

# ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

January 21, 2016

## Call to Order



## Welcome and Introductions



## Welcome and Introductions

### Update:

*UA Senior Vice President for University Relations, Teri Lucie Thompson, has been granted FMLA.*

*She will be on leave until the end of February.*

*CAB extends best wishes to her and her family.*

*Please take a moment to sign the card we have for her, if you so choose.*



## Welcome and Introductions

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### Guests:

*Melinda Burke, Acting SVP, University Relations and  
President of the UA Alumni Association and  
Vice President of Alumni Relations at UA*

*Dr. Jerrold Hogle, Distinguished Professor, English*

*Nance Crosby, Co-Chair, AZPM Governance Committee*

*John Escher, Chair, AZPM Audit Committee*



## Welcome and Introductions

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*Dr. Jerrold Hogle, Distinguished Professor, English*

*Nance Crosby, Co-Chair, AZPM Governance Committee*

*John Escher, Chair, AZPM Audit Committee*

### New CAB Member:

*Franklin W. Hamilton*



## Mission Moment



## Mission Moment

*Harry Paxton*



## Winter Preview Reel

## Committee Reports

## Consent Agenda

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

## Committee Reports

### Audit

Met with Audit Firm (BeachFleischman, PC)  
today preceding today's CAB Meeting

*John Escher, Chair*

- "Unqualified" Opinion
- No issues of concern to report
- Met with auditors with AZPM staff present
- Met with auditors privately (AZPM staff excused)
- Full report is now available on the [azpm.org](http://azpm.org) website



## Committee Reports

### Community Engagement

*Events Recap*

*Jennifer Casteix, Chair*

- **Downton Abbey** - 5 Preview Events  
Green Valley, Academy Village, Saddlebrooke, Tucson J, The Loft  
Thanks to Harry Paxton, Ellen Poulson and a very special thanks to Dr. Jerry Hogle
- **StoryCorps**  
Thanks to Karen Christensen and Ken Kay
- **Holiday Tea**  
Thanks to Paul Lindsey and Kathy Alexander



## Committee Reports

### Community Engagement

*Upcoming Events*

*Jennifer Casteix, Chair*

- **Passing On** Community Outreach Events  
Special thanks to Hope Reed
  - PCOA Lectures 1/6 and 2/4 in Green Valley
  - Advance screenings with panel discussions - Green Valley, Academy Village, Tucson J (dates to be confirmed)
  - Community Workshops
- **2016 Tucson Festival of Books** - March 12-13  
Special thanks to Jennifer Casteix
  - Large presence at MLB featuring live NPR 89.1 broadcast, tours, AZPM talent, kid's characters, and more...
  - *A Book I Love* and *Shakespeare I Love*



## Committee Reports

### Development

- **EOCY campaign** = 20% response rate +16% increase  
Thanks to Cristie Street for hosting EOY letter note writing

*Roxie Lopez, Chair*

- **Estate planning workshop** - 20 attendees
- **December 2015** = highest development revenue month in AZPM history
- "Sushi menu" to be expanded
- Higher major donor threshold under consideration
- Initiative: Move \$1K donors to \$2,500
- Sustainer member appreciation
- Annual major donor event in-development
- CAB TY call project under consideration



## Committee Reports

### Executive

*Cristie Street, CAB Chair*

- CAB ExecComm met on December 15th
- Evaluation of November 5th CAB Meeting: Mostly related to Spectrum Auction and “Sushi Menu”
- “Marconi Circle” major gifts society concept was discussed
- 2:1 Meeting Objectives



## Committee Reports

### Governance and Board Development

**Appointment(s):** *Nance Crosby, Lois Eisenstein, Co-Chairs*

- One open seat has been filled (Franklin Hamilton for Paul Lyons). Four seats are opening due to term limits, providing four appointment opportunities for next term + 1 student seat.

**Progress Report:**

- Of 49 invitees to Community Briefings on April 14 & 15, 2015, a short list of five candidates has been identified. A bench list has been developed.
- The committee will work with interested candidates, utilizing a board matrix to advance nominees to the Chair for consideration.
- Appointments are effective September 1, 2016.



## Old Business



## Old Business

• **Spectrum Auction Update**

*John Kelley, AZPM COO*

*Application Filed to Participate; in Quiet Period.*

*Reiterate importance of compliance by all.*

*Informational resources available online on the FCC's website.*

• **Audience Assessment: News**

*1-2Q 2016*



## Old Business

- Social Media Training

*Cristie Street*



## New Business



## New Business

- For Consideration: *Emeritus Member Participation* <action item>
- Institution of Annual Board Assessment for Meals <action item>
- Pledge Task Force
- *Passing On* Community Outreach



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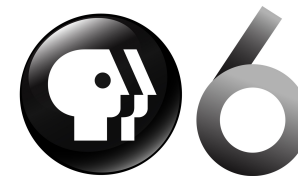


## Management Report



## Management Report

### Audience Engagement



#### Nielsen Media - November 2015 Sweeps

Prime Time Cume -18% (+7.7% above nat'l average)  
Whole Week Cume -11% (national average)

GRPs -3% (+43.24% above national average)  
Primetime -4% (+56.04% above national average)



## Management Report

### Audience Engagement

#### Radio



#### Nielsen/Arbitron - Fall Survey (12+)

- Unduplicated Listeners (cume) +3.4% Metro
- +15.2% in Total Survey Area (TSA)
- AQH -5.9% Metro; +22.6% in TSA
- Share -7.5% Metro
- TSL +6.1%
- Aged 12+ Metro Market Rank #6; Aged 50+ #3
- #3 in 12+ drive time; #1 in 50+ drive time
- Top News/Talk formation radio station
- Highest TSA Cume in more than 5 years  
117,200 unique listeners.

(Metro = Pima; TSA = Pima, Pinal, Cochise and Santa Cruz Counties)



## Management Report

### Audience Engagement

#### Radio



#### Nielsen/Arbitron - Fall Survey (12+)

- Unduplicated Listeners (cume) -15.6% Metro
- -11.1% in Total Survey Area (TSA)
- AQH -10.0% Metro; (no change) TSA
- Share -19.0%
- TSL +13.7%
- Aged 12+ Metro Market Rank #16; Aged 50+ #8



## Management Report

### Audience Engagement

#### Online

2015 **azpm.org** analytics:

Metric	Nov-Dec 2015	%change (from Nov-Dec 2014)
Page Views	808,463	+1.9%
Pages per Visit	3.94	+5.95%
Bounce Rate	9.7%	9.4%

**Twitter** followers as of December 31, 2015: 9,864 **+29.5%** over December 2014



## Management Report

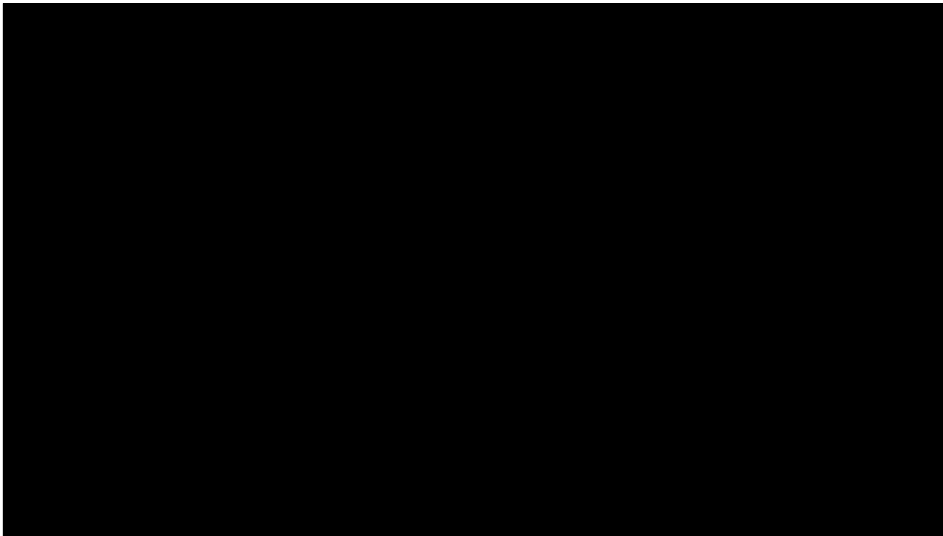
### Audience Engagement

#### In Production

- **“Localore”** grant to fund a NYC visiting producer (Nov’15- July’16)
- **Arizona Science** <new> 5’ companion to NPR’s *Science Friday*  
Premiered November 6th at noon







# Management Report

## Audience Engagement

### In Production

- **“Localore”** grant to fund a NYC visiting producer (Nov’15- July’16)
- **Arizona Science** <new> 5’ companion to NPR’s *Science Friday* Premiered November 6th at noon
- **Passing On** - February 22, 2016 at 9:00 p.m.
- **Behind the Scenes at Antiques Roadshow/Tucson** - March 27th at 6:30 p.m.  
**ARS/Tucson** March 28th at 8:00 p.m.
- **Your Vote 2016** planning underway. Significant in-depth election coverage on all media platforms; focused on radio and online.
- **Teen Mental Health (w.t.)** for 1-2Q 2017. Pre-production 1-2Q. Principal funding from the Lovell Foundation; additional funding needed



# Management Report

## Visibility and Financial Sustainability

### December TV Membership Campaign

- Total: \$379,229 (+16% over December 2014)
- #Gifts: 2,293 (+11% over December 2014)
- #New Gifts: +20% over December 2014

### January Radio Membership Campaign

- “Short” 5-day campaign: Jan. 25-29
- Combined Classical/NPR fundraising
- Goal: \$225K (last year \$255K)
- Pitches targeted to winter visitors/new prospects



# Management Report

## Organizational Culture

### Filled Positions

TV Program Director (2/29)  
Reporter/PM News Anchor  
Member Services Manager  
Member Services Coordinator  
Pledge Drive Producer  
MarComm Specialist

### Headcount

Professional Staff: 91  
Students: 24

### Open Positions

Director of Marketing/Comm.  
Radio Producer (part-time)  
HR Coordinator (part-time)

### Promotion

John Kelley to COO, effective Jan. 6



## Management Report

### Partnerships

Date(s)	Event(s)	Partner(s)
November 2015	Editorial Co-development "Divided by Law"	Arizona Daily Star
December 2015	<i>Downton Abbey</i> Preview Screenings	The Loft, ASA/Academy Village, Tucson J. Green Valley Ctr. for Performance Arts
Dec. 19th	<i>Arroyo Cafe Players Holiday Special</i> at the Riliatto	Arroyo Cafe Players (D. Fitzsimmons)
Jan. - Dec. 2016	<i>AZPM Newsbreak</i> (adding 4th student)	UA School of Journalism
Jan. - Dec. 2016	Various Community Engagement Events (supporting <i>Passing On</i> )	Pima Council on Aging (PCOA)
Jan. 25 - March 7	Science Lecture Series at Centennial Hall "Earth Transformed"	UA College of Science
Feb. 15 - March 15	Shakespeare's First Folio	UA Libraries
March 6	<i>Downton Abbey</i> - final episode screening	Loft Cinema
March 11-13	TFOB: <i>A Book I Love; Shakespeare I Love</i> ; kid's characters, talent, live broadcast, etc.	Tucson Festival of Books
April 2016	Documentary: <i>Beyond the Mirage</i>	UA College of Agriculture and Life Sciences
Sept./Oct. 2016	Community Interactive: "Stories from the Border"	CFSA



## Management Report

### Technology

- Major production server and IT switch upgrades made over holidays.
- Upgrading FM transmitter redundancy now for both FM transmitters.
- 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; Installation 1Q 2016.
- Sending tech staff to PBS TechCon and NAB in April.
- Working with UA Real Estate on a state land use and future tower site plan for Mule Mountain to support KUAS-FM 88.9.



## Management Report

### Q & A



## Other Business



## Other Business

- Other business from the floor.
- Next CAB Meeting:  
Thursday, March 17, 2016  
11:45a lunch, 12:00p meeting, UAF Vine Street
- Meeting evaluations will be sent electronically via *Survey Monkey*.
- All binder materials are online: <http://about.azpm.org/cab.news>  
*Please remove and take with you **only** the pages from the first section of the agenda binder (before the first divider tab) and the manila folder from the front pocket of the binder. Thank you!*



## Adjourn



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