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COMMUNITY ADVISORY BOARD

March 17, 2016

Call to Order

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COMMUNITY ADVISORY BOARD

Welcome and Introductions

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COMMUNITY ADVISORY BOARD

Welcome and Introductions

Welcome back:

Teri Lucie Thompson, SVP, University Relations

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Welcome and Introductions

Welcome back:

Teri Lucie Thompson, SVP, University Relations

New CAB Member:

Scott Vaughan

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COMMUNITY ADVISORY BOARD

Welcome and Introductions

Welcome back:

Teri Lucie Thompson, SVP, University Relations

New CAB Member:

Scott Vaughan

Emeritus CAB Members:

Betsy Bolding

Judith Brown

Dan Cavanagh

Nance Crosby

Jim Murphy

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COMMUNITY ADVISORY BOARD

Welcome and Introductions

Welcome back:

Teri Lucie Thompson, SVP, University Relations

New CAB Member:

Scott Vaughan

Emeritus CAB Members:

Betsy Bolding

Judith Brown

Dan Cavanagh

Nance Crosby

Jim Murphy

Guests:

Ted Borek

Hassan Hijazi

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Mission Moment

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Mission Moment

Chris Helms

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Spring Preview Reel

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Consent Agenda

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

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COMMUNITY ADVISORY BOARD

Committee Reports

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COMMUNITY ADVISORY BOARD

Committee Reports

Community Engagement

Committee met on March 3rd

Cita Scott for Jennifer Casteix, Chair

Events Recap

Passing On Community Preview Events

Special thanks to Hope Reed

- Advance screenings with panel discussions - Academy Village, Tucson J
- Community Workshops - Green Valley

2016 Tucson Festival of Books - March 12-13

Special thanks to CAB Volunteers

- Large presence at MLB featuring live *NPR* 89.1 broadcast, tours, AZPM talent, kid's characters, and more...
- *A Book I Love* field recording sessions

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Committee Reports

Community Engagement

Coming up...

Cita Scott for Jennifer Casteix, Chair

- April 12th - Volunteer Appreciation Event/*Antiques Roadshow*
Volunteer Appreciation Event, AZPM Studios
- April - *Beyond the Mirage* Screening Events (2) - dates tba

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Committee Reports

Development

Committee met on February 17th

Roxie Lopez, Chair

- *“Sushi menu” now the “CAB Engagement Menu”*
- *New major donor ladder drafted for consideration*
- *Initiative: Move \$1K donors to \$2,500*
- *Under consideration: Annual major donor event featuring student achievement.
Target date: Fall 2016/Spring 2017*
- *CAB “Major Donor/Sustainer Thank You Call” project*

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Committee Reports

Executive

ExecComm met on February 18th

Kent Laughbaum, CAB Vice Chair

- 2:1 Meeting Progress
- Purpose of Committee Reports at CAB Meetings
- CAB Member Orientation Day/Immersion Day
- Evaluation of January CAB Meeting: Mostly related to events, underwriting
- Discussion on rapidly appointing members as seats become available
- Social Media Workshop feedback
- TFOB participation

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Committee Reports

Financial Info

Committee met on March 11, 2016

*Kent Laughbaum for Paul Lindsey,
Chair*

- Total revenue is up 14.2% against budget
- Total expense is down 7.1% against budget
- Revenue vs. expense = well balanced
- Positive overall variance will help offset future expenses and maintain balanced budget

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COMMUNITY ADVISORY BOARD

Committee Reports

Governance and Board Development

Committee met on March 4th

Nance Crosby, Chair

Appointment(s):

- One open seat has been filled (Scott Vaughan for Karen Borek).
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.

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Old Business

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Old Business

John Kelley, AZPM COO

Audience Assessment: News

1-2Q 2016

Five groups: AZPM News Staff, AZPM Staff, CAB, UA J-School Faculty, General Public. CAB will be first group to be surveyed.

Pledge Task Force

Two Listening Panels: Current Contributors, Would-be Contributors.

Hacienda del Sol - April 9th, TRAC Media Facilitating

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Old Business

Cristie Street, CAB Chair

- Social Media Training
- Emeritus Member Participation: *Thank You!*
- Institution of Annual Board Assessment for Meals
15 paid, 14 outstanding. Please get your check to Mary Paul ASAP.

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New Business

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New Business

Cristie Street, CAB Chair

- CAB Member Contributions: Goal 100%

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New Business

Ron Bornstein, Chair

- CAB Member Contributions: Goal 100%
- Strategic Planning - Fall 2016

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New Business

Michael Chihak, AZPM News Director

- CAB Member Contributions: Goal 100%
- Strategic Planning - Fall 2016
- Election Coverage Plan

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New Business

*Enrique Aldana,
Development Director*

- CAB Member Contributions: Goal 100%
- Strategic Planning - Fall 2016
- Election Coverage Plan
- Major Gifts Ladder

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New Business

Major Gifts Ladder “*The Marconi Society*”

*Enrique Aldana,
Development Director*

- (10) CEO Circle \$25,000+
- (9) Producer’s Circle \$10,000-\$24,999
- (18) Director’s Circle \$5,000-\$9,999
- (34) Studio Circle \$2,500-\$4,999 (34)
- (335) Leadership Circle \$1,000-\$2,499 (335)
- (91) Legacy Circle - Planned Gifts

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New Business

John Kelley, AZPM COO

- CAB Member Contributions: Goal 100%
- Strategic Planning - Fall 2016
- Election Coverage Plan
- Major Gifts Ladder
- **AZPM Underwriting**

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New Business

Underwriting Message Issues

The FCC does not allow non-commercial, educational (NCE) stations to air “commercials.”

The FCC does allow NCE stations to air “underwriting messages” that conform to FCC requirements.

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New Business

Underwriting Messages MAY:

1. Describe a business or organization
2. Give a value neutral description of products or services
3. Communicate a corporate philosophy or mission
4. Highlight a company's commitment to AZPM's public service mission

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New Business

Underwriting Messages MAY include:

1. Brand and trade names and value neutral product or service listings
2. A non-promotional corporate slogan
3. The location of the business or organization
4. Length of time in business
5. Website address and/or telephone number

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New Business

Underwriting Messages may NOT include:

1. Promotional, qualitative, superlative, comparative or self-congratulatory language
2. Statements based on opinion
3. Personal pronouns such as “we” or “our”
4. Calls to action
5. Pricing information or references to savings, discounts or value
6. Awards, testimonials, endorsements or rankings

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New Business

“Enhanced” TV Underwriting Messages MAY include:

1. Appearance on camera or voiceover of the business owner or non-profit officer
2. The opportunity for the underwriter to highlight support of AZPM’s public service mission

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New Business

“Enhanced” TV Underwriting Messages may NOT include a message like the following (based on an actual proposal):

“I’m Dr. X with the XYZ Men’s Clinic, where we offer customized testosterone therapy and erectile dysfunction and premature ejaculation therapies with a wide variety of treatment options in a confidential environment. More information is available at XYZ Men’s Clinic dot com.”

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New Business

Another non-compliant example based on an actual proposal:

“I’m attorney X with the XYZ Law Firm. We are committed to helping people in our community who have been injured in car accidents, in homes or businesses, or become the victims of faulty products like hip implants, transvaginal mesh, and pharmaceuticals. In each case, we bring our experience when you need it most. We will answer your questions and guide you through the entire process. Learn more about us at xxx-xxxx.”

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New Business

The previous example recast to meet the FCC standards:

“I’m attorney X with the XYZ Law Firm, proud supporters of Arizona Public Media. Representing clients since 1990, the XYZ law firm specializes in the areas of personal injury and medical malpractice law. More information and consultations are available at XXX-XXX or XYZ-law.com.”

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New Business

Sample Enhanced Underwriting Spot

Courtesy: WHRO/Norfolk

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Q & A

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Management Report

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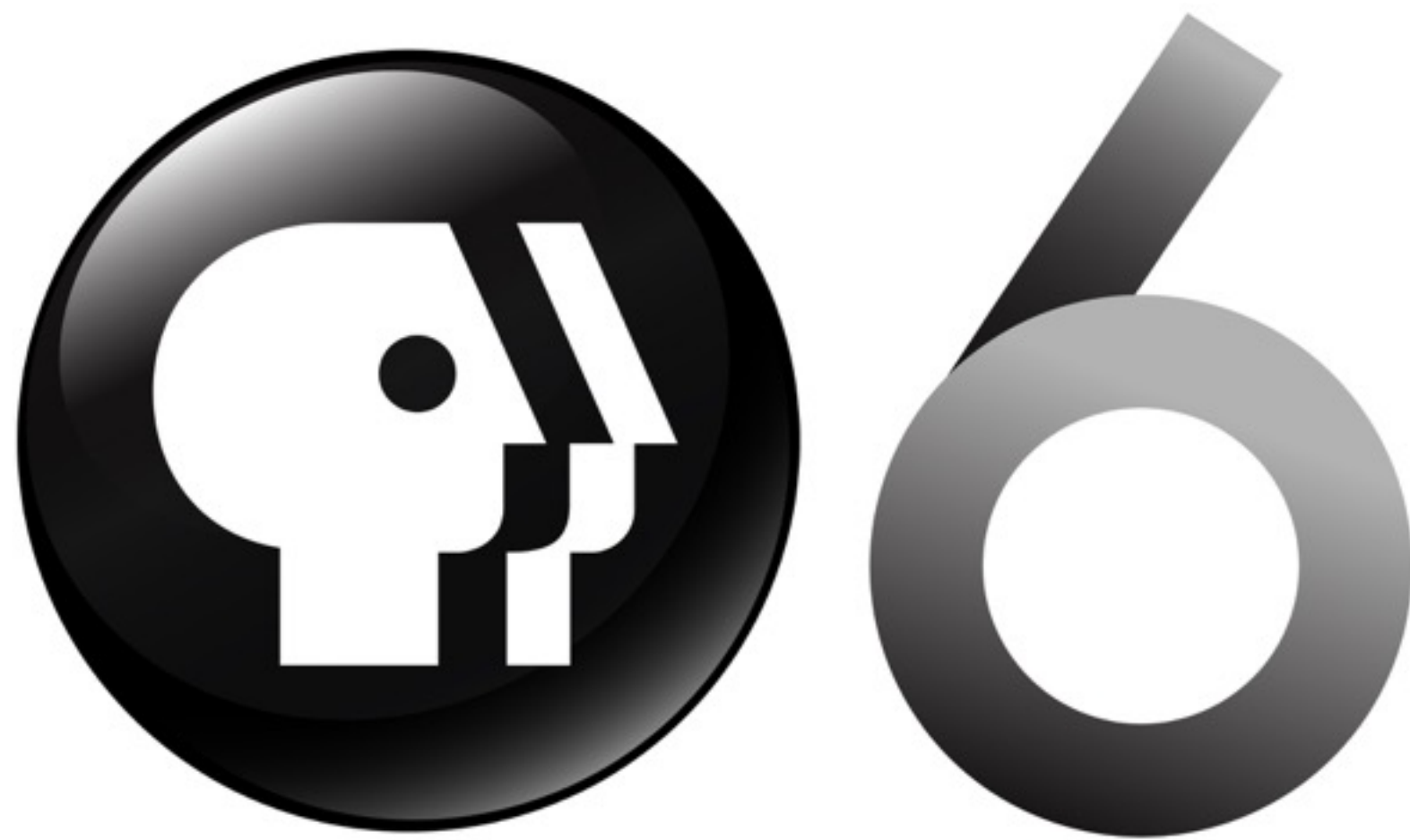


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Management Report

Audience Engagement

Television



Nielsen Media - January 2016 (vs. Nov. 2015)

Prime Time Cume +4.5%

Whole Week Cume +27.6%

GRPs

Primetime +8.2%

Whole Week +15.6%

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Management Report

Audience Engagement

Radio



89.1 FM 1550 AM

KUAZ-AM/FM is #1 in:

- AM drive AQH persons among target audience listeners (50+) in TSA and Metro Areas
- AM drive Cume persons among target audience listeners (50+) in TSA
- PM drive AQH persons among target audience listeners (50+) in TSA and Metro Areas
- PM drive Cume persons among target audience listeners (50)+ in TSA
- Highest Total Survey Area Cume in 5 years
- AZPM Combined All Radio TSA Cume (non-dup) all time high record - 148,900

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Management Report

Audience Engagement

Radio



Community Concert Series

Returns in April for 2-3 months

Featuring:

Local music organizations

UA's Fred Fox School of Music

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Management Report

Audience Engagement

Online

2016 **azpm.org** analytics:

<i>Metric</i>	<i>Jan-Feb 2016</i>	<i>%change (from Jan-Feb 2015)</i>
Page Views	926,734	+21%
Pages per Visit	3.86	-1.3%
Bounce Rate	10.8%	9.8%

Twitter followers as of February 29, 2016: 10,310 **+26%** over February, 2015



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Management Report

Audience Engagement

Online

AZPM Passport

- Available to all AZPM members who contribute \$60+ per year.
- Member activates own subscription.
- Member access is validated monthly.
- Hundreds of titles from the PBS library to view on PC, tablet, phone, or whatever device you choose.
- 1,895 AZPM members have activated their Passport accounts.

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Management Report

Audience Engagement

In Production

- ***Passing On*** - Premiered February 22, 2016 at 9:00 p.m.

PBS accepted this title for national distribution. Contract terms being negotiated this week for what will likely be a fall 2016 release.

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Management Report

Audience Engagement

In Production

- *Passing On* - Premiered 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, April 4th and 11th at 8:00 p.m.
Pledge stack on April 16th and 17th.

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- ***Teen Mental Health (w.t.)*** for 1-2Q 2017. Pre-production 1-2Q. Filming to begin mid-March. Principal funding from the Lovell Foundation; additional funding needed.

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- *Teen Mental Health (w.t.)* for 1-2Q 2017. Pre-production 1-2Q. Filming to begin mid-March. Principal funding from the Lovell Foundation; additional funding needed.
- ***Beyond the Mirage: The Future of Water in the West*** (CALS)
April 15th at 9:00 p.m.

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Management Report

Visibility and Financial Sustainability

January 2016 Radio Membership Campaign

- *Total: \$162,923 (35% below January 2015)*
- *#Gifts: 1,304 (24% below January 2015)*
- *#New Gifts: 350*

March 2016 TV Membership Campaign

- 16-day campaign: March 5-20
- Goal: \$298K (last year \$295K goal, \$339K raised)

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Management Report

Organizational Culture

Filled Positions

TV Program Director: Hildy Ko

Radio News Anchor: Steve Jess

Membership Mgr: Sara Gromley

Dir. Mar/Comm: Gene Robinson

HR Coordinator: Michael Testerman

Radio Producer: Peter Michaels

Headcount

Professional Staff: 91

Students: 24

Open Positions

General Sales Manager

School of Journalism Interns

Corina Gallardo

Malena Larson

Shelby Marra

Amanda Martinez

Julianne Stanford

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Management Report

Organizational Culture

- Mental Health Producer/Reporter Gisela Telis awarded UA's prestigious *University Award for Excellence* for outstanding achievement in the workplace and exceptional service to the University community
- Award to be conferred by Provost Andrew Comrie
- \$1,000 prize

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Management Report

Partnerships

<i>Date(s)</i>	<i>Event(s)</i>	<i>Partner(s)</i>
Jan. 25 - March 7	Science Lecture Series at Centennial Hall <i>"Earth Transformed"</i>	UA COS
Feb. 15 - March 15	Shakespeare's First Folio	UA Libraries
March 6	<i>Downton Abbey</i> - final episode screening	The Loft
March 11-13	TFOB: <i>A Book I Love</i> kid's characters, talent, live broadcast, etc.	TFOB
March 25	<i>A Conversation on Privacy with Noam Chomsky and Edward Snowden</i>	UA SBS
April 2016	<i>Beyond the Mirage</i> - Preview Screenings (2)	UA College of Agriculture and Life Sciences
April 12, 2016	Volunteer Appreciation Event (<i>AZPM and ARS Vols</i>)	ARS Volunteers
April 15, 2015	Broadcast Premiere: <i>Beyond the Mirage (documentary)</i>	UA College of Agriculture and Life Sciences
Sept./Oct. 2016	<i>Community Interactive: "Stories from the Border"</i>	CFSA

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Management Report

Technology

- Radio production and control rooms renovation in development with UA Facilities Services. Planning and Design: 2Q 2016; Construction: 2Q-3Q 2016. Completion targeted for October/November 2016.
- Audio Mastering Studio/TV Master Control <Phase II and III>.
- TV Production Capital Equipment Upgrade 4Q 2015; Installation 1-2Q 2016.
- Sending tech staff to PBS TechCon and NAB in April.
- Working with UA Real Estate on a prospective tower site plan for Mule Mountain to support KUAS-FM 88.9. Also working with Cochise County officials on an alternate approach.

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TV Master Control Operations

- The TV Master Control (MC) automation and storage servers typically have an effective lifespan of seven years. AZPM's are now at end of life.
- Quality control, reliability and timely failure recovery are ongoing concerns.
- Manufacturer support limited as equipment reaches end of life.
- Replacement of AZPM's system requires a large capital investment to be repeated in another seven years.

Joint Master Control Facility Advantages

- 24-hour off-site quality control and regulatory monitoring, and EAS and closed captioning compliance.
- Full compatibility with AZPM's current TV traffic and scheduling system.
- Cloud content storage with automated backup and disaster recovery.
- No repeating capital investment required to replace equipment and software with limited lifespans.
- No need to maintain separate service agreements with equipment and software vendors.

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Joint Master Control Facility Considerations

- Reducing operating costs via a joint MC operations solution is dependent upon reducing the number of AZPM's discrete video streams from six to three.
- Much of current TV MCR equipment would be decommissioned.

Management Report

Technology

Joint Master Control Facility Considerations

Current Thinking:

- 24/7 *PBS 6* HD Program Service
- 24/7 *PBS Kids*
- 24/7 Shared Channel: *Ready TV / WORLD* hybrid channel
- 24/7 *V-me* continues to be “passed through” from Tucson
- *UA Channel* moves to online VOD only

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Management Report

Q & A

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Other Business

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Other Business

- Other business from the floor.
- Next CAB Meeting:
Thursday, May 26, 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!*

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Adjourn

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