

ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting
September 8, 2016

On September 7, 1927, the first fully electronic television system was achieved by Philo T. Farnsworth. Philo was just 14 years old at the time of his invention.



Call to Order



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Welcome and Introductions



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Welcome and Introductions

Guests:

Anne Maley, *Chair, CAB Strategic Planning Committee*
Allison Vaillancourt, *UA Vice President, Business Affairs
and Human Resources*



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Welcome and Introductions

New CAB Members:

Ted Borek, *Pima County Superior Court Judge (retired)*
Mary Ann Dobras, *Community Volunteer*
Hassan Hijazi, *Director, UA International Alumni and
Development Initiatives, Office of Global Initiatives*
Hank Peck, *Partner, TCI Wealth Advisors, Inc.*
Michael Finnegan, *ASUA President*
CAB LOA Request: Scott Vaughan



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Welcome and Introductions

AZPM Staff:

Pat Callahan, *Director of Member Services*
Michael Chihak, *News Director*
John Kelley, *Chief Operating Officer*
Kimberly Heath, *Chief Financial Officer*
Sabrina Lobato-Gonzales, *Associate Director of Development*
Johanna Lundy, *Associate Director of Development*
Gene Robinson, *Director of Marketing & Communications*
Sandy Riggins, *General Sales Manager*
Scott Vaughan, *Associate Director of Development*



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Mission Moment

Hope Reed
Passing On: An AZPM Community Outreach Project



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Fall 2016: New Season Sizzle Reel

Video

Consent Agenda

Agenda Item III.
(pages 1-5 of agenda)

Committee Reports



Committee Reports

Community Engagement

Committee met on 6/2 and 9/8 (8am)

Jennifer Casteix, Chair

- Committee Purpose: To be AZPM ambassadors to the community
- Outreach to families and children has been a priority
- FY17 marketing strategy affects community engagement efforts
 - Promote outreach efforts and station events on-air
 - Organize additional events that add value
 - Compelling personal stories of AZPM impact on community members' lives



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Committee Reports

Community Engagement

Coming up...
Fall Events Highlights

Jennifer Casteix, Chair

- 9/20 Screening: Masterpiece "Poldark"
- 9/27 Screening: FRONTLINE "The Choice"
- 9/29 Community Interactive: "Stories from the Border"
- 10/11-14 U.S. Senate Candidate Forum
- 10/16-Tucson J Family Wellness Fair
- 10/19-11/16 SBS Downtown Lecture Series
- 12/4 Major Donor Holiday Tea



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Committee Reports

Development

FY'16 Major Gift Results

Roxie Lopez, Chair

- Major Gifts Goal: \$911,437 Actual: \$1,018,370 +11.7%
- Program Gifts Goal: \$230,000 Actual: \$364,053 +58.3%
- Capital Gifts Goal: \$200,000 Actual: \$380,452 +90.2%
- Bequest Projection: \$200,647 Actual: \$292,295 +45.7%
- Development FY'16 Total: \$2,055,170
- FY '17 Major Gifts Goal: 1,045,000 +2.6% over FY'16
- Major Donor "Thank You" call project is critical.
- Request CAB help with stewarding existing major donors.



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Committee Reports

Executive

Committee met on 6/24 and 8/8

Susan Tarrence, CAB Vice Chair

- CAB Member Orientation Day/Immersion Day
- Evaluation of May CAB Meeting
 - Sizzle reels as a sharable resource
 - Actual household and viewer counts, competitors
 - On-air fundraising, role-playing and sample responses
 - Local productions
 - "Community" vs. specific communities



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Committee Reports

CAB Chair met 1:1 with CFO on behalf of committee

Financial Info
*Kent Laughbaum for
Paul Lindsey, Chair*

FY'16 Report (July 1, 2015-June 30, 2016)

- Total revenue is +3.5% favorable to budget
- Total expenses are 10.7% favorable to budget
- Revenue vs. expense = well balanced
- Positive overall variance will help offset future expenses and maintain balanced budget.

1Q FY'17 Report at November CAB Mtg.



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Committee Reports

Committee met on 9/2

Strategic Planning
Anne Maley, Chair

- Planning of 2017-21 Strategic Plan
- “Incremental” vs. “Transformational” Plan
- CAB Strategic Planning Retreat: Friday, 12/9, 7:30a-1:30p
- Goal is to present plan to CAB for endorsement at January CAB Meeting.



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Old Business



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Old Business

John Kelley, AZPM COO

- KUAS 88.9FM/Sierra Vista: Update

- Audience Assessment: News

*Five groups: AZPM News Staff, AZPM Staff, CAB,
UA J-School Faculty, General Public.*

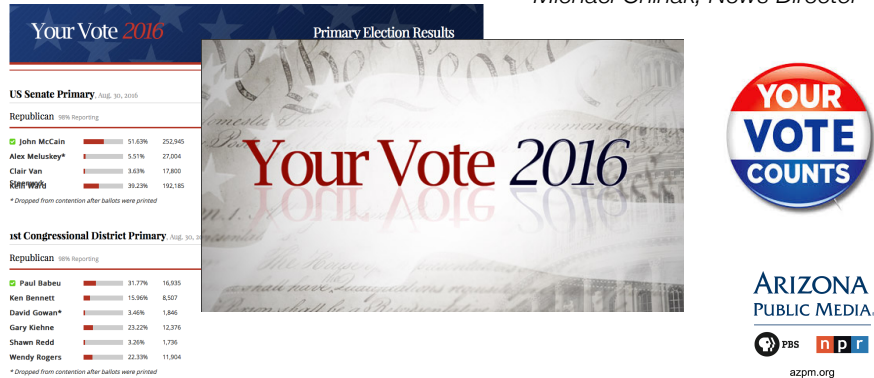
*Progress: CAB, News Staff and completed. Staff (9/12),
Faculty and General Public to be completed early 1Q 2017.*



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Old Business

Michael Chihak, News Director



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New Business

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New Business

- CAB Committee Assignments
- Emeritus Member Consideration
 - ★ Ron Bornstein
 - ★ Chris Helms
 - ★ Anne Maley
- AZPM Political Coverage
re: "Unpackaged" Candidate Speeches <discussion item>

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Management Report

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Management Report

Audience Engagement

Television



Nielsen
Media Research

Nielsen Media - May 2016 (vs. May 2015)

Cume (Unduplicated Weekly Audience)

Prime Time +19% Nat'l Ranking #8

Whole Week +27% Nat'l Ranking #2

GRPs (Gross Rating Points)

Primetime -11% Nat'l Ranking #10

Whole Week +10% Nat'l Ranking #4

Local Productions (#viewers)

Arizona Illustrated +94.3%

Arizona Week -1.2%

MetroWeek 20.2%

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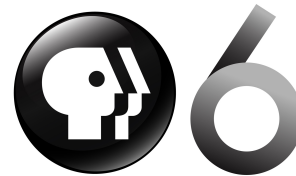
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Management Report

Audience Engagement

Television



Nielsen
Media Research

Nielsen Media - July 2016 (vs. July 2015)

Cume (Unduplicated Weekly Audience)

Prime Time -6%

Whole Week +14%

GRPs (Gross Rating Points)

Primetime +5%

Whole Week +23%

Local Productions (#viewers)

Arizona Illustrated +48.4%

Arizona Week +85.8%

MetroWeek +60.8%

CODE
READER
BUMP

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Audience Engagement

Radio



89.1 FM 1550 AM

nielsen
ARBITRON

Nielsen/Arbitron - Spring 2016 Survey (12+)

•KUAZ-AM/FM #3 in market 12+; #1 in market 50+

•AQH Share +39.6% vs. Spring 2015

•Cume +22.2% vs. Spring 2015

•TSL +7.6%

•AM drive #1 in market 12+; #1 in market 50+

•Highest Total Survey Area Cume: 124,000 listeners
(a new record!)

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Audience Engagement

Radio

Classical
90.5 FM 89.7 FM

nielsen
ARBITRON

Nielsen/Arbitron - Spring 2016 Survey (12+)

•KUAT-FM #7 in market 12+; #5 in market 50+

•AQH share +44.8% vs. Spring 2015

•TSL +9.8%

•Cume +43.4% vs. Spring 2015



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Audience Engagement

Online

2016 **azpm.org** analytics:

Metric	June—August 2016	%change (from 2015)
Page Views	2,089,617	+39.5%
Pages per Visit	3.33	-10.5%
Bounce Rate	10.6%	+9.5%



Twitter followers as of September 7, 2016: 10,573 **+27.4%** over September 7, 2015



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Audience Engagement

Original Production

• **Arizona Illustrated #301 "OSIRIS-REx"**

Premiered: September 4th at 6:30 p.m.

Encored: September 6th at 3:30 p.m.

• **OSIRIS-REx: Countdown to Launch**

Premieres: Tonight at 6:30 p.m.

Encores: September 10th at 7:30 p.m.

September 11th at 11:30 a.m.



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Audience Engagement

In-Production

• **Teen Mental Health (w.t.)** for 1-2Q 2017.

Filming continues. Principal funding from the Lovell Foundation; additional funding and community engagement partners being sought.

One-hour documentary

Extensive Community Outreach

• **Tucson Remembers: The Vietnam War (w.t.)** for 3Q 2017.

R&D underway. Production funding and community engagement partners being sought.

Documentary #/length TBD

Extensive Community Outreach



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Management Report

Visibility and Financial Sustainability

August-September 2016 TV Membership Campaign

Total: \$216,003 (3.8% above 2012)

Goal: \$250K

#Gifts: 1,334 (9.6% below 2012)

#New Gifts: 741 (55.5%)

September 2016 Radio Membership Campaign

Goal: \$200,000 (25% below Oct. 2015)

#Gift Goal: 1,563 (25% below Oct. 2015)

#New Gift Goal: 625



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Management Report

Visibility and Financial Sustainability

AZPM Marketing Priorities:

- On-Air Messaging
- Outside Media Promotion
- Community Events
- On-Air Fundraising
- Education



Our Brand "Voice"

- Aspirational
- Empowering
- Familial

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"Building a Better Southern Arizona"

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Management Report

Organizational Culture

Filled Positions

Morning Edition Host
On-Air Promotion Producer
Underwriting Account Executive
Associate Development Director (2)
Online News Producer/Editor
Production Technician

Headcount

Professional Staff: 92
Students: 16
Volunteers: 195

Open Positions

Public Affairs Producer
Webmaster II
Assoc. Producer, Special Projects

School of Journalism Interns

Valeria Flores
Brooke Goldstein
Michael Hernandez
Amanda Martinez
Riley Versfelt

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Organizational Culture

AZPM productions honored with Emmy nominations for 17 productions. 15 AZPM staff members have an opportunity to bring up to 30 statues home to Tucson.

More nominations than any other station in Tucson.

More nominations than any other public broadcaster in the Rocky Mountain Region (Arizona, New Mexico, Utah, Wyoming, El Centro, CA).

Governors' Award to AZPM for *Passing On*.

Executive Producer John Booth to be inducted into the NATAS Silver Circle.



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Organizational Culture

Producer/Reporter Nancy Montoya has been awarded a fellowship at the *Institute for Justice and Journalism* based at UC/Berkeley.

Nancy Montoya awarded a *PBS Newshour* mini-grant to help youngsters in the Tohono O'odham nation, learn basic video production and news-gathering. Nancy and her husband are working on this as volunteers.



NPR 89.1 afternoon drive host Dan Kruse, has retired. Morning drive host John Weaver, has moved to afternoon drive and Nicole Cox has joined AZPM as the new morning drive time host.

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Partnerships

Date(s)	Event(s)	Partner(s)
Sept. 8th @ 3:00p	OSIRIS REx Launch Event (UA Mall)	UA Communications/LPS
Sept. 11th @ 2:00p	<i>The Old Pueblo Radio Show</i> (Rialto Theater)	Arroyo Cafe Players
Sept. 20 - April 12	Season Tix for Donor Stewardship	Broadway in Tucson
Sept. 22nd @ 2:00p	" <i>Passing On</i> " screening (Plaza Arboleda Conference Ctr.)	End of Life Care Coalition
Sept. 23 - May12	Various Concert Performances	Tucson Symphony Orchestra
Sept. 27th @ 7:00p	FRONTLINE "The Choice" (UA Mall)	ASUA
Sept. 29th @ 6:30p	Community Interactive: "Stories from the Border"	CESA, ADS
Oct. 1st @ 5:00p	ATC Gala Table and Season Tix for Donor Stewardship	Arizona Theatre Company
Oct. 11th or 12th	<Tentative> U.S. Senate Candidates Forum (Centennial)	ASUA
Oct. 16th	Family Wellness Event	Tucson J
Oct. 19th - Nov. 16th	SBS Downtown Lecture Series	UA College of Social & Behavioral Sciences
Nov. 9th - 13th	Loft Film Festival	Loft Cinema
Nov. 11th @ 1:00p	" <i>Passing On</i> " screening for Casa de la Luz (La Paloma)	End of Life Care Coalition
Nov. 15th 2:00	AZPM in SaddleBrooke	SaddleBrooke HOA



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Technology

- AZPM has a collocation IGA with Cochise County to support KUAS-FM 88.9. Hopeful that we can begin broadcast operations by 1Q 2017.
- On October 11, AZPM TV Master Control functions to be operated by joint WGBH/SONY operation based in Boston utilizing state-of-the-art cloud technology. Savings estimate \$1.2M over term of contract.
- UA Channel original programming moves to online delivery only. *ReadyTV* and *WORLD* share a single channel (*ReadyTV* 6a-6p/*WORLD* 6p-6a). V-me offered to CATV subscribers, only.
- AZPM radio facility renovation begins early October. Completion targeted before 12/31.



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Q & A

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Other Business

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Other Business

- Other business from the floor.
- Next CAB Meeting:
Thursday, November 17, 2016
11:45a lunch, 12:00p meeting, UAF Vine Avenue
- Strategic Planning Retreat:
Friday, December 9, 2016
7:30a-1:30p, UAF Vine Avenue
- 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>



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Adjourn



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