

ARIZONA PUBLIC MEDIA®



COMMUNITY ADVISORY BOARD

Annual Meeting - May 26, 2016

Call to Order

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COMMUNITY ADVISORY BOARD

Welcome and Introductions

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COMMUNITY ADVISORY BOARD

Welcome and Introductions

Guests: Melinda Burke, UA Interim SVP, University Relations

Michael Finnegan, ASUA President-Elect

Allison Vaillancourt, UA Vice President, Business Affairs

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COMMUNITY ADVISORY BOARD

Welcome and Introductions

Guests: Melinda Burke, UA Interim SVP, University Relations

Michael Finnegan, ASUA President-elect

Allison Vaillancourt, UA Vice President, Business Affairs

Pat Callahan, AZPM Director of Membership

Gene Robinson, AZPM Director of Marketing &
Communications

Sandy Riggins, AZPM General Sales Mgr.

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Mission Moment

Scott Vaughan: *The Joy of Major Donor Thank-You Calls*

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Fiscal Year 2016: A Year in Review

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Consent Agenda

Agenda Item III.
(pages 1-7 of agenda)

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Committee Reports

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Committee Reports

Development

Committee met on April 18th

Roxie Lopez, Chair

- Major Gift Activities
- FY '16 Goal Update
- Major Donor Thank-You Call Project

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Committee Reports

Executive

Committee met on April 21st

Kent Laughbaum, CAB Vice Chair

- CAB Member Orientation Day/Immersion Day
- Evaluation of March CAB Meeting
- Discussion on rapidly appointing members as seats become available

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Committee Reports

Financial Info

Committee met on May 13th

Kent Laughbaum for Paul Lindsey, Chair

3Q Report (through 3/31/2016)

- Total revenue +14.2% favorable to budget
- Total expense +7.1% favorable to budget
- Revenue vs. expense = well balanced
- Positive overall variance will help offset future expenses and maintain balanced budget

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Committee Reports

Governance/Board Development

Appointment(s): *Karen Christensen for Nance Crosby, Co-Chair*

- Four seats are opening due to term limits, providing four appointment opportunities for next term + 1 student seat.
- Fall 2016 CAB Member Appointments:
 - ★ *Superior Court Judge Ted Borek (retired)*
 - ★ *Mary Ann Dobras, San Juan Properties, LLC*
 - ★ *Hassan Hijazi, Director, UA International Alumni and Development Initiatives, Office of Global Initiatives*
 - ★ *Hank Peck, Partner, TCI Wealth Advisors, Inc.*
 - ★ *Michael Finnegan, ASUA President*
- Appointments are effective September 1, 2016.
- Community Recruitment Briefing planned for Fall 2016.

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Committee Reports

Strategic Planning

Committee met on April 11th

Anne Maley for Ron Bornstein, Chair

- Planning of 2016-20 Strategic Plan Update
- “Incremental” vs. “Transformational” Plan
- CAB Strategic Planning Retreat: Friday, October 14, 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

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.

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Old Business

Cristie Street, CAB Chair

- CAB Member Financial Summary Statements
- CAB Member Contributions: Goal 100%
- Institution of Annual Board Assessment for Meals
23 paid, 7 outstanding. Please get your check to Mary Paul ASAP.
Assessment will be per calendar year.

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New Business

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New Business

Election of Officers <action item>

*Nance Crosby, Co-Chair,
Governance Committee*

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COMMUNITY ADVISORY BOARD

New Business

Election of Officers <action item>

*Nance Crosby, Co-Chair,
Governance Committee*

Slate of Candidates:

Kent Laughbaum for Chair

Susan Tarrence for Vice Chair

Jennifer Casteix for Secretary

Other nominees from the floor

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New Business

Election of Officers <action item>

Jack Gibson, GM
Kimberly Heath, CFO

On-Air Campaigns <discussion>

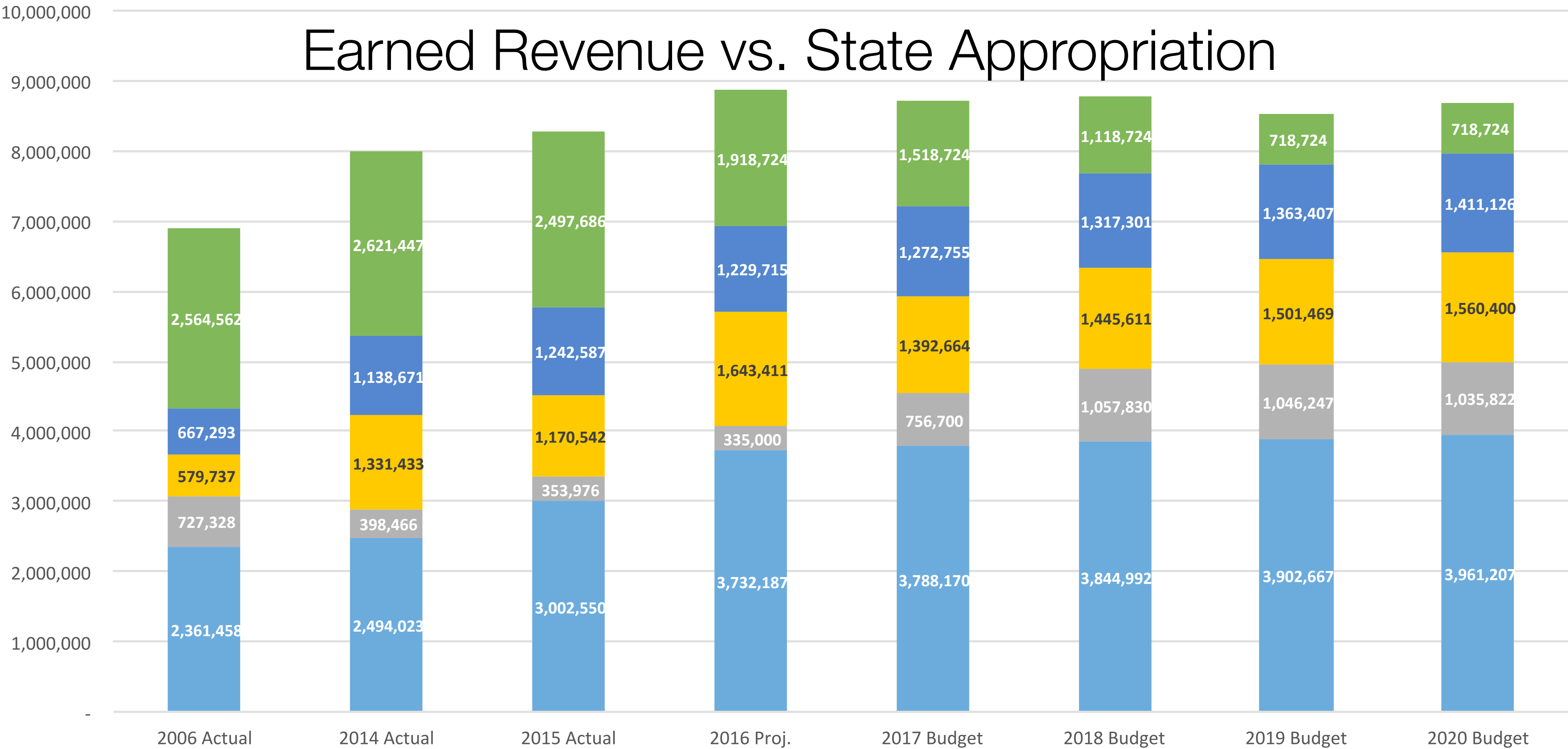
- Membership single source of revenue (30%).
- Critical to increase audience support. 1:10 is insufficient.
- Program has headroom to grow.
- Only one part of a multi-part strategy which includes: membership, major gifts, planned gifts, capital gifts, underwriting, licensing, and production services.

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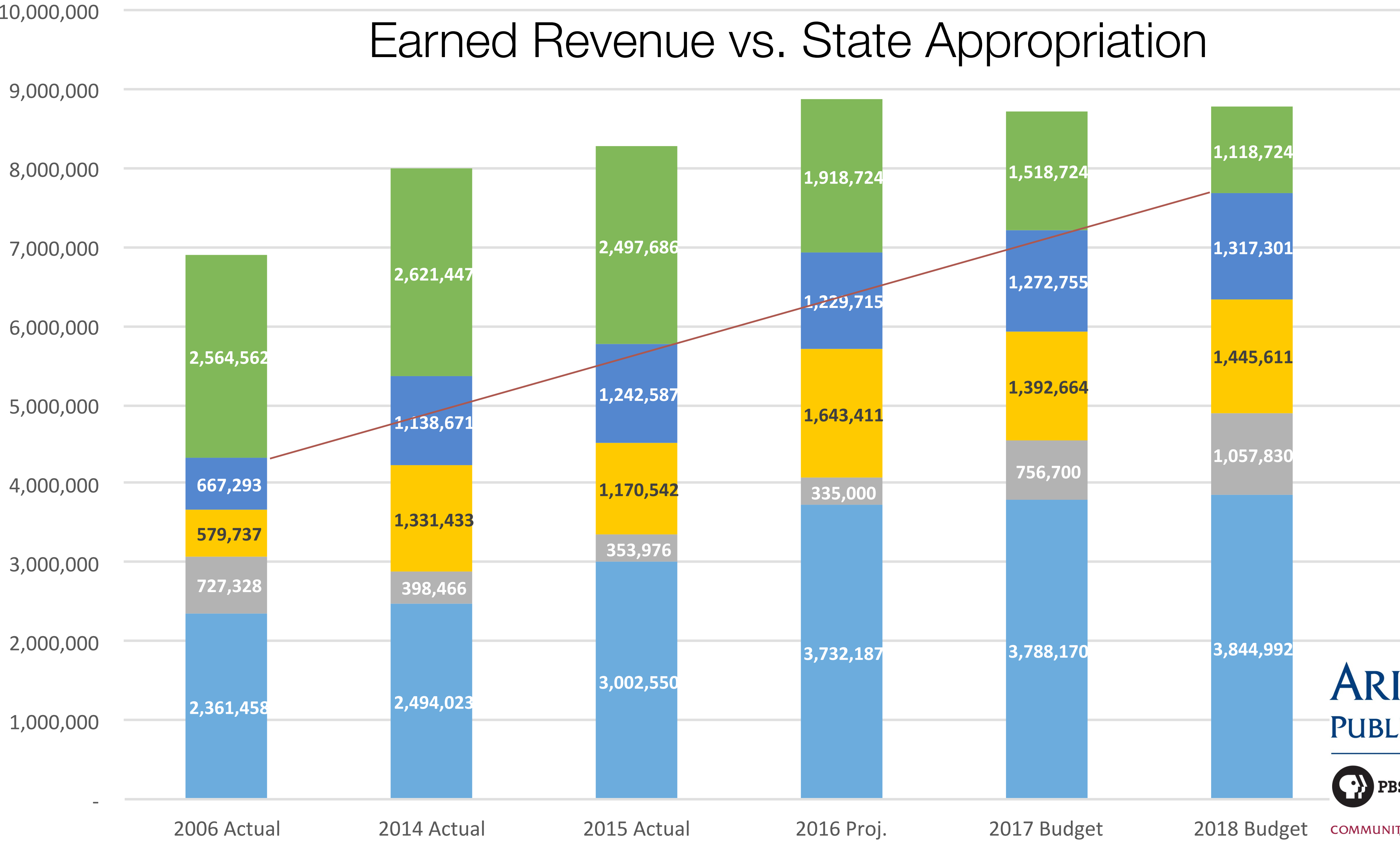
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Earned Revenue vs. State Appropriation



- State Appropriation Perm state appropriation plus associated ERE (used only for personnel)
- Underwriting Gifts given by businesses in support of the stations
- Major Gifts Gifts that are cummulative \$1000 and greater per donor
- Auxiliary/EBS Lease Fee for services on production items
- Membership Gifts given by individuals in support of the stations

Earned Revenue vs. State Appropriation



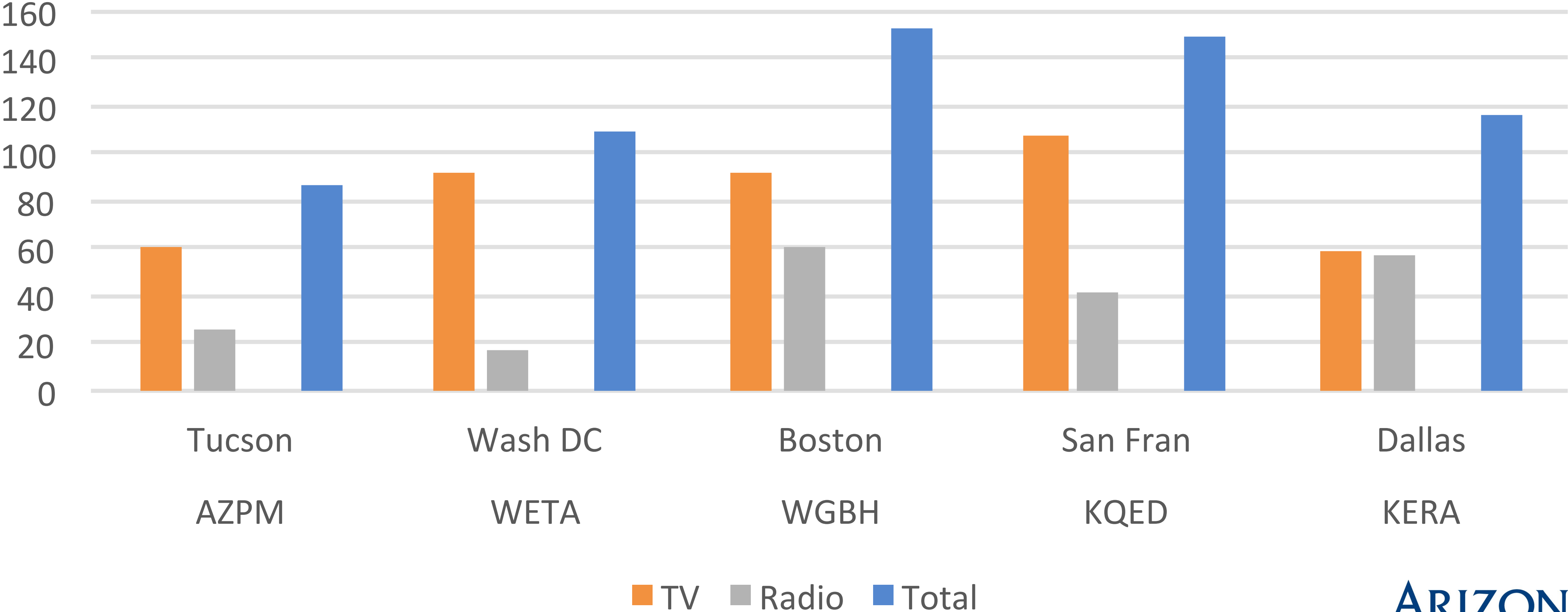
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Major Market Stations

Days On-Air Pledging



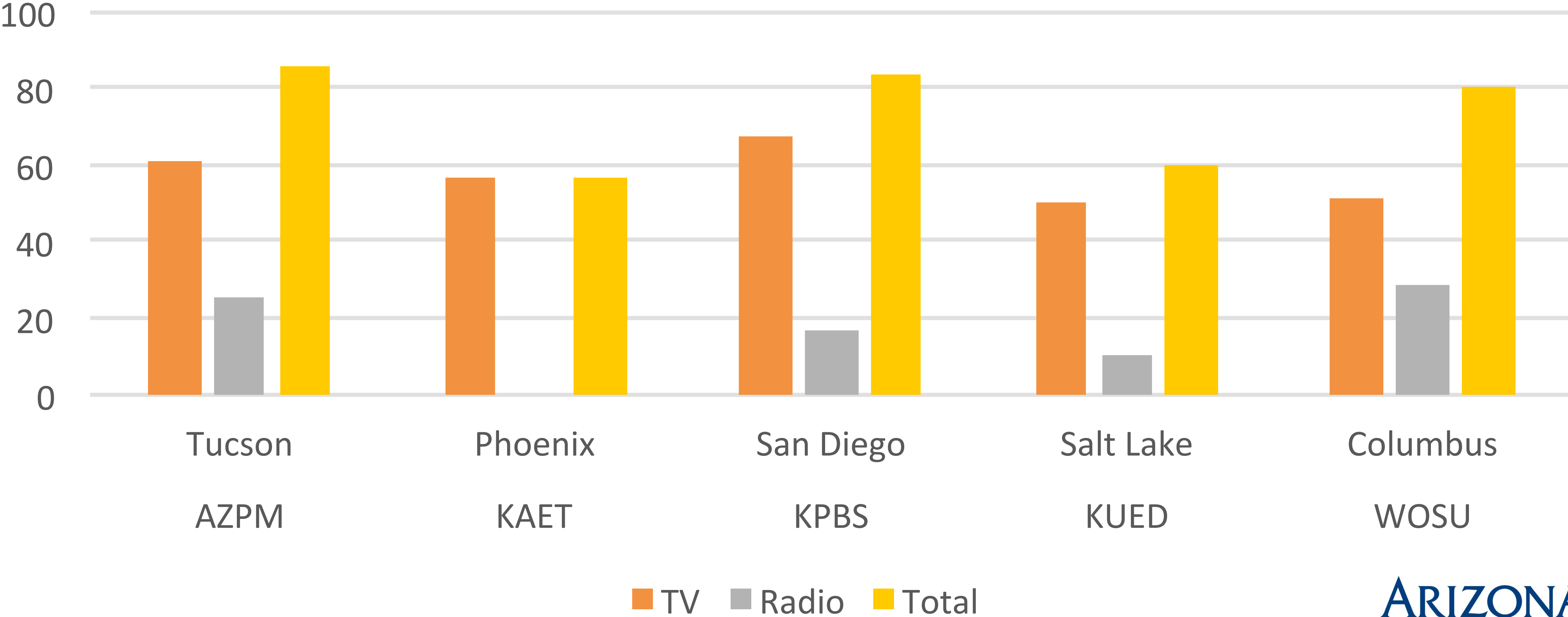
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University Peer Stations

Days On-Air Pledging



New Business

UA Reorganization

Jack Gibson, GM

Allison Vaillancourt, VP Business Affairs

- AZPM moves from University Relations to UA Business Affairs.
- Largely procedural in terms of where AZPM reports to UA Administration.
- JG reports to Allison Vaillancourt, Vice President, Business Affairs.
- AZPM remains editorially independent organization.
- Change reinforces editorial independence and reduces the potential for conflicts of interest, whether real or perceived.
- Task Force recognized liabilities of former reporting structure.
- Change invisible to audiences and most staff.

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Q & A

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Management Report

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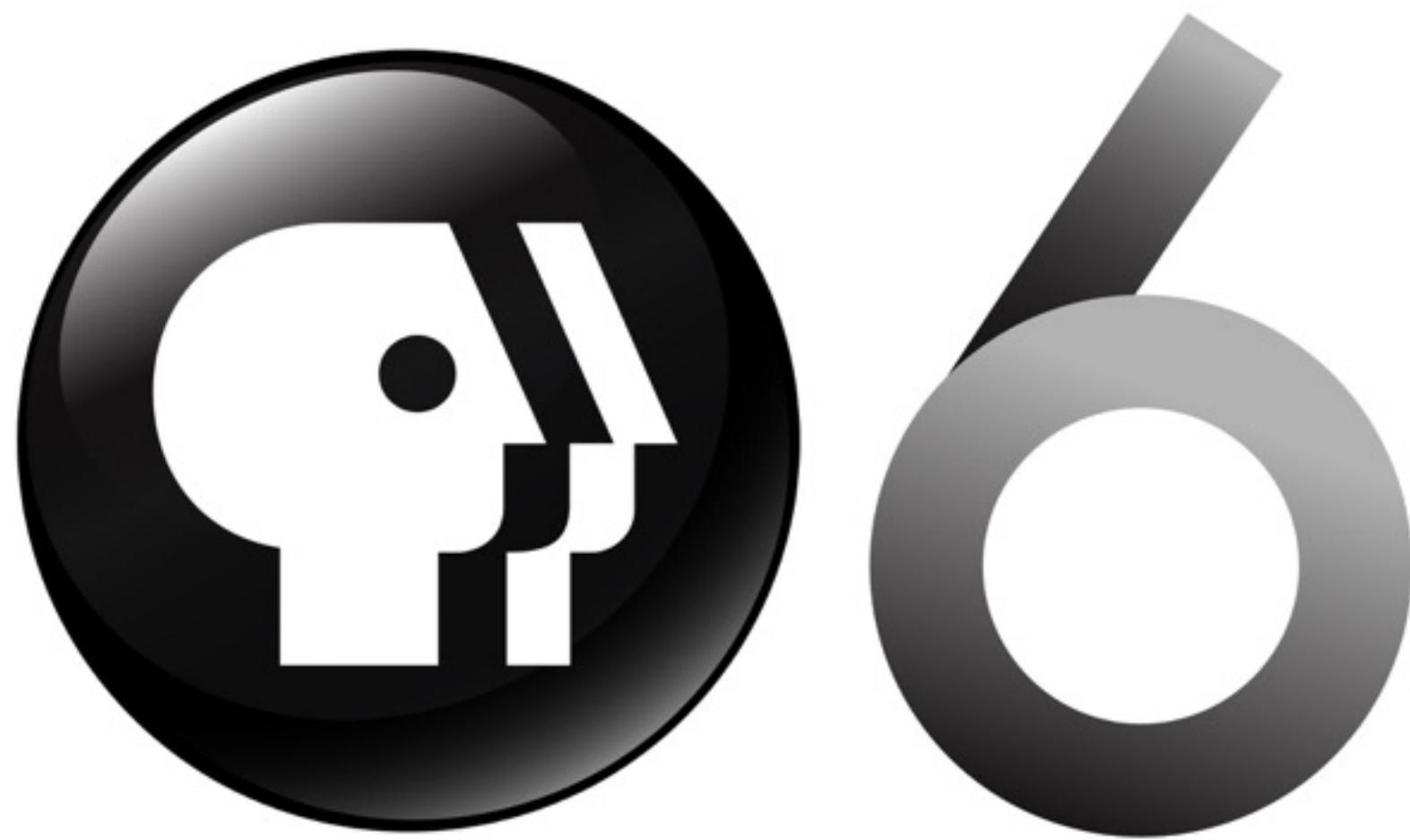


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Management Report

Audience Engagement

Television



Nielsen Media - February 2016 (vs. Feb. 2015)

Prime Time Cume -5%

Whole Week Cume +14%

Cume = Unduplicated Audience

GRPs

Primetime -12%

Whole Week +13%

GRPs = Gross Rating Points

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Management Report

Audience Engagement

Radio



89.1 FM 1550 AM

Nielsen/Arbitron - Winter 2015 vs. 2014

- Ranked #6 in market (age 12+); #3 (50+)
 - AQH Share +7.8%
 - Cume +2.6%
- Morning drive #3 (age 12+); #2 (50+)
- Afternoon drive #5 (age 12+); #3 (50+)

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Management Report

Audience Engagement

Radio

Classical
90.5 FM 89.7 FM

Nielsen/Arbitron - Winter 2015 vs. 2014

- KUAT-FM #17 (age 12+); #8 (50+)
 - AQH share +17.6%
 - Cume -10.0%

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Management Report

Audience Engagement

Online

2016 **azpm.org** analytics:

<i>Metric</i>	<i>Mar-Apr 2016</i>	<i>%change (from Mar-Apr 2015)</i>
Page Views	1,045,408	+37.8%
Pages per Visit	3.09	-13.4%
Bounce Rate	23.9%	+124.1%

Twitter followers as of April 30, 2016: 10,582 **+27.8%** over April 30, 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.
- 2,522 (10%) AZPM members have activated their Passport accounts.
- 17 CAB members have activated their Passport accounts.
- 486 contributions providing \$18,559; 46% new to AZPM.

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Management Report

Audience Engagement

Original Production

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

PBS accepted this title for fall national distribution.

Among Top 10 Most-viewed titles for February (#8).

First time in AZPM history.

- ***Beyond the Mirage: The Future of Water in the West*** (CALS)

April 15th at 9:00 p.m. APT national release 1Q 2017.

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Management Report

Audience Engagement

In-Production

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

- One-hour documentary
- Extensive Community Outreach
 - ★ Ideally, would like to develop presentations and outreach materials for middle and high school students, teachers and parents.
 - ★ Strong likelihood of national distribution.

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Management Report

Visibility and Financial Sustainability

March 2016 TV Membership Campaign

Total: \$259,985 (9% below March 2015)

#Gifts: 1,535 (25% below March 2015)

#New Gifts: 804 (553 new + 251 rejoins)

April 2016 Radio Membership Campaign

Total: \$157,271 (43% below April 2015)

#Gifts: 1,315 (35% below April 2015)

#New Gifts: 516 (392 new + 187 rejoins)

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Management Report

Visibility and Financial Sustainability

Combined June Membership Campaign

- TV: 9-day campaign: June 4-12 (virtual pledge)
- Radio: 7-day campaign: June 4-8 (spots only); June 9-10 pitch new members
- Goal: \$125,000-TV only (last year \$109,000 goal, \$125,000 raised)
- All six TV stations to run spots

EOFY 2016 Countdown Campaign

- All TV, Radio and Online Platforms
- #New Gifts Goal for FY'16: 5,000 (currently 3,838)
- Dollars-to-Go Countdown

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Management Report

Visibility and Financial Sustainability

Financial Progress Report

- *Updated financial projections with lower growth projections*
- *Revenue and Expense trending favorable to Budget Plan*
- *Have NOT used Fund Balance to support operations*
- *Audience financial participation is key*
- *CAB support, advocacy and ambassadorship is critical*
- *Talking Points*

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Management Report

Organizational Culture

Filled Positions

Underwriting Account Executive

Headcount

Professional Staff: 90

Students: 24

Open Positions

Online News Writer/Reporter

IT Systems Analyst

School of Journalism Interns

Corina Gallardo

Malena Larson

Shelby Marra

Amanda Martinez

Julianne Stanford

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Management Report

Organizational Culture



Gisela Telis honored with UA Award for Excellence

Gisela Telis received Honorable Mention, National Press Foundation's Carolyn C. Mattingly Award for Mental Health Reporting

Divided by Law honored with Edward R. Murrow award from the Radio Television Digital News Association

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Management Report

Partnerships

<i>Date(s)</i>	<i>Event(s)</i>	<i>Partner(s)</i>
March 25, 2016	<i>A Conversation on Privacy with Noam Chomsky and Edward Snowden</i>	UA College of Social and Behavioral Sciences
April 6 & 11, 2016	<i>Beyond the Mirage</i> - Preview Screenings	UA College of Agriculture and Life Sciences
April 12, 2016	Volunteer Appreciation Event (<i>AZPM and ARS Vols</i>)	ARS Volunteers
April 15, 2016	Broadcast Premiere: <i>Beyond the Mirage (documentary)</i>	UA College of Agriculture and Life Sciences
April 25, 2016	<i>Passing On</i> End-of-Life Workshop - Tucson J	Pima Council on Aging/Tucson J
May 1, 2016	<i>Passing On</i> End-of-Life Workshop - The Core	Pima Council on Aging/TMC
May 10, 2016	<i>Passing On</i> End-of-Life Workshop - TMC	Pima Council on Aging/TMC
Sept./Oct. 2016	<i>Community Interactive: "Stories from the Border"</i>	CFSA

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Technology

- KUAS-FM 88.9/Sierra Vista license “provision” lifted by FCC.
- Working with Cochise County on a prospective tower site plan for Mule Mountain to support KUAS-FM 88.9. A MOU/IGA has been prepared and signed by both parties.
- Drafting plans for potential channel changes re: Spectrum Auction “Repacking” projecting possible scenarios.
- Proceeding with plans to outsource TV Master Control functions. RFP has been issued and we are seeking proposals to support TV operations. Transition planned for October 1.

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Management Report

Q & A

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Special Recognition

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Special Recognition

Outgoing Term-limited CAB Members (2007-16)

- ★ *Ron Bornstein, Chair, Strategic Planning Committee*
- ★ *Chris Helms, Former CAB Chair*
- ★ *Fred Johnson, Financial Info Committee*
- ★ *Anne Maley, Former CAB Chair*

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Special Recognition

Outgoing Chair, Cristie Street

- ★ CAB Chair (2015-16)
- ★ Chair, Financial Info Committee

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Special Recognition

Outgoing Chair, Cristie Street

- ★ CAB Chair (2015-16)
- ★ Chair, Financial Info Committee

Remarks from Outgoing Chair

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Other Business

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Other Business

- Other business from the floor
- Next CAB Meeting:
Thursday, September 8, 2016
11:45a lunch, 12:00p meeting, 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>
- Have a great summer!
- One final look at the last year on *PBS 6*...

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COMMUNITY ADVISORY BOARD

Adjourn

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“Arizona Public Media (AZPM) is a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire and distribute distinctive and relevant content for, with and about Southern Arizona, the University of Arizona and the Southwest.”