

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

January 15, 2015

Call to Order



Welcome and Introductions



Welcome and Introductions

Guests:

Michael Finnegan, Student Representative for Issac Ortega

Lynn Nadel, Ph.D., Chair UA/AZPM Task Force (arriving at 12:40)

Deborah Corcoran, Senior Auditor, UA Internal Audit



Consent Agenda

Agenda Item III. (a-f)
(pages 1-30 of agenda)



Committee Reports



Committee Reports

- AZPM's independent audit firm is Beach Fleischman, PC.

Audit

- Auditors' Report sent to ABOR, UA Administration and CAB Officers in December 2014, and to the CAB Audit Committee in early January. The report is online at azpm.org at the bottom of the homepage under "Compliance/Financial Reports."
- Audit Committee met with auditors on January 15th preceding the CAB Meeting.
- As is our practice, the Audit Committee met with AZPM management staff present and also with staff excused.
- Chairman's remarks on meeting with auditors.



Committee Reports

Community Engagement

- February 9th Preview Screening: *The Italian Americans* - CCP @ 6:00 p.m.
- February 12th *Community Interactive: Education* - Rincon HS @ 6:15 p.m.
- March 13-15 *Tucson Festival of Books* - UA Campus
 - Meet and Greet with AZPM Talent
 - Studio Tours on Saturday and Sunday
 - Production of "A Book I Love"
- March 23rd - *Cancer: Unfinished Business* (w.t.) screening/lecture DuVal Auditorium, UAMC
- April 1st Cancer doc with on-air resource outreach component.



Committee Reports

Activities:

- AZPM Holiday Tea at Old Main
- *Downton Abbey* preview: 800 attendees (up from 300 last year)
- Planned Giving Activities

Gift Revenue: (major gifts + membership)

- December 2014 \$697,985
- December 2013 \$558,005 **+25.1%**

Group Exercise:

- Most CAB members provided contacts.
- Contacts have been qualified as donors or prospects.
- Next step is for CAB member to initiate invitation to meet.

Development



Committee Reports

Governance and Board Development

- Two open seats to be filled. Please consider AZPM needs and provide suggestions to Nance, Eugenia or Jack.

Progress Report

- Roster of 70+ prospective CAB members. Additional nominees welcome.
- Profile of an AZPM Community Advisory Board Member
- Board Opportunity Briefing(s) - March/April 2015
- Timetable: Meeting every two weeks next month leading up to briefing.
- Actively engage prospects in committee structure now.



Committee Reports

AZPM Strategic Planning Committee met on Dec. 2nd and Jan. 6th

Strategic Planning

Committee Charge:

- Review current strategic plan progress and identify likely modifications due to UA funding changes.
- Review performance metrics and participate in the development of an AZPM Dashboard Report, providing key indicators of overall organizational health/success.

Four Areas of Special Focus:

- Audience Engagement
- Funding
- Communication: What AZPM does and its capabilities
- AZPM's UA and community relationships



Committee Reports

AZPM Strategic Planning Committee met on Dec. 2nd and Jan. 6th

Strategic Planning

Committee December/January Meeting Discussions:

- UA Task Force: Timetable/Scope/Focus
- Reviewed strategic plan adjustments/variances
- Discussed "Dashboard" qualitative metrics
- Update/Discussion on Donor Listening Panels wrt targeted communications
- Discussed AZPM "values" research project - measuring value to community

Committee Consensus:

- Staff on task and on target with budget realities.
- Hope for meaningful Task Force outcome.



Old Business

New Business

New Business

Major Donor Listening Panels

Anne Maley, Past CAB Chair

New Business

Major Donor Listening Panels

Anne Maley, Past CAB Chair

UA/AZPM Task Force Update

*Lynn Nadel, Ph.D., University of Arizona Regents Professor,
Psychology and Cognitive Science, Chair of the Faculty
Chair of the UA/AZPM Task Force*

Task Force Members

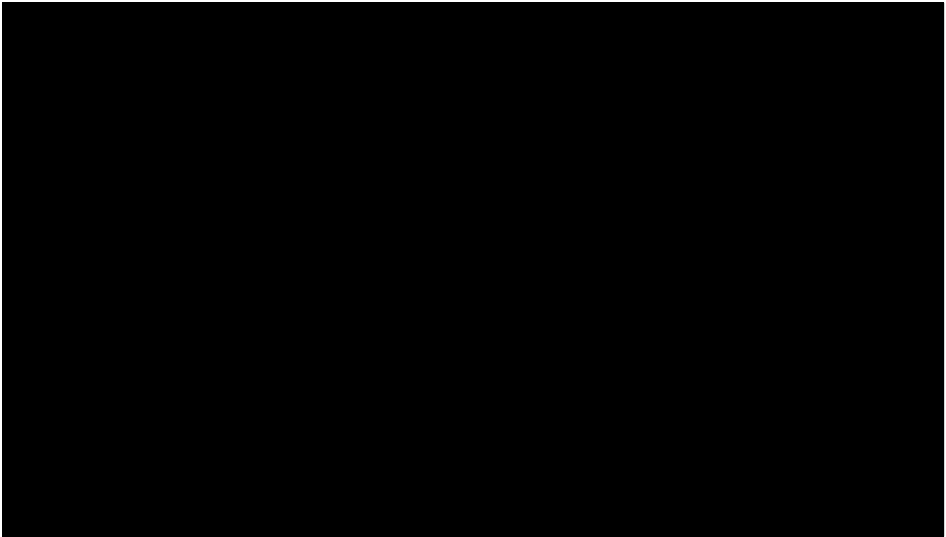
Stakeholder Group	Name	Affiliation or Title
AZPM Staff	Romi Wittman	Chief MarComm Officer
Business/Community	Montserrat Caballero	Pima Co. Health Dept.
Business/Community	Lisa Lovallo	Cox Communications
Business/Community	Hank Peck	TCI Wealth Advisors, Inc.
CAB	Eugenia Hamilton	CAB Chair
CAB	Paul Lindsey	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



Management Report



Winter Preview Reel



Management Report

Audience Engagement

Television



Nielsen Media - November 2014 Sweeps

Prime Time Cume -6% (+13.34% over 2012)
Whole Week Cume +8%

Prime Time GRPs -26% (within 1% of 2012)
Whole Week Cume -14% (+5.8% over 2012)

National Rankings:

#TBA for PT and WW Viewership

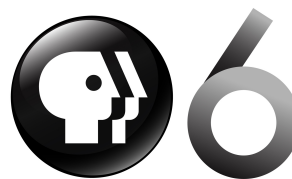
#TBA for Cumulative Audience



Management Report

Audience Engagement

Television



November 2014 - Top 10 TV Programs

1. *Father Brown**
2. *Doc Martin**
3. *Death in Paradise**
4. *NOVA*
5. *Keeping Up Appearances**
6. *Great Performances "Cats"*
7. *Masterpiece "Paradise"*
8. *Masterpiece "Worricker"*
9. *Finding Your Roots w/HLGates*
10. *Mark Twain Prize "Leno"*

*Acquired Program



Management Report

Audience Engagement

Radio



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM

Nielsen/Arbitron - Fall Survey (50+)

Unduplicated Listeners (cume) +9.9%

AQH +5.9% Share +6.8%

TSL -10.3%

Ranked #1 Nationally for AQH Listening

Unduplicated Listeners (cume) +15%

AQH -27.3% Share -27.1%

TSL -36.8%



Management Report

Audience Engagement

Online

2014 **azpm.org** analytics:

Month	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	%change
Page Views	164,885	201,089	292,129	339,853	412,338	376,165	448,158	349,673	+112% since May
Pages per Visit	1.9	2.5	3.7	3.7	3.7	3.8	3.7	3.8	+100% since May
Bounce Rate	71.9%	48.5%	8.9%	7.9%	7.7%	8.5%	9.2%	8.5%	

Twitter followers as of January, 2015: 7,618 **+33%** over January, 2014



Management Report

Audience Engagement

Held 13 different timeslots during November sweeps period.

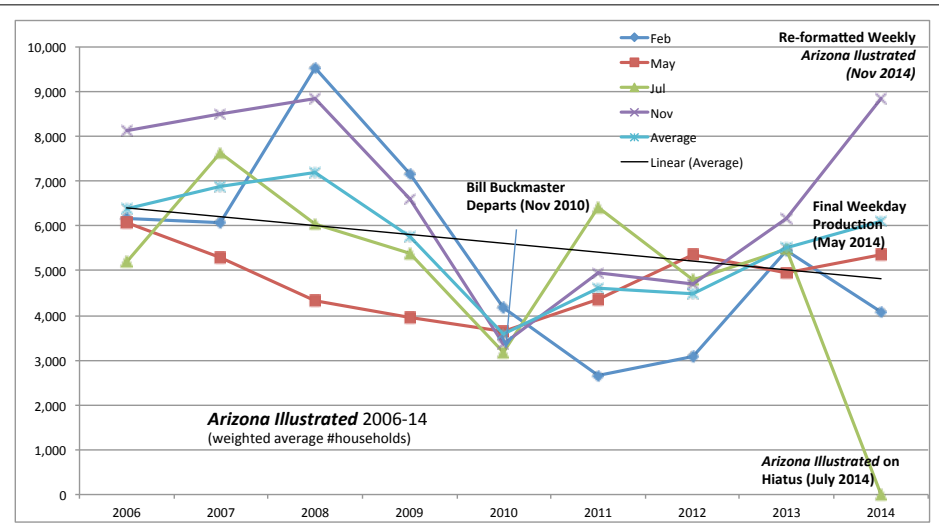
Seven of thirteen were productive.

Timeslot Rankings:

- 1 Saturday 7:30p
- 2 Tuesday 6:30p
- 3 Sunday 6:30p
- 4 Sunday 11:30a
- 5 Wednesday 1:00p
- 6T Monday 11:30p
- 6T Monday 4:30a



+43.24%



Management Report

Visibility and Financial Sustainability

Antiques Roadshow Visit: May 30th

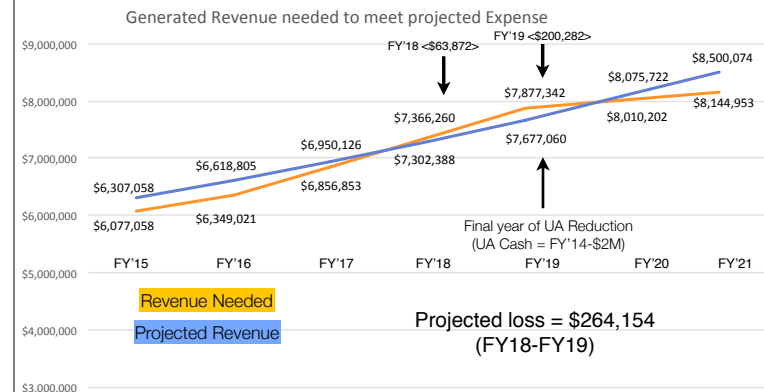


StoryCorps Visit: November-December 2015



Management Report

Visibility and Financial Sustainability



Management Report

Organizational Culture

Filled Positions

HR Coordinator
Marketing Coordinator
Classical Radio Announcer (pt - 1)

Open Positions

Science Producer/Reporter (radio/TV)
Arts/Culture Producer (TV)
Classical Radio Announcer (pt - 2)

Headcount

Professional Staff: 88
Students: 23



Management Report

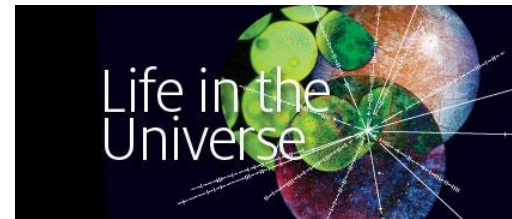
Partnership

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

College of Science Spring Lecture Series - "Life in the Universe" 1Q 2015



January 26 - March 9th
Centennial Hall



Management Report

Technology

Radio Renovation

- Radio technology upgrade underway.
- Satellite Receivers
- Automation
- Tech support racks/UPS
- Target: February 1
- Timetable for control room renovation in development with UA Facilities Services.
- Studying renovation options.
- Renovation tied to work of UA/AZPM Task Force.

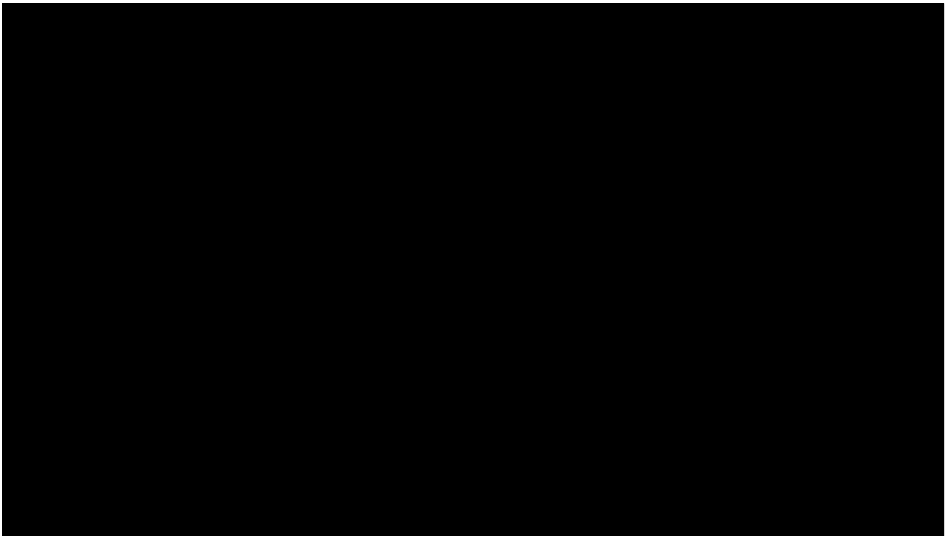
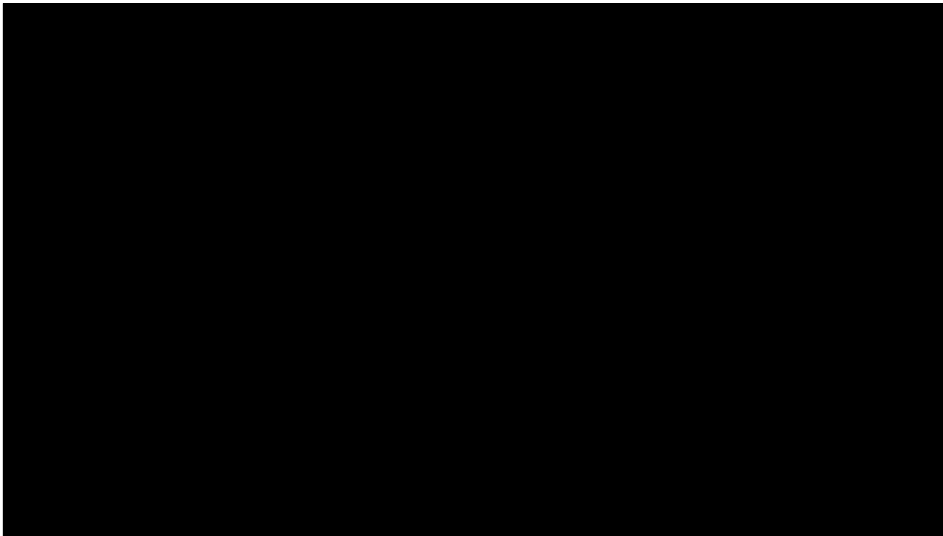


Management Report



Tuesday, February 17th
Tuesday, February 24th
9-11 p.m.





Management Report



Tuesday, February 17th
Tuesday, February 24th
9-11 p.m.



Management Report

Q & A

Other Business



Other Business

- Other business from the floor.
- Meeting Evaluations will be sent electronically.
- Next CAB Meeting:
Thursday, March 19, 2015
11:45a (buffet); 12:00 noon (agenda)
UAF Vine Street
- Please take **only** first section of agenda book and folder.



Adjourn



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