

# ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

July 16, 2015

Call to Order



Call to Order  
Welcome and Introductions



## Welcome and Introductions

Guests:

*Teri Lucie Thompson, Senior Vice President, University Relations (late arrival)*

*Nance Crosby, Chair, CAB Governance Committee (via telephone bridge)*



## Welcome and Introductions

### Guests:

*Teri Lucie Thompson, Senior Vice President, University Relations (late arrival)*

*Nance Crosby, Chair, CAB Governance Committee (via telephone bridge)*

### New CAB Members:

*Lynne Wood Dusenberry*

*Paul Lyons*

*Manny Felix*

*Jill Perrella*

*Magdalena Verdugo*



*A Year in Reviews...*

## Consent Agenda

Agenda Item  
(pages 1-16 of agenda)



## Committee Reports



## Committee Reports

*Cristie Street, Chair*

Executive Committee

### Notes from ExecComm

*Review of May CAB Meeting Evaluation*

*CAB Self-assessment Participation*

*Committee Assignments*



## Committee Reports

*Jennifer Casteix, Chair*

Community Engagement

### Speaking Engagements in the Community

#### Community Outreach Opportunities

- Masterpiece "Indian Summers" Premiere - September 2015
- StoryCorps Tucson Visit - November/December 2015
- Masterpiece "Downton Abbey" Previews - December 2015
- Antiques Roadshow "Tucson"/"Behind the Scenes at AR" - 1Q 2016
- Death & Dying (w.t.) Preview - January/February 2016
- Tucson Festival of Books/"A Book I Love" - March 2016
- Community Interactive "The Border" - 3Q 2016



## Committee Reports

*Nance Crosby, Chair*

Governance and Board Development

### New CAB Members:

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

*Paul Lyons*  
*VP, Sales/Marketing, AudioEye, Inc.*

*Steven Eddy*  
*Gov't and External Affairs, TEP*

*Jill Perrella*  
*Attorney, Snell & Wilmer*

*Manny Felix*  
*President, ASUA (student member)*

*Magdalena Verdugo*  
*VP, Chicanos por La Causa, Inc.*



## Committee Reports

*Nance Crosby, Chair*

Governance and Board Development

### A Tribute to Departing CAB Members:

*Eugenia Hamilton*

*Florencia DeRoussel*



## New Business



## New Business

### a. Election of Officers

- i. Vice Chair
- ii. CAB Secretary

### b. CAB Assessment: Measuring the Impact of the CAB

### c. Press Communications/Brag Sheet

### d. City of Tucson RFP

### e. Redefining AZPM Development: A Discussion



## New Business

### a. Election of Officers

*Cristie Street, CAB Chair*

#### i. Vice Chair

Nominee:

Kent Laughbaum (currently serving as *CAB Secretary*)

Call for Nominees from the Floor





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Call for Nominees from the Floor

#### ii. CAB Secretary

Nominee:

Jennifer Casteix (*Chair, Community Engagement*)

Call for Nominees from the Floor



## New Business

### b. CAB Self-assessment: Measuring the Impact of the CAB

*Cristie Street, CAB Chair*

Summary of CAB self-assessment in binder (see page 21-27)



## New Business

### c. Press Communications/Brag Sheet

*Romi Wittman  
AZPM Chief Communications Officer*

#### When in Doubt, Don't Shout - Call ROMI !

- R = Research done for you
- O = Obtain bulleted talking points
- M = Make the biggest impact
- I = Information and resources provided



## New Business

### d. City of Tucson RFP

*Jack Gibson, AZPM General Manager*

#### Opportunities for AZPM:

- Earn income for services rendered by AZPM.
- Improve timeliness of M&C meeting coverage for AZPM News.
- Provide new opportunities for UA student journalists.
- Facilitate a public service to city residents.
- Help COT to achieve media objectives at reasonable cost.
- Develop and enhance partnerships:

*Pima Community College*

*Pima County Library*



## New Business

### e. Redefining AZPM Development *Jack Gibson, AZPM General Manager*

#### Review of AZPM Fundraising Program (\$6.5M annually)

- ★ Underwriting (\$1.3M)
- ★ Membership (\$3.5M)
- ★ Development
  - Major Gifts Program (\$750K)
  - Planned Gifts/Bequests (\$200K 5-year average)
  - Capital Gifts (\$200K+)
  - Program Gifts (\$200K+)
- ★ Production Services (\$350K+)



## New Business

### e. Redefining AZPM Development *Enrique Aldana AZPM Director of Development*

#### Present CAB Participation in Development

- Committee of the whole
- Activities include:
  - Thank you phone calls to major donors
  - Writing notes on EOY solicitation letters
  - Participation in on-air campaigns/spots
  - Helping to build/vet prospect lists
  - Helping to orchestrate face time with prospects



## New Business

### e. Redefining AZPM Development *Mark Channell AZPM Associate Director of Development*

#### Planned Gifts

- Importance of a Planned Giving Program
  - Securing AZPM's future
- Messaging to Audiences
  - PBS Planned Giving Capacity Building Project
- Write a Will Workshop
  - Success Story
  - Fall Workshop Planned



## New Business

### e. Redefining AZPM Development *Mark Channell AZPM Associate Director of Development*

- Planned Giving Opportunities
  - Payable on Death (POD)
  - Transfer on Death (TOD)
  - Bequest
  - Life Insurance
  - Retirement Account
  - Gift Annuity
  - Charitable Trust



## New Business

- e. [Redefining AZPM Development: A Discussion](#) *Cristie Street, CAB Chair*  
*Enrique Aldana, AZPM Director of Development*

### CAB Development Leadership Committee <forming now>

- Work with Roxie, staff and CAB to optimize fundraising programs.
- Identify appropriate development opportunities for CAB members.
- Serve as sounding board for management re: fundraising.
- Represent the CAB to donors and prospects.
- Help to develop a strategic approach to development.
- Thoughts on how the CAB can help...



## New Business

- e. [Redefining AZPM Development](#) *Jack Gibson, AZPM General Manager*

### Management Plan

- Consolidating development staff in one location: MLB
- Adding a new major gifts position: Associate Development Director
- Freeing up GM to spend more time with donors and prospects.
- Increasing marketing efforts to reach beyond current audiences.
- Helping staff and CAB to develop a more strategic approach to development: a written, segmented plan w/gift levels.
- Working with SVP to identify mutually-beneficial gift opportunities with UAF donors.



## New Business

Discussion / Q & A



## Old Business



## Old Business

### a. AZPM Dashboard Project

### b. UA/AZPM Task Force



## Old Business

### a. AZPM Dashboard Project *Jack Gibson, AZPM General Manager*

Designed to Reflect Organizational Health (ETA: Fall 2015; Originally July )

- 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...*



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*Finances and Fundraising*

*Staffing and more...*



## Old Business

### b. UA/AZPM Task Force *Jack Gibson, AZPM General Manager* *Teri Lucie Thompson, SVP University Relations* *Romi Wittman, Task Force Member*

Recommendations delivered to SVP Thompson and Jack Gibson

- Teri and Jack have been discussing.
- June 29th SVP Thompson, CAB Chair Cristie Street, Jack Gibson, and TF Chair Lynn Nadel met with President Hart to review and discuss the recommendations.
- Teri/Jack will take summer to organize responses.
- Responses will be presented to CAB at the September meeting.
- Made public following the September CAB meeting.

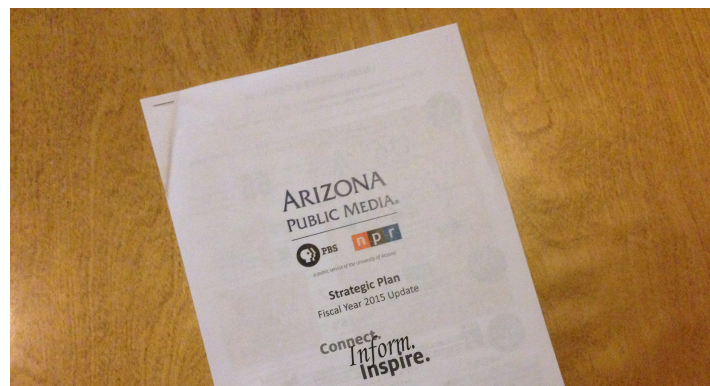


## Management Report



## Management Report

Jack Gibson, AZPM General Manager



## Management Report

### Audience Engagement

#### Television

#### Nielsen Media - May 2015 Sweeps

Sweep Period: April 30 - May 27



#### Viewership

**+8% Overall; +23% in Prime Time**

Best performance in last three years.

(+29.6% Overall; +43% PT 2015 vs. 2013)

#### Top 5 Titles

1. Masterpiece "Wolf Hall"
2. Miss Fisher Murder Mysteries
3. Masterpiece "Mr. Selfridge"
4. Antiques Roadshow
5. Nature



## Management Report

### Audience Engagement

#### Radio

#### Nielsen/Arbitron - Spring Survey



**89.1 FM 1550 AM**

*Classical*  
**90.5 FM 89.7 FM**

Spring 2015 Audience Data is scheduled to be released by July 24th.

A complete report will be made at the September CAB Meeting.



## Management Report

### Audience Engagement

#### Online

Period: May-June 2014 vs. May-June 2015

azpm.org

- Pageviews: **+95.4%** (715,171 vs. 365,974)
- Pages/session: **+70.7%** (3.67 vs. 2.15)
- Users: **+11.3%** (109,739 vs. 98,635)
- Sessions: **+14.6%** (195,119 vs. 170,251)
- Bounce Rate: **+84.3%** (9.55% vs. 60.73%)



- Top Tweets: UA Commencement 8,605 impressions.
- ARS (7) Tweets 22,985 impressions.



## Management Report

### Audience Engagement

#### Online

Period: June 30, 2014 vs. June 30, 2015

facebook

- 2015 = 5,998; 2014 = 3,607; **+66.3%**
- Top post: "Flags for the Flag-less"  
174,848 Reached; 48,527 Views; 2,334 Likes (299 on Post/2,035 on Shares); 264 Comments (20 on Post/244 on Shares) - many before broadcast.

YouTube

- Subscribers: **+116.3%**
- Minutes Watched: **+634.3%** (193,682 vs. 26,375)
- Total Views: **+5%** (45,552 vs. 43,388)
- Average View: **+608.3%** (4:15 vs. 0:36)



## Management Report

### Audience Engagement

#### Original Production



**+132%** May 2014 vs. May 2015\*  
Each week (on average) 12,128 viewers tuned in.



## Management Report

### Audience Engagement

#### Original Production



**+348%** Feb. 2015 vs. May 2015\*  
Each week (on average) over 7,300 viewers tuned in.  
Same day; new time 6:30 p.m. beginning August 7th.



## Management Report

Audience Engagement

Original Production



**+285%** May 2014 vs. May 2015\*

Each week (on average) over 7,500 viewers tuned in.  
Same day; new time 8:30 p.m. beginning August 7th.



## Management Report

Audience Engagement

In Production and Development

*Your Vote 2016* (Summer 2015-January 2017)



## Management Report

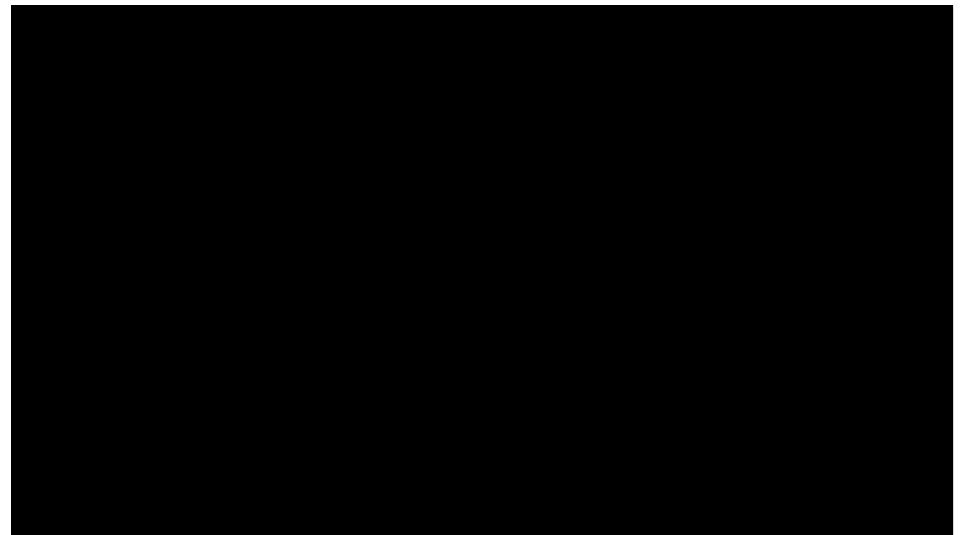
Audience Engagement

In Production and Development

*Your Vote 2016* (Summer 2015-January 2017)



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



## 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>



## Management Report

### Audience Engagement

#### In Production and Development

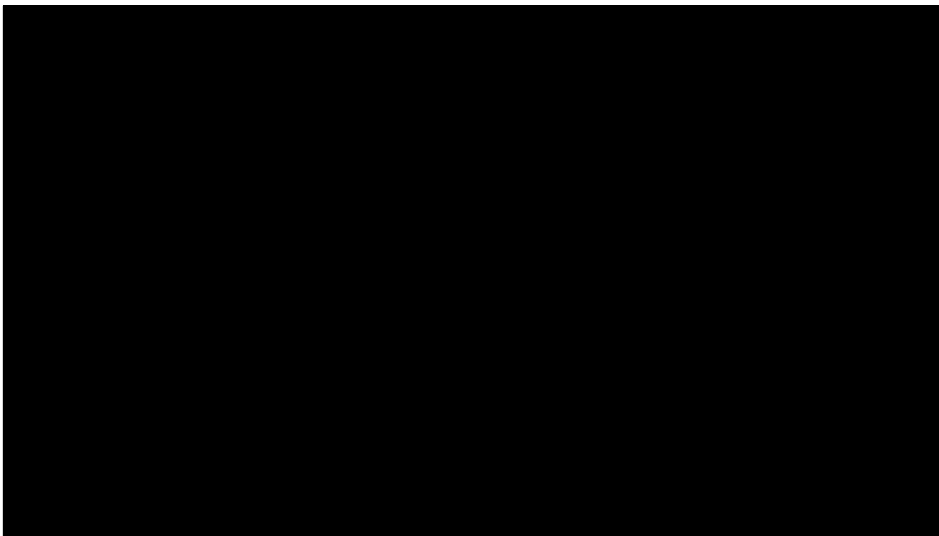
*Your Vote 2016* (Summer 2015-January 2017)



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

*Music Cognition: Ear Worms* <working title>

*Beyond the Mirage* (4Q 2016/1Q 2017)



## 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 2016/1Q 2017)

*Tucson Remembers: Vietnam* (Fall 2017)





## Management Report

### Visibility and Financial Sustainability

*FYI: CAB Financial Info Committee will meet in early September and report at the September CAB Meeting.*

#### FY2016 Budget

July 1, 2015 - June 30, 2016

- Revenues \$10.614M\*
- Expenses \$10.614M

\*Includes \$571,868 use of reserve funds.  
Planned to use \$638K from reserves last FY.  
Actual draw down from reserves \$0.

#### Internal Auditor's Report

(page 28 of agenda)



## Management Report

### Visibility and Financial Sustainability

#### Visited Tucson: May 30th

- "Making of ARS" BTS - AZPM production
- Numerous VIP tours and appraisals
- Two major donor events w/ producers
- 125+ AZPM volunteers; Over 4,000 guests
- Small Fire
- Long, Long Lines
- (Mostly) Happy Attendees



## Management Report

### Organizational Culture

#### AZPM People

- Mid-day News Anchor/Reporter Amanda LeClaire advanced from part-time to full-time status.
- Sara Hammond joined AZPM from the UA Cancer Center as a Science/Health/Technology Producer/Reporter.
- Hillary Rosenfeld, TV Programming Coordinator, departed AZPM for WGBH/Boston on 7/15.
- Open Positions: Associate Director of Development, TV Program Director, Associate Producer for On-Air Promotion, (2) Administrative Assistants, Science Producer.
- Positions in development: MarComm, Part-time Radio News Anchor/Reporter for Afternoon Drive.



## Management Report

### Partnership

- Working with College of Social & Behavioral Sciences on 2015 community outreach efforts to extend value of their brand for a lecture series on immortality.
- Developing content and distribution with College of Science beyond annual lecture series.
- CALS and the Mirage/Water Project. Doc target: 4Q 2016/1Q 2017
- APT for national distribution of *Raptors! Kings of the Sky* and for seasons III and IV of *In the Americas with David Yetman* from the UA Southwest Center.
- PBS for national distribution of *Level One Trauma* and *Beyond the Mirage*.
- TSO on classical music (production and radio distribution).
- PCC and Pima County Library on support for the COT RFP.
- CFSA on *Community Interactive* "The Border" for Fall 2016.



## Management Report

### Technology

#### Radio

- Working to iron out tech bugs in new radio automation and satellite receiver technology.
- Radio Renovation drawings: NPR, Classical, News booths.
- Audio Mastering Suite
- 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 88.9.

#### Television

- Upgrades planned for *Newsbreak* set including studio mounted camera and lights.
- Six upgraded edit suites coming online featuring Adobe Premiere.



## Management Report

### Q & A



## Other Business



## Other Business

- Other business from the floor.
- \*Revised\* 2015-16 Meeting Schedule
- Next CAB Meeting:  
Thursday, September 10, 2015 (*please note date change*)  
11:45 boxed lunch; 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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COMMUNITY ADVISORY BOARD

*"Arizona Public Media (AZPM) is a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM creates, acquires and distributes distinctive and relevant content for, with and about Southern Arizona, the University of Arizona and the Southwest."*