

ARIZONA PUBLIC MEDIA®



Community Advisory Board - Annual Meeting
May 25, 2017

Call to Order

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Welcome and Introductions

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Welcome and Introductions

New CAB Members:

Christina Noz

Attorney, Mission Management & Trust Co.

Matt Lubisich

President, Associated Students of the University of Arizona

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This past fiscal year on AZPM...

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Consent Agenda

Agenda Item III.
(pages 1-4 of agenda)

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Committee Reports



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Committee Reports

Development

DevComm met on April 24th and May 22nd *Mary Ann Dobras for Hank Peck,*

Acting Chair

- CAB Thank You call project update
- End of Fiscal Year (EOFY) Campaign
- Thanks to those who joined us at Susan Tarrence's home on May 8th for personal notes for EOFY campaign
- Menu of Engagement - please complete NOW
- Major Gifts revenue update



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Committee Reports

Executive

Committee met on Aril 14th

- Evaluation of March CAB Meeting (p. 10)
- Access CAB book contents online
- Wallet cards for CAB members
- CAB Annual Giving Update/Reminder
 - Individual statements of gifts to AZPM

Jennifer Casteix, CAB Secretary



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Committee Reports

External Relations

Committee met on March 28th

Steven Eddy, Chair

- Legislative Update
 - AZ FY'18 Higher Ed Budget Summary
- Response to FY18 Proposed Reduction to CPB
 - Timing Critical
 - Working in coordination with UA Federal Relations
 - Federal representative invited to radio studio commissioning event



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Committee Reports

Financial Info

Financial Info Committee met on May 15th

*George Steele for Paul Lindsey,
Chair*

3Q Report

- Revenue 19.1% favorable to budget (\$1.545M)
- Expenses 13.7% favorable to budget (\$1.171M)
- Revenue variance due to timing of \$1.4M CPB Grant
- FY'16 vs. FY'17: Bequests 4x compared to last FY
Aux ~2x compared to last FY due to renegotiated Sprint EBS lease agreement



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Committee Reports

Marketing & Brand Management

Committee met on May 10th

Chris Helms for Hope Reed, Chair

- Reviewed progress report on planning activities:
 - News “Trust” Campaign
 - *PBS 6 Plus* launch
 - Image Spots
- Federal Funding Messaging



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Old Business

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Old Business

Jack Gibson

Corporation for Public Broadcasting (CPB) Federal Funding Update

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Washington Update:

- Congress restored (rescission suggested by WH) FY'17 funding for CPB.
- This week the administration proposed elimination of funding for CPB in its FY'18 budget which was released on Monday. Congress has final say...
- There is significant bipartisan Congressional support for public media.
- All of the AZPM federal appropriation supports local production.
- The protectmypublicmedia.org website offers helpful tools...
- AZPM has Proof of Performance spots on the air now “Trust/Now More Than Ever/Power of PM,” viewer/listener testimonials, etc.)
- External Relations Committee will meet soon to discuss timing of an action campaign in coordination with UA Fed Relations.

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Jack Gibson
Ted Borek for Anne Maley, Chair

<Discussion Item>

2017-21 Strategic Plan



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Strategic Planning

CAB Strategic Planning Committee:

- Anne Maley, Chair
- Ted Borek, CAB
- Judith Brown, CAB Emerita
- Stephen Golden, CAB Alumnus
- Harry Paxton, CAB
- Joe Sharkey, UA School of Journalism
- Jack Gibson

Ted Borek for Anne Maley, Chair



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Strategic Planning

AZPM's Current Strategic Plan

Ted Borek for Anne Maley, Chair

- Built on success of (transformational) 2009 Strategic Plan
- Five Strategic Objectives:
 - Audience Engagement
 - Financial Sustainability
 - People and Culture
 - Strategic Partnerships
 - Technology



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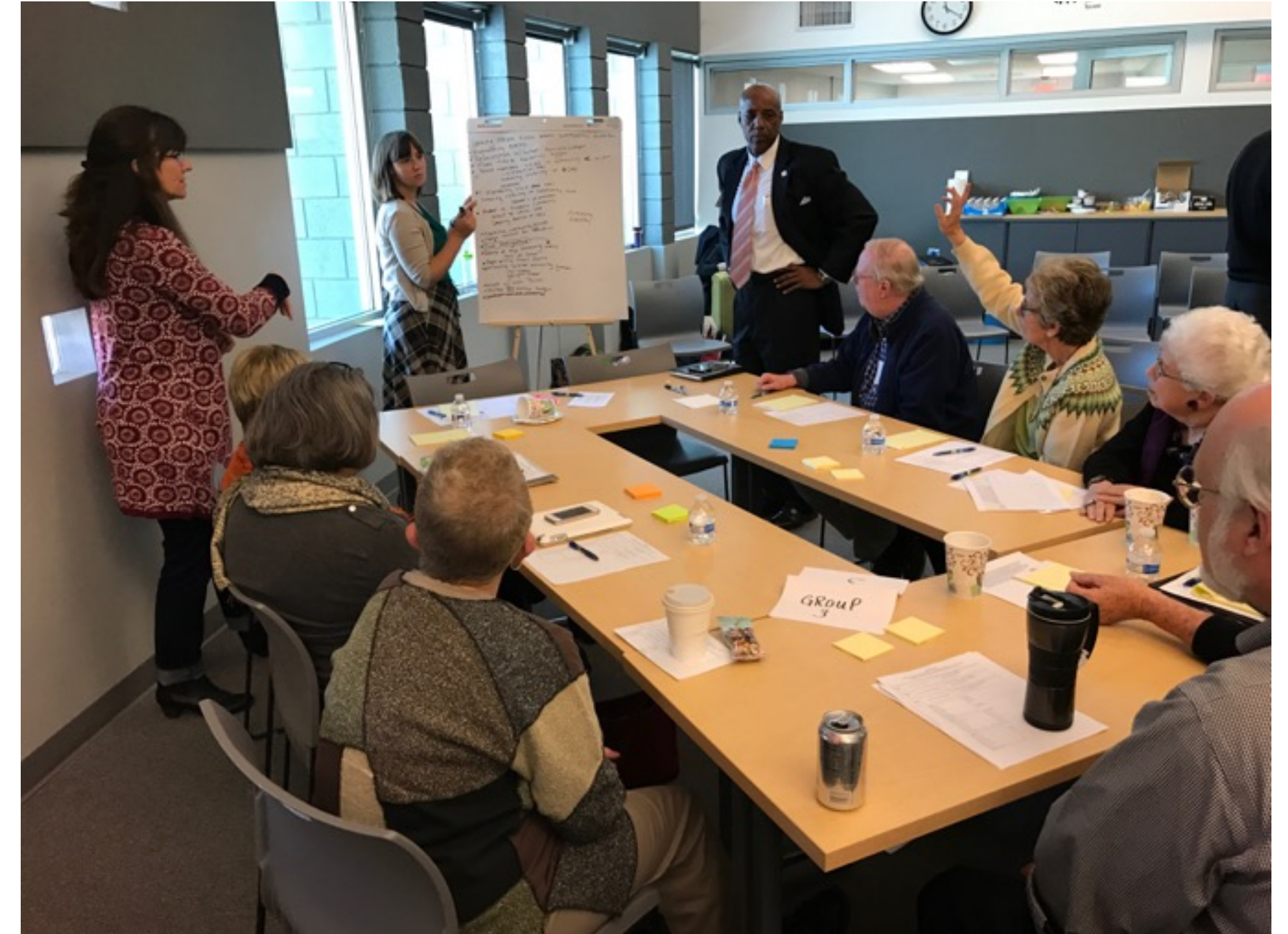
Strategic Planning

CAB Strategic Planning Retreat December 2016

What we learned:

- Compelling local content and quality, balanced, responsible, in-depth vs. “fake” news are valued above all.
- Community engagement/partnerships may represent the greatest opportunities to increase visibility in community and beyond Tucson metro.
- Life-long education and learning are important to community and crucial to AZPM’s mission. Increase educational outreach for all ages.
- Importance of cultivating younger audiences via social media and emerging technologies.

Ted Borek for Anne Maley, Chair



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Strategic Planning

AZPM 2017-21 Strategic Plan

Ted Borek for Anne Maley, Chair

- Incremental vs. Transformational
 - Builds on success of current plan
 - Consolidates five focus areas to two
 - Adds a *new* focus area: Community Engagement
 - Tightened up language to simplify and streamlined the strategies to increase focus
- We distributed the Mission, Vision and Values statements and the Strategic Intent to you all earlier this week along with specific strategies for the three strategic objectives.



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Strategic Planning

AZPM 2017-21 Strategic Plan

Ted Borek for Anne Maley, Chair

Mission

Arizona Public Media (AZPM) educates, informs, and inspires by bringing people and ideas together.

Vision

AZPM envisions a community in which ideas abound, knowledge is sought, and learning never ends.

Values

Accountability

Growth

Ideas

Impact

Quality



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Strategic Planning

AZPM 2017-21 Strategic Plan

Ted Borek for Anne Maley, Chair

Strategic Intent

AZPM remains committed to being a trusted source of information that promotes thoughtful conversation and community collaboration.

AZPM will achieve this strategic intent through focused efforts in three key areas:

- *Audience Development*
- *Community Engagement*
- *Sustainability and Accountability*



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Strategic Planning

AZPM 2017-21 Strategic Plan

Ted Borek for Anne Maley, Chair

- Staff has been working on the tactical portion of the plan.
 - Tactical Plan has an 18-month timeframe and is not part of the public document.
 - Staff will report back on progress at the mid-point in 9 months (March 2018) and at the conclusion of the tactical plan in 18 months (January 2019).
- CAB endorsement of the strategic plan is requested today.



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Strategic Planning

AZPM 2017-21 Strategic Plan

Ted Borek for Anne Maley, Chair

Questions?



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In Recognition of Dedicated Service

Kent Laughbaum, CAB Chair



George Steele

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In Recognition of Dedicated Service

Kent Laughbaum, CAB Chair



Michael Chihak
AZPM News Director

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Management Report

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Management Report

Walk and Talk

- Opportunity to tour the facility and meet and hear from some of the folks doing the work at AZPM stations.
 - Two groups: One group will start off with TV Production Manager Martin Rubio
 - Another group will start off with Executive Producer John Booth in Studio B and Post Production
 - After you tour, we will meet back here to recap and to address any questions you might have.
 - Time limited tour to keep our agenda intact and to minimize disruption for station operations.

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Gene: AZPM Digital

Management Report

Visibility and Financial Sustainability

AZPM launching comprehensive news image promotional campaign:

“Trusted. Now More Than Ever.”



- On-air, TV and Radio
- Outdoor Advertising (billboards, transit shelters)
- Print (Arizona Daily Star)
- Possible online advertising

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Radio Spot

Trusted.
Now more than ever.



89.1 FM 1550 AM

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CLEAR CHANNEL

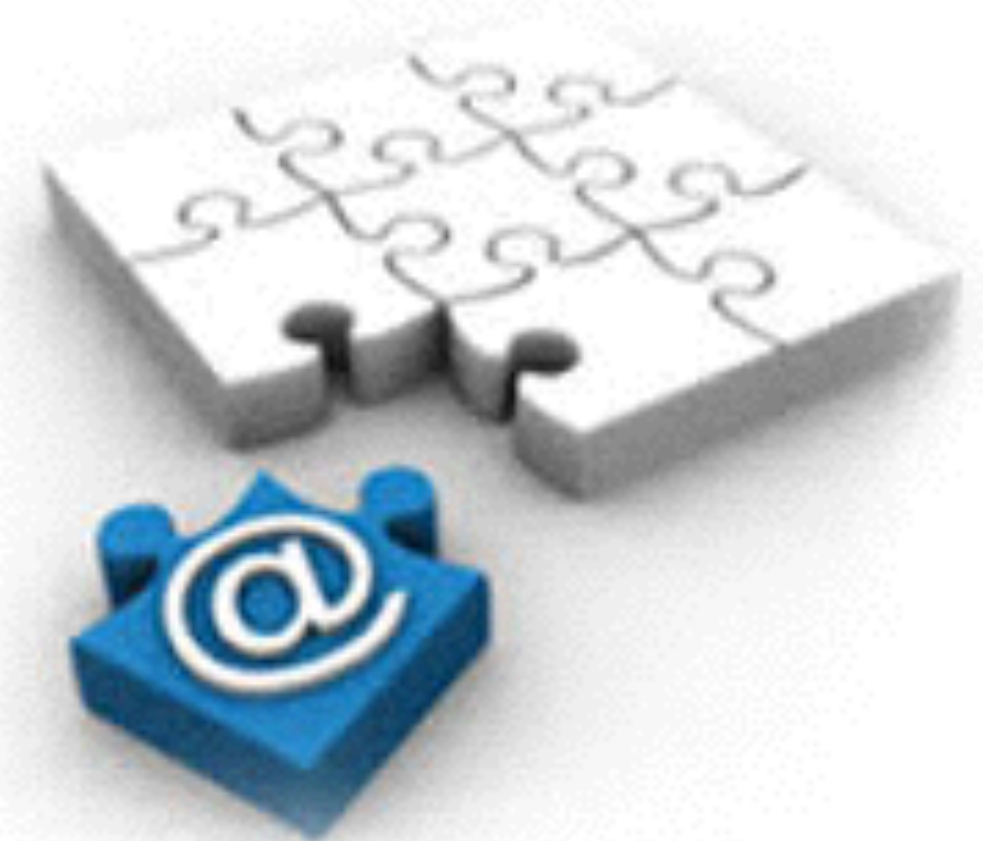
Management Report

Audience Engagement

Online

Winter 2017 **azpm.org** analytics:

<i>Metric</i>	<i>Mar-Apr 2017</i>	<i>%change (from 2016)</i>
Page Views	953,089	-8.83%
Pages per Visit	4.02	+30.21%
Bounce Rate	10.07	+57.8%



@AZPMnews **Twitter** followers as of April 30, 2017: 11,250 +6.3%

@AZPM **Twitter** followers as of April 30, 2017: 1,112 +80.8%

Facebook page “Likes”: 17,079



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Ed/Hildy: Radio & TV Audience Report
John K: Facility Changes

Management Report

Audience Engagement

Radio



89.1 FM 1550 AM



Nielsen/Arbitron - Winter 2017 Survey

- KUAZ-AM/FM market rank #3 listeners age 12+; ranked #1 for listeners age 50+
- Ranked #1 in morning drive for listeners age 50+; #2 for listeners age 12+
- Cume +17.6% vs. Winter 2016
- AQH +35.7% vs. Winter 2016
- TLS +16.7% vs. Winter 2016
- Top News/Talk format station in Tucson

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Management Report

Audience Engagement

Nielsen/Arbitron Winter 2017 Survey

Radio

Classical
90.5 FM 89.7 FM

- KUAT-FM market rank #16 for listeners age 12+; market rank #8 for listeners age 50+
- Cume -10.3% vs. Winter 2016
- AQH -4.8% vs. Winter 2016
- TSL +7.1% vs. Winter 2016



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Audience Engagement

Television

Nielsen Media - Jan-Apr 2017 (vs. 2016)

Cume (Unduplicated Weekly Audience)

Prime Time -2.5%

Whole Week -5%

Viewership GRPs (Gross Rating Points)

Primetime +6%

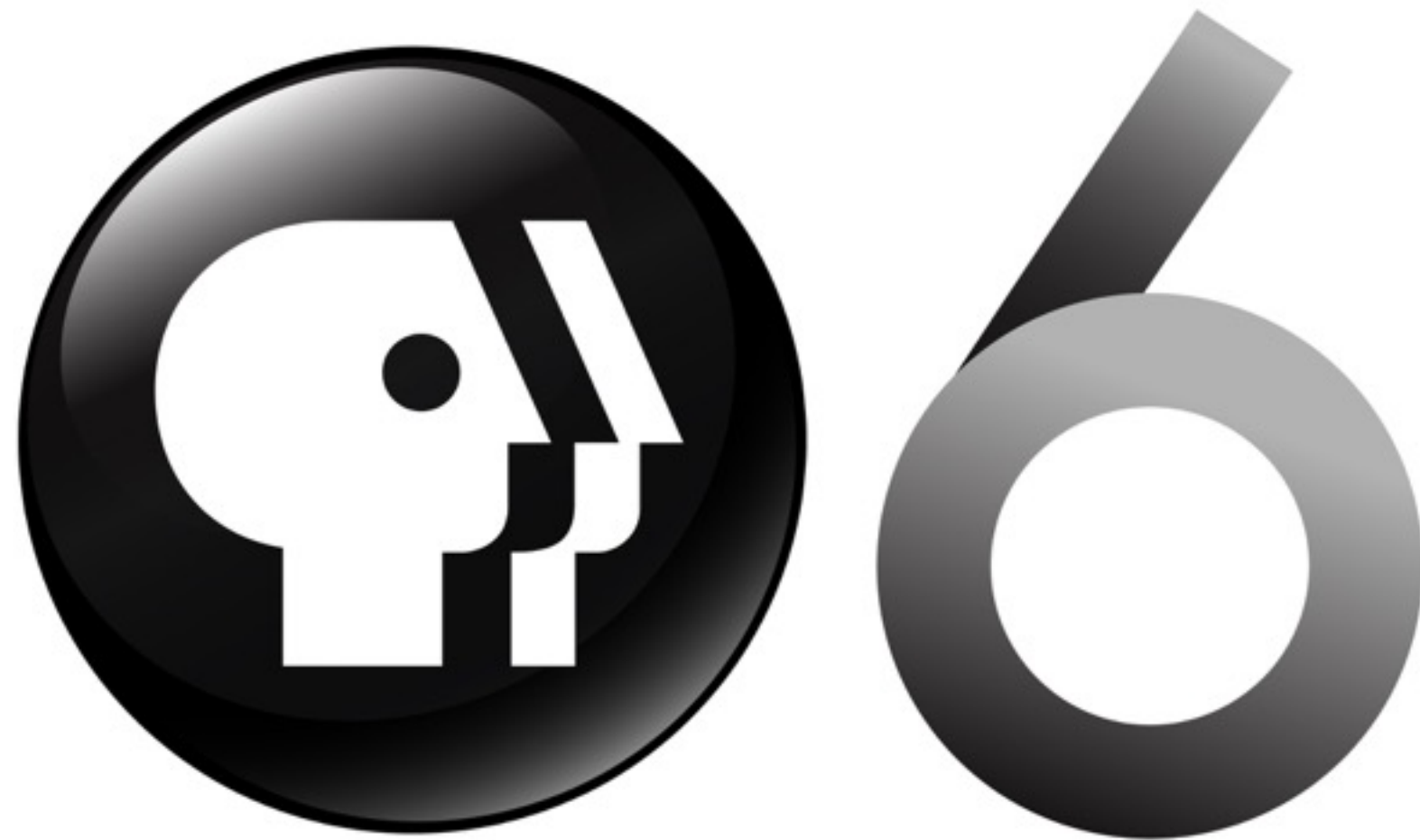
Whole Week +7.5%

Local Productions (#viewers)

Arizona Illustrated +30.8 (28,430)

Arizona Week +48.6% (11,212)

MetroWeek +45.7% (11,865)



Management Report

Technology

- KUAS-FM 88.9 construction wrapping up.
- Consolidated PMM Joint TV MCR transition efforts continue to improve.
- TV Master Control Room renovation planning is underway.
- IGA with Cochise County for tower collocation of KUAS-FM 88.9/Sierra Vista.
- New STL microwave purchase initiated.



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Sandy/Sara/Enrique: Membership/Development/Major Gifts Report

Management Report

Visibility and Financial Sustainability

<i>YTD (Jul17-Apr17)</i>	<i>Budget</i>	<i>Actual</i>	<i>FY'16</i>
Auxiliary Services	\$600,247	\$763,926	\$285,605
Development			
Bequest	\$173,202	\$1,066,407	\$242,295
Capital Gifts	\$200,000	\$11,775	\$380,452
Major Gifts	\$811,763	\$793,672	\$772,965
Program Gifts	\$225,000	\$120,457	\$350,480
Membership	\$3,427,457	\$3,342,194	\$3,273,084
Underwriting	\$1,095,513	\$1,166,174	\$1,067,925
<i>Total</i>	<i>\$6,533,182</i>	<i>\$7,264,605</i>	<i>\$6,372,806</i>



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Management Report

Visibility and Financial Sustainability

April 30 Membership Program Update

Total: \$3,342,195 (\$69,110 above 2016)

Budget: \$3,427,457 (2% behind to budget)

#Gifts: 30,378

June 2017 TV/Radio Membership Campaign

Goal: \$/FY'16 \$200,000

Total #Gifts Goal: 1,400

June 2017 EOFY Countdown Campaign



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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.
- Link to CAB Performance Assessment will be emailed to you.
- Next CAB Meeting:
Thursday, September 21, 2017
11:45a lunch buffet; 12 noon agenda. Location UAF Vine Ave. Annex
- Meeting evaluations will be emailed to you 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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Have a great summer!

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Adjourn

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Arizona Public Media (AZPM) remains committed to being a trusted source of information that promotes thoughtful conversation and community collaboration. Thank you for your continued investment in AZPM!