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COMMUNITY ADVISORY BOARD

March 20, 2014

Call to Order

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Welcome and Introductions

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Welcome and Introductions

AZPM Staff:

Tom Kleespie, AZPM Senior Producer
Laura Caywood Barker, Administrative Assistant

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Management Report

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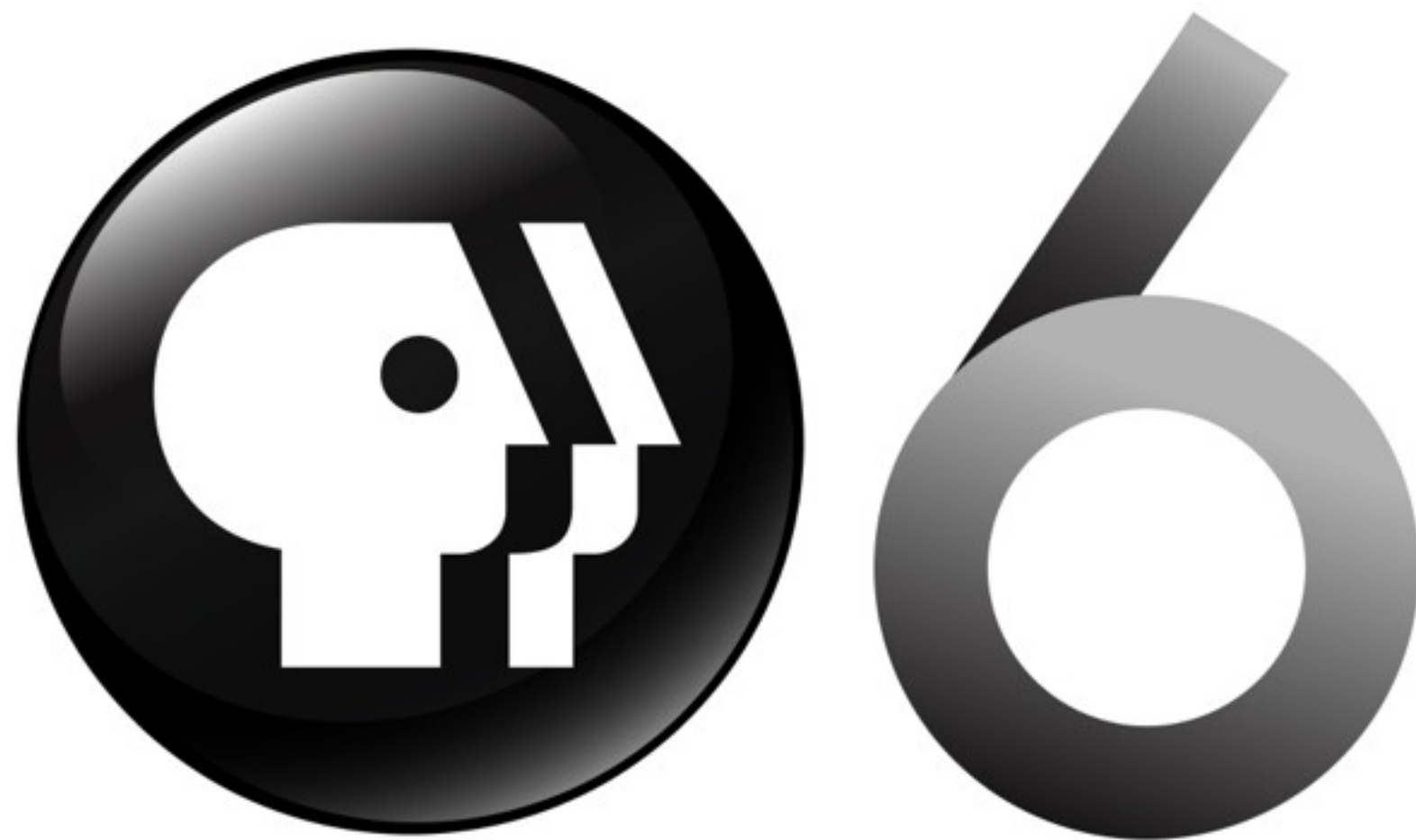


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Management Report

Television

Audience and Content Development



Nielsen Media - February Sweeps
Ended 3/5
First data due: Sunday
Full report at May CAB Mtg.

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Management Report

Radio

Audience and Content Development



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM

Nielsen/Arbitron - Winter Survey
Ends 3/26
First data due: mid-April
Full report at May CAB Mtg.

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Management Report

Online

Audience and Content Development

February 2014 **azpm.org** analytics:

- Unique visitors 66,979 (+24.5%) 2013=49,888
- Page Views 170,242 (8.2%) 2013=156,343
- Time on site 1:32 (was 1:42 in 2/13)
- Average visits/day 2,861 (+13.4%) 2013=2,478
- Twitter followers 6,000 (+27.5%) 2013=4350



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Management Report

Original Production

Audience and Content Development

- Local productions will be covered under New Business - discussion topic



Premiered: February 25th 8:00 p.m.
on PBS 6/Tucson

Scheduled: May 23rd 8:00 p.m.
on KAET 8/Phoenix

Tom Kleespie, Producer/Director

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Management Report

Audience and Content Development

LEVEL ONE TRAUMA

A revealing documentary that puts you in UAMC's Trauma Center as first responders, doctors, nurses, and other medical specialists race to save lives.



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azpmoriginal | originals.azpm.org/levelone

Tom Kleespie

Senior Producer, Special Projects

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Management Report

Budget: YTD

Financial Responsibility and Sustainability

	Revenue	Expenses	Variance
Actual YTD	\$6.89M	\$7.14M	-\$250K
Budget	\$6.42M	\$8.21M	-\$1.79M
%diff	+7.32%	-13.03%	+86.03%

Management Report

All-Staff Meetings

Developing Our People and Our Culture

Surveyed staff last week after one year of monthly All-Staff Meetings. Results are provided on pages 1-3.

Monthly All-Staff Meeting Objectives:

- Improve staff communications by meeting regularly.
- Recognize staff achievements.
- Create formal/informal opportunities to meet colleagues.
- Improve internal culture at AZPM.

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Management Report

Strategic Partnerships Centered on Original Content Production

Community Interactive: The Working Poor - Feb. 12th

- 606 attendees; 210 evaluations (results provided on page 4)
- More than 14 articles; “long tail” by AZPM reporting staff.

Level One Trauma Preview Screening - Feb. 19th

- 175 attendees at DuVal Auditorium for screening w/Dr. Rhee
- Similar event at PHX campus 5/19; KAET airing 5/23

Sid the Science Kid at the Fox - Feb. 27th

- Meet and greet with cast; Diamond Children’s visit day before
- Media sponsorship w/Fox; PBS Kids activity table in lobby.

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Management Report

Developing the Best Use of Technology

MCR HVAC

- Meeting tomorrow with UA Facilities to discuss alternatives.

Radio Renovation

- Timetable informed by HVAC
- Create disaster recovery radio control rooms at Harvill.

89.7FM Translator

- Engineering completed.
- Authorization to FCC this week: 50w to 250w.

TV MCR Upgrades

- New encoding equipment; consultation on best practices.

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Management Report

Q & A

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Consent Agenda

(pages 5-13 of agenda)

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Committee Reports

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Committee Reports

Development

Addition of New Staff

- Mark and Julie
- Able to cast a wider net of calls / visits
- Additional research completed on prospects
- Able to analyze YOY data to make appropriate decisions

Behind the Scenes Tours

- Osher Lifelong Learning Institute (OLLI)
- Philanthropic Education Organization (PEO)
- SaddleBrook HOA
- UA Gift Center

Working closely with Membership to host screenings to strengthen community engagement opportunities.

Committee Reports

Development

End of Year Appeals

- Researching the success of other non-profit EOCY campaigns.
- What's working, what's not; ROI.

PBS – Building Capacity Campaign

- Working with PBS to develop a multi-tiered strategy on developing Planned Gifts.
- Creating a current baseline and the end goal
- Mailers, TV and Radio Spots, Online marketing

Community Advisory Board engagement

- Attendance at gatherings and events
- Thank you calls from board members have been well received
- Would like to continue this exercise
- Thank you for your support!

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Committee Reports

Financial Information Committee

Revenue:

- Essentially on budget
- CPB support timing typically hits 3rd quarter

Expenses:

- Positive movement on the hiring front; closing the gap and investing in personnel to drive growth

Overall Takeaways:

- Historically there is a ramp to our budget; don't start to balance out until the 3rd quarter.
- Organization is in a solid position to pursue long-term goals like local content and original productions.

Committee Reports

Committee Meeting

Governance & Planning

- Two open seats to be filled: Pamela Doherty/Michael Dunne
- Need to identify CAB buddies for new members. Volunteers appreciated.
- Proposal to suspend 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. <motion required>
- New members to sign up for a committee (see Appendix)

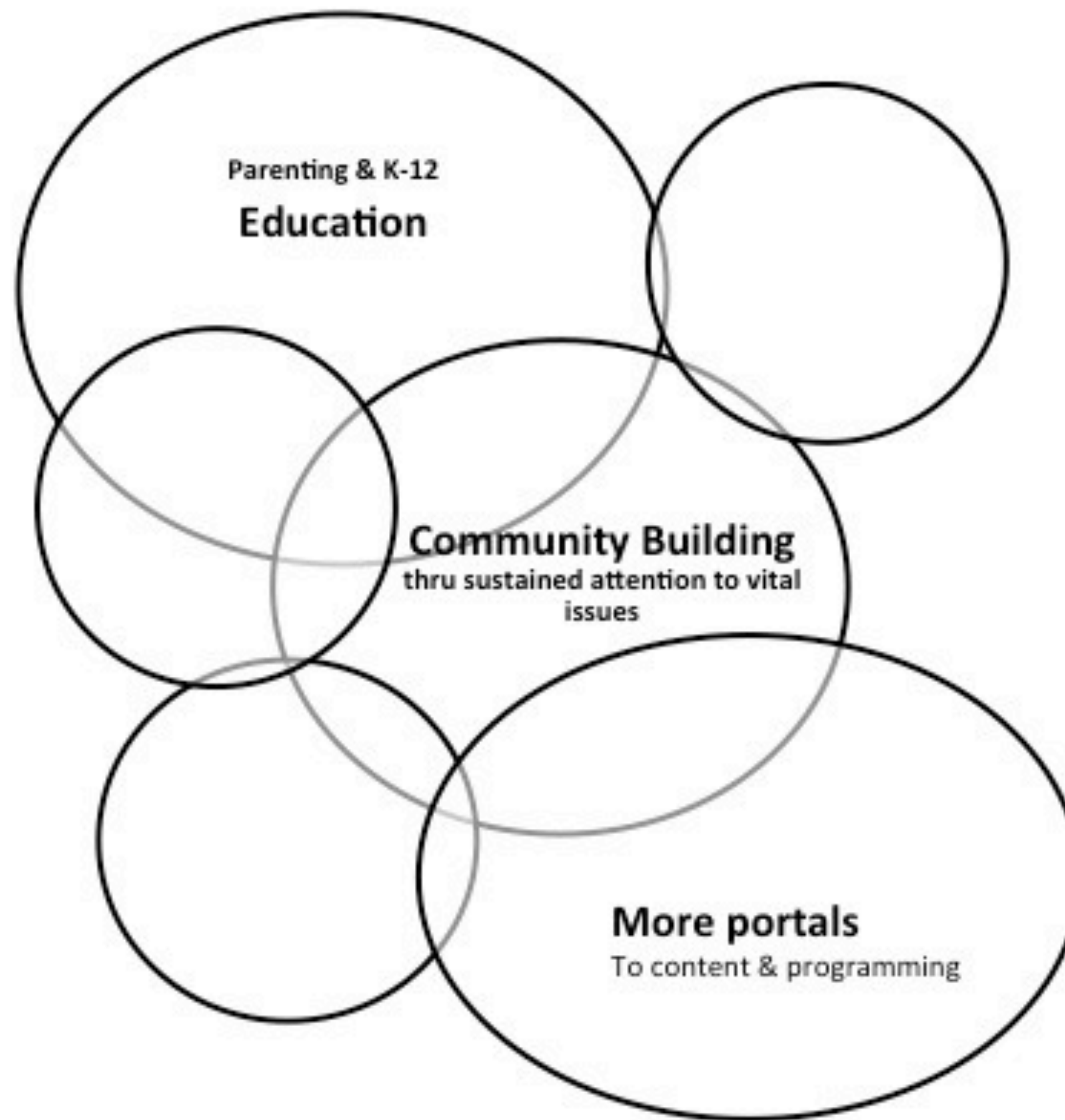
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UNMET COMMUNITY NEEDS

From CAB Retreat

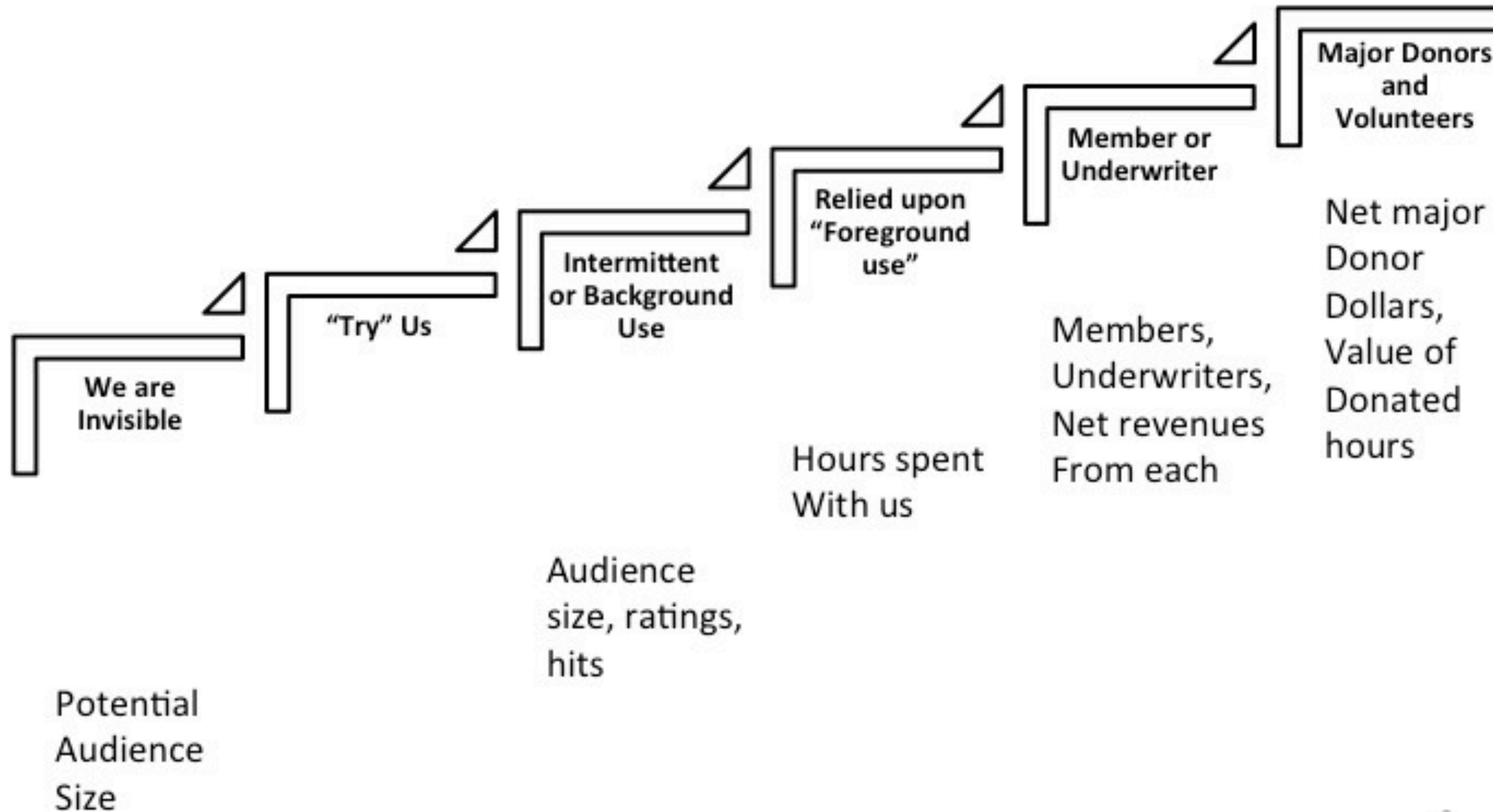


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Focus on ENGAGEMENT

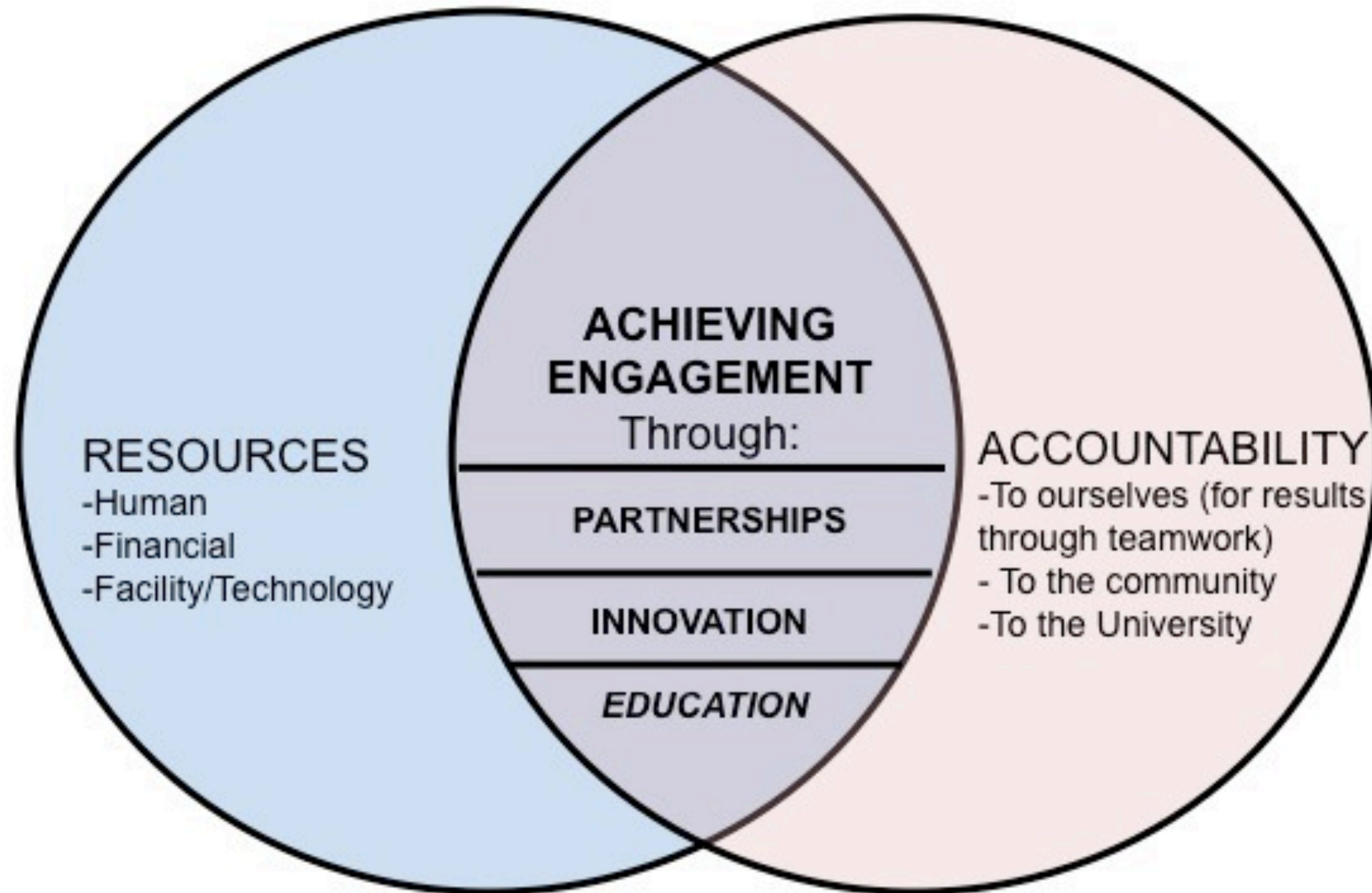


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Alignment with University of Arizona Strategic Goals

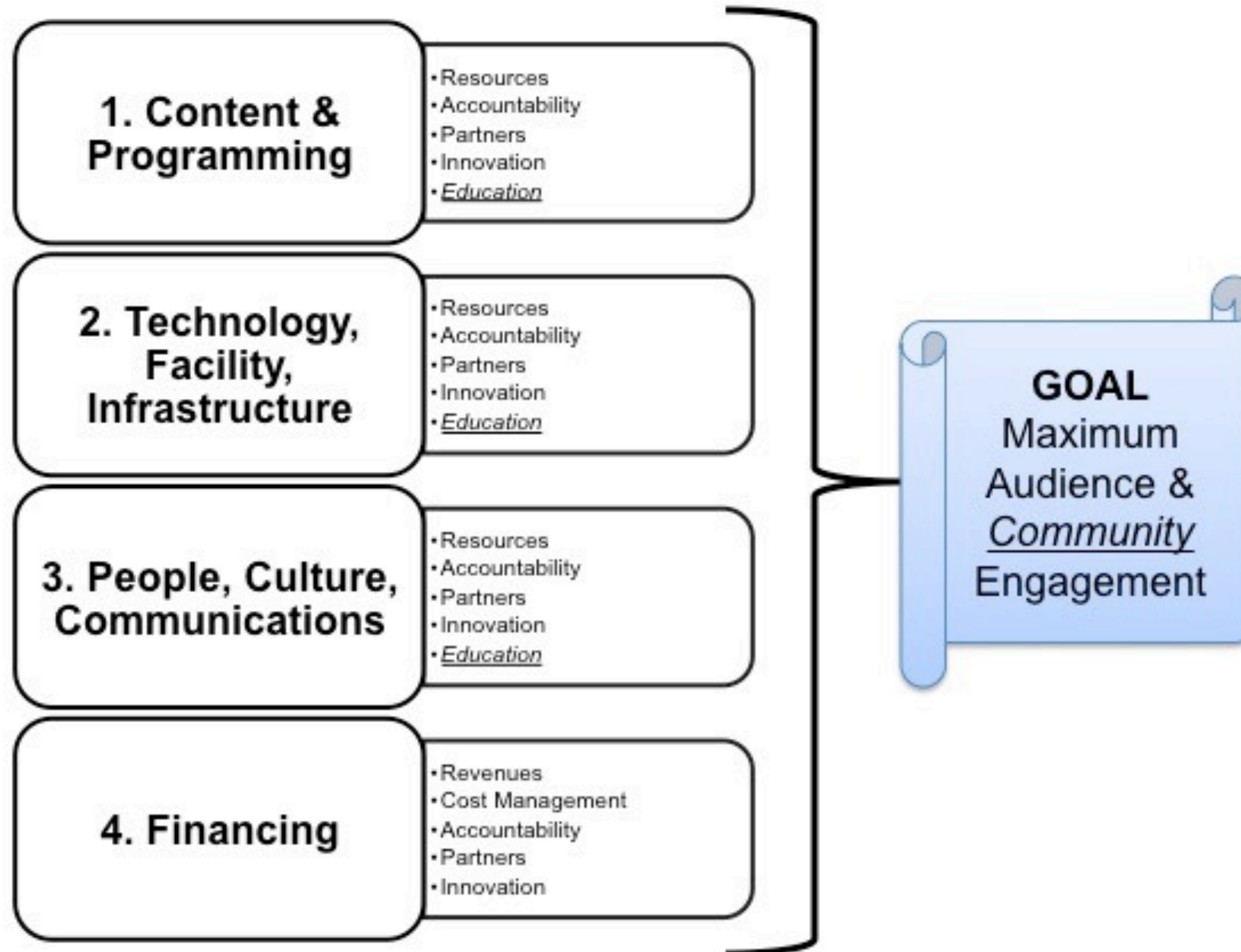


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Four Interdependent Action Plans



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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
- 5/12-31 Communications Plan Developed
- 6/2 Internal Communications
- 7/1 Plan is Engaged & Communicated Publicly



Committee Reports

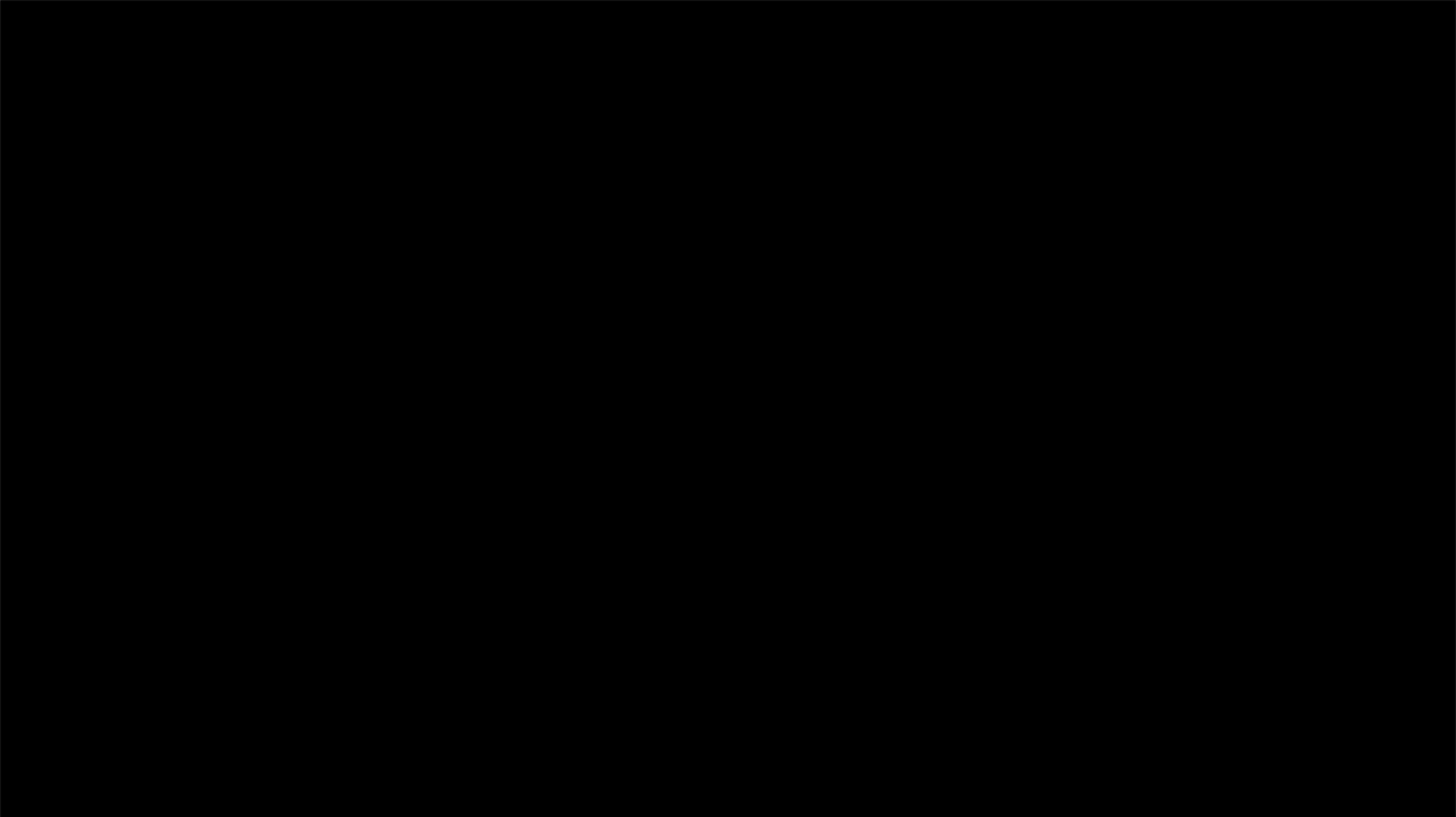
Community Engagement

- March 19th *The Story of the Jews*: Tucson JCC 6:30p
- April 5th *Curious George* at the UA Bookstore and Children's Museum
- June 1/ August 17 Summer STEAM at Children's Museum Tucson
- *Community Interactive: Education* for September 2014
- Working on an event for DM to engage military families.
- TFOB Recap: CAB, staff and volunteers; kids photos with *Curious George* and *Clifford*; *The Address* and *A Book I Love* recorded on-location. Here's a sneak peek...

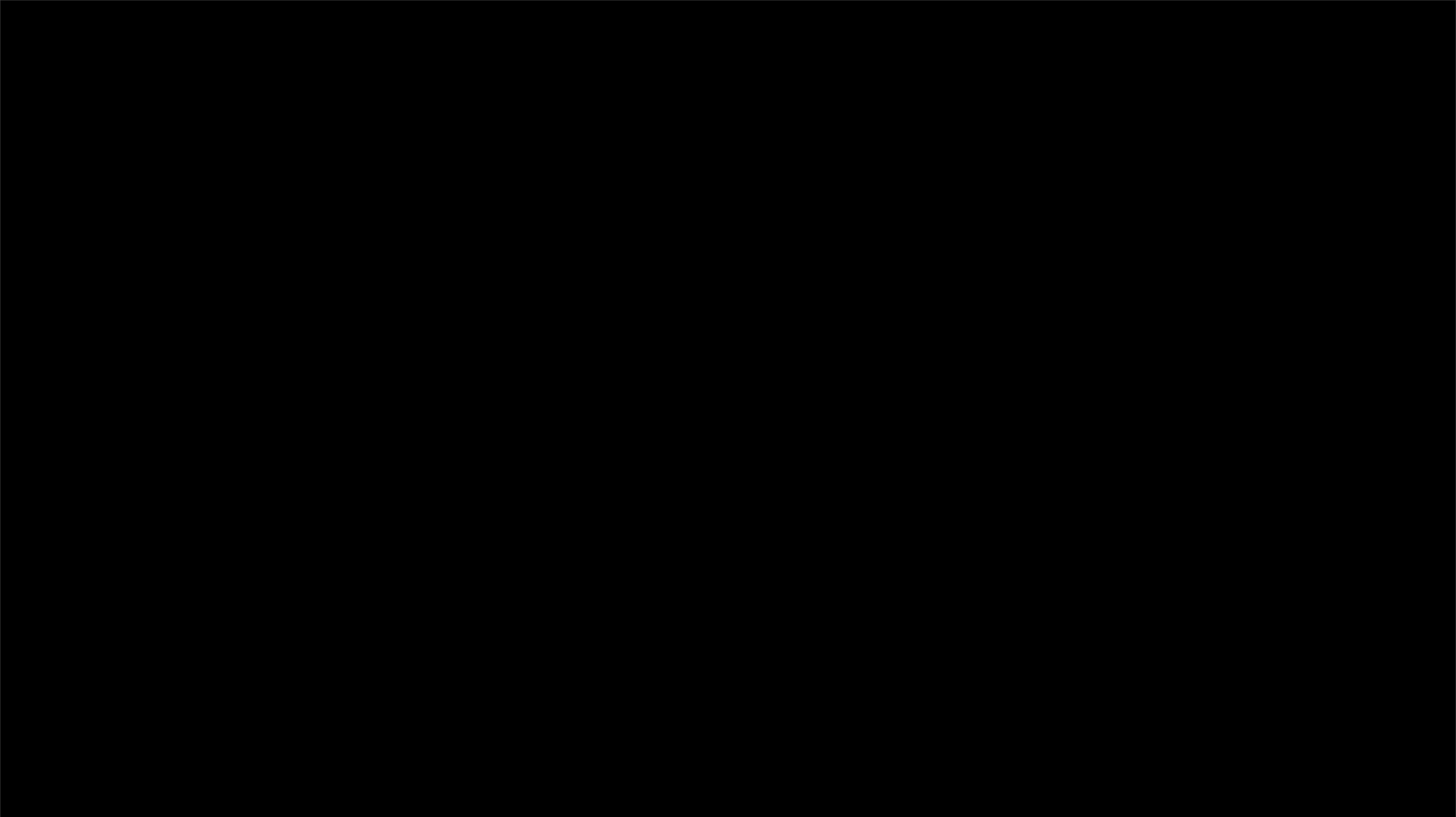
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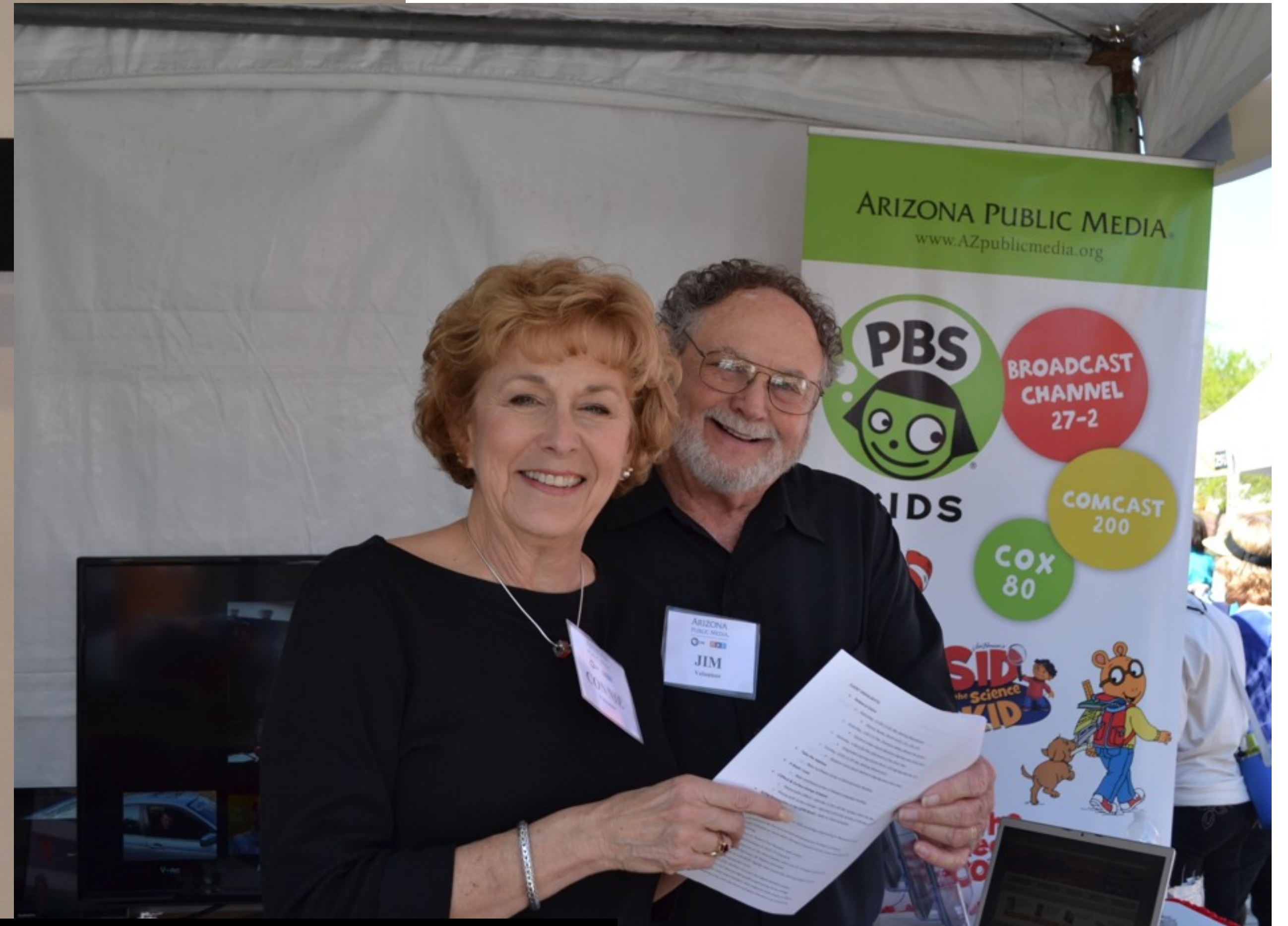






Committee Reports

Community Engagement



Tucson Festival of Books 2014

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Thank You

Karen Borek

Karen Christensen

Nance Crosby

John Hildebrand

Kent Laughbaum

Paul Lindsey

Jim Murphy

Harry Paxton

Hope Reed

Andy Schorr

Cita Scott

Cristie Street

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Old Business

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MCR HVAC Issues: Addressed in Management Report

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New Business

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New Business

Radio Audience Development

Review of Proposed Radio Format

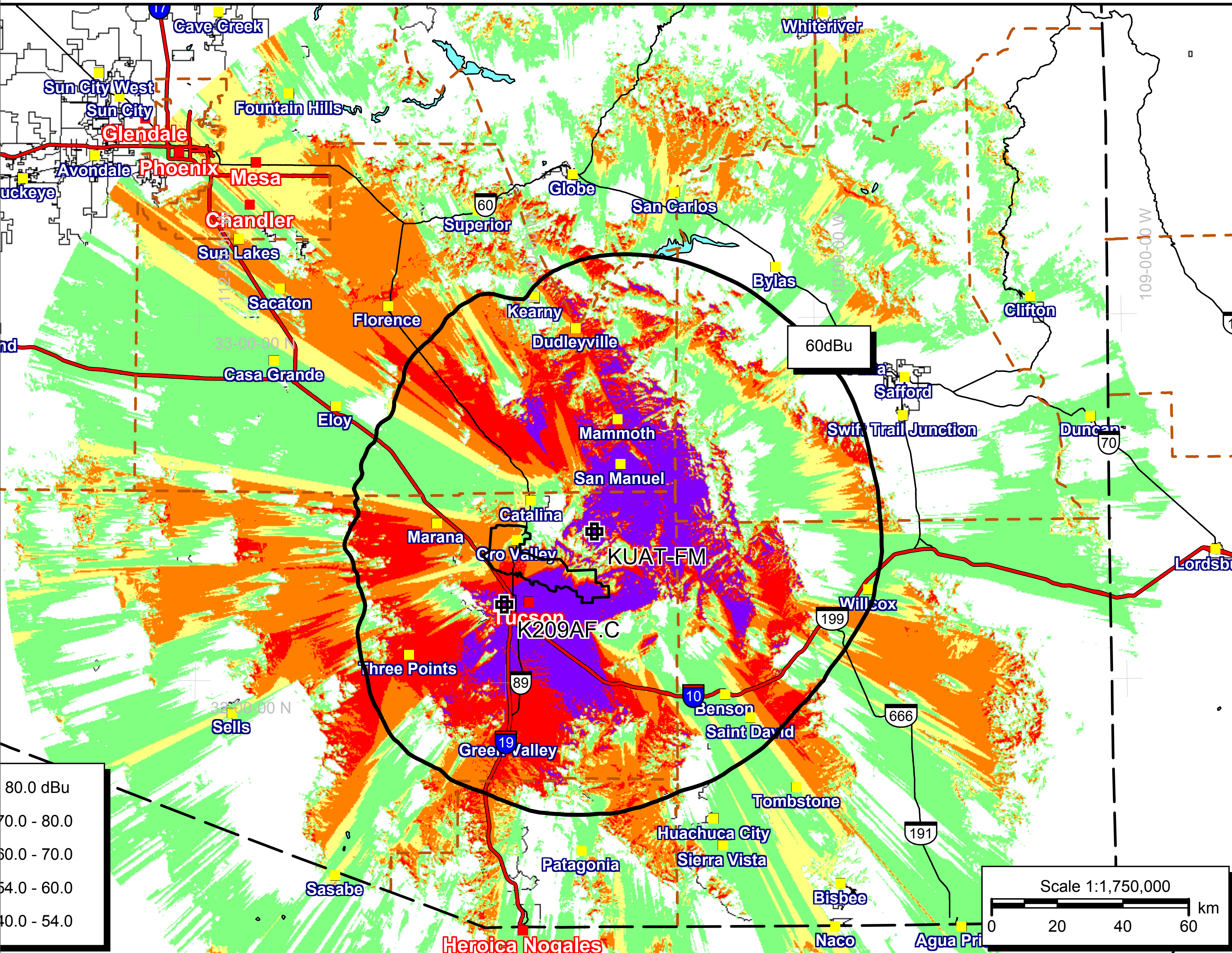
Swaps - John Kelley, TV/Radio Station Manager
Frank Fregoso, Chief Engineer

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Existing Coverage KUAT 90.5 plus 89.7 translator

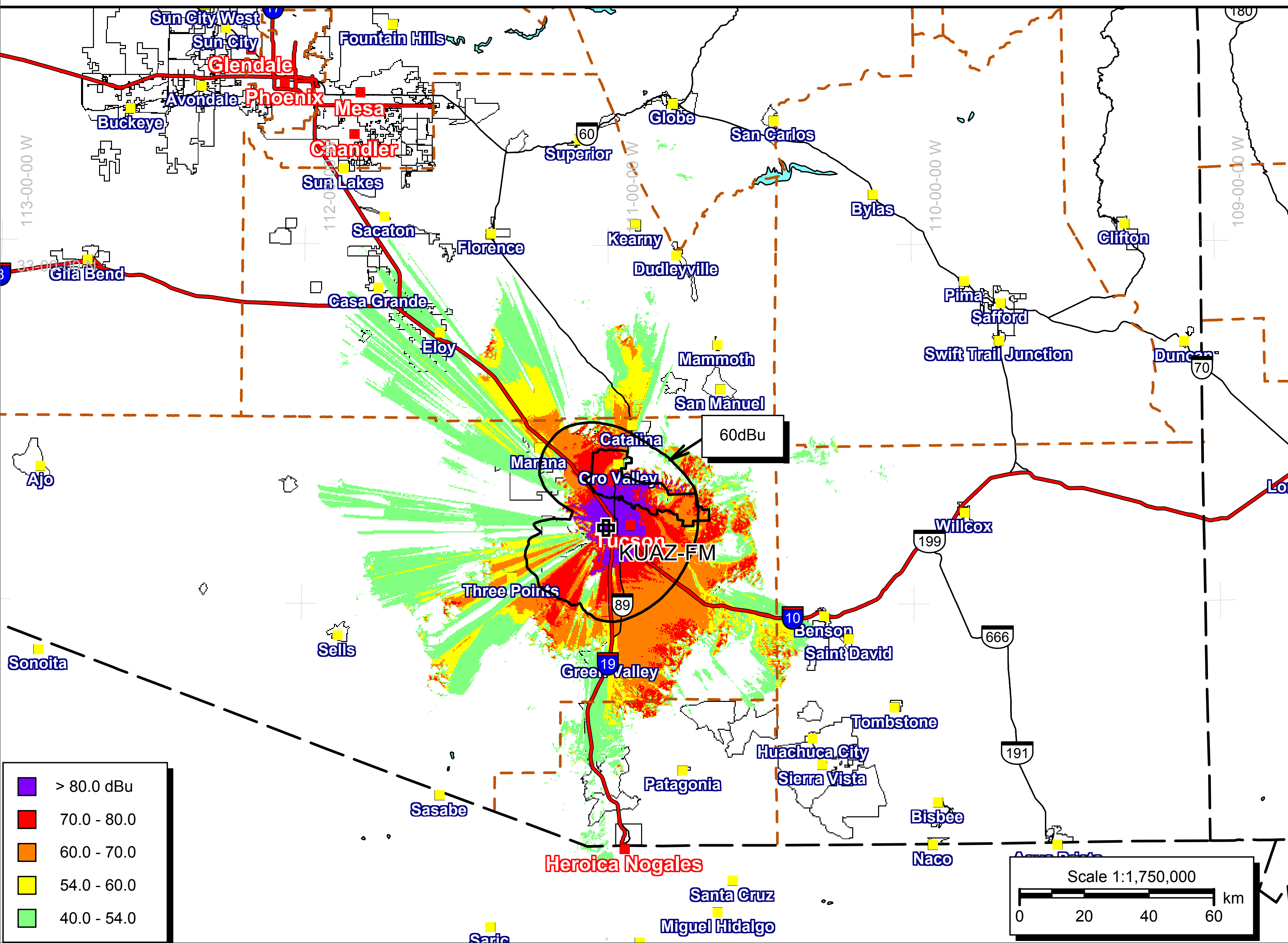


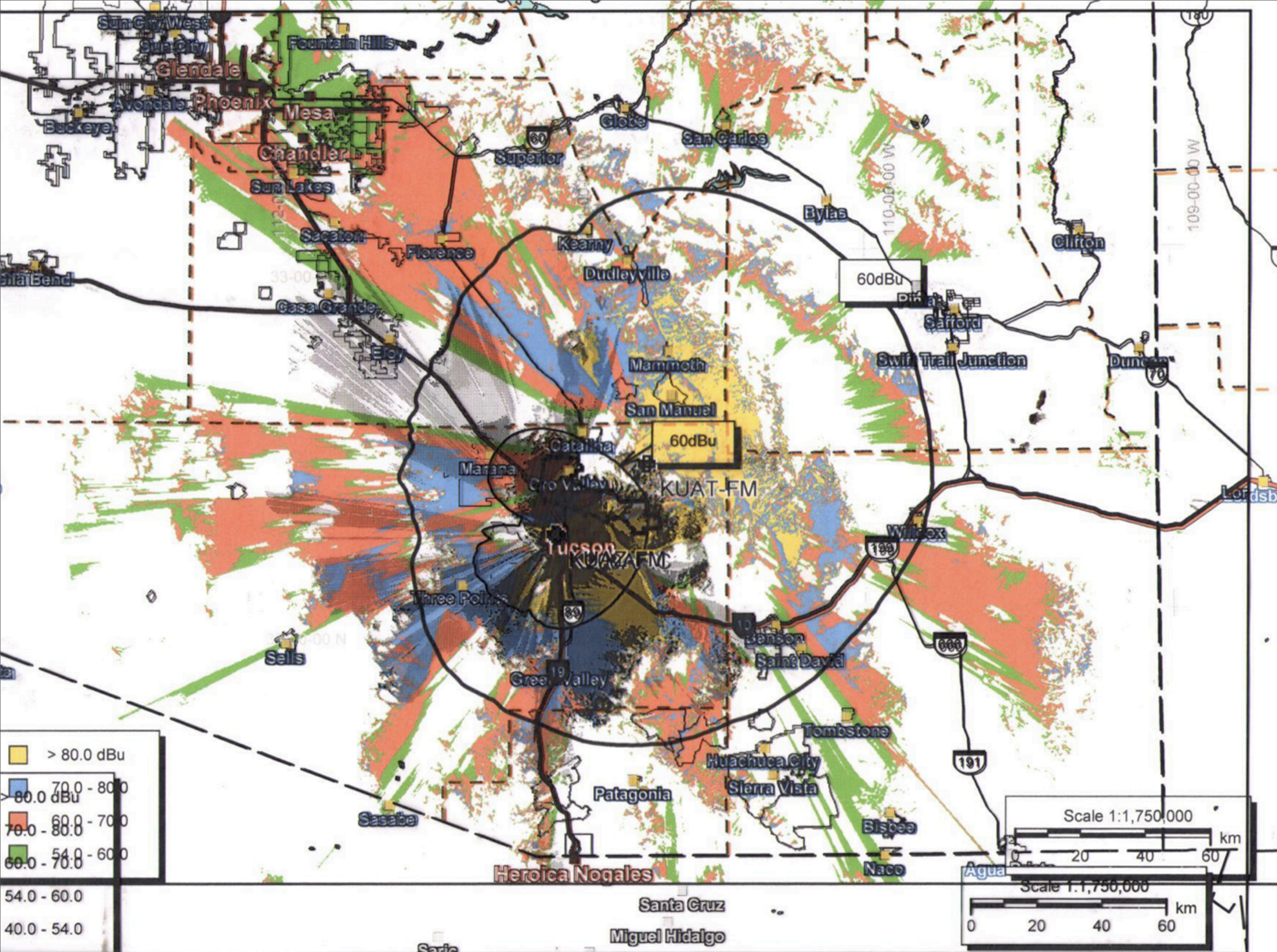
Existing Coverage
Classical 90.5 plus
88.7 Translator

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Existing Coverage
Classical 90.5 plus
89.7 Translator
and NPR 89.1

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New Business

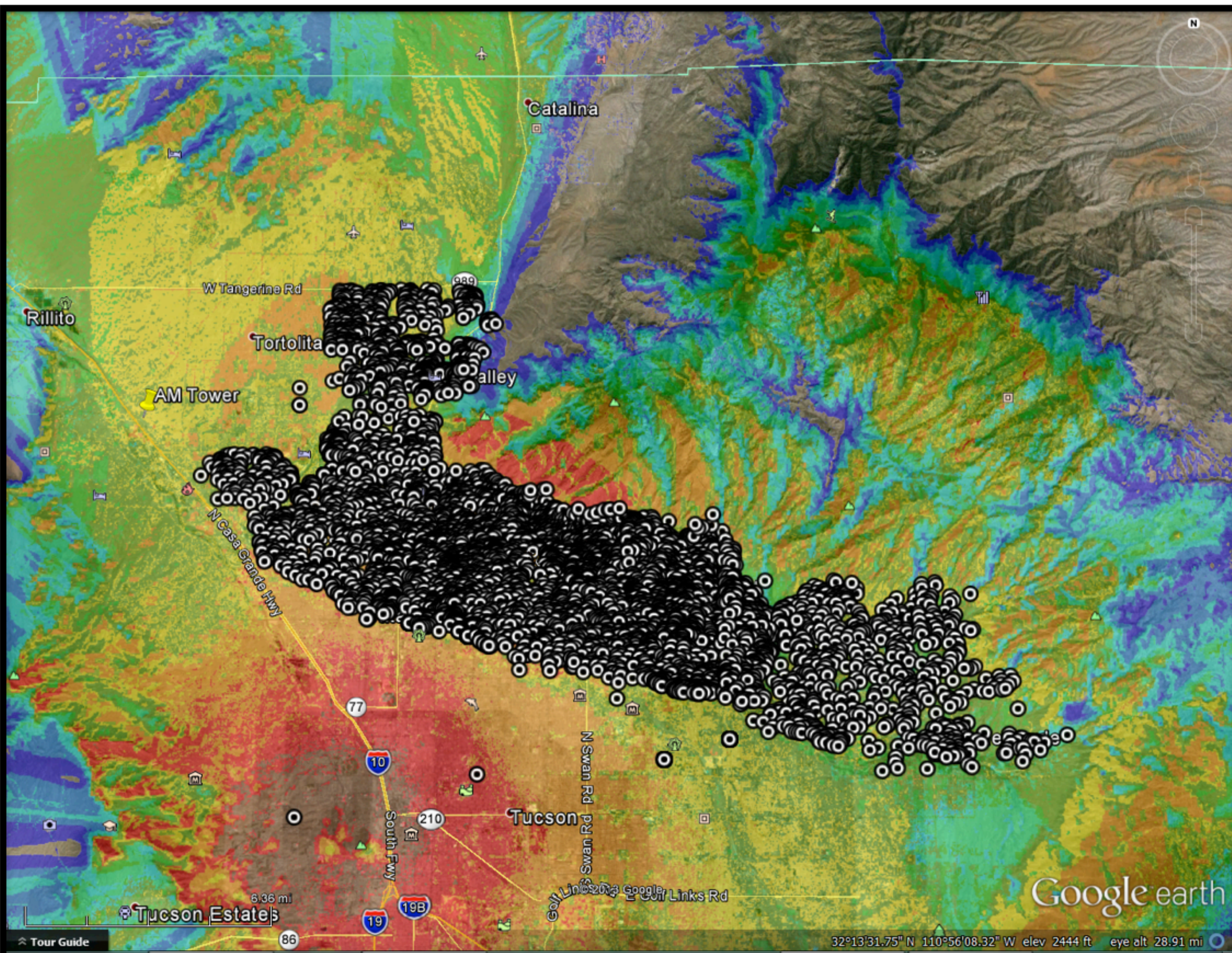
Review of Proposed Format Swaps:

Radio Audience Development

	Classical (Existing)	NPR (Existing)	%Change for NPR (if switched)
Total Population Covered (people)	1,434,830	870,429	+65%
Total Populated Area Covered (sq Km)	1,286	539	+139%

Source: Goldman Engineering 2014; 2010 census data

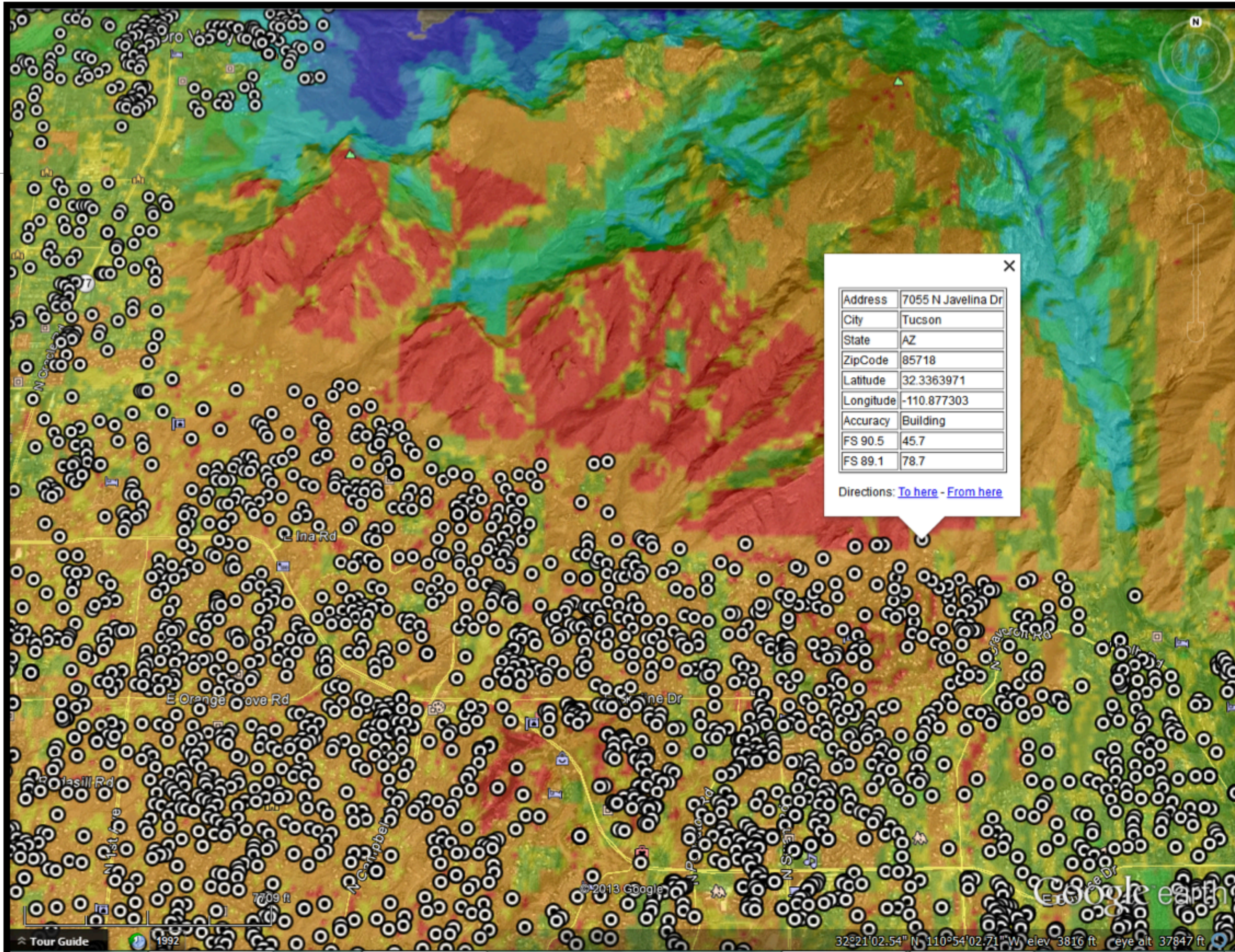




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New Business

Service Implications: If Classical and NPR Services Are Swapped

Radio Audience Development

For listeners in the Catalina Foothills:

- **799** listeners **LOSE** in-building **Classical** reception.
- **1,210** listeners **GAIN** in-building **Classical** reception.
- **1,210** listeners **LOSE** in-building **NPR** reception.
- **799** listeners **GAIN** in-building **NPR** reception.

Source: Goldman Engineering 2013.

Discussion

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New Business

Goals - John Booth, Executive Producer

- Improve Quality
- Increase Impact/Engagement
- Identify Tangible Metrics

Content Development

News/Public Affairs Content - Michael Chihak, News Director

- Strengthen news: all platforms
- More engaging public affairs programs
- *Tucson Week*

Trade Offs

- Quality over quantity
- Proof of concept

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New Business

Original Content Plan

- Focused on Quality
- HQ News/Public Affairs content for all platforms (TV/Radio/Online)
- Produce must-see television
- Provide daily radio/web presence with strong journalistic values
- Change offers multiple TV schedule opportunities
- Work to deliver 2-3 docs/year

Discussion

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Other Business

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Other Business

- Next CAB Meeting:
Thursday, May 8, 2014
5:30 cocktails; 6:00 dinner meeting
Annual CAB Meeting/Election of Officers 2014-16
UAF Vine Street
- Meeting Evaluations will be sent electronically.
(Last meeting's evaluation summary is in agenda book)
- 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.”