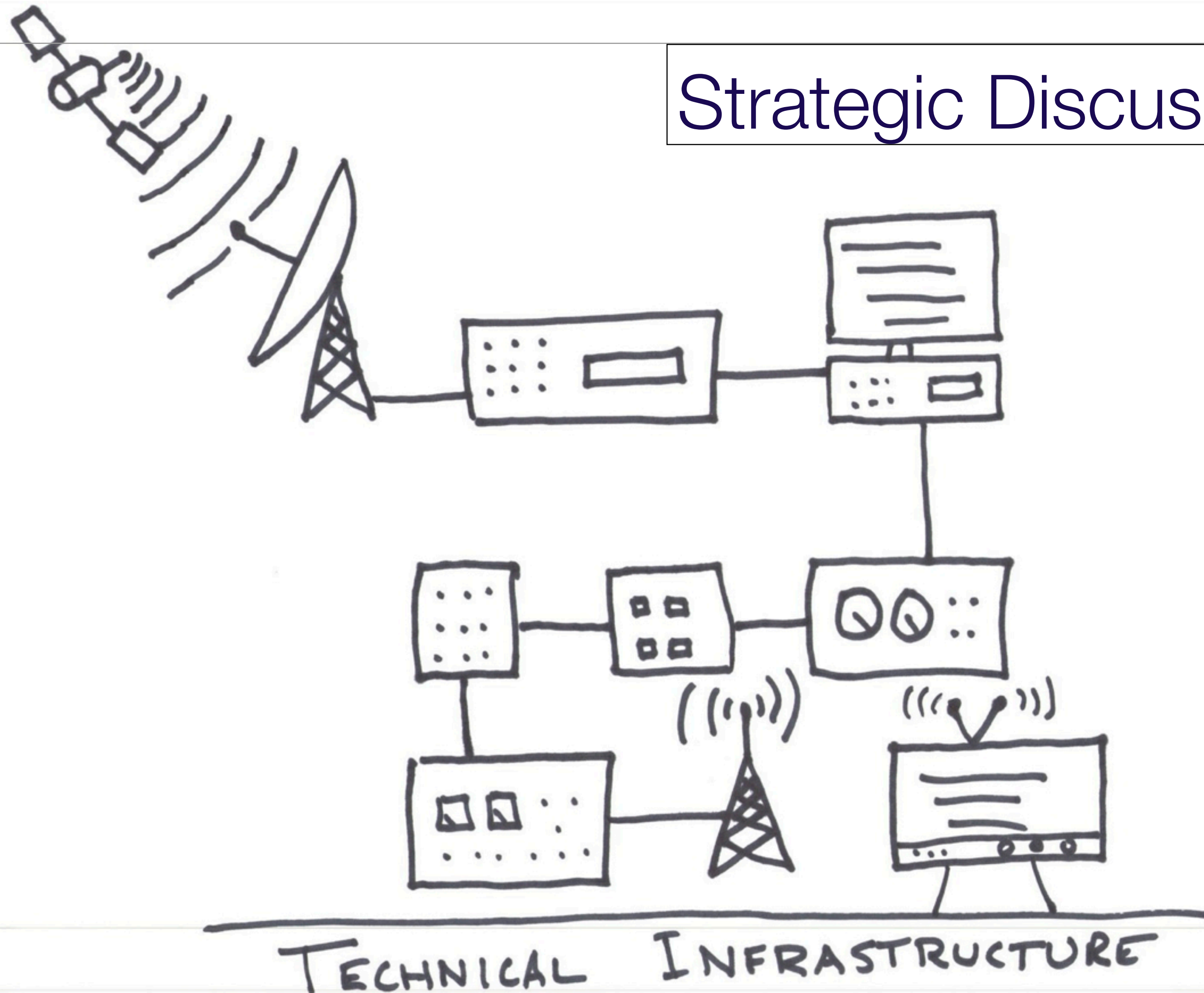
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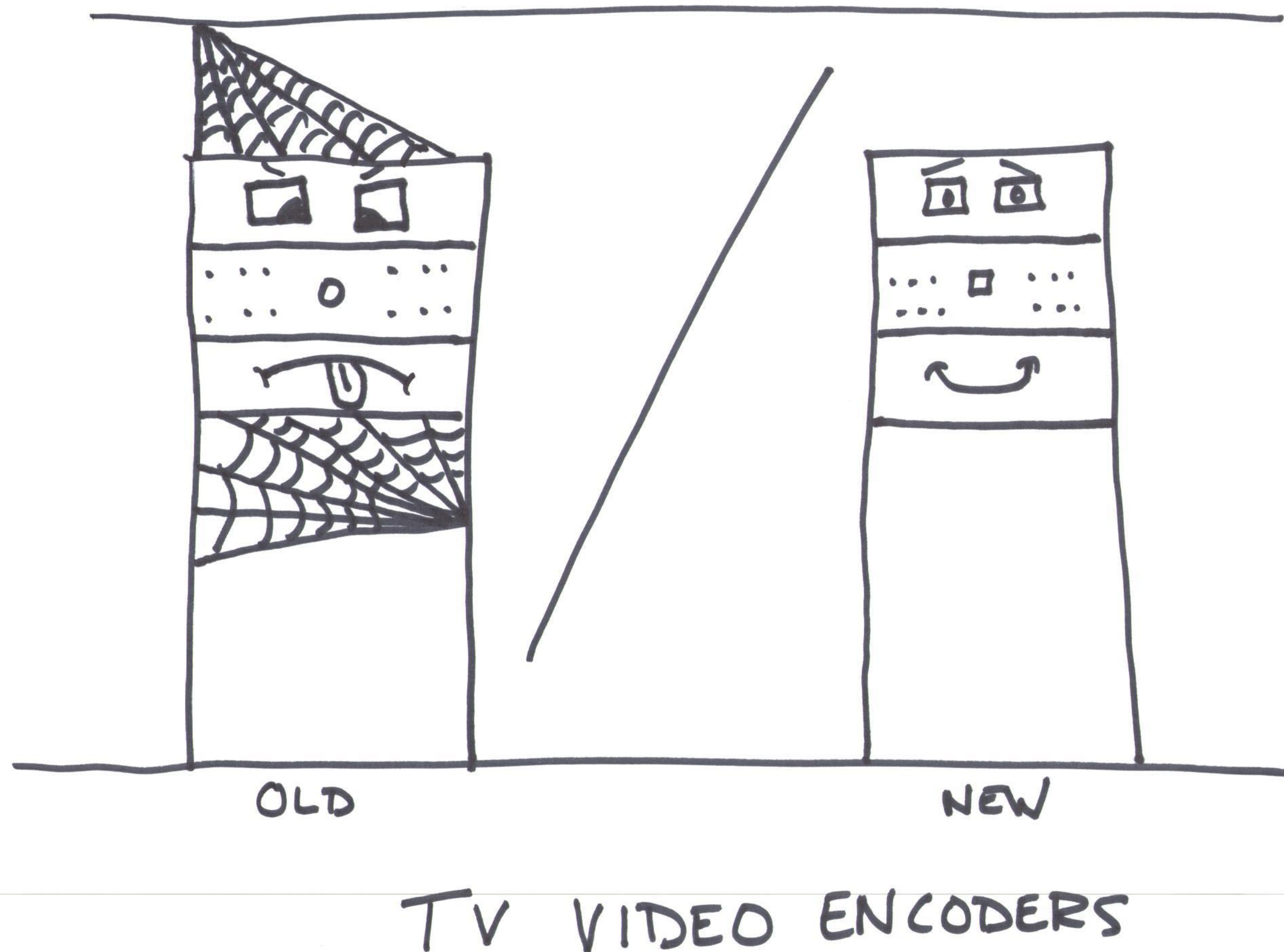
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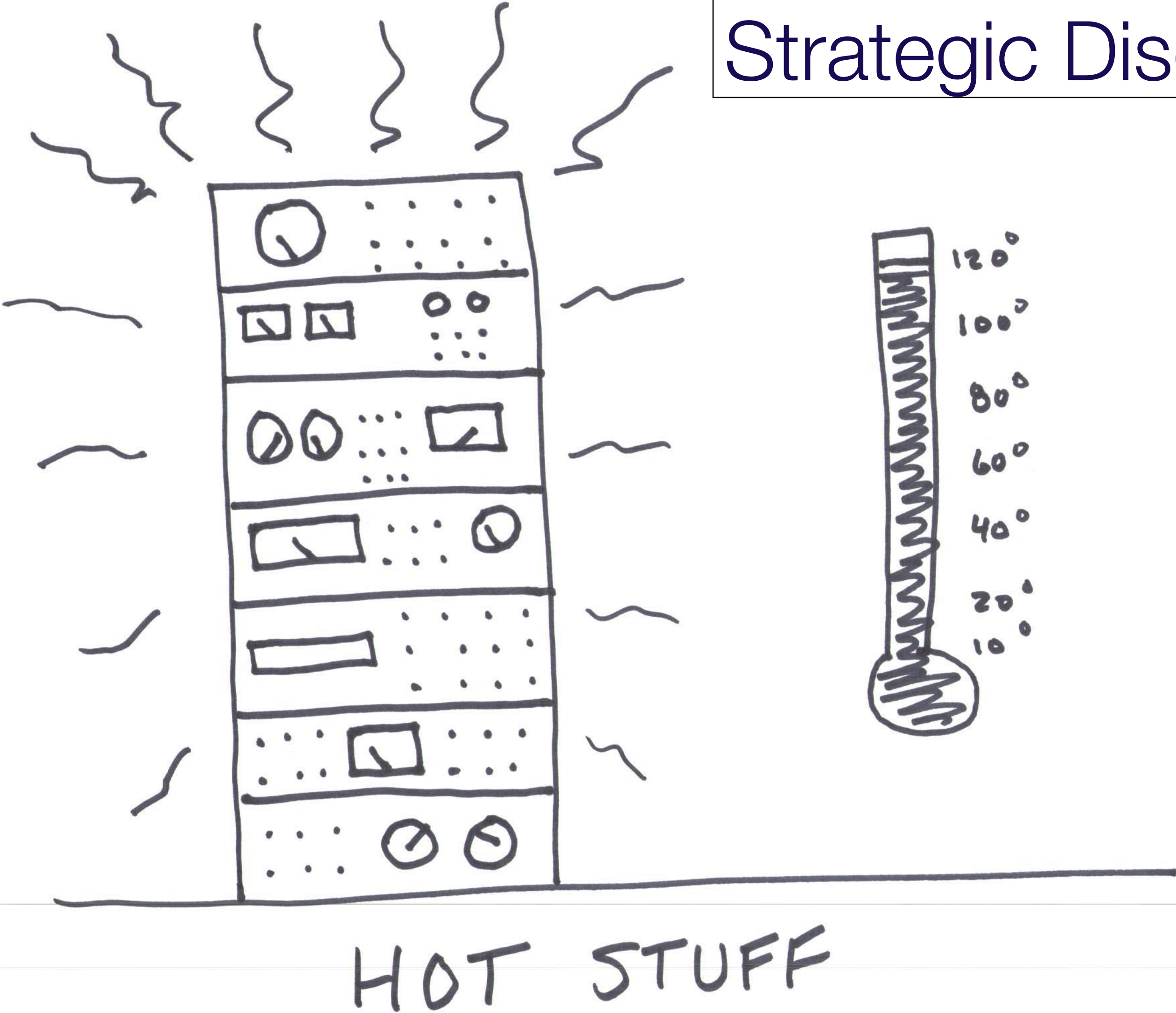
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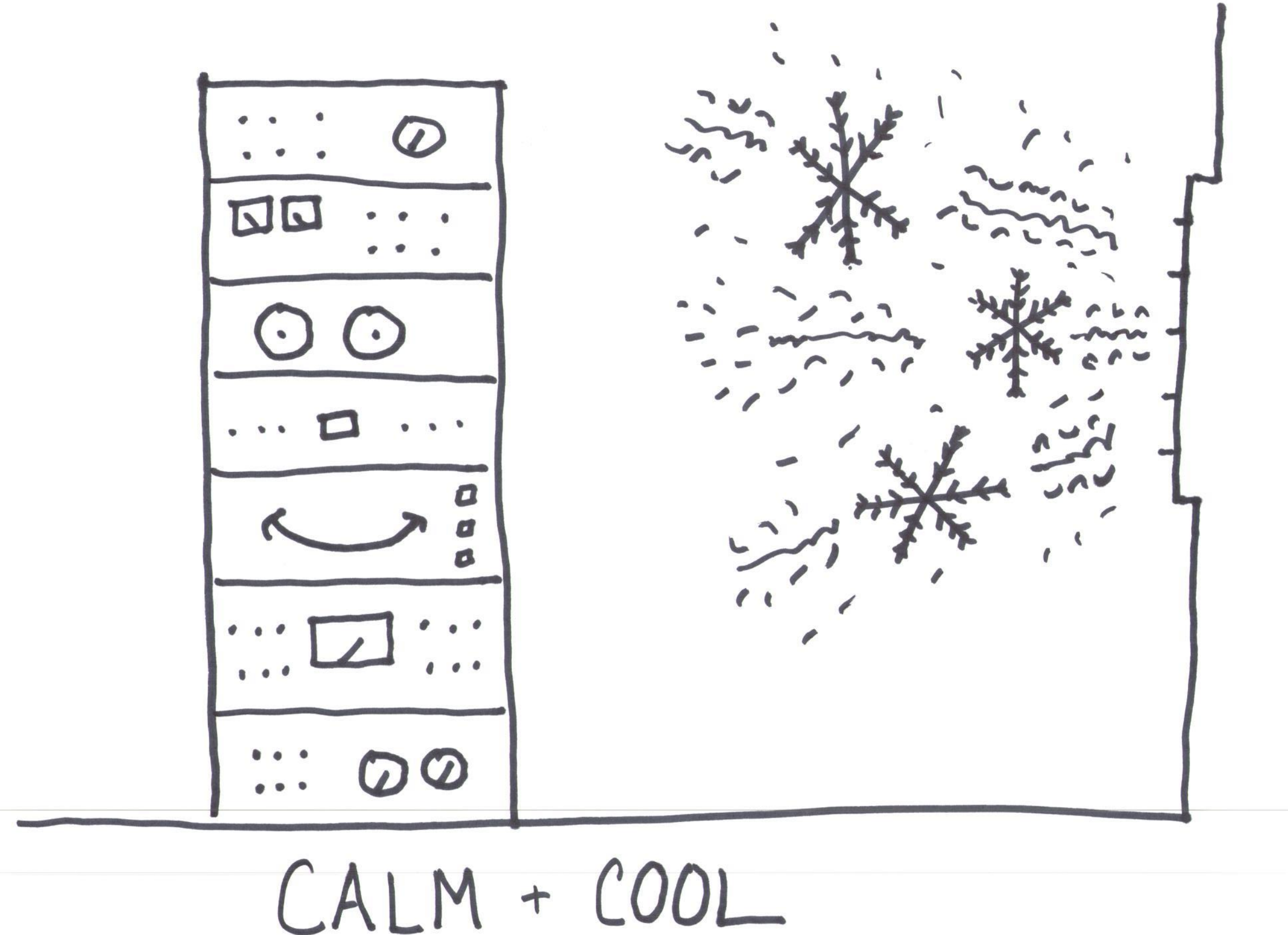
New Business

Strategic Discussion Topic: Technology



New Business

Strategic Discussion Topic: Technology



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RADIO + TV MASTER CONTROL RENOVATION:
PROGRAM + DESIGN PHASE

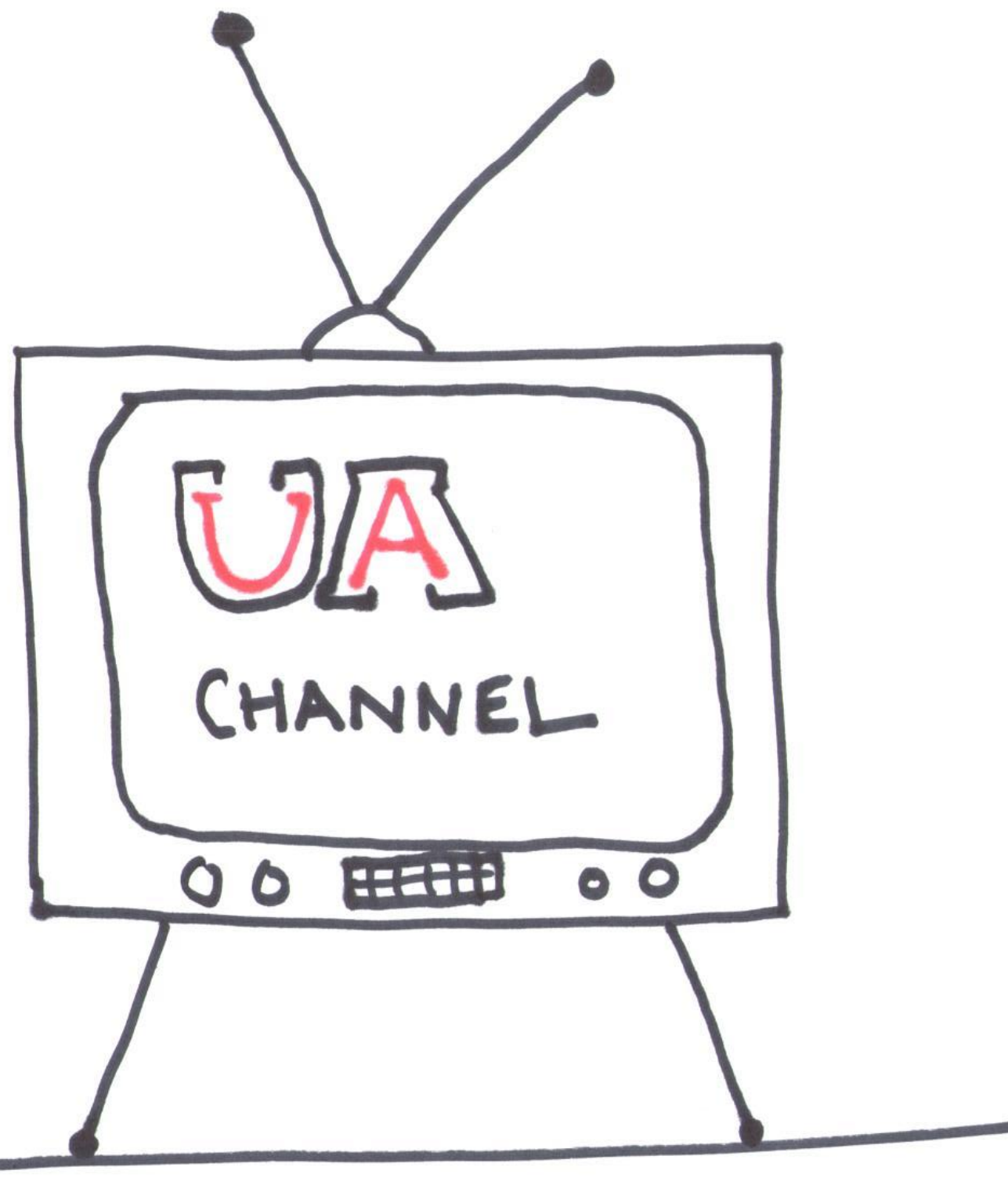
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New Business

Strategic Discussion Topic: Technology



SUN SOUNDS RADIO READING
SERVICE ON UA CHANNEL SAP

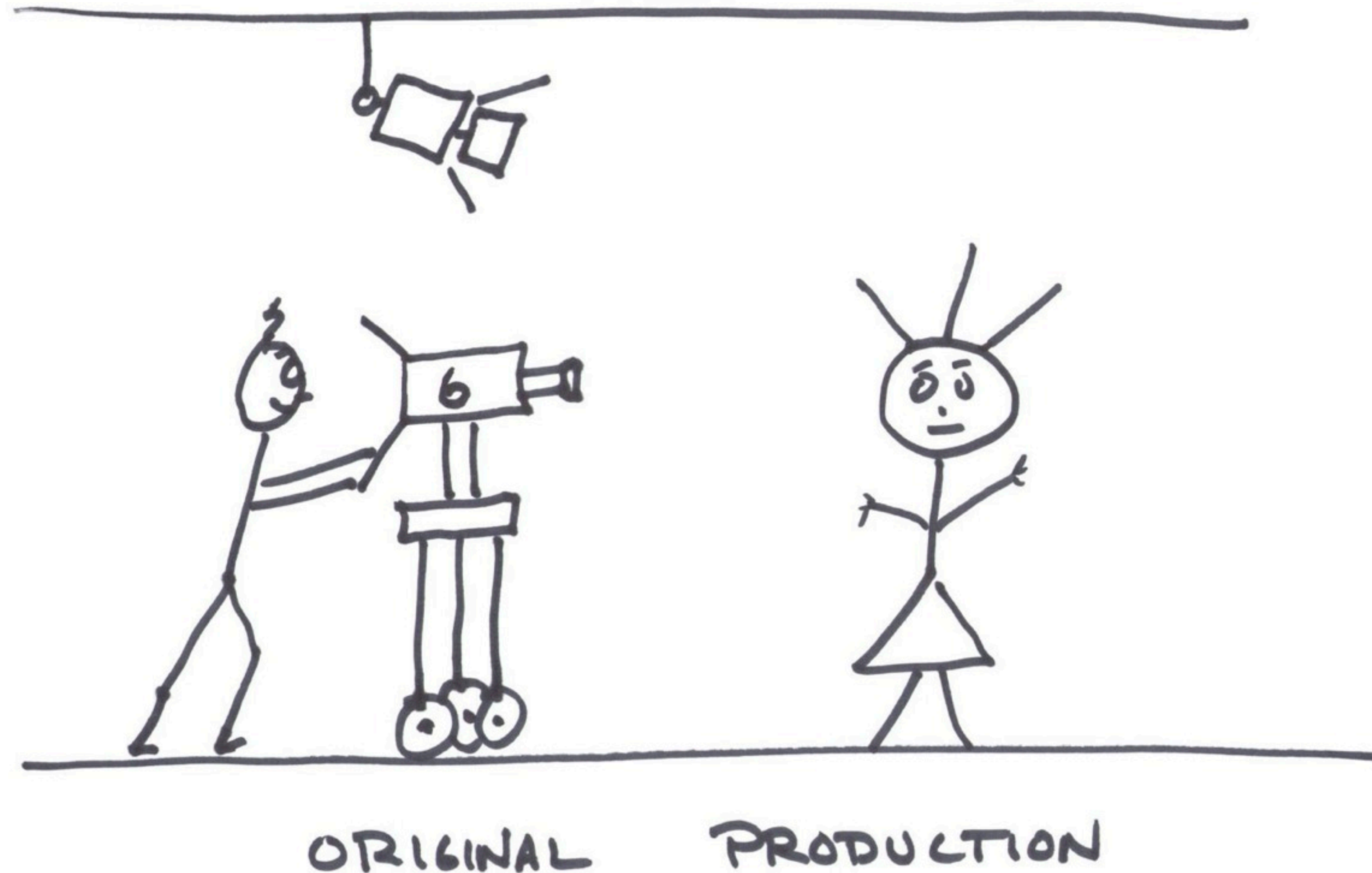
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Strategic Discussion Topic: Technology



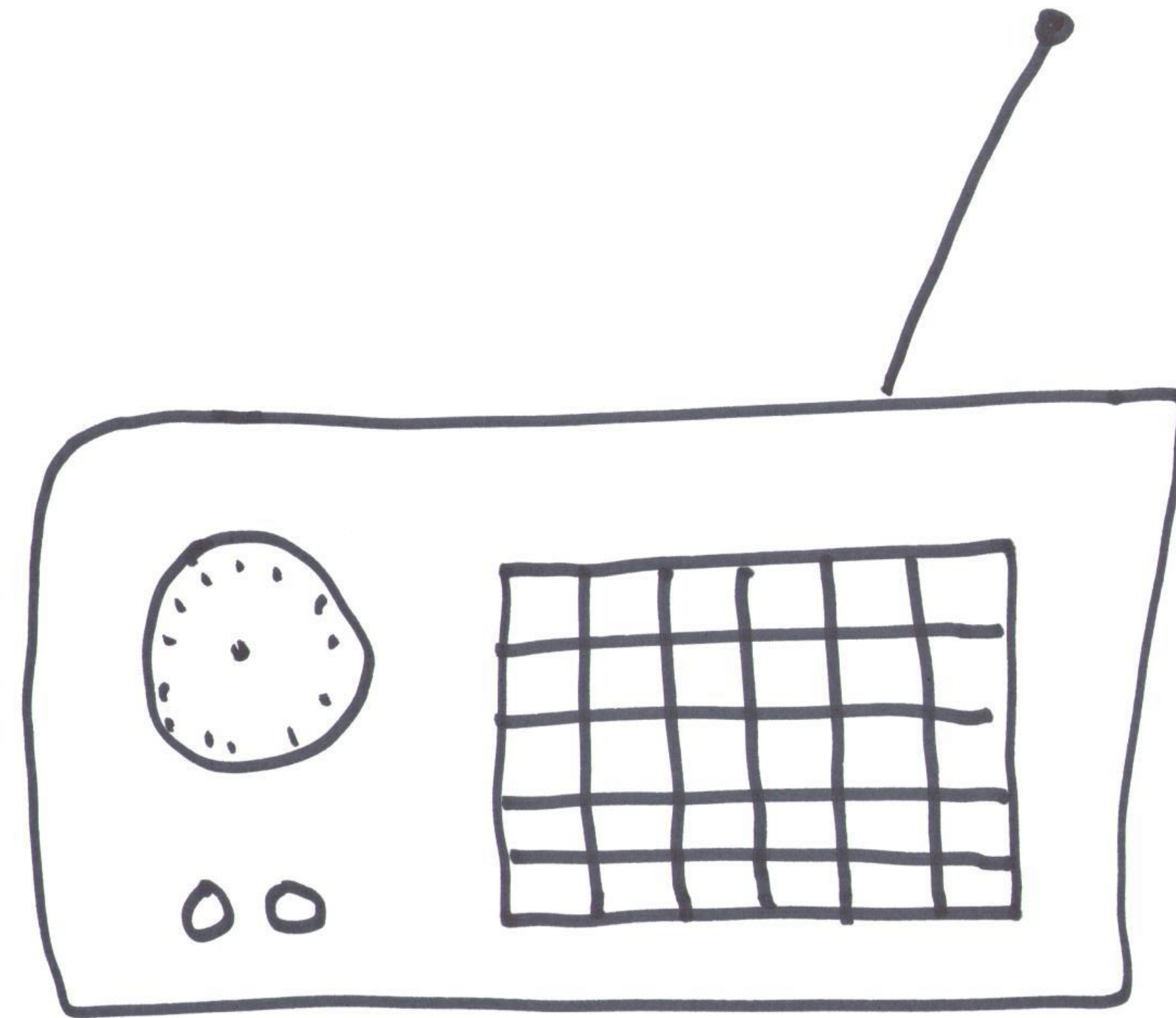
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RADIO

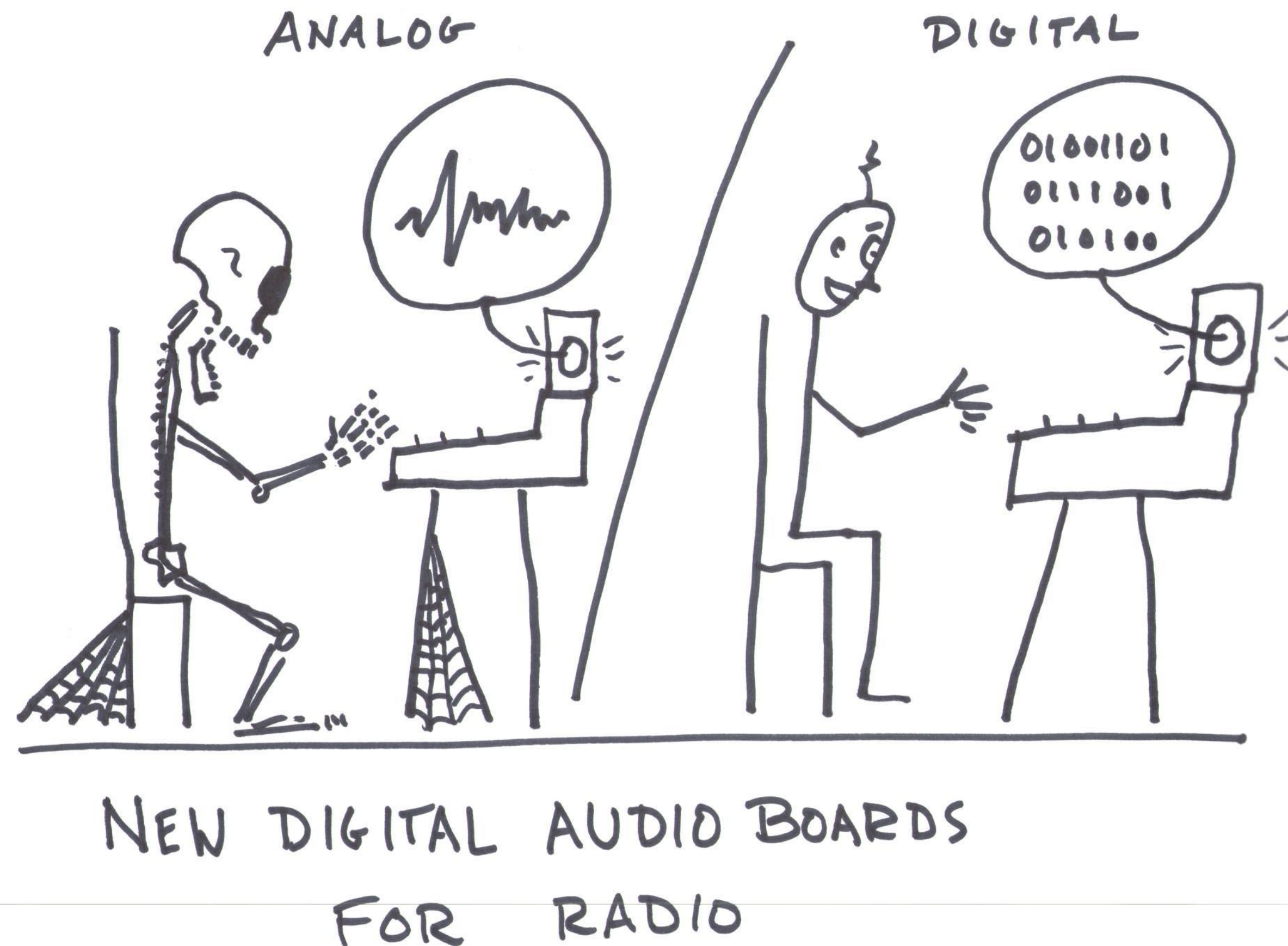
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Strategic Discussion Topic: Technology



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RADIO + TV MASTER CONTROL RENOVATION:
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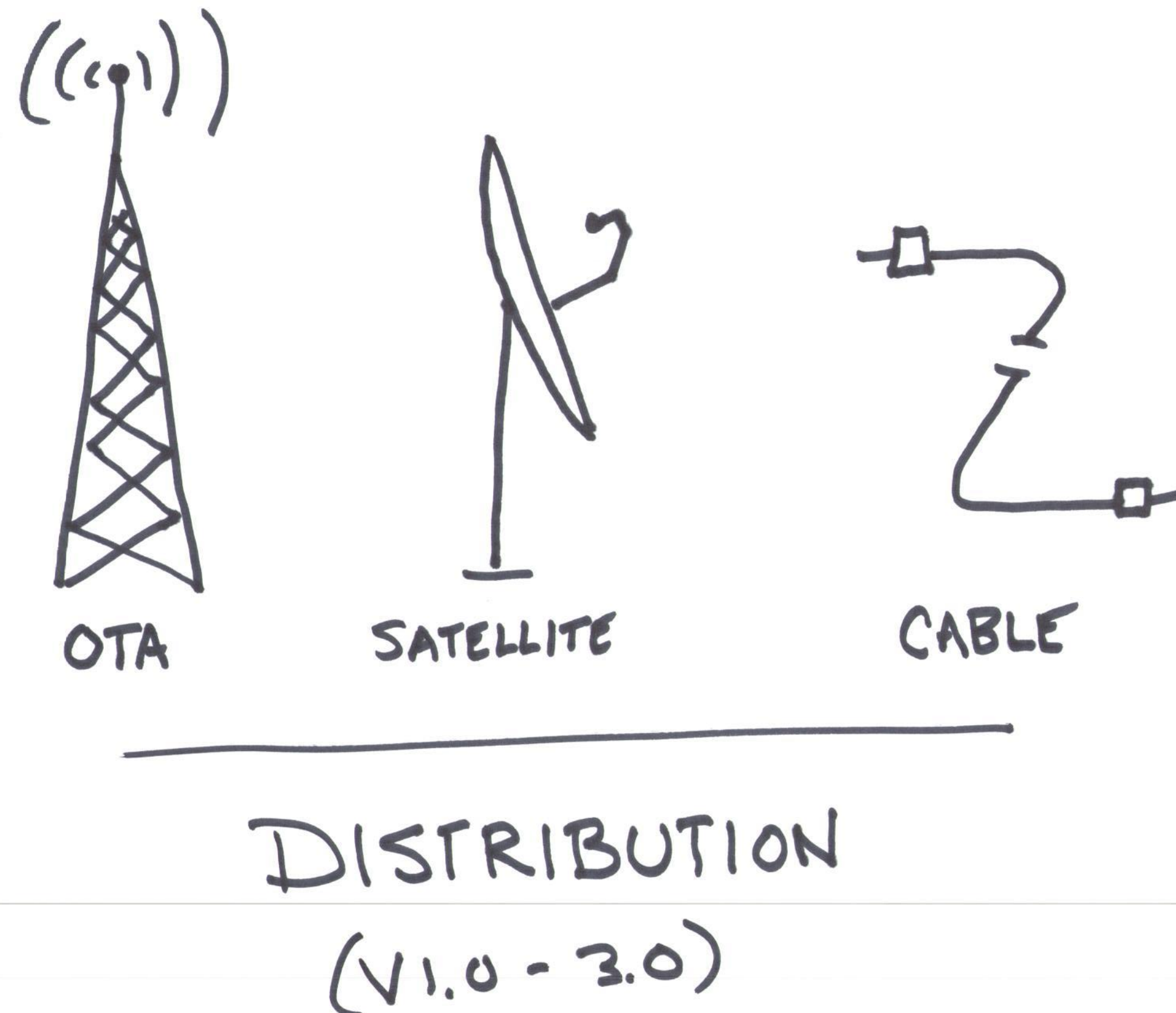
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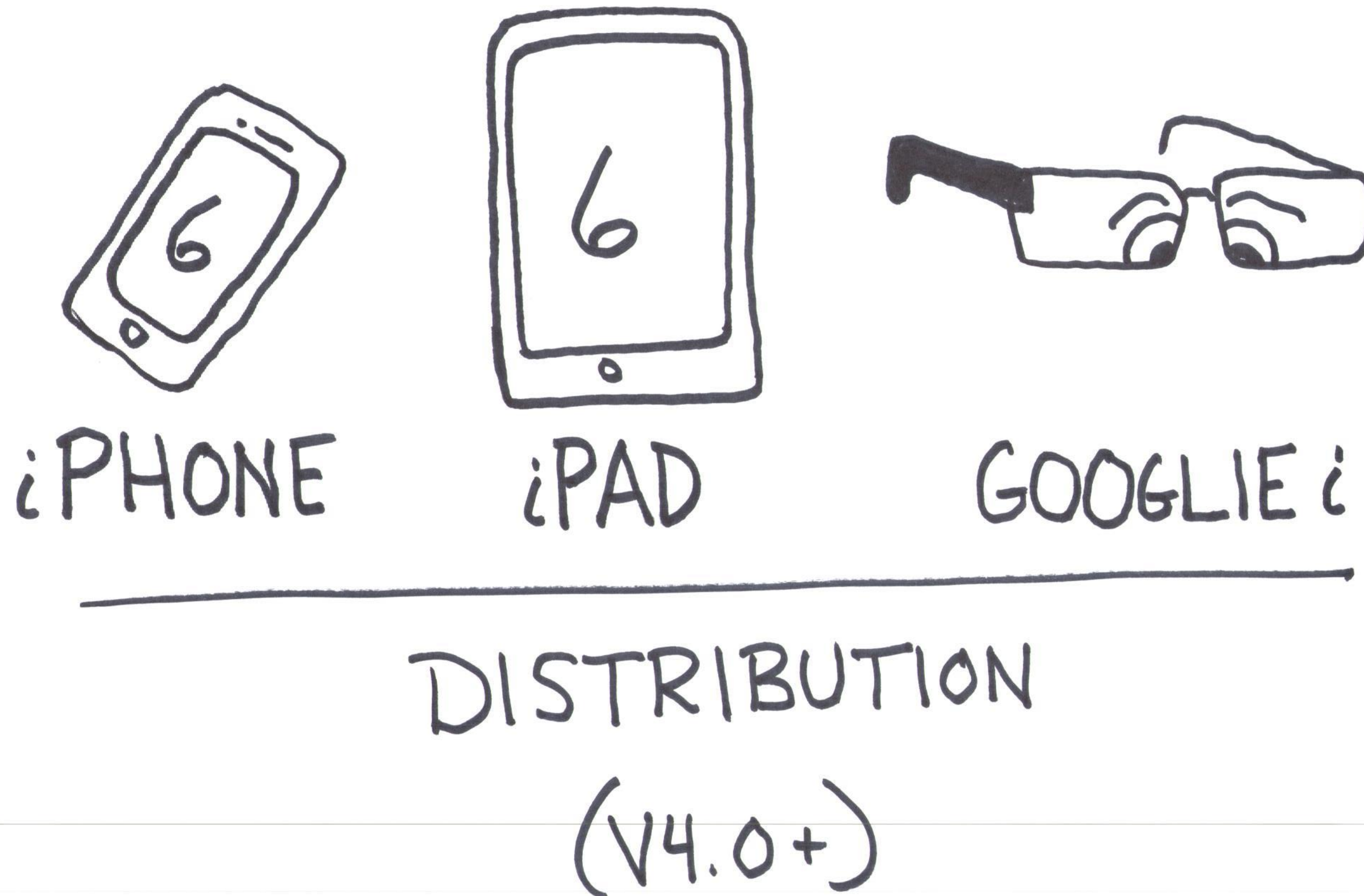
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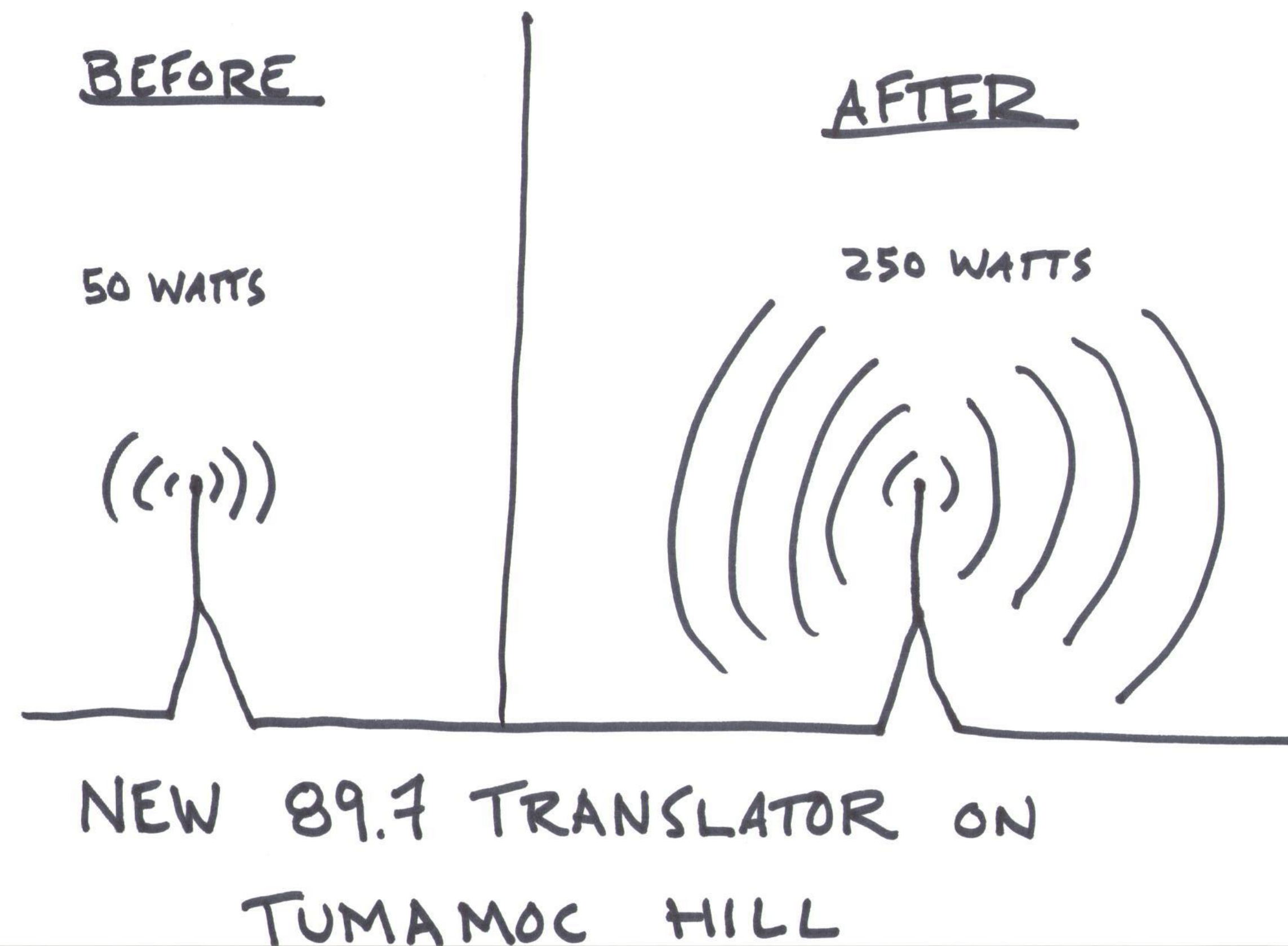
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Strategic Discussion Topic: Technology



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Current *NPR* Coverage

Strategic Discussion Topic: Technology



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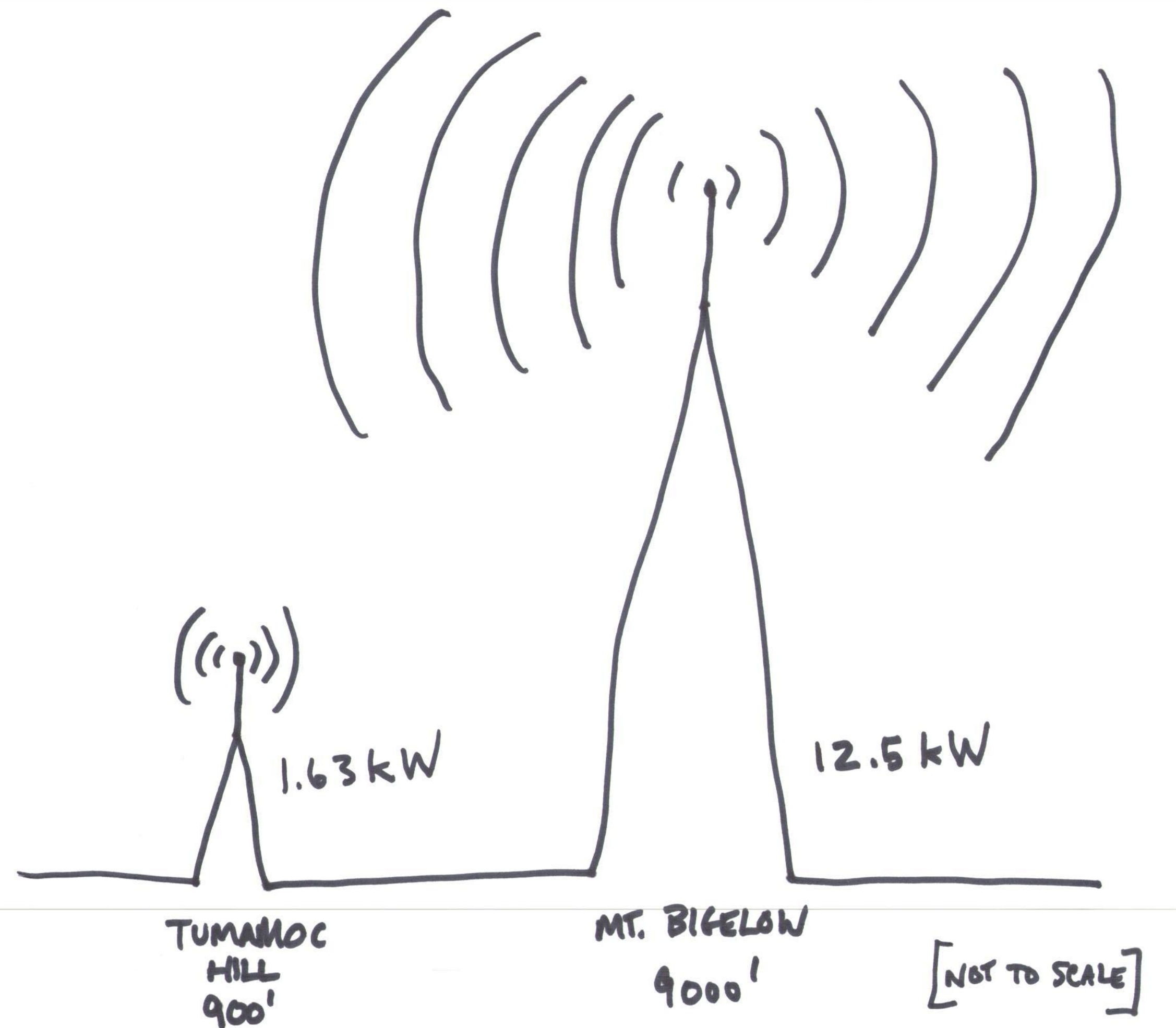
Current *Classical* Coverage

Strategic Discussion Topic: Technology



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Strategic Discussion Topic: Technology



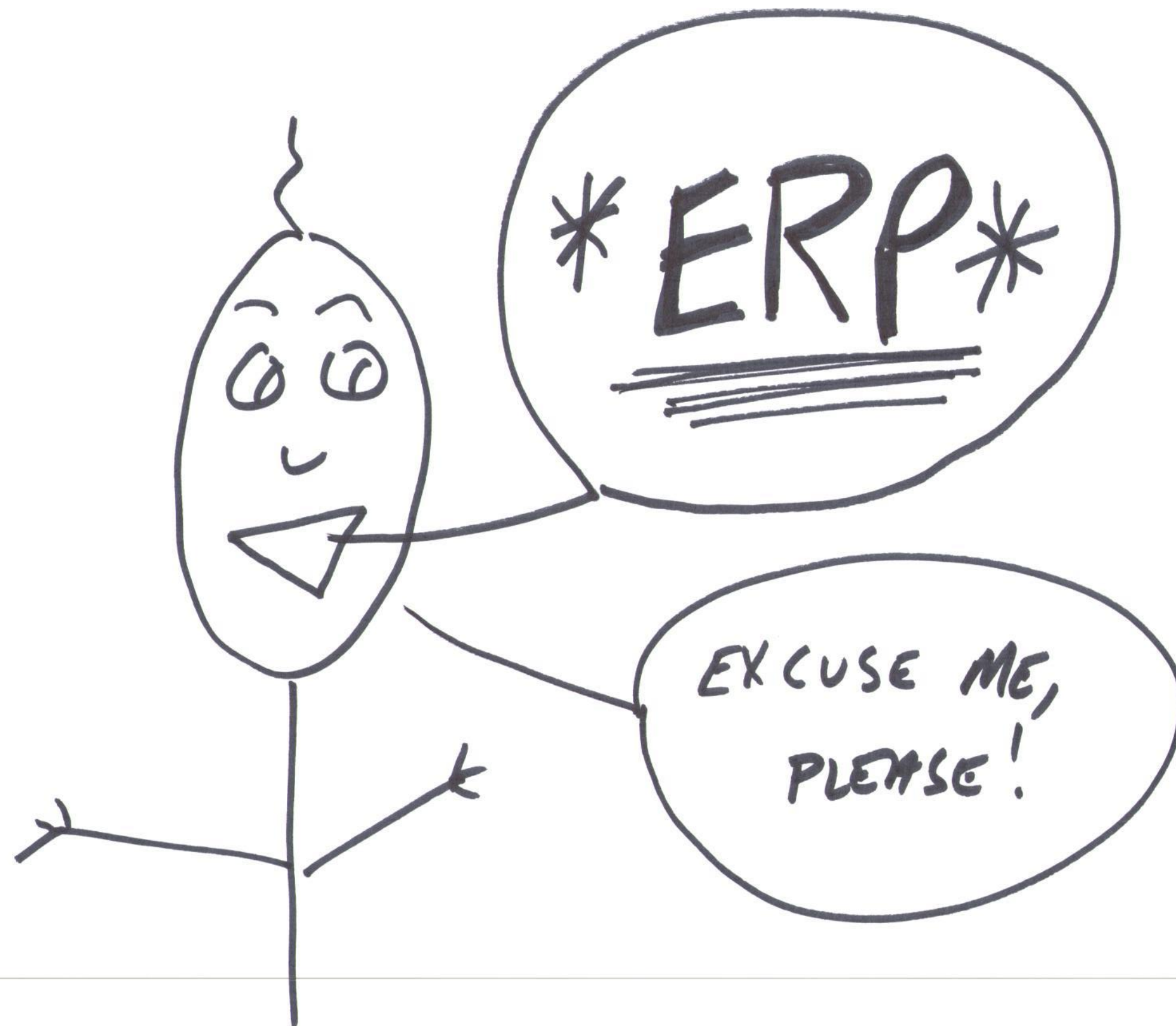
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Strategic Discussion Topic: Technology



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Strategic Discussion Topic: Technology

EFFECTIVE RADIATED POWER

$$\text{ERP} = \text{OUTPUT POWER} \times \text{FEEDLINE LOSSES} \times \text{ANTENNA GAIN}$$

BOTTOM LINE:

- ERP INCREASES AS ANTENNA HEIGHT RISES.

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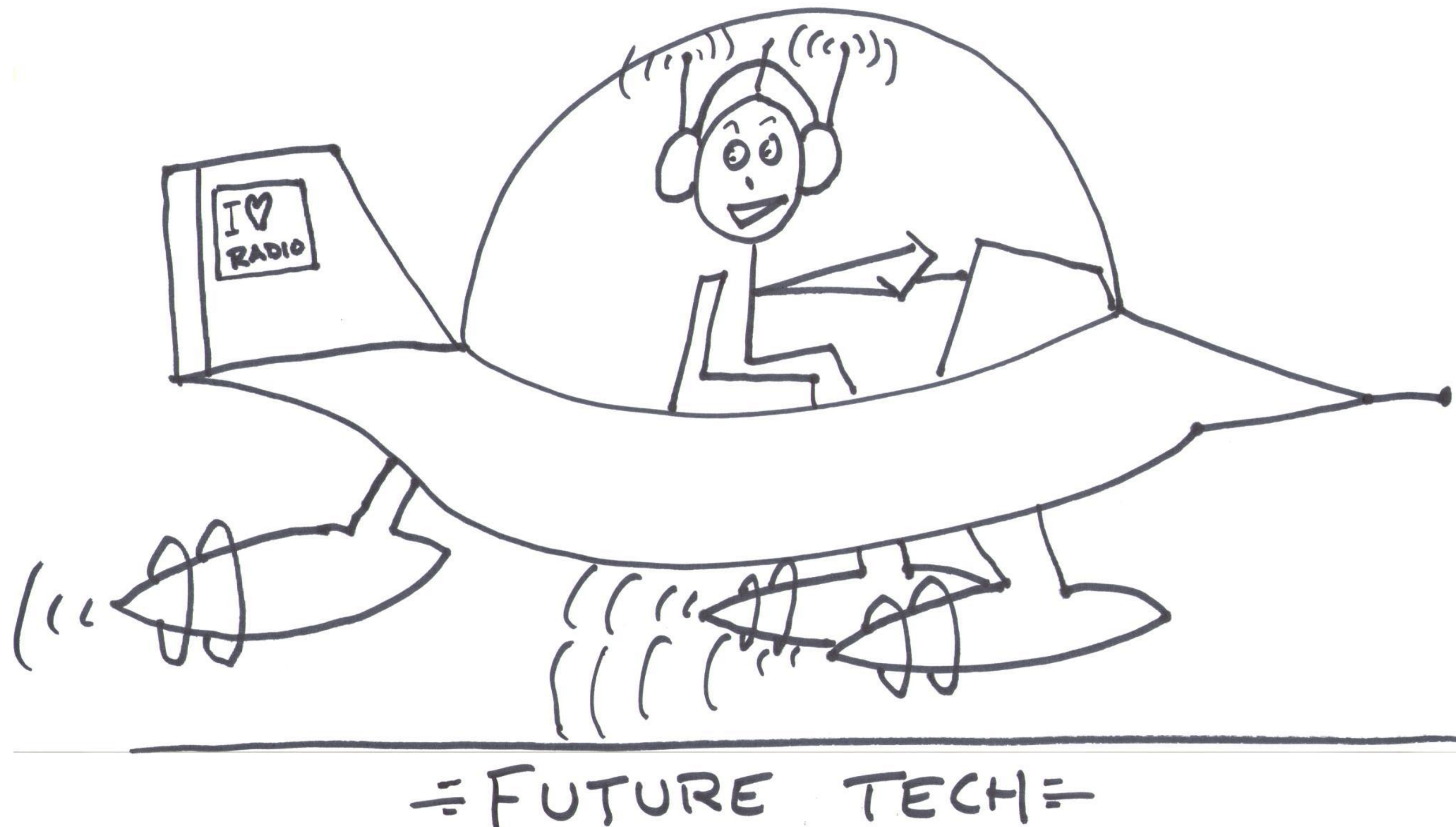
Current *Classical* Coverage

Strategic Discussion Topic: Technology



New Business

Strategic Discussion Topic: Technology



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Strategic Discussion Topic: Technology

Brainstorming Exercise:

Break into small groups. Work as a group to identify questions you have regarding technology.

1. What you need to know about AZPM technology.
2. Questions you might have from the presentation.
3. Background info that would be helpful as we head into strategic planning.

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Strategic Discussion Topic: Technology

Brainstorming Exercise:

Small Group Exercise (15:00)

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Strategic Discussion Topic: Technology

Brainstorming Exercise:

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Strategic Discussion Topic: Technology

Brainstorming Exercise:

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Strategic Discussion Topic: Technology

Brainstorming Exercise:

Questions from Small Groups

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Other Business

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Other Business

Today's Quiz Answers

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Other Business

Today's Quiz Answers

Question

- 1: *d. Classical 90.5/PBS6/ReadyTV/Vme*
- 2: *b. BBC World Service*
- 3: *d. 132,000*
- 4: *c. 19,000*
- 5: *d. 286 terabytes (143,000 hours of HDTV)*
- 6: *c. 500*
- 7: *b. 161,363*
- 8: *d. 78,624*

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Other Business

- Next CAB Meeting:
Thursday, March 20, 2014
11:30 buffet lunch; 12 noon agenda
UAF Vine Street
- Meeting Evaluations will be sent electronically.
(Last meeting's evaluation summary is in back of agenda book)
- Other business from the floor

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Adjourn

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