

ARIZONA PUBLIC MEDIA®



PBS



COMMUNITY ADVISORY BOARD

November 5, 2015

Call to Order



Welcome and Introductions



Welcome and Introductions

Guests:

Teri Lucie Thompson, Senior Vice President, University Relations

Ed Frisch, CAB Financial Info Committee

Sue Beauchamp, AZPM Human Resources Coordinator



Mission Moment



Mission Moment

Hope Reed



Fall Preview Reel



Consent Agenda

Agenda Item III.
(pages 1-6 of agenda)



Committee Reports



Committee Reports

Development

Membership & Major Gifts Revenue for 1Q

- Budgeted: \$674,856; Actual: \$859,094 +27% (Membership)
- Budgeted: \$82,604; Actual: \$70,168 -15% (Major Gifts)

Top Priorities

- CAB Sushi Menu
- EOCY Major Gifts Appeal: Note Signing Party

Planned Giving Work Continues

- "Ducks in A Row" Campaign
- Write-A-Will Workshop - November 16th



Roxie Lopez, Chair

Committee Reports

Development

Member Demographics: Survey Respondents

Roxie Lopez, Chair

Sustainers

- 34% between 66-75 years old (largest single demographic group)
- 70% female
- 92% Caucasian
- 60% advanced college degree

Regular Members

- 36% between 66-75 years old (largest single demographic group)
- 63% female
- 93% Caucasian
- 57% advanced college degree



Committee Reports

Executive

Kent Laughbaum, CAB Vice-Chair

AZPM Executive Committee met on October 9th

Evaluation of September 10th CAB Meeting:

- FCC Spectrum Auction
- Appreciation for SVP Thompson's support
- *StoryCorps* location suggestions

Observations from CAB Planning Session: October 29



Committee Reports

Financial Information

1Q Fiscal Year 2016

Paul Lindsey, Chair

Revenues

- Membership target exceeded significantly
- Major Gifts should increase 2Q
- Large capital gift received; posting delayed pending purchase order submission
- CPB grant funds expected 2-3Q

Expenses

- PBS estimated dues fully paid; to be adjusted 3Q
- Staff attrition resulted in lower personnel expenses



Old Business



Old Business

- *Feedback from 10/29 CAB Planning Retreat*

Cristie Street



Old Business

- *Feedback from 10/29 CAB Planning Retreat*

Cristie Street

- *The “C” Word: CAB Member Preview Screening*

Jack Gibson



“An adaptation of Lisa Lynch’s candid book about her experience of cancer, based on her popular blog which was launched shortly after her diagnosis. The film is defiant, ballsy and is a surprisingly funny story of life, love and cancer.”



Old Business

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Cristie Street

- *The “C” Word: CAB Member Preview Screening*

Jack Gibson



Our thanks to:
Lois Eisenstein
Chris Helms
Paul Lindsey
Tsianna Lomawaima
Roxie Lopez
Harry Paxton
Susan Tarrence



Old Business

- *StoryCorps: Host Lodging Costsharing*

Jack Gibson



Old Business

- *StoryCorps: Host Lodging Costsharing*

Jack Gibson



- *Community Assessment: Update*

Jack Gibson

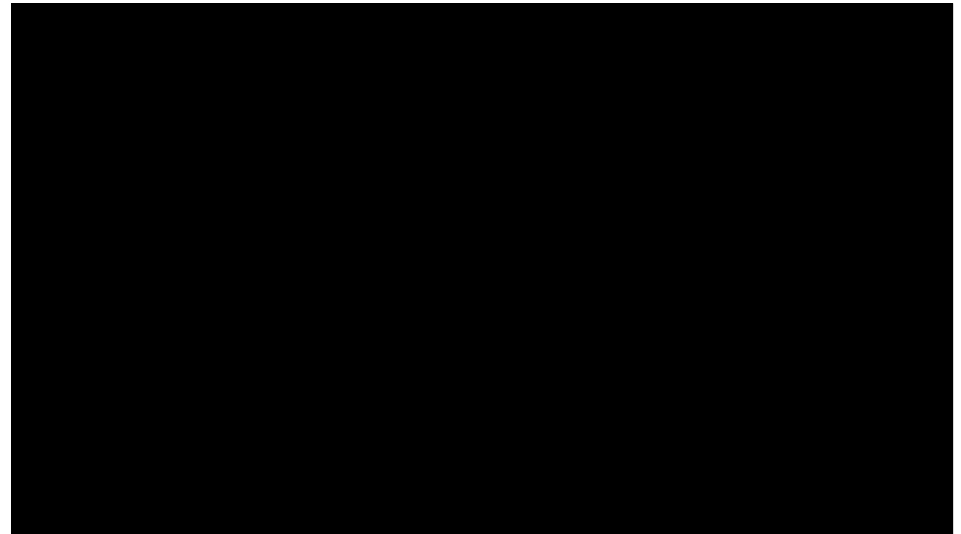


Old Business

- *FCC TV Spectrum Auction*

Jack Gibson and Teri Lucie Thompson

Video: Electromagnetic Spectrum



Old Business

- *FCC TV Spectrum Auction*

Jack Gibson and Teri Lucie Thompson

Materials Sent This Week

- Glossary of Terms
- Link to Video
- AZPM Long Range Strategic Vision

Scenarios

- Multiple Options
 1. Outright Sale (station goes dark)
 2. Move from UHF to Low VHF (Channels 2-6)
 3. Move from UHF to High VHF (Channels 7-13)
- Narrowed to Two; Focused on One.



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Old Business

•FCC TV Spectrum Auction

Jack Gibson and Teri Lucie Thompson

Projected Outcomes

- Limited impact on viewers: OTA households in Cat Foothills (up to 25%)
- Most homes use CATV or Satellite
- Yields new revenue to AZPM (opening bid \$77M estimated closing \$15M-\$20M)
- Revenue will fund an endowment to support AZPM ops and technology
- Supports AZPM Long Range Strategic Vision



Old Business

•FCC TV Spectrum Auction

Jack Gibson and Teri Lucie Thompson

Timetable

- CAB Spectrum Auction Briefing - September 10th CAB Mtg.
- ABOR Briefing - September 24th
- CAB Briefing on UA Plan - November 5th CAB Mtg.
- ABOR authorization to participate in Spectrum Auction - November 19
- Applications to participate due to FCC - December 1-18
- Quiet Period: Begins 6p EST December 18th
- No public and limited internal communications after that point.
- D.C. legal counsel will not consult with their clients on this matter after the quiet period begins. Details on Quiet Period on page 35 of agenda.



Old Business

•FCC TV Spectrum Auction

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Old Business

•FCC TV Spectrum Auction <action item>

Jack Gibson and Teri Lucie Thompson

On November 19-20 ABOR Agenda

Proposal:

- Move KUAS Channel 28 from a UHF frequency to a VHF frequency (ideally Channel 6)
- Limited impact on over-the-air audiences
- "If AZPM is able, through a reverse auction to move to a low VHF frequency, ...AZPM could receive significant revenue to facilitate the creation of an endowment to support continued operations and adoption of emerging technologies."
- Station must apply to FCC to participate. Application period 12/1-18.
- No guarantee application will yield a closing.
- Reverse Auction begins March 29, 2016.



Old Business

- *FCC TV Spectrum Auction* <action item>

Jack Gibson and Teri Lucie Thompson

On November 19-20 ABOR Agenda

UA Requests the Following Action of ABOR:

“Authorize the UA President or her designee to take any and all actions necessary to allow AZPM, on behalf of ABOR as the FCC license holder, to participate in the FCC reverse spectrum auction, as determined to be in the best interest of UA and ABOR; the UA President to designate appropriate individual(s) to actively participate in the reverse auction and carry out the President’s directives as the reverse auction proceeds; and the UA President or her designee to execute any and all documents or agreements arising from or related to AZPM’s participation in the reverse auction.”



Old Business

- *FCC TV Spectrum Auction* <action item>

Jack Gibson and Teri Lucie Thompson

CAB to Consider Endorsement of UA Plan

- Chair and Vice-Chair have document for ABOR Meeting.
- Discussion
- Q & A
- Motion to Endorse UA Plan



New Business



New Business

- *AZPM Diversity Report*

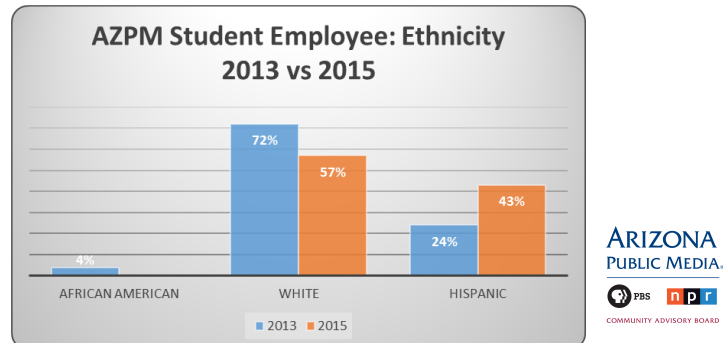
Sue Beauchamp, AZPM HR Coordinator



New Business

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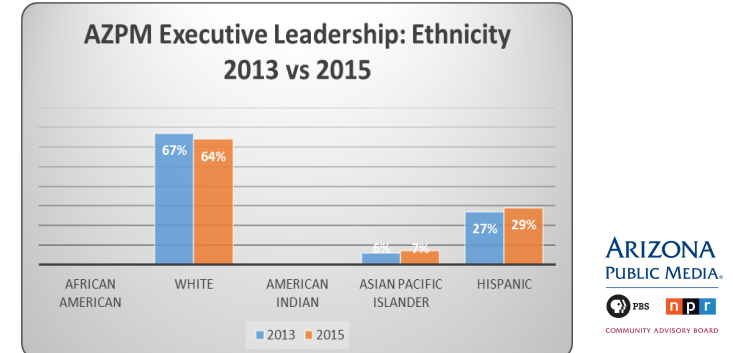
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New Business

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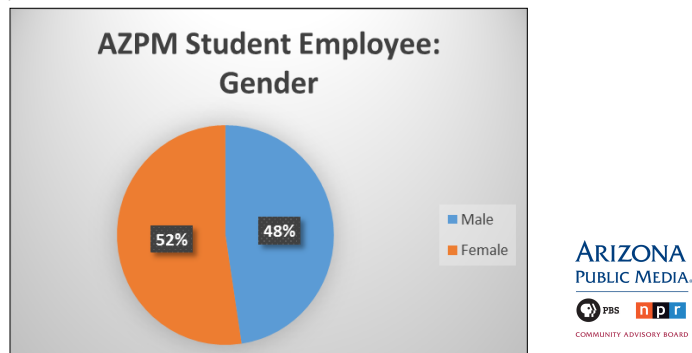
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New Business

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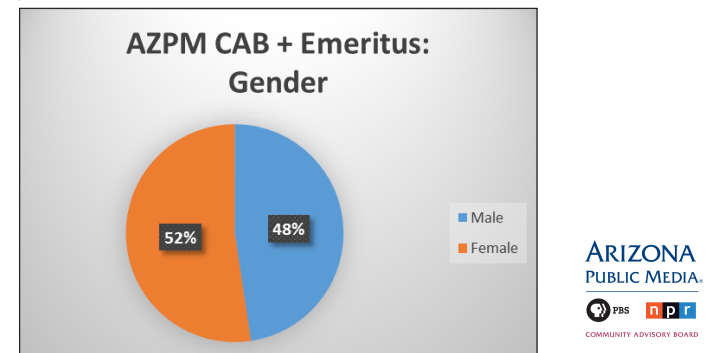
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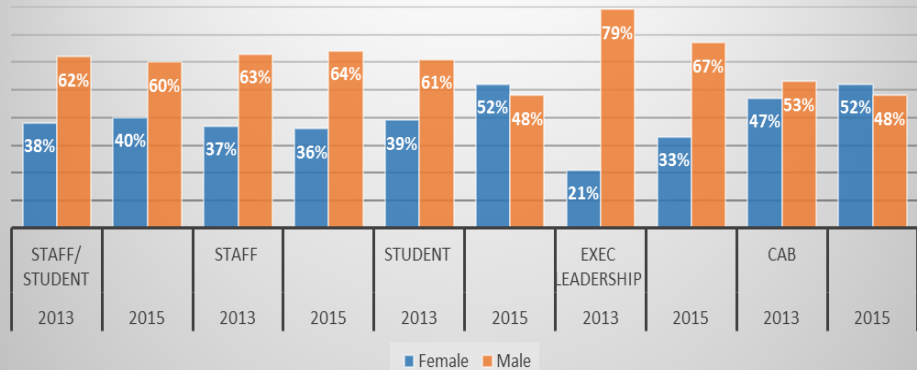
New Business

- *AZPM Diversity Report*

Sue Beauchamp, AZPM HR Coordinator



Gender Comparison 2013 vs 2015



Current Job Postings

- ◆ Programming Director, Television
- ◆ Marketing Specialist
- ◆ Science Producer, Television & Radio
- ◆ Fundraising Specialist
- ◆ Radio News Announce, Senior
- ◆ Membership Program Coordinator

New Business

• AZPM Diversity Report

Sue Beauchamp, AZPM HR Coordinator

- Statement of Commitment to Diversity
Page 37 of Agenda
- Motion to Endorse AZPM Statement of Commitment to Diversity
<action item>

New Business

• AZPM Diversity Report

Sue Beauchamp, AZPM HR Coordinator

- EOCY Major Donor Appeal - CAB Invited
Cristie Street

New Business

- *AZPM Diversity Report*

Sue Beauchamp, AZPM HR Coordinator

- *EOCY Major Donor Appeal* - CAB Invited

Cristie Street

- *PBS 6 On-Air Campaign* - CAB Talent Needed

Jack Gibson



Management Report



Management Report

Audience Engagement

Television



Nielsen Media - July 2015 Sweeps

Prime Time Cume (unchanged)
Whole Week Cume -3%

GRPs -13%
Primetime (+6% to 2013)

National Rankings:

Full Week Cume #4
Prime Time Cume #5
Prime Time Viewership #6



Management Report

Audience Engagement

Radio



Nielsen/Arbitron - Summer Survey (50+)

Unduplicated Listeners (cume) +16%

AQH -2.9% Share -12%

TSL -12.1%

12+ Market Rank #6; 50+ #4; #4 in AM Drive
Top News/Talk format station on market



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) +16%
AQH -2.9% Share -12%
TSL -12.1%
12+ Market Rank #6; 50+ #4; #4 in AM Drive
Top News/Talk format station on market

Unduplicated Listeners (cume) +19.5%
AQH +93.8% Share +68.4%
TSL +61.6%
12+ Market Rank #9; 50+ #5



Management Report

Audience Engagement

Online

2015 **azpm.org** analytics:

	Sept-Oct 2015	Sept-Oct 2014	%change
Page Views	840,254	788,503	+6.56%
Pages per Visit	3.76	3.76	n/c
Bounce Rate	11.86%	8.05%	-47.32%

Twitter followers as of October 2015: 9,451 **+28%** over October 2014



Management Report

Audience Engagement

In Production

- **Arizona Illustrated** with Tom McNamara - season 2
(Sundays at 6:30 rpt. Saturdays at 7:30p)
- **Arizona Science** <new> 5' companion to NPR's Science Friday
Premieres tomorrow November 6th at noon
- **Passing On** - February 2016
- **Wavelengths** in re-development for 1Q 2016. Scrapped.
Co-production idea with various UA units in development.
- **Your Vote 2016** planning underway. Significant election coverage
this week, principally on radio and online.
- **"Localore"** grant to fund a NYC visiting producer (Nov - July)



Management Report

Visibility and Financial Sustainability

October Radio Membership Campaign

- Goal: \$325,000
 - \$79,117 Actual New
 - \$178,797 Actual Renewal/Additional Gifts
 - \$88,325 Sustainers (from last year)
- Total: \$346,239
- %diff: +6.5%
- #New Gifts: +29% over October 2014



Management Report

Visibility and Financial Sustainability

Behind the Scenes at Antiques Roadshow
An AZPM Original Production - 2Q 2016



StoryCorps Visit: November 19th Opening Day
AZPM Passport to Launch December 15th



Management Report

Organizational Culture

Filled Positions

Associate Director of Development
Administrative Assistants (2)
P/T Classical Radio Announcers (2)
Member Services Manager
Border Reporter

Headcount

Professional Staff: 91
Students: 24

Open Positions

Science Producer/Reporter (TV)
TV Program Director
Reporter/PM News Announcer
Pledge Drive Producer
Communications Coordinator
Member Services Coordinator



Management Report

Organizational Culture

National Academy of Television Arts & Sciences
Rocky Mountain Chapter*

28 Nominations

13 Awards in 10 Categories



*Serving: Arizona, New Mexico, Utah, Wyoming, El Centro, CA

Management Report

Partnerships

10/14-11/11 *SBS Lecture Series "Immortality"* - Fox Theater

11/15-12/21 *StoryCorps* - Location Reid Park Zoo

Masterpiece "Downton Abbey" Preview Screenings

12/10 Green Valley

12/11 Academy Village

12/14 Saddlebrooke

12/15 Tucson

UA School of Journalism "Newsbreak"



Management Report

Technology

- *Final Cut Pro* to *Adobe Premiere* <Now>
- Radio technology upgrade largely completed. Upgrading transmitter redundancy now.
- Timetable for radio control and production rooms renovation in development with UA Facilities Services.
- Audio Mastering Studio <design phase>.
- TV Production Capital Equipment Upgrade 4Q 2015
- KUAS/Sierra Vista construction project moving slowly. Any connections in Cochise County would be helpful. Tower space needed.
- PMM Joint TV MCR Project/Boston - Exploration



Management Report

Q & A



Other Business



Other Business

- Other business from the floor.
- Reminder:
 - Complete Sushi Menu before you leave today.
 - Sign up for TV Pledge Talent shift
 - If you volunteered to write notes on End of Calendar Year Appeal, please look for email with donor names and return it to Mary ASAP, indicating those donors whom you know.



Other Business

- Meeting Evaluations will be sent electronically.
- Next CAB Meeting:
Thursday, January 21, 2016
11:45a (boxed lunch); 12:00 noon (agenda)
UAF Annex - Vine Avenue
- Board Agenda Binder
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Adjourn



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