

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

March 19, 2015

1

Call to Order



2

Call to Order
Welcome and Introductions



3

Welcome and Introductions

Guests:

Lynn Nadel, Ph.D., Chair UA/AZPM Task Force



4

Welcome and Introductions

Guests:

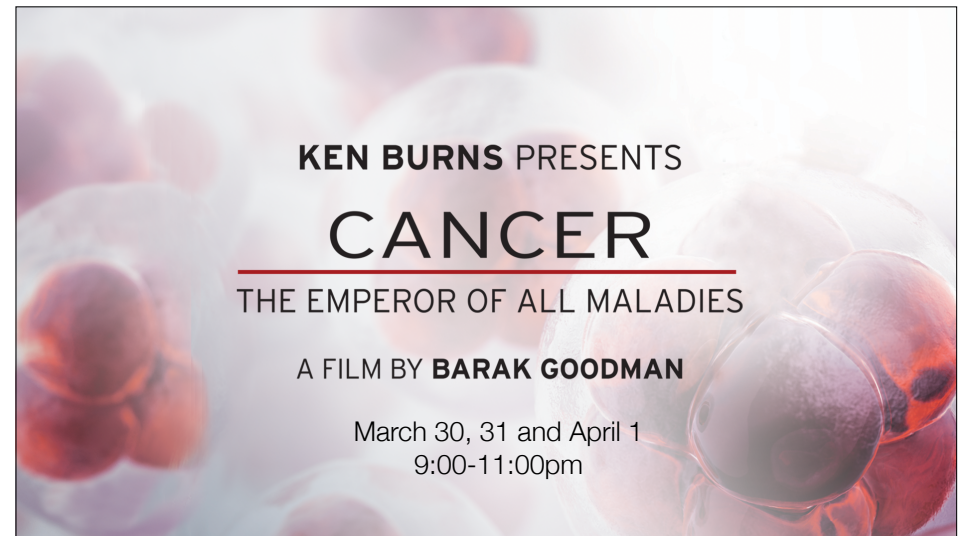
Lynn Nadel, Ph.D., Chair UA/AZPM Task Force

“New” CAB Member:

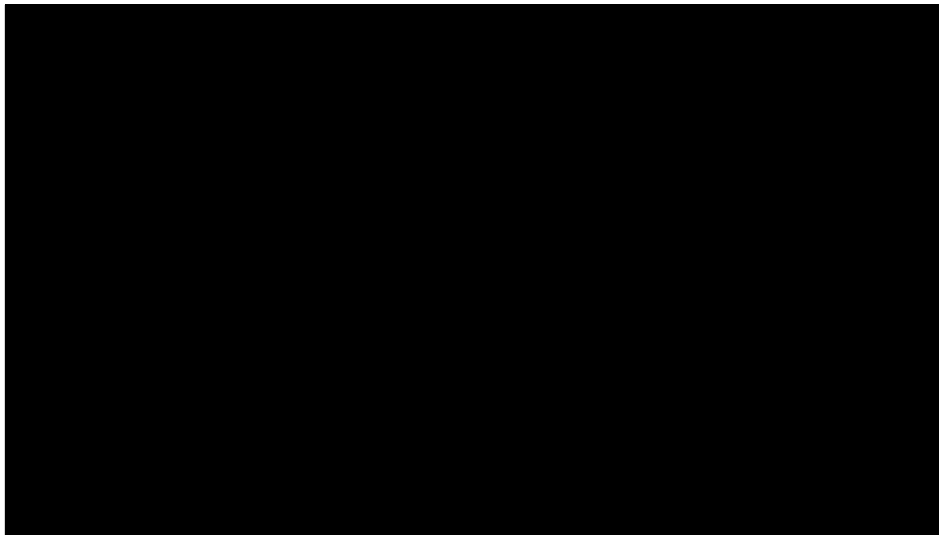
Adrian Shelton (former Ex-officio member)



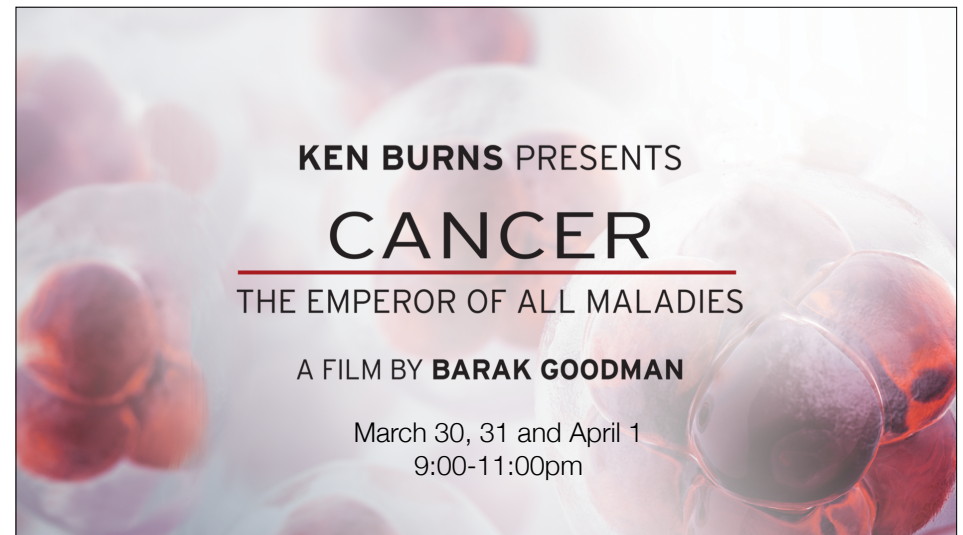
5



6



7



8

Consent Agenda

Agenda Item
(pages 1-10 of agenda)



9

Committee Reports



10

Committee Reports

- February 12th *Community Interactive: Education*, Rincon HS (200+ attendees)

Community Engagement

- March 13th *Life in the Universe* (UA College of Science) radio program recording with all presenters from series and 25 major donor guests.
Broadcast: Tomorrow, March 20th @ 1pm following *Science Friday*.



- March 14-15 *Tucson Festival of Books*
 - Meet and Greet with AZPM Talent
 - Studio Tours on Saturday and Sunday
 - Production of "A Book I Love"



- Thanks to CAB Volunteers!

11



12

Committee Reports

- March 23rd - *Winning by Living: One Cancer Story* screening and panel discussion; JCC Auditorium 6pm. **Community Engagement**
- March 25th Tom McNamara and Cristie Street at the **Tucson Rotary Club**
- March 25th **UAF President's Club Reception & Expo** "Perspective on Art"
- March 29th and April 1 *Winning by Living: One Cancer Story* with on-air outreach components.
- April 20th **AZPM Volunteer Appreciation Event**, UAF "Swede" Johnson Building patio. CAB members are welcome and encouraged to attend.
- April 22nd <date tentative> Community Screening of the Rory Kennedy film, *"Last Days in Vietnam"*.



13

Committee Reports

Income

- AZPM continues to exceed budget for membership and underwriting
- Searching for right formula for Program and Capital Gifts; recent progress noted which will post in 3-4Q.
- CPB "overachievement" is the result of favorable timing; On target for FY.

Financial Information



14

Committee Reports

Income

- AZPM continues to exceed budget for membership and underwriting
- Searching for right formula for Program and Capital Gifts; recent progress noted which will post in 3-4Q.
- CPB "overachievement" is the result of favorable timing; On target for FY.

Expenses

- Management continues to maintain lean operations and control expenses.
- No anticipated changes to budgeted personnel expenditures.
- Will move forward with planned capital expenditures in Q3 and Q4 with some capital projects rolling over to FY'16 due to timing.



15

Committee Reports

Governance and Board Development

- One open seat available now. Will add to availability for Fall 2015, providing 3 appointments for September 2015 + 1 student seat.

Progress Report:

- Roster of 70+ prospective CAB members whittled to 49 invitees to Community Briefings on April 14 & 15, 2015.
- Committee met today to develop agenda for briefings.
- Post briefing: committee will work with interested candidates and board matrix to advance nominees to the Chair for consideration.
- Appointments effective September 1.



16

Old Business



17

Old Business

UA/AZPM Task Force Update

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

Eugenia Hamilton, CAB Chair and TF Representative

Paul Lindsey, CAB TF Representative

Romi Wittman, AZPM TF Representative



18

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



19

New Business



20

New Business

For Endorsement: *AZPM Diversity Policy* <action item>

CAB Communications with the Press/Brag Sheet

AZPM Dashboard Report - Online OOB July 1.
Beta version at May CAB Meeting.



21

New Business

For Endorsement: *AZPM Diversity Policy* <action item>

CAB Communications with the Press/Brag Sheet

AZPM Dashboard Report - Online OOB July 1.
Beta version at May CAB Meeting.



22

New Business

For Endorsement: *AZPM Diversity Policy* <action item>

CAB Communications with the Press/Brag Sheet

AZPM Dashboard Report - Online OOB July 1.
Beta version at May CAB Meeting.
Prior to that: Review metrics with CAB SP Committee (April).



23

New Business

AZPM Community Assessment Project

- Major Donor Listening Panel - December 2014 (completed)
- Member Feedback (via direct mail) - March, May, August, November
- In-Development: (vendor conducted)
 - ★Quantitative Random Sample Survey
 - ★Qualitative Random Sample Listening Panel(s)



24

New Business

AZPM Community Assessment Project

- Major Donor Listening Panel - December 2014 (completed)
- Member Feedback (via direct mail) - March, May, August, November
- In-Development: (vendor conducted)
 - ★ Quantitative Random Sample Survey
 - ★ Qualitative Random Sample Listening Panel(s)
- Online General Audience Survey - Spring/Summer 2015



25

New Business

AZPM Community Assessment Project

- Major Donor Listening Panel - December 2014 (completed)
- Member Feedback (via direct mail) - March, May, August, November
- In-Development: (vendor conducted)
 - ★ Quantitative Random Sample Survey
 - ★ Qualitative Random Sample Listening Panel(s)
- Online General Audience Survey - Spring/Summer 2015
<Discussion Item>



26

Management Report



27

Management Report

Audience Engagement

Television



Nielsen Media - February 2015 Sweeps

Sweep Period: January 29 - February 25

- Local Market Results
- National Rankings
- Reported at May 2015 CAB Annual Meeting

Coming in the fall: Monthly Measurement

- Side-by-side data this summer
- Online: October 2015



28

Management Report

Audience Engagement

Radio



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM

Nielsen/Arbitron - Winter Survey

- Local Market Results
- Station Rankings
- Reported at May 2015 CAB Annual Meeting



29

Management Report

Audience Engagement

Online

2015 **azpm.org** analytics:

Month	January	2015 vs 2014 %change	February	2015 vs 2014 %change
Page Views	396,368	+118.5%	370,869	+117.8%
Pages per Visit	4.04	+99.0%	3.79	+97.4%
Bounce Rate	9.69%	67.09%	9.93%	69.32%

Twitter followers as of February 2015: 7,618 **+30.45%** over February 2014



30

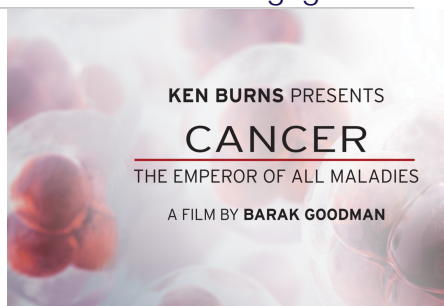
Management Report

Audience Engagement

Television



March 30, 31 and April 1 9-11pm



31

Management Report

Audience Engagement

March 23rd Preview Screening

Cancer: The Emperor of All Maladies

Winning by Living: One Cancer Story

An AZPM Original Documentary Production

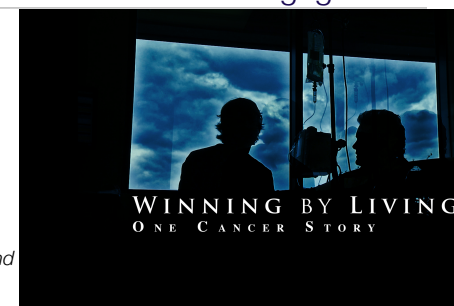
JCC Auditorium 6-7:30pm

Panel Discussion featuring:

Tom Kleespie, AZPM Producer

Emad Elquza, M.D., Medical Oncologist and
Medical Director, UA Cancer Center

Veronica Coleman, R.N., Oncology Nurse,
UA Cancer Center North Clinic



32

Management Report

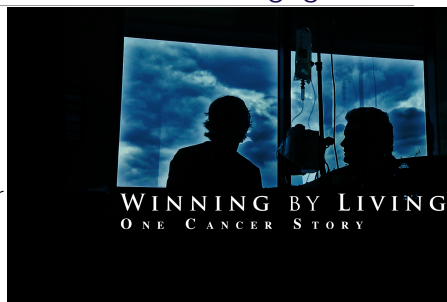
Audience Engagement

Sunday, March 29th 6-7pm

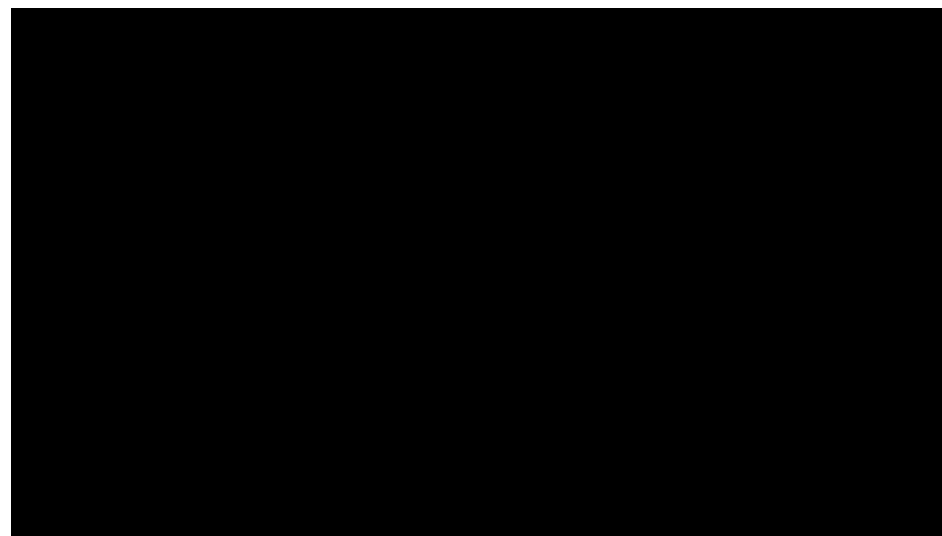
- Half-hour doc; half-hour follow-up with Arizona Illustrated host, Tom McNamara
- Live local phone operators 6-8:30pm
- Resources for those recently diagnosed
- Healthcare professionals from UA Cancer Center and the American Cancer Society

Wednesday, April 1st 8-9pm

- 1-800 phone operators 8-11pm
- Phone number provided during final 2 hours of the Ken Burns doc



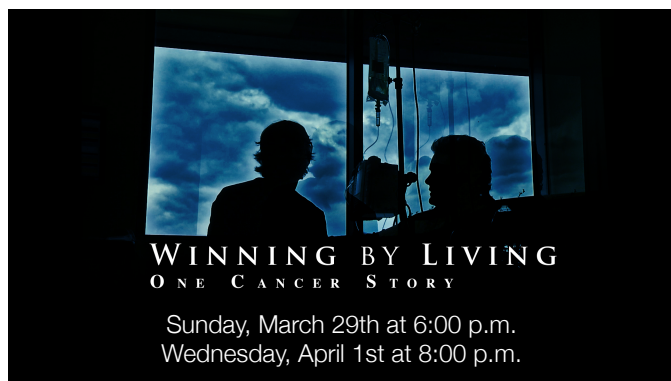
33



34

Management Report

Audience Engagement



35

Management Report

Visibility and Financial Sustainability

December "End of Calendar Year Mailing"

417 pieces mailed to major donors; 226 with notes from CAB member(s)

- Response Rate: Overall = 20.1%
 - ★ w/o note = 15.9%; w/note = 25.1 (+57.9%)
- Gifts Total w/o note = \$46,668; w/note = \$76,142 (+63.2%)
- Ave. Gift: \$1,296 w/o note; \$1,592 w/note (+22.8%)
- December YOY Performance:
 - ★ Dec 2013 \$39,755
 - ★ Dec 2014 \$122,819 (+208.9%)



36

Management Report

Visibility and Financial Sustainability

January Radio Pledge Drive

- Short 5.5 Day Campaign
- First-ever January combined Classical/NPR campaign
- Compared to October 2014 Campaign
 - ★\$/Day +22%; #gifts +8%; Ave. Gift [redacted] +14%
- 673 New members (or re-joining lapsed members); 556 renewals; 470 additional gifts.
- Goal: \$250K Actual: **\$254,628**. Targeted pitches to winter visitors; more structured messaging deemed successful.



37

Management Report

Visibility and Financial Sustainability

March TV Pledge Drive

- March 2015 compared to March 2014:
 - ★\$/Day +23%; #gifts +19%; Ave. Gift +4%; Ave \$/Day +16%
- 814 New members (or re-joining lapsed members); 513 renewals; 438 additional gifts (with one weekend to go).
- *Antiques Roadshow* tickets accounted for \$75K
- Coordinated messaging: on-air, online and in AZPM mail appeals.
- Top performers: *ARS*, *Trains Around America*, *Motown 25*



38

Management Report

Visibility and Financial Sustainability

AZPM Management Team met on February 24th

- CAB Strategic Planning Committee Chair Ron Bornstein joined management staff for the half-day retreat.
- Work progresses on identification of strategic funding priorities, revenue opportunities and expense reductions.
- Formulating alternative scenarios should revenue projects fall below expectations.



39

Management Report

Visibility and Financial Sustainability



Tucson Visit: May 30th



40

Management Report

Organizational Culture

AZPM People

- IT Director Jason Katterhenry and Senior Engineer Denny Warters will attend the PBS TechCon and the National Association of Broadcasters (NAB) Conventions in April.
- Midday Radio News Anchor Amanda LeClaire has been accepted to the week-long Full Spectrum Storytelling Intensive in NYC under the sponsorship of the Association of Independents in Radio.
- Radio News Reporter Fernanda Echavarri received a fellowship to the University of California's Institute for Justice and Journalism and will participate in a week-long training and a workshop in Atlanta during the month of April, on "Reporting on Immigrant Families".
- News Reporter Vanessa Barchfield received a fellowship from the Radio Television Digital News Foundation (formerly RTNDA) for their "German/American Journalist Exchange Program". Vanessa will spend two weeks in Germany in June.



41

Management Report

Organizational Culture

AZPM Organizational Chart (3rd page under Appendix tab in binder)

Filled Positions

Online News Reporter

Headcount

Professional Staff: 88 + 23 students
FTE = 64
PTE = 18
Open = 6
Students = 23

Open Positions

Science Producer/Reporter (radio/TV)
Arts/Culture Producer (TV)
Underwriting Account Executive

On Hold

Chief Development Officer
P/T Administrative Assistant
P/T Writer



42

Management Report

Partnership

Community Interactive partner: Community Foundation of Southern/United Way

★ Feb. 2015 Education: Moving Students Forward

★ Jan. 2016 The Arts in Southern Arizona (w.t.)

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



January 26 - March 9th
Centennial Hall

March 20th @ 1p following
Science Friday
on NPR 89.1



43

Management Report

Technology

Radio Renovation

- Radio technology upgrade underway.
 - Satellite Receivers moved and online
 - Automation and Audio Boards Commissioned late April
- Drawing renovation plans: NPR, Classical, News booths.
- Timetable for control room renovation in development with UA Facilities Services.
- Work continues to identify a tower site in Cochise County for new NPR transmitter and antenna for KUAS-FM 88.9, big sister to KUAZ-FM NPR 89.1, which will serve Sierra Vista, Bisbee and Douglas, AZ.



44

Management Report

Q & A



45

Other Business



46

Other Business

- Other business from the floor.
- Next CAB Meeting:
Friday, May 15, 2015
3:30-6:00 p.m. business meeting with Task Force, UAF Vine Street
- <Prospective> July 17 CAB Meeting
- Meeting Evaluations will be sent electronically via *Survey Monkey*.
- Please take **only** first section of agenda book and folder.
All other binder materials are online: <http://about.azpm.org/cab.news>

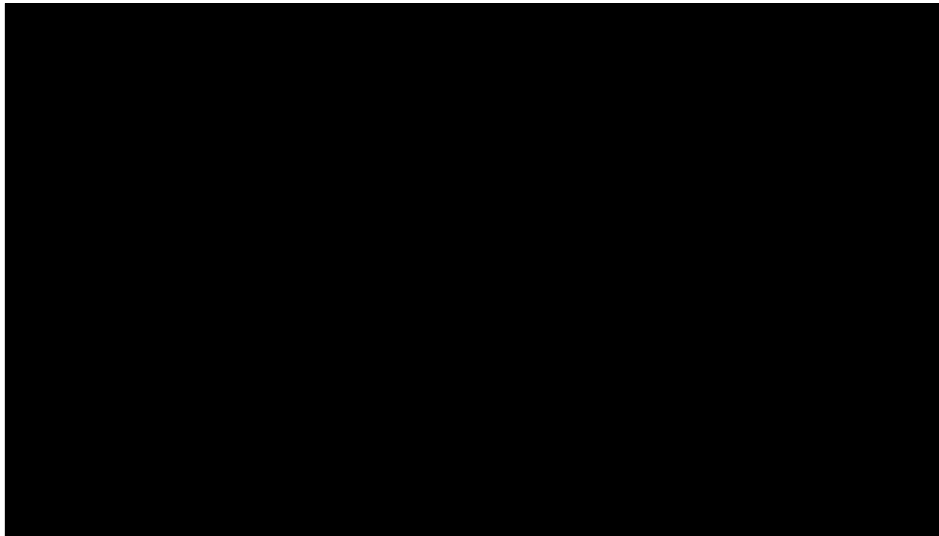


47

Adjourn



48



49

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

50

ARIZONA
PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

"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."

51