

ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting
November 17, 2016

Call to Order

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Welcome and Introductions

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Welcome and Introductions

New CAB Members:

Mary Ann Dobras, *Community Volunteer*

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Welcome and Introductions

Guests:

Ed Frisch, *AZPM Financial Information Committee*

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This Season on *PBS* 6

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Consent Agenda

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

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Committee Reports



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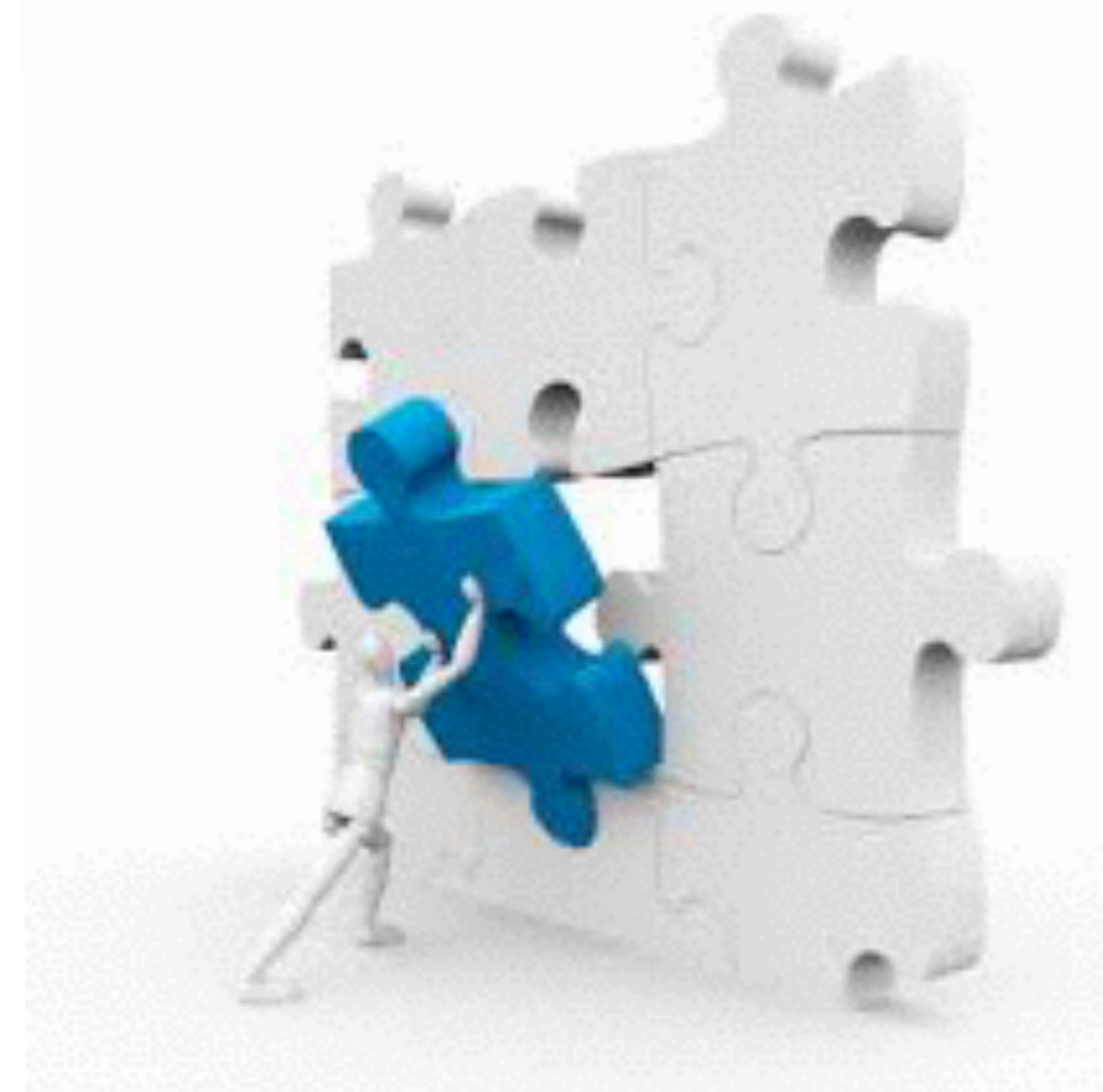
Committee Reports

Development

Committee met on October 20th

Hank Peck

- 1Q FY2017 Results:
 - Major Gifts Goal: \$88,891 Actual: \$98,459 +10.7%
 - Program Gifts Goal: \$7,500 Actual: \$7,500
 - Capital Gifts Goal: \$50,000 Actual: \$0
 - Bequest Projection: \$51,960 Actual: \$481,141
- 1Q Total: \$587,100 vs. \$198,441 budget (+195.9%)
- Major Donor “Thank You” call project is critical. EOCY Letters.
- CAB help is needed to steward existing mid-level major donors.
- Staff focus will move to cultivating new gifts and gift escalation.



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Committee Reports

Executive

Committee met on October 7th

Susan Tarrence, CAB Vice Chair

- Evaluation of September CAB Meeting (p. 25)
 - Provide sizzle reels as a sharable resource
 - Donor/Member demographics requested
 - Future program plans
 - Counting viewers and listeners
- On-Air Campaign Strategy Changes
- Editorial Integrity (re: CAB to staff contact)
- CAB Lunch Fund



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Committee Reports

Governance & CAB Development

Committee met on November 7th

Jill Perrella, Chair

- One CAB seat currently open
 - 3 candidates submitted to chair for consideration
- One CAB seat opening on May 2017
- Future candidate assessment continues
- Bi-Annual CAB Assessment - May 2017
- Emeritus membership policy review



Next meeting is slated for late February, 2017.

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Committee Reports

Financial Info

Committee met on November 3rd

Paul Lindsey, Chair

1Q FY'17 Financial Report (July 1, 2016-September 30, 2016)

- Total revenue is 38.1% favorable to budget
- Total expenses are 14.05% favorable to budget
- Revenue vs. expense = well balanced
- Timing of capital projects
- Positive overall variance will help offset future expenses and maintain balanced budget.



Hope to have 2Q FY'17 Report at January CAB Mtg.

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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 Staff completed.
Faculty and General Public to be surveyed early 1Q 2017,
having cleared the election season and holidays.*



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Old Business

Your Vote 2016

US Senate Primary, Aug. 30, 2016

Republican 98% Reporting

<input checked="" type="checkbox"/> John McCain	<div><div></div><div></div></div>	51.63%	252,945
Alex Meluskey*	<div><div></div><div></div></div>	5.51%	27,004
Clair Van	<div><div></div><div></div></div>	3.63%	17,800
Star Wars	<div><div></div><div></div></div>	39.23%	192,185

* Dropped from contention after ballots were printed

1st Congressional District Primary, Aug. 30

Republican 98% Reporting

<input checked="" type="checkbox"/> Paul Babeu	<div><div></div><div></div></div>	31.77%	16,935
Ken Bennett	<div><div></div><div></div></div>	15.96%	8,507
David Gowan*	<div><div></div><div></div></div>	3.46%	1,846
Gary Kiehne	<div><div></div><div></div></div>	23.22%	12,376
Shawn Redd	<div><div></div><div></div></div>	3.26%	1,736
Wendy Rogers	<div><div></div><div></div></div>	22.33%	11,904

* Dropped from contention after ballots were printed

Your Vote 2016



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CAB Feedback on AZPM Coverage

New Business

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New Business

- Coffee Chats with Jack - Starting in December
- AZPM Major Donor Stewardship
- Managing Transition of On-Air Campaign Strategy
- Strategic Planning Retreat

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New Business

Strategic Planning

Anne Maley, Chair

- Planning underway for Developing 2017-21 Strategic Plan
- Goal is to present plan to CAB for endorsement at January or perhaps March 2017 CAB Meeting.
- CAB Strategic Planning Retreat: Friday 12/9, 7:30a-1:30p at the Habitat for Humanity building on Mountain/Prince
- “Incremental” vs. “Transformational” Plan focused on three major strategic priorities:
 - *Audience Development & Retention*
 - *Community Engagement & Visibility*
 - *Financial Responsibility & Sustainability*
- Please bring your smartphone



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Management Report

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Management Report

Audience Engagement

Television

Nielsen Media - July 2016 (vs. July 2015)

Cume (Unduplicated Weekly Audience)

Prime Time -6%

Whole Week +14%

GRPs (Gross Rating Points)

Primetime +5%

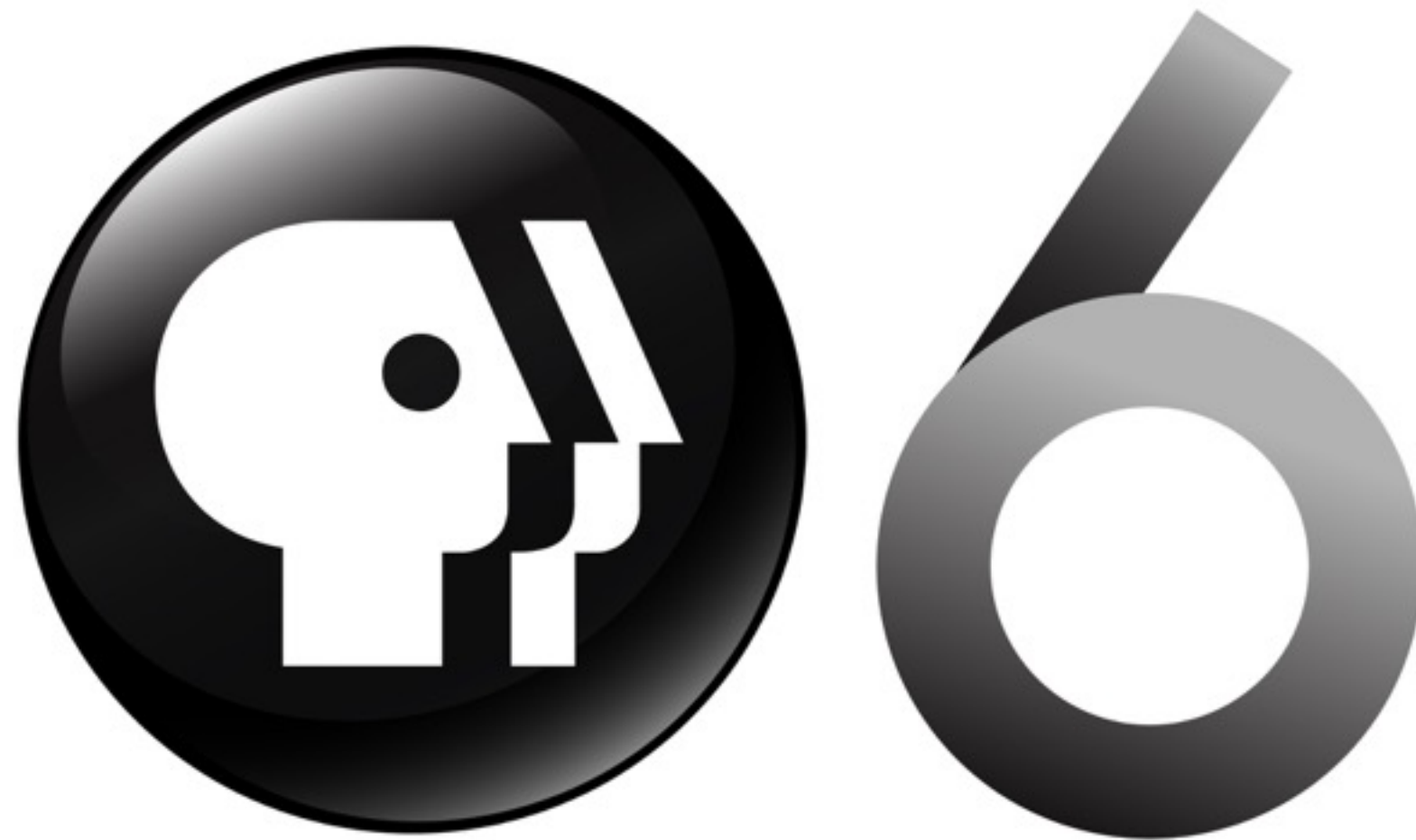
Whole Week +23%

Local Productions (#viewers)

Arizona Illustrated +48.4%

Arizona Week +85.8%

MetroWeek +60.8%



Management Report

Audience Engagement

Television

Nielsen Media - July 2016 (vs. July 2015)

Cume (Unduplicated Weekly Audience)

Prime Time -6% Nat'l Ranking #5

Whole Week +14% Nat'l Ranking #3

GRPs (Gross Rating Points)

Primetime +5% Nat'l Ranking #6

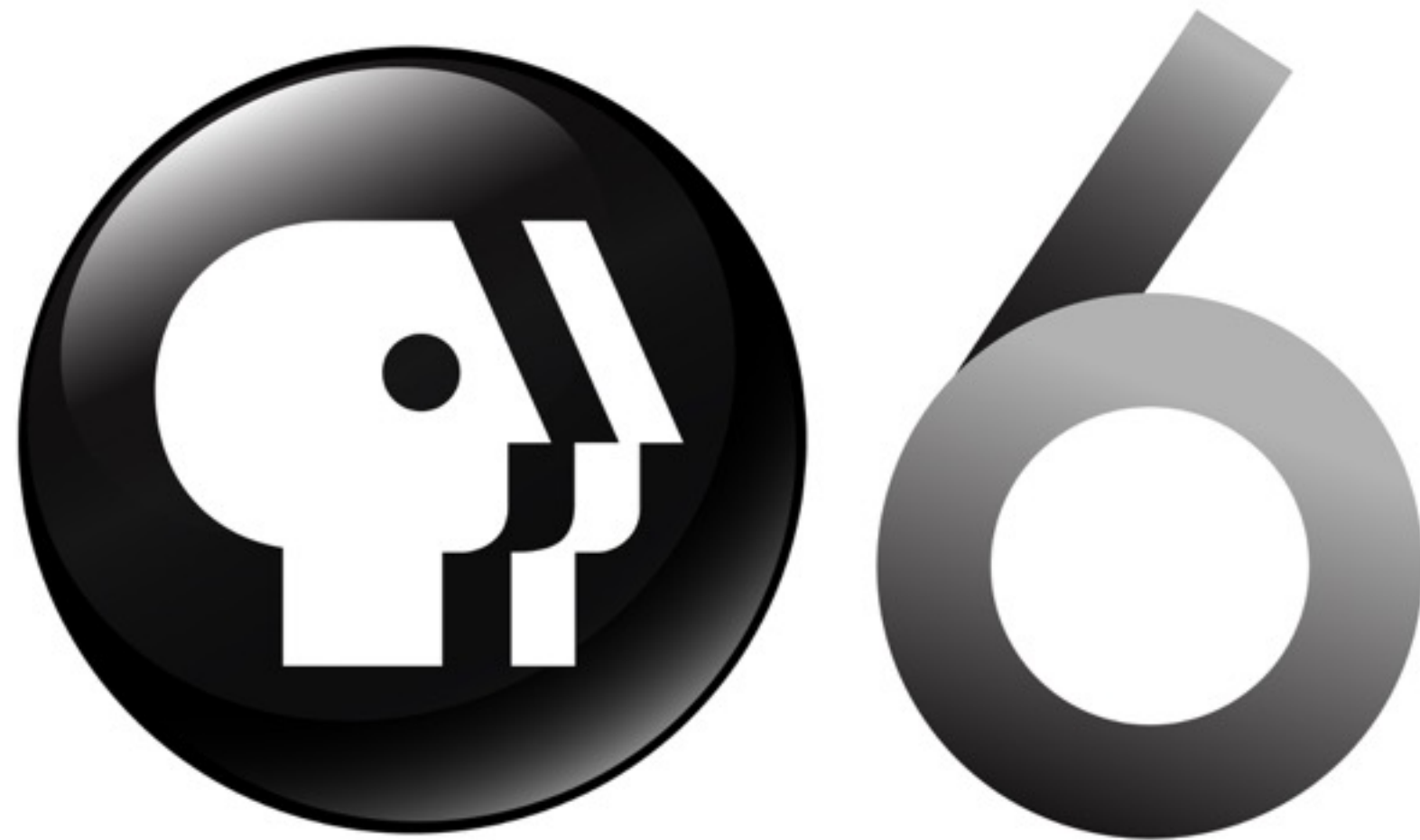
Whole Week +23% Nat'l Ranking #1

Local Productions (#viewers)

Arizona Illustrated +48.4%

Arizona Week +85.8%

MetroWeek +60.8%



Management Report

Audience Engagement

Radio



89.1 FM 1550 AM



Nielsen/Arbitron - Summer 2016 Survey

- KUAZ-AM/FM market rank #6 (tied) listeners age 12+; ranked #3 for listeners age 50+
- AQH Share +6.8% vs. Summer 2015
- AM drive #3 for listeners age 12+; #1 for 50+
- Cume -2% vs. Summer 2015
- AQH +6.7% vs. Summer 2015
- TLS -3% vs. Summer 2015

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Management Report

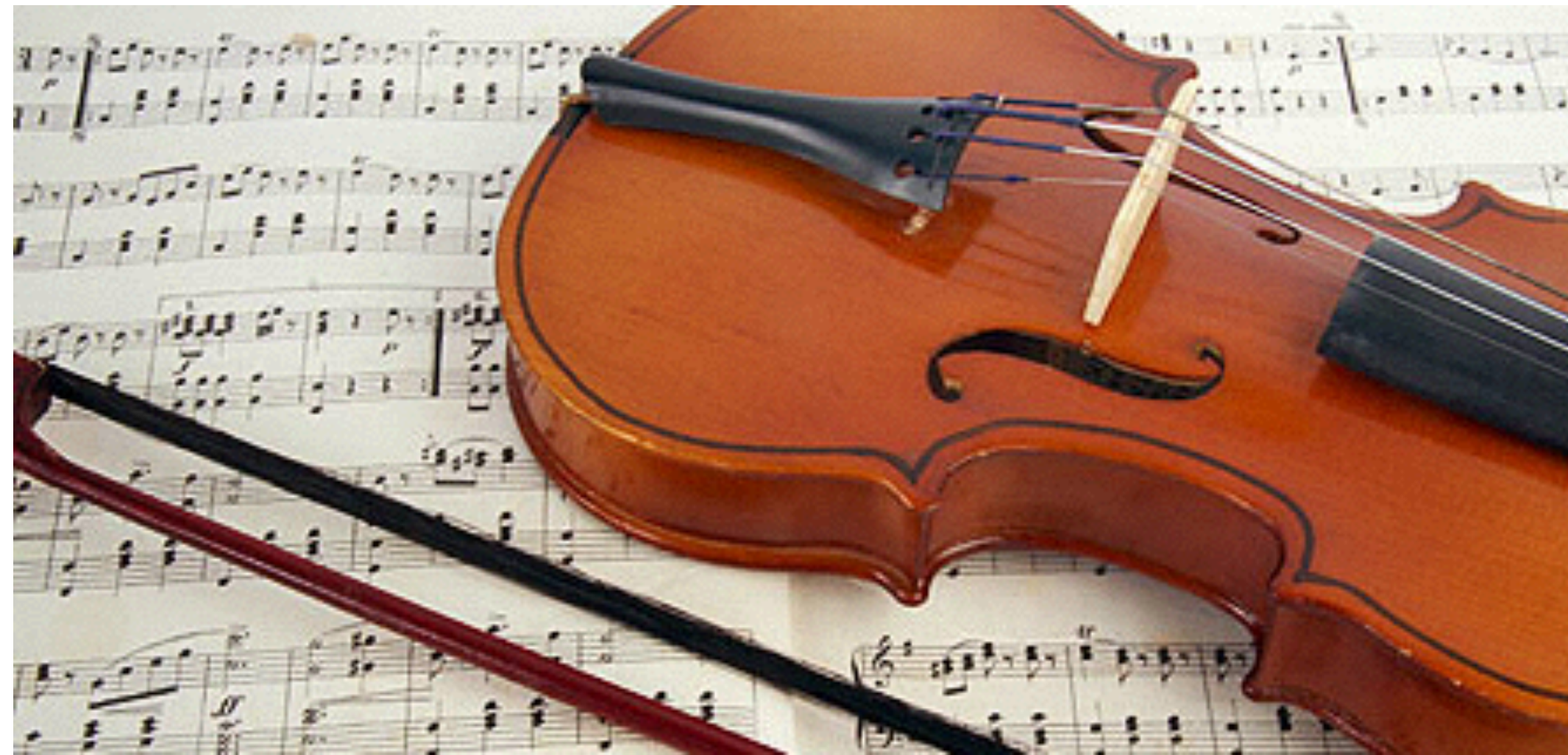
Audience Engagement

Nielsen/Arbitron Summer 2016 Survey

Radio

Classical
90.5 FM 89.7 FM

- KUAT-FM market rank #14 for listeners age 12+; market rank #9 for listeners age 50+
- Cume -16% vs. Summer 2015
- AQH -47% vs. Summer 2015
- TSL -37.4% vs. Summer 2015



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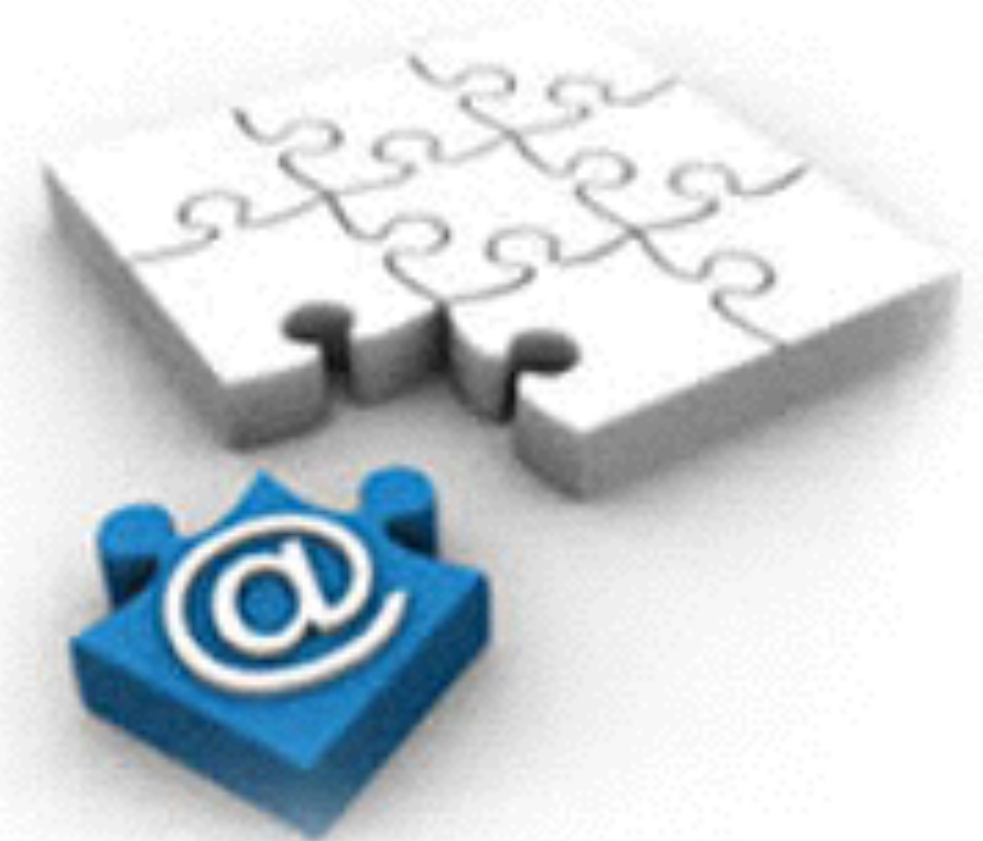
Management Report

Audience Engagement

Online

Fall 2016 **azpm.org** analytics:

<i>Metric</i>	<i>Sept-Oct 2016</i>	<i>%change (from 2015)</i>
Page Views	876,488	+11.84%
Pages per Visit	3.68	-1.88%
Bounce Rate	10.86%	+9.48%



Election Day 55,234 Page Views **+367%** more than average day.

Twitter followers as of October 31, 2016: 10,674 **+14.28%** over 2015



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Audience Engagement

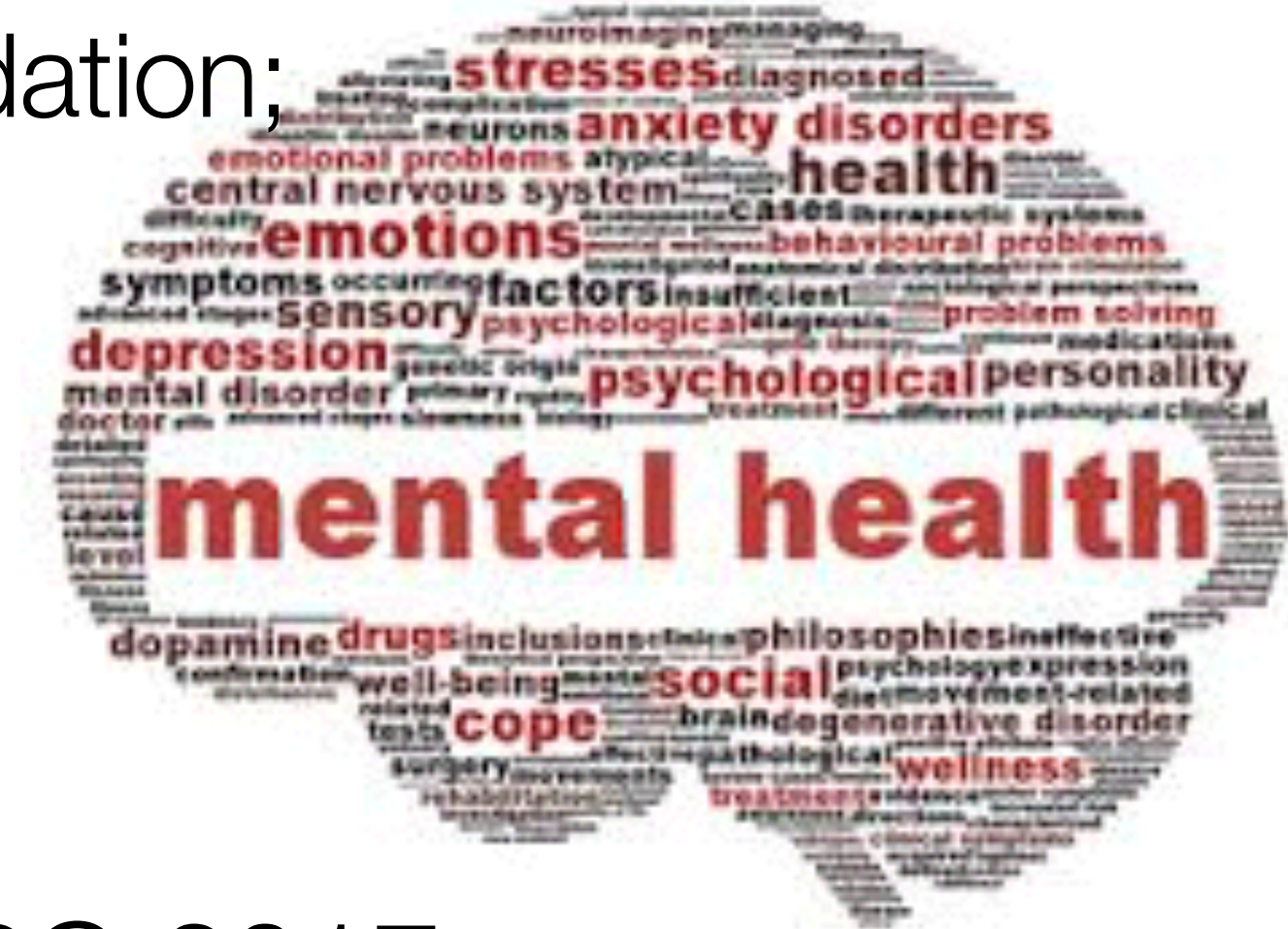
In-Production

- ***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.

Filming 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

1Q FY2017 Membership Program

Total: \$967,771 (\$108,677 above 2015)

Budget: \$756,964

#Gifts: 6,671

#New Gifts: 2,095 (31%)

December 2016 TV/Radio Membership Campaign

Goal: \$500,000 (8% below Dec/Jan combo)

Focus: New Gift Goal: 1,300 new members

Total #Gifts Dec 2015: 6,620



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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*



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Management Report

Visibility and Financial Sustainability

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Our Brand “Voice”

- *Aspirational*
- *Empowering*
- *Familial*

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Management Report

Visibility and Financial Sustainability

AZPM Marketing Priorities:

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Our Brand “Voice”

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“Building a Better Southern Arizona”

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Management Report

Organizational Culture

Recently Filled Positions

Sr. On-Air Promotion Producer (11/15)

On-Air Promotion Producer (11/15)

Public Affairs Producer

Open Positions

Assoc. Producer, Public Affairs

Webmaster II

Assoc. Producer, Special Projects

Headcount

Professional Staff: 92

Students: 16

Volunteers: 195

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Management Report

Organizational Culture

AZPM productions honored with Emmy nominations for 17 productions. AZPM staff members brought home 12 statues to Tucson, in addition to the Governors' Award for *Passing On*.

More nominations and awards 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).

Executive Producer John Booth inducted into the NATAS Silver Circle.

Reporter Vanessa Barchfield attending radio training workshop in Chicago.



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Management Report

Partnerships

Date(s)	Event(s)	Partner(s)
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 (<i>Arizona Illustrated</i>)	SaddleBrooke HOA
Nov. 17th	Donor Luncheon with NPR's Mara Liasson	Tucson Jewish Federation
Nov. 17th	Donor Dinner with Mark Samels, EP, <i>American Experience</i>	Titan Missile Museum
Nov. 18th 6p	Community Screening: <i>AE "Command and Control"</i>	Titan Missile Museum/The Loft
Nov. 29th	Garrison Keillor at the Fox	Fox Theater/PH Productions
Dec. 4th 3-6p	USS Arizona Memorial Event at UA	UA
Jan. 9th 6p	Preview Screening: <i>Masterpiece "Victoria"</i>	SaddleBrooke
tba	Preview Screening: <i>Masterpiece "Victoria"</i>	Green Valley
tba	Preview Screening: <i>Masterpiece "Victoria"</i>	The Loft
Jan-Mar 2017	College of Science Lecture Series	UA College of Science
March 2017	Tucson Festival of Books	UA/TFOB
March 2017	Preview Screening: <i>Youth Mental Health (w.t.)</i>	various



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Management Report

Technology

- KUAS-FM 88.9 construction planning underway.
- Contingency plans for TV Spectrum Auction “repacking”
- On October 11, AZPM TV Master Control functions transitioned to joint WGBH/SONY operation based Boston utilizing state-of-the-art cloud technology. Savings estimate \$1.2M over term of contract; ultimately, improved QC.
- *UA Channel* original programming moved to online delivery only. *ReadyTV* and *WORLD* share a single broadcast channel (*ReadyTV* 6a-6p/*WORLD* 6p-6a). Anticipate a hybrid channel in 2017. V-me offered to CATV subscribers, only.
- AZPM radio facility renovation have begun. Two phases: ETC 1Q 2017.



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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, January 12, 2016
11:45a lunch, 12:00p meeting, UAF Vine Avenue
- Strategic Planning Retreat:
Friday, December 9, 2016
7:30a-1:30p, Habitat for Humanity, Mountain just S of Prince.
- 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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