

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD
JOINT MEETING WITH THE UA/AZPM TASK FORCE

May 15, 2015

Call to Order



Call to Order
Welcome and Introductions



Welcome and Introductions

Guests:

Task Force Members

Barbara Bryson

Lynn Nadel

George Davis

Hank Peck

Stephen Golden



Welcome and Introductions

Guests:

Teri Lucie Thompson, Senior Vice President, University Relations

Michael Finnegan, ASUA

Nance Crosby, Chair, CAB Governance Committee

Emeritus CAB Members

Dan Cavanagh



A Fiscal Year in Review

Consent Agenda

Agenda Item
(pages 1-27 of agenda)



Committee Reports



Committee Reports

Governance and Board Development

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

Progress Report:

- 22 prospective CAB members attended one of two briefings on April 15 & 16.
- 17 attendees expressed interested in CAB service; others in committee work.
- Committee met on April 29th to review CAB matrix and to identify best prospects.
- Committee unanimously advanced three names to fill open seats and identified an additional 5 backup candidates to fill vacancies as they might occur.
- Pipeline for future open seats established.



Committee Reports

Governance and Board Development

- Incumbents are:

Lynne Wood Dusenberry, UA General Counsel's Office (retired)

Steven Eddy, TEP

Paul Lyons, AudioEye, Inc.

- Appointments effective September 1

- Bio for each in binder (see page 35)



Committee Reports

Governance and Board Development

- CAB Self-assessment (look for *Survey Monkey* week of May 18)
- Fall Planning Retreats (2)
 1. For CAB Members (with outside trainer)
 2. Traditional AZPM Strategic Planning Retreat (CAB and staff)



Old Business



Old Business

Community Ascertainment Projects

John Kelley, TV/Radio Station Manager

AZPM Dashboard Project

Jason Katterhenry, Director, Information Technology



Old Business

AZPM Community Ascertainment Projects

Major Donor Listening Panels (December 2014 - **completed**)

Member Feedback (via direct mail in March, May, August, November - **ongoing**)

AZPM Local News Assessment (**Summer-Fall 2015**)

- Reporting Staff
- Management
- CAB/TF
- School of Journalism Faculty
- Public (via online survey)



Old Business

AZPM Community Ascertainment Projects

Classical Music Listening Panels (**Fall 2015-Winter**)

- Radio music staff
- School of Music faculty
- Donor focus group(s) (vendor conducted)
- Public (via online listening and feedback)

Brand Identity Research (**1Q 2016**)

- Replication of two previous studies (benchmarking)
- Quantitative random sample survey
- Focus group follow-up likely



Old Business

Objectives

- Achieve better understanding of how programming and services and used and valued by community
- Identify opportunities to improve service and grow audiences
- Increase audience engagement with AZPM
- Refine case for support messaging
- Generate greater audience support



Old Business

AZPM Dashboard Project

Designed to Reflect Organizational Health (ETA: July 2015)

- Target audiences: staff, CAB, UA administration, public
- Built on backbone of SALC/UA MAP Project
- Updated monthly and as information becomes available
- Will provide indicators on:
 - Audience Development (all platforms)*
 - Original Content Development*
 - Finances and Fundraising*
 - Staffing and more...*



Old Business

AZPM Dashboard Project

- 4-5 major metrics
- Painless to update
- Updatable Asynchronously

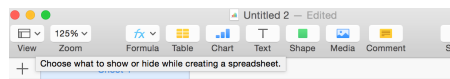


Table 1

	Prime Cume	Full Day Cume	Prime GRP	Full Day GRP
Feb 2014	17	26	270	621
May 2014	17	30	326	804
July 2014	18	29	416	924
Nov 2014	17	27	310	780
Feb 2015	22	29	456	893

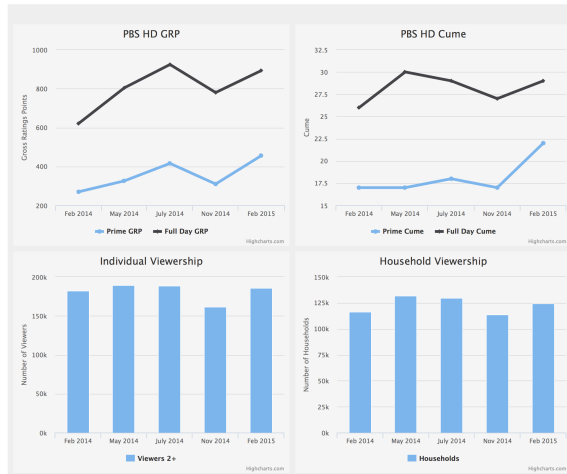
Old Business

AZPM Dashboard Project

- Easy to glance at
- Mobile friendly
- Usable as data source



Old Business



New Business

New 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

New Business

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	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
Major Donors	Stephen Golden	NY Times Company (retired)
Major Donors	Ann Lovell	David & Lura Lovell
Students	Issac Ortega	President, ASUA
UA Administration	Barbara Bryson	UA VP for Strategic Planning

New Business

UA/AZPM Task Force Update

Charge: "Determine how to best sustain AZPM and enable it to thrive in the face of dramatically reduced funding from the University of Arizona."



New Business

UA/AZPM Task Force Update

Charge: "Determine how to best sustain AZPM and enable it to thrive in the face of dramatically reduced funding from the University of Arizona."

Discussion / Q & A



Management Report



Management Report

Audience Engagement

Television



Nielsen Media - February 2015 Sweeps

Sweep Period: January 29 - February 25

- Cumulative Audience (aka Reach) **+12%; +29%** in Prime Time
- Viewership **+44%; +69%** in Prime Time (+13% FW +16.6% PT 2015 vs. 2013)

Coming in the fall: Monthly Measurement

- Side-by-side data this summer
- Online: October 2015
- July will be last diary measurement



Management Report

Audience Engagement

Radio

Nielsen/Arbitron - Winter Survey



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM

Audiences age 12+

Cume **+3.8%**; Share **+8.5%**; TSL **+4.5%**; AQH **+8.5%**

Audiences age 50+

Cume **+21.5%**; Share **+27.7%**; TSL **+3.1%**; AQH **+25.8%**

Audiences age 12+

Cume **+5.6%**; Share **-32%**; TSL **-35.4%**; AQH **-32%**

Audiences age 50+

Cume **-1.1%**; Share **-28.6%**;
TSL **-28.6%**; AQH **-30%**



Management Report

Audience Engagement

Online

azpm.org

Period: April 2015 vs. April 2014

- Pageviews: **+111.3%**
- Pages/session: **+88.3%**
- Users: **+13.5%**
- Sessions: **+12.2%**
- Bounce Rate: **+84.4%**



- Twitter followers **+33.6%** (@AZPMnews + @AZPM)



Management Report

Audience Engagement

Online

Period: April 2015 vs. April 2014

facebook

- 2015 = 5,485; 2014 = 3,504; **+57%**
- "Barrio Baker" 114K reached; 38,663 views; 399 comments; 653 shares - most before broadcast

YouTube

- Subscribers: **+116%**
- Minutes Watched: **+498%**
- Total Views: **+64%**
- Average View: **+266%**



Management Report

Audience Engagement

Original Production



+403% Feb. 2014 vs. Feb. 2015*

+171% Nov. 2014 vs. Feb. 2015



Management Report

Audience Engagement

Original Production



#14 of AZPM's Most-Viewed Programs



Management Report

Audience Engagement

In Production and Development



Your Vote 2016 (Summer 2015-January 2017)

Death and Dying <working title> (1Q 2016)

Music Cognition: Ear Worms <working title>

Beyond the Mirage (2Q 2016)

Tucson Remembers: Vietnam (Fall 2017)



Management Report

Visibility and Financial Sustainability

Revenues

Period: 3Q July 1-March 31

- Overall \$1,042,137 favorable to budget
- CPB variance a timing issue
- Membership \$391K favorable
- \$357K favorable to FY'14

Expenses

- Overall \$1,202,325 favorable to budget
- Large portion of *Capital Budget* will roll forward due to delayed timing of FY'15 equipment purchases

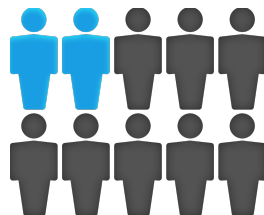


Management Report

Visibility and Financial Sustainability

March 2015 TV

- Goal \$295,000; Actual: \$339,895 (+15.22%)
- Average Gift: +4% (\$166)
- 619 new members



April 2015 Radio

- Goal: \$275,000; Actual \$277,245 (+.8%)
- Average Gift: +5% (\$138)
- 449 new members

New Member Goal

- Goal: 5,000 new and rejoining
- Actual: 7,791 YTD; Growth 8%



Management Report

Visibility and Financial Sustainability

CAB Financial Information Committee met on May 1st

- Reviewed 3Q Financials.
- Management briefed committee members on plans to address revenue over next five years. Extended discussion on revenue projections ensued.
- Management cautioned that these are only projections, based on our past performance. We can expect some degree of variability in revenue lines.
- Chair, Cristie Street called for a motion exercising a vote of confidence in management's approach. Motion was made by Mr. Steele and seconded by Mr. Lindsey. The motion was carried unanimously.



Management Report

Visibility and Financial Sustainability



Tucson Visit: May 30th

- "Making of ARS" AZPM production
- VIP tours and appraisals
- 125+ AZPM volunteers
- Programs will be broadcast in 2016



Management Report

Organizational Culture

AZPM People

- Andrew Brown promoted from *Videographer/Editor* to *Content Producer/Arts & Culture*
- Sandra Westdahl promoted from *Production Technician ETE* to *Videographer/Editor*
- Graduating student Omar Lopez will join the staff as the *Production Technician ETE*
- Pat Shalenbarger joined AZPM from Lotus Communications as an *Underwriting Account Executive*



Management Report

Organizational Culture

AZPM People



Management Report

Partnership

- Working with SBS on 2015 community outreach efforts to extend value of their brand and potentially on outreach component of *Death and Dying*.
- Developing content and distribution with COS beyond annual lecture series.
- American Institute of Architects series of essays
- TSO on classical music (production and radio distribution)
- CFSA on *Community Interactive*. Up next "The Arts," (January 2016).



Management Report

Technology

Radio Renovation

- Radio technology upgrade underway (redundant climate control and power; improved security).
 - Satellite Receivers moved and online.
 - Automation to be commissioned in late May
- Renovation drawings: NPR, Classical, News booths.
- Timetable for control room renovation in development with UA Facilities Services; ideally by 12/31.
- Work continues to identify a tower site in Cochise County for new NPR transmitter and antenna for KUAS-FM 88.



Management Report

Q & A

Other Business

Other Business

- Other business from the floor.
- Next CAB Meeting:
Thursday, July 16, 2015
11:45 buffet bunch; 12 noon agenda, UAF Vine Street
- 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>

Adjourn



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