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COMMUNITY ADVISORY BOARD

November 20, 2014

Call to Order

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Video

Emmy Nominations and Awards

- 23 program/story segments nominated; 15 awards received.
- More nominations and awards than any other Tucson station or PTV station in the Rocky Mountain region.
- 22 AZPM staff members recognized, including one student.
- Entries judged by peers in other markets nationally.
- Award is made to staff member and signals excellence in craftsmanship, journalism and storytelling.



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*And the Emmy[®]
goes to...*

Welcome and Introductions

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Welcome and Introductions

Guest:

Michael Finnegan, (student) for Issac Ortega

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Consent Agenda

(pages 1-10 of agenda)

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Committee Reports

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Committee Reports

Committee Assignments

- Please review committee structure and assignments on page 11 of the agenda book.
- Motion to accept committee assignments
- Discussion/adjustments
- Call question

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Committee Reports

Community Engagement

- September 22nd Preview Screening: *Makers* - UA Women's Plaza
- September 27th *Love of Literacy* at Children's Museum Tucson
- October 28th Preview Screening: *Raptors!* - Center for Creative Photography
- November 1st *Martha Speaks* at the UA Bookstore "Story Time"
- November 9th JCC Wellness Expo
- December 15th Preview Screening: *Downton Abbey* - Centennial Hall
- February 5th *Community Interactive: Education* - Rincon HS
- February 2015 Preview Screening: *The Italian Americans*

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Committee Reports

Financial Information Committee

Revenue:

- Membership is the real gem.
- Still too early to tell on capital and program gifts.

Expenses:

- In line and on track.
- Timing of program dues/fees is misleading, not unexpected.
- Capital expenditures will be the main variable to watch as we move through the year.

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Committee Reports

Governance

- Two open seats to be filled. Please consider AZPM needs and provide suggestions to Nance, Eugenia or Jack.
- Planning active recruitment of CAB prospects in 1Q 2015. Idea is to identify and engage best prospects 2-3 years before CAB vacancy.
- Actively engage prospects in committee structure now.
- Will need to identify CAB buddies for new members.
Volunteers wanted.

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Committee Reports

Hosted two public events

- *Makers: Women Who Make America*
- *Raptors! Kings of the Sky*

Development

Still to come...

- Annual Holiday Tea - December 7th, 2:00-4:00 pm, Old Main (Silver & Sage Room)
- *Downton Abbey* screening - December 15th, 6:00-8:00 pm at Centennial Hall

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Committee Reports

EOCY appeal mailer to go out December 1

Development

- To save costs, this year the Annual Report will be included.
- Looking to CAB to write “thank you” notes to be included with letter.
- Please RSVP for Tuesday 11/25 5-7p at Eugenia Hamilton’s home.

Continued work with PBS on Planned Giving Mailer

- Sent 5000 mailers.
- Received 33 responses to date; two have self-identified as having named AZPM in their will.
- Next steps: radio and TV spots promoting Planned Giving.
- Get your “Ducks in a Row”

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Committee Reports

Marketing materials were developed for Desert Program Partners to promote and secure necessary funds for original local productions.

Development

- *Unfinished Business: Cancer*
- *Understanding Death and Dying and*
(Samples included in agenda with more titles to come)

New and improved “Leadership Society” with multiple “Giving” tiers

- To recognize donors for their level of support
- To engage new and prospective donors
- To secure gift commitments from current and potential donors
- To facilitate cultivation of upgradeable annual members
(Sample included in your agenda)

Old Business

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Old Business

September CAB Homework:

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.

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Old Business

Development: Exercise Follow-up

- Assignment was to **identify** potential members, donors and underwriters.
- **Thank you** to those who have participated. Still playing phone tag with a few.
- The names submitted were examined for their status with AZPM and UAF.
- Some are already major donors; will focus on those not currently in system.
- Mark & Enrique to contact you over next several weeks for assistance in setting up meetings with your prospects.
- Coffee, lunch, in office meeting - whatever is most convenient for you and your contact. Must be an enjoyable experience.
- *How to Ease Your Board of Directors into Fundraising Leadership*

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- Development: Exercise Follow-up
- White Paper - Executive Summary
(located in Appendix of agenda book)

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New Business

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New Business

CAB “Brag Sheet”

- New card delivered at each CAB meeting
- Key talking points and AZPM stats
- Share info with family, friends and colleagues
- This can info can be incorporated into your AZPM “elevator speech”

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TELEVISION

AZPM staff won 22 Emmy Awards this year for work on 15 AZPM productions – more than any other station in Tucson and more than any other public broadcaster in the Rocky Mountain region.

PBS 6's audience grew by 8.67% over last year and outperformed the PBS national average by 69%.

PBS 6 ranks among the **top 10 most watched** PBS stations in PrimeTime.

The October 2014 Nielson television season reports that **PBS ranked #5 nationwide** just behind the big four networks! This is a jump over last year, when PBS ranked #8 overall, and a huge leap from 2012 when PBS ranked #11.



RADIO

We had a **record radio pledge** in October, with people choosing to invest **\$323,000** in AZPM. That was \$8,000 over AZPM's goal. Forty percent of all pledges were from new or lapsed donors.

NPR 89.1 has consistently held the **top rank among News and News/Talk** stations in the Tucson market and is ranked #5 overall. For the summer survey period, **NPR 89.1** ranked #1 nationally (among similarly-sized markets) for average quarter hour listening. This is a first for **NPR 89.1**.

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New Business

CAB “Brag Sheet”

UA/AZPM Task Force

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TELEVISION

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Task Force Members

<i>Stakeholder Group</i>	<i>Name</i>	<i>Affiliation or Title</i>
AZPM Staff	Romi Wittman	Chief MarComm Officer
Business/Community	Montserrat Caballero	Pima Co. Health Dept.
Business/Community	Lisa Lovallo	Cox Communications
Business/Community	Hank Peck	TCI Wealth Advisors, Inc.
CAB	Eugenia Hamilton	CAB Chair
CAB	Paul Lindsey	Chair, External Affairs
Faculty	George Davis	Regents Professor Emeritus
Faculty	Lynn Nadel	Regents Professor/Faculty Chair
Major Donors	Stephen Golden	NY Times Company (retired)
Major Donors	Ann Lovell	David & Lura Lovell Foundation
Students	Issac Ortega	President, ASUA
UA Administration	Barbara Bryson	UA VP for Strategic Planning



New Business

CAB “Brag Sheet”

UA/AZPM Task Force

StoryCorps Visit: November-December 2015



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COMMUNITY ADVISORY BOARD

New Business

CAB “Brag Sheet”

UA/AZPM Task Force

StoryCorps Visit: November-December 2015

Revision to CAB Bylaws

- Motion to accept modifications to bylaws
- Discussion
- Call question

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Management Report

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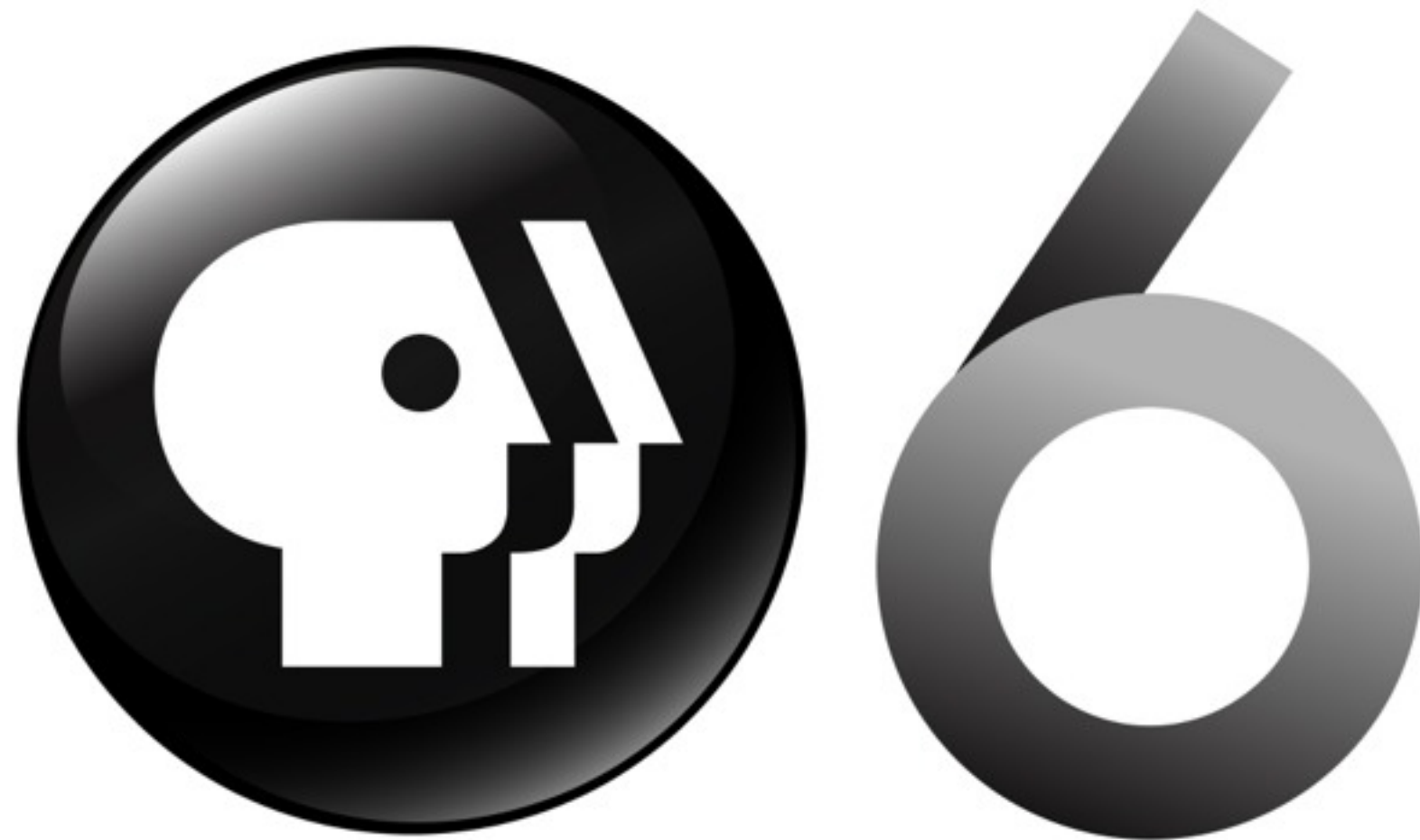


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Management Report

Audience Engagement

Television



Nielsen Media - Nov. Sweeps

Report at January CAB Meeting

Nielsen Media - July Sweeps

National Rankings:

#3 for Prime Time and Full Day Viewership

#9 for Cumulative Audience

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COMMUNITY ADVISORY BOARD

Management Report

Audience Engagement

Radio



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM

Nielsen/Arbitron - Summer Survey (50+)

Unduplicated Listeners (cume) +2.2%

AQH +3.0% Share +6.3%

TSL +12.7%

Ranked #1 Nationally for AQH Listening

Unduplicated Listeners (cume) -3.6%

AQH -25% Share -21.1%

TSL +11.1%

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COMMUNITY ADVISORY BOARD

Management Report

Audience Engagement

Online

2014 **azpm.org** analytics:

Month	May	June	July	Aug.	Sept.	Oct.	%change
Page Views	164,885	201,089	292,129	339,853	412,338	376,165	+128.1% since May
Pages per Visit	1.85	2.48	3.68	3.67	3.7	3.8	+105.4% since May
Bounce Rate	71.9%	48.5%	8.9%	7.9%	7.7%	8.5%	-88.2% since May

Twitter followers as of October, 2014: 7,298 +33.2% over October, 2013



Management Report

Audience Engagement

Original Production

Your Vote 2014

- Gubernatorial Forum with ASUA on Sunday 9/21 at Centennial.
- CD2 *LIVE* In-studio Forum - October 7.
- Election Highlights
 - AZPM News broadcast live on NPR 89.1 & PBS 6 on election night
 - NPR 89.1 - 4 newscasts hourly for a total of 26 minutes of live election news.
 - PBS 6 - 4 live reports, including results and interviews, for a total of 14 minutes of live election news.
 - AZPM website updated with latest statewide election results throughout evening.
 - Election Day set a record with 28,800 page views, with 36,000 page views the next day.

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Management Report

Audience Engagement

Original Production



Premiered November 3rd

Encores: 11/23 6:30 pm as
Arizona Illustrated Special

Also: 11/26 1:30 pm

11/30 10:30 am

12/16 2:30 pm

Raptors! 12/7 11:30am

12/17 1pm

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Management Report

Audience Engagement

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Management Report

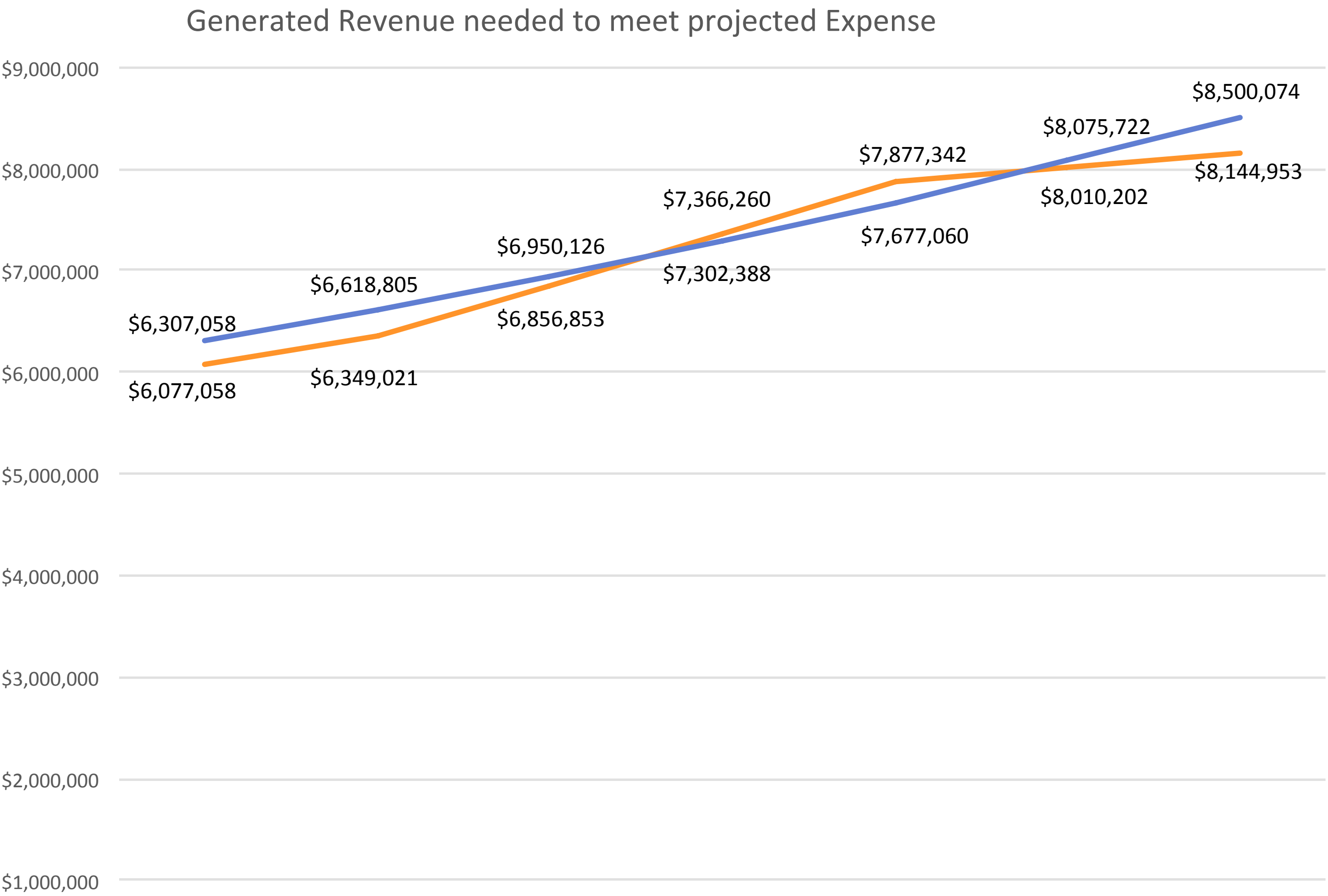
Visibility and Financial Sustainability

Budget: YTD 10/31

	Revenue	Expenses	Variance
Actual YTD	\$2.474M	\$3.536M	-\$1.062M
Budget	\$2.448M	\$3.905M	-\$1.457M
%diff	+1.04%	-9.46%	+27.1%

Management Report

Visibility and Financial Sustainability

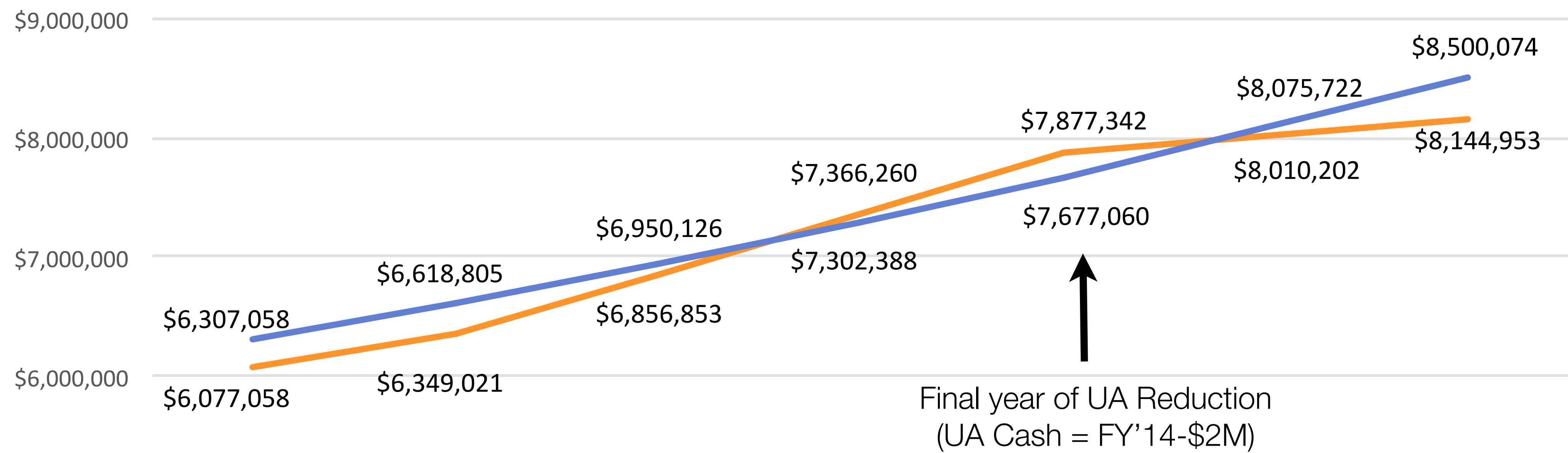


	FY15	FY16	FY17	FY18	FY19	FY20	FY21
Revenue Needed	\$6,077,058	\$6,349,021	\$6,856,853	\$7,366,260	\$7,877,342	\$8,010,202	\$8,144,953
Projected Generated Revenue	\$6,307,058	\$6,618,805	\$6,950,126	\$7,302,388	\$7,677,060	\$8,075,722	\$8,500,074

Management Report

Visibility and Financial Sustainability

Generated Revenue needed to meet projected Expense



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Management Report

Visibility and Financial Sustainability

Marketing

- *Brag Sheet*
- *White Paper*
- *Annual Report*
- *Guest Book*



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BUSINESS OVERVIEW

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Management Report

Organizational Culture

- 4 Open Positions this Fall.

HR Coordinator

Marketing Coordinator

Science Producer

Arts/Culture Producer

- Monthly All-Staff Meetings
- Mid-year Evaluations - October 1 objective: to improve individual performance
- Morale Boosters: enhanced communications; awards; opportunities to reinforce success and recognize achievement

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Management Report

Partnership

11/9 AZPM at *JCC Family Wellness Expo*

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

2/15 *Community Interactive: Education*, Community Foundation and United Way

OSIRIS REx - Production Services Agreement w/Lunar and Planetary Sciences

Lecture Series “Food” - Fall 2014 w/College of Social and Behavioral Sciences

College of Science Spring Lecture Series - 1Q 2015

TSO - Classics for *Classical 90.5* and a potential spring production.

AZ PBS Learning Media +19.1% (5,666 users)

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Management Report

Technology

MCR HVAC

- Redundant HVAC installation: expect this to be commissioned shortly.
- Redundant cooling makes possible move of radio tech to TV MCR/Server room: automation, satellite receivers, digital signal routing.
- Radio technology upgrade eminent.

Radio Renovation

- Timetable in development.
- Studying renovation options.
- Create disaster recovery radio control rooms at Harvill?
- Fundraising underway shortly.

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Management Report

The Kennedy Center Mark Twain Prize
for American Humor



Sunday, November 23rd
8 p.m.



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Management Report

The Kennedy Center Mark Twain Prize
for American Humor



Sunday, November 23rd
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Management Report

Q & A

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Other Business

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Other Business

- Meeting Evaluations will be sent electronically.
- Next CAB Meeting:
Thursday, January 15, 2015
11:45a (buffet); 12:00 noon (agenda)
UAF Vine Street
- Please take **only** first section of agenda book and folder.
- Save the date: December 7th 2-4pm *CAB/Major Donor Holiday Tea*
Silver and Sage Room, Old Main, UA Campus
- Other business from the floor

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COMMUNITY ADVISORY BOARD

Adjourn

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