

ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting
September 21, 2017

Call to Order

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Welcome and Introductions

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Welcome and Introductions

Guests:

Bruce Fohr

FMR Associates

John Booth

AZPM Executive Producer

Andrea Kelly

AZPM Assistant News Director

Peter Michaels

AZPM Interim News Director

Gene Robinson

AZPM Director, Marketing & Communications

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This fall 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

Community Engagement

Committee met on September 7

Jennifer Casteix, Chair

- Educational outreach strategic marketing plan drafted
- AZPM community events include:
 - *Vietnam* screenings 9/9, 9/11, 9/12, 9/14
 - *OSIRIS-REx: Countdown to Launch* screenings and broadcast 9/22
 - *MASTERPIECE "Poldark"* screening 9/26 (UA CCP)
 - *Not Broken* screening 10/24 (Tucson J)
- On the radar: Tucson Festival of Books, March 2018
 - Gene Robinson to serve on TFOB Marketing Committee



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Committee Reports

Development

Committee met on August 7 & September 18

*Lois Eisenstein & Christina Noz for
Roxie Lopez & Hank Peck, Co-Chairs*

- Number of major donors has increased significantly; thanking donors is an increasingly high priority.
- Ways to Engage responses analyzed: introductions and information about donor interests are most valuable.
- CAB member business connections helpful to Underwriting.
- Capital Gifts & Program Gifts: Specific projects may appeal to donors with specific interests.
- EOFY note project resulted in an increased response rate (22% vs. 10%). 60% of total \$ raised was from note recipients.
- Development = Connections. How you can help...



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Committee Reports

Development

We need CAB help in getting to know these donor better...

Lois Eisenstein & Christina Noz for Roxie Lopez & Hank Peck, Co-Chairs

Hal & Debra Ashton

Thomas & Candace Grogan

Michael Baldwin

Michael Kasser

William Dantzler

Donald & Susan Pitt

Donald Diamond

John & Helen Schaefer

James & Louise Glasser

David & Sarah Smallhouse



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Committee Reports

Development

110th Arizona Town Hall

Topic: “Funding Pre-K to 12 Education”

November 12-15, 2017 at Hilton Phoenix/Mesa

*Lois Eisenstein & Christina Noz for
Roxie Lopez & Hank Peck, Co-Chairs*

- Good opportunity to promote AZPBS Learning Media which provides resources and materials to classroom teachers and homeschoolers at no cost.
- AZPM staff cannot participate in AZ Town Hall without violating AZPM Editorial Policy; CAB members can!

Hank Peck, Arizona Town Hall Chair

For more information, contact Hank or visit: www.aztownhall.org



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Committee Reports

Executive

Committee met on August 23

Susan Tarrence, CAB Vice-Chair

- Meeting evaluation feedback: make it easier to find materials and handouts.
- CAB engagement with thank-you calls essential to help staff with the significant increase in major donors. Thanking donors is the **most important** thing CAB can do to keep them giving.
- Could use more CAB volunteers to help with calls.



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Committee Reports

Financial Info

Financial Info Committee met on September 7

Ed Frisch, Chair

FY17 Report

- Revenue 15.8% favorable to budget (\$1.6M)
 - Membership, Major Gifts, Underwriting surpassed goals
 - Major increase in Planned Gifts
- Expenses 7.6% favorable to budget (\$810K)
 - Some budgeted FY17 capital expenses rolled over to FY18
- Revenue \$1.5M favorable compared to FY16
- AZPM independent audit scheduled for October
- AZPM selected for CPB audit of university licensees (late October)



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Committee Reports

Governance

Jill Perrella, Chair

Committee met on August 23

- Two Board Seats Open (George Steele, Chuck Ford)
- Replacement members are pending
- Committee has identified a number of qualified candidates
- Nominations are welcome from CAB members
- Emeritus qualifications and expectations have been clarified and are presented for your consideration today **<action item>**.



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Old Business

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Federal Funding Update

Jack Gibson



America's Public Television Stations
LOCAL SERVICE NATIONAL VOICE

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Fed Funding Update:

Last Thursday, September 14, 2017, the House completed consideration of the consolidated appropriations measure that set the FY 2018 House funding levels for eight appropriations bills, including the Labor-HHS-Education bill, which provides CPB/ public broadcasting funding. The consolidated bill was passed by a vote of 211-198.

The House bill provided full level funding for the Corporation for Public Broadcasting's two-year advance at \$445 million as well as \$27.7 million for *Ready To Learn*. The House bill did not contain any funding for public broadcasting's interconnection system.

This legislation is mostly a symbolic expression of the House funding priorities that will be important as the House and Senate work to finalize FY 2018 funding legislation before the short-term continuing resolution expires on December 8.

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We are being encouraged to stay actively engaged with our congressional delegation. Final funding decisions are likely to come together very quickly and it is important that public broadcasting funding priorities are not forgotten during the process.

If CAB members should encounter House Members or Senators:

Please thank them for the CPB and *Ready To Learn* funding that is provided in both bills and encourage them to support continued funding for the satellite interconnection, which is in the Senate bill. The House is considering a consolidated appropriations bill that combines all eight remaining funding bills into a single package.

Update:

- Kent Laughbaum and Steven Eddy wrote to Rep. Martha McSally on behalf of AZPM
- Nationally, there is significant bipartisan Congressional support for public media.
- All of the AZPM federal appropriation from CPB supports AZPM local production.
- AZPM has Proof of Performance spots on the air now (Trust/listener testimonials, etc.)
- A new credit for local productions tied to CPB Community Service Grant is now airing.

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New Business

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AZPM Local News
Online Survey Results

Bruce Fohr
FMR Associates



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Local Radio News Programming Evaluation and Preferences Survey

(2016-2017)

Prepared for:
Arizona Public Media
Tucson, Arizona

Prepared by:
FMR Associates, Inc.
June 2017

The Sample

- A total of 397 respondents, broken out between Internal (N=86) and General Public (N=311) constituency groups.
- Fielded online by AZPM between June 2016 and June 2017, using the same survey instrument. FMR assisted with survey design.
- Data tabulated and analyzed by FMR.

Sample Comparisons

Internal (N=86)

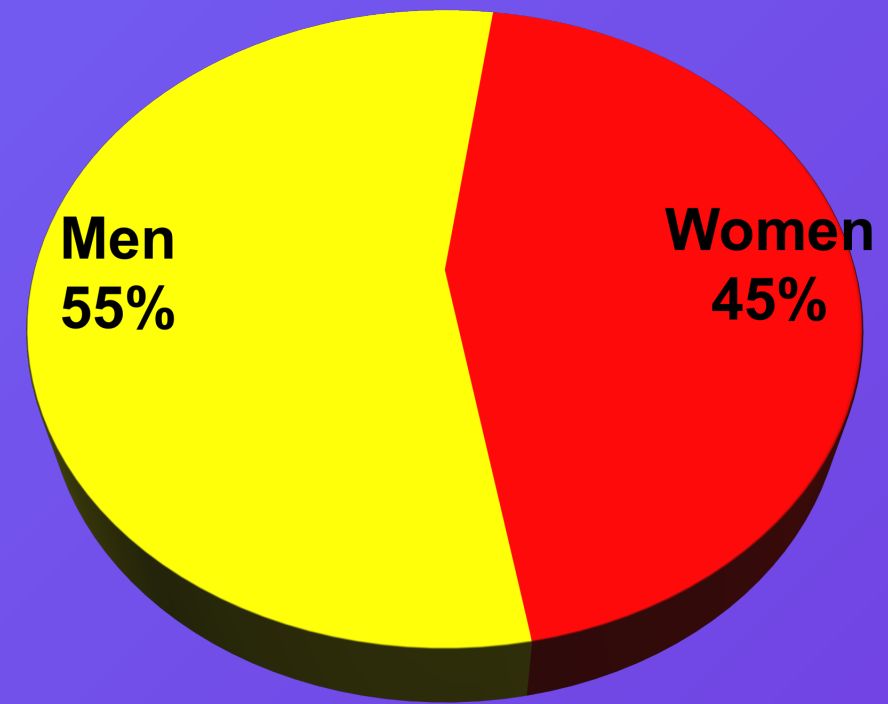
AZPM News Staff N=7
AZPM Non-News N=40
School of Journ. Faculty N=12
CAB N=27

General Public (N=311)

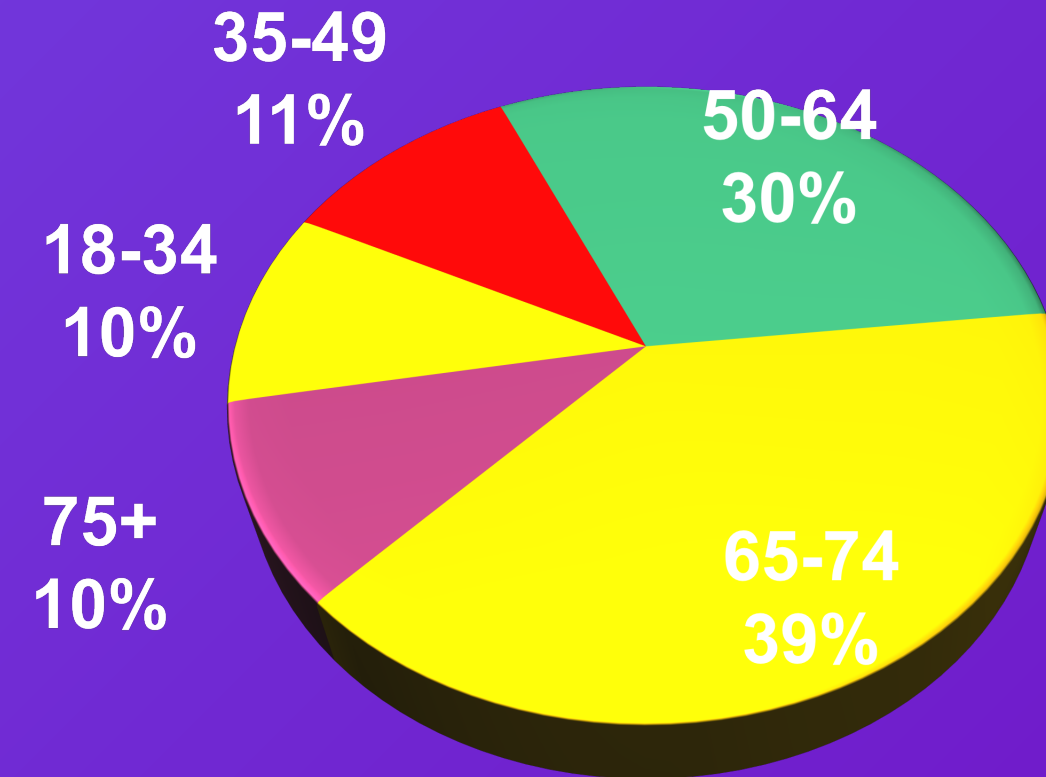
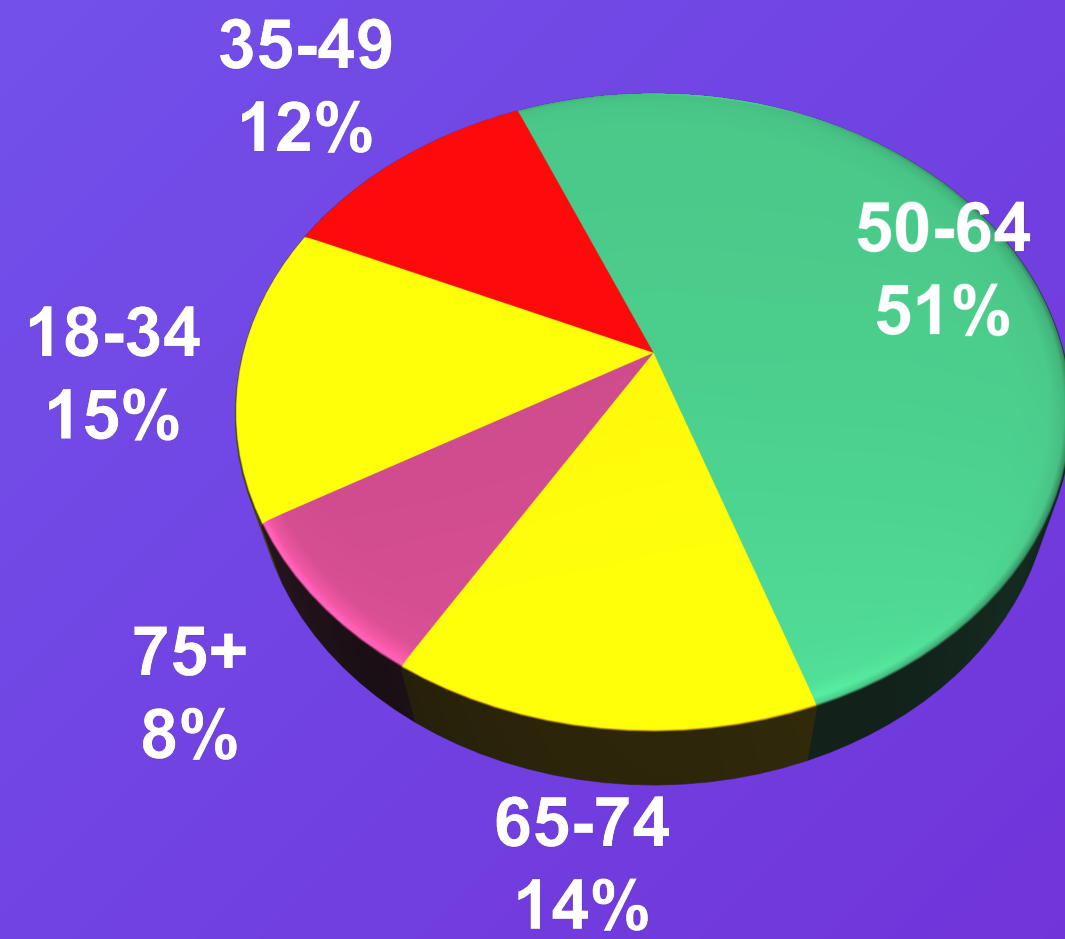
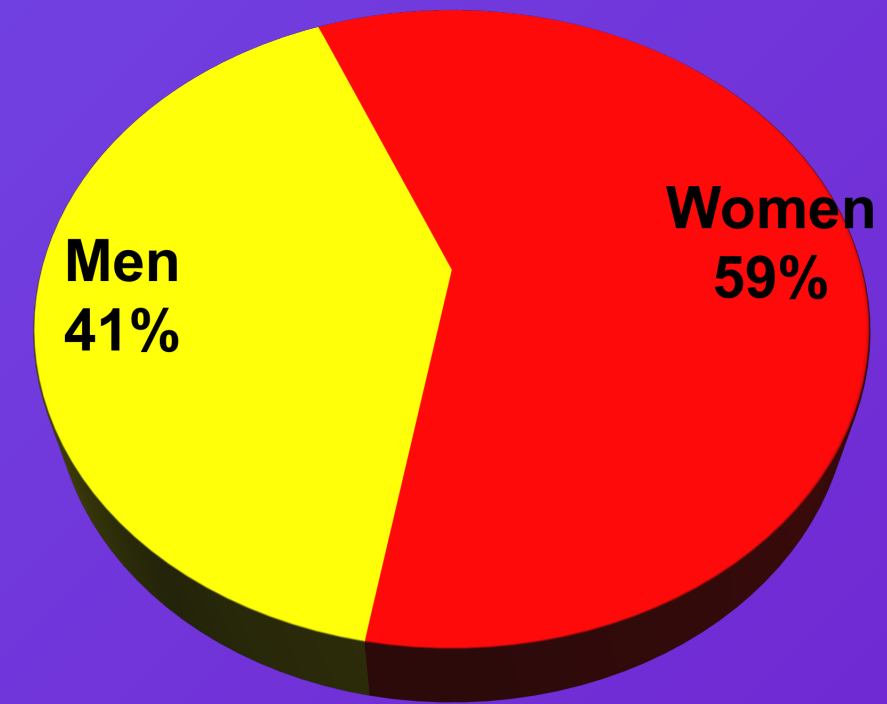
59% Current Members
22% Lapsed
19% Non-Members

52% Have graduate degree
81% White/5% Hispanic

Internal (N=86)



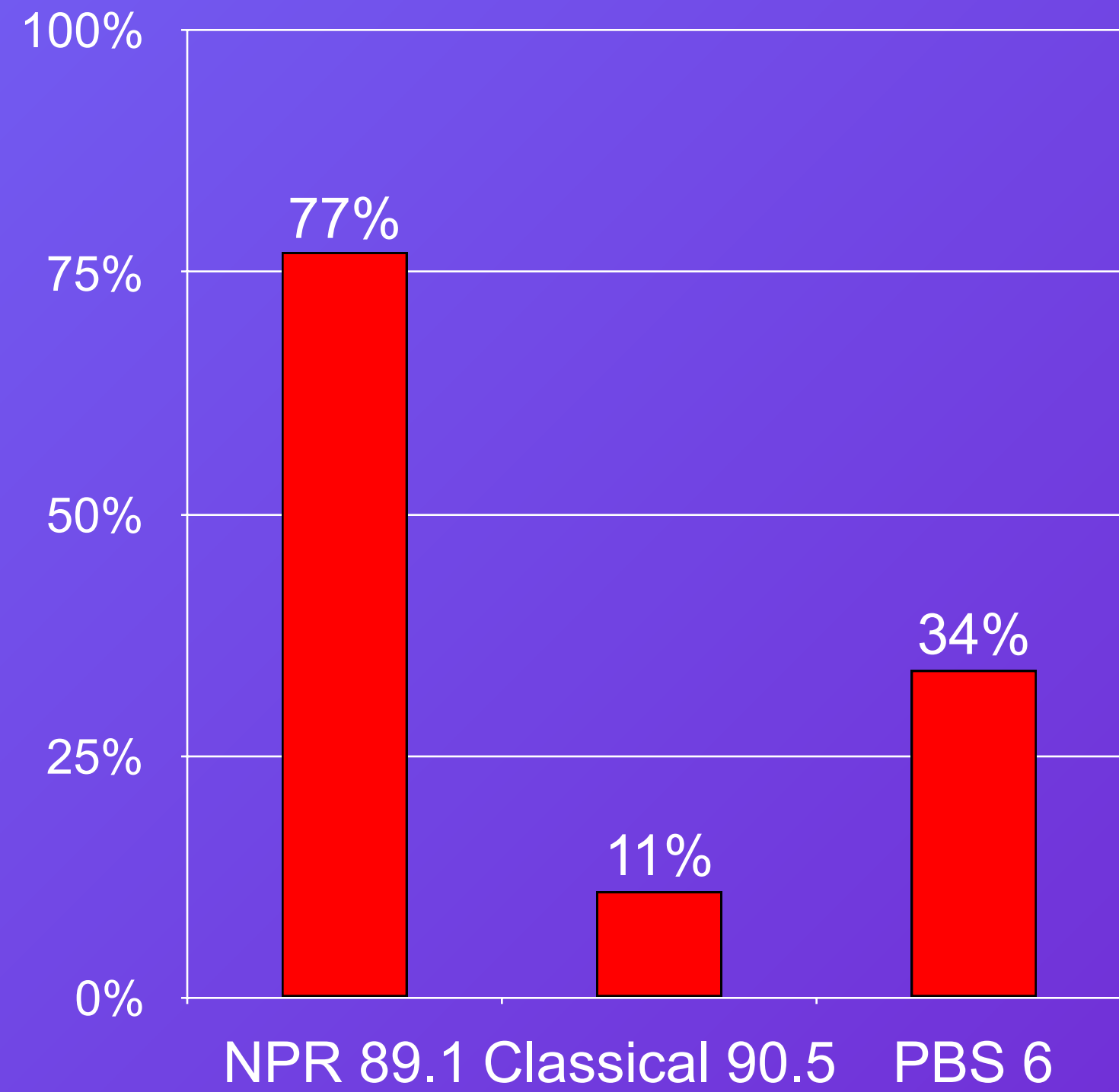
General Public (N=311)



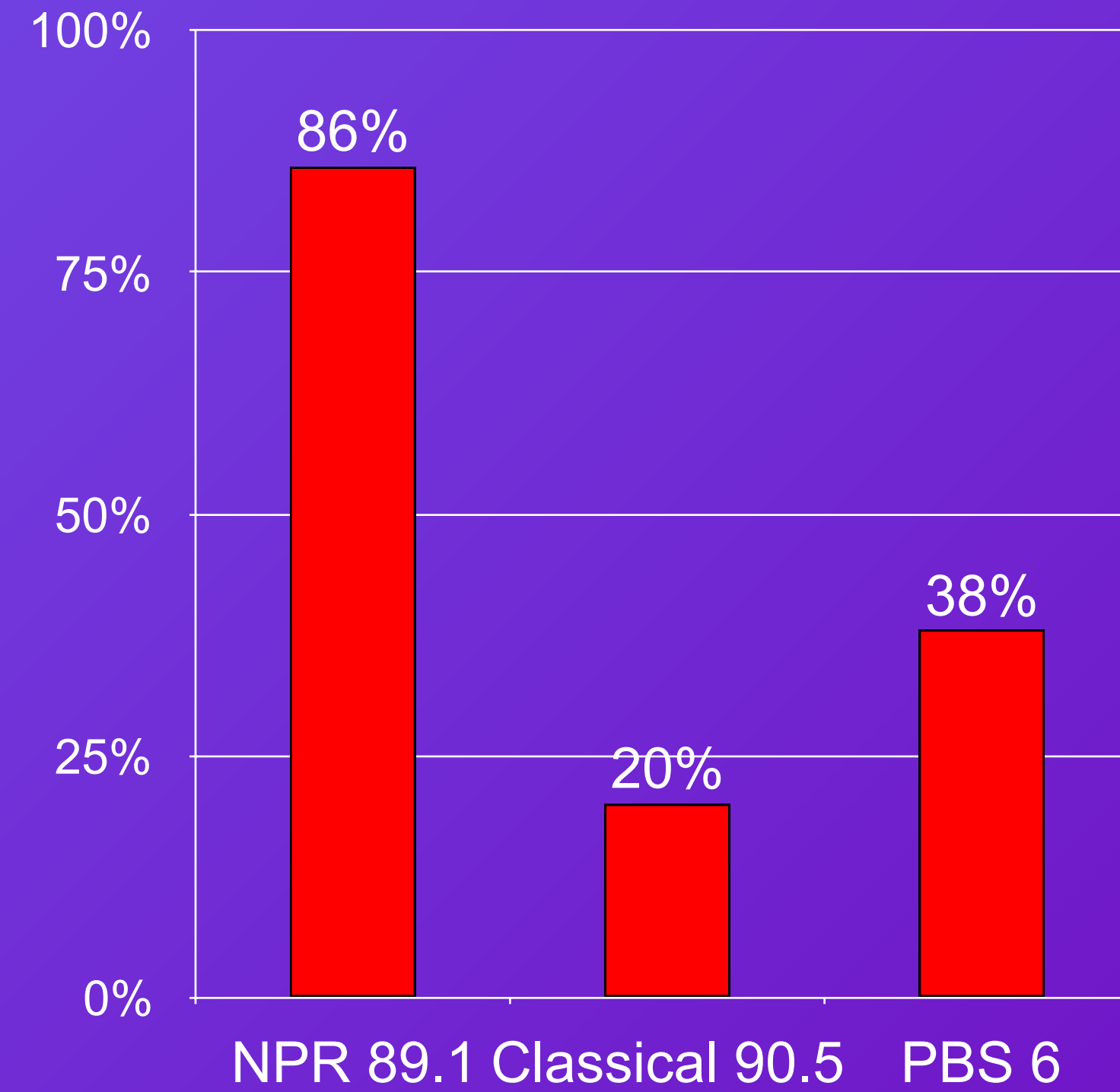
AZPM Usage

Daily Listening/Viewing

Internal (N=86)



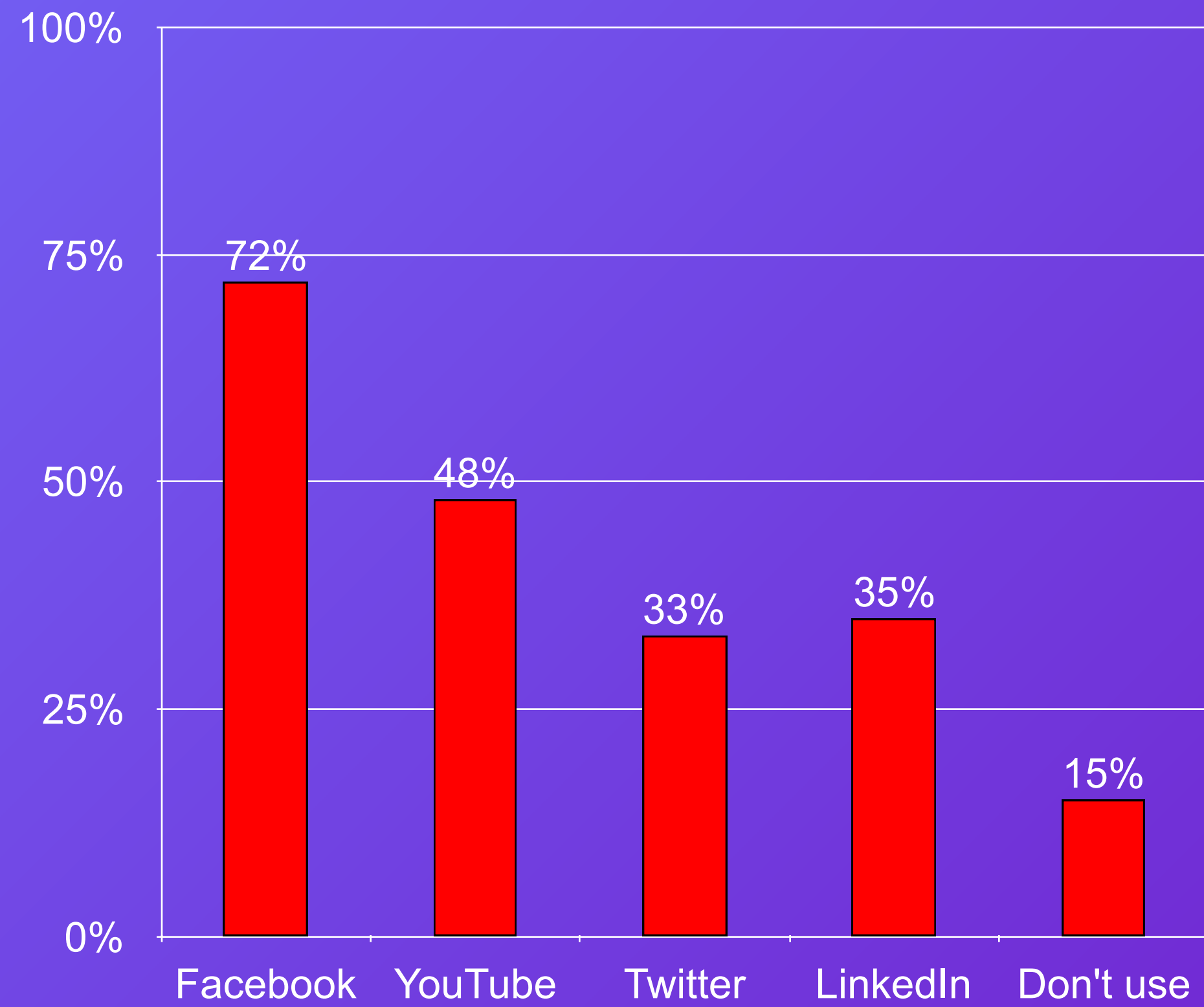
General Public (N=311)



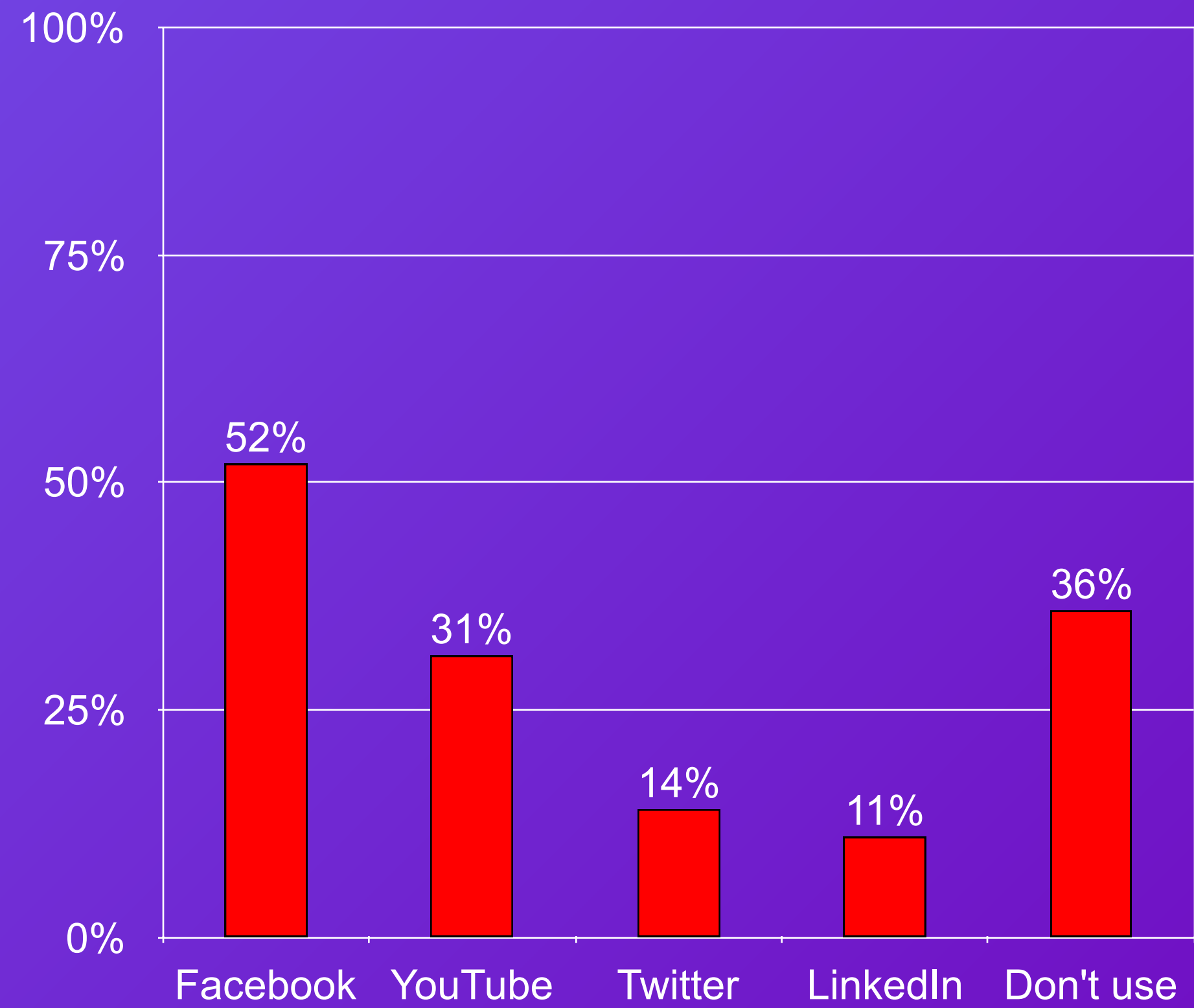
Social Media Usage

(Regular Usage)

Internal (N=86)

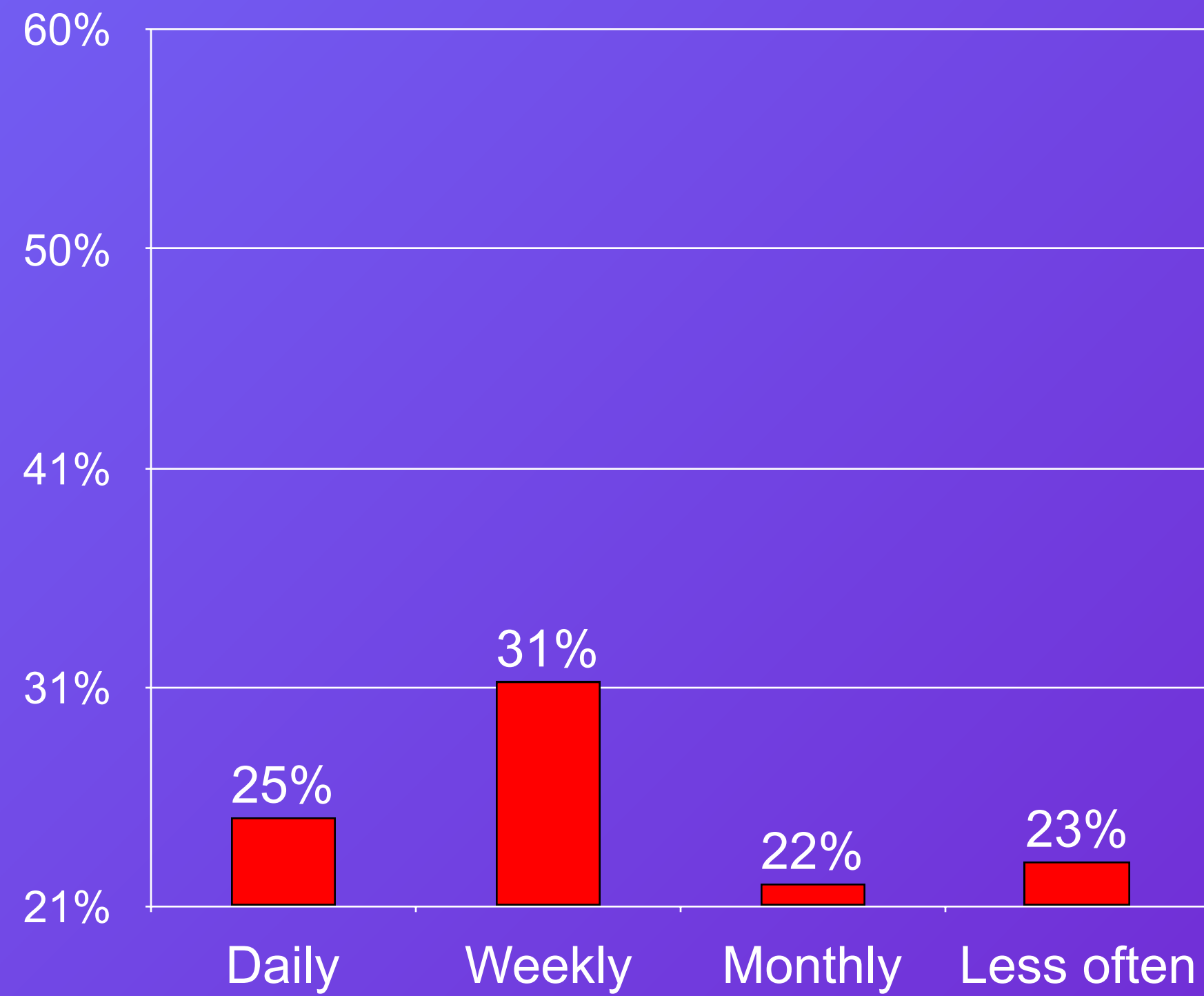


General Public (N=311)

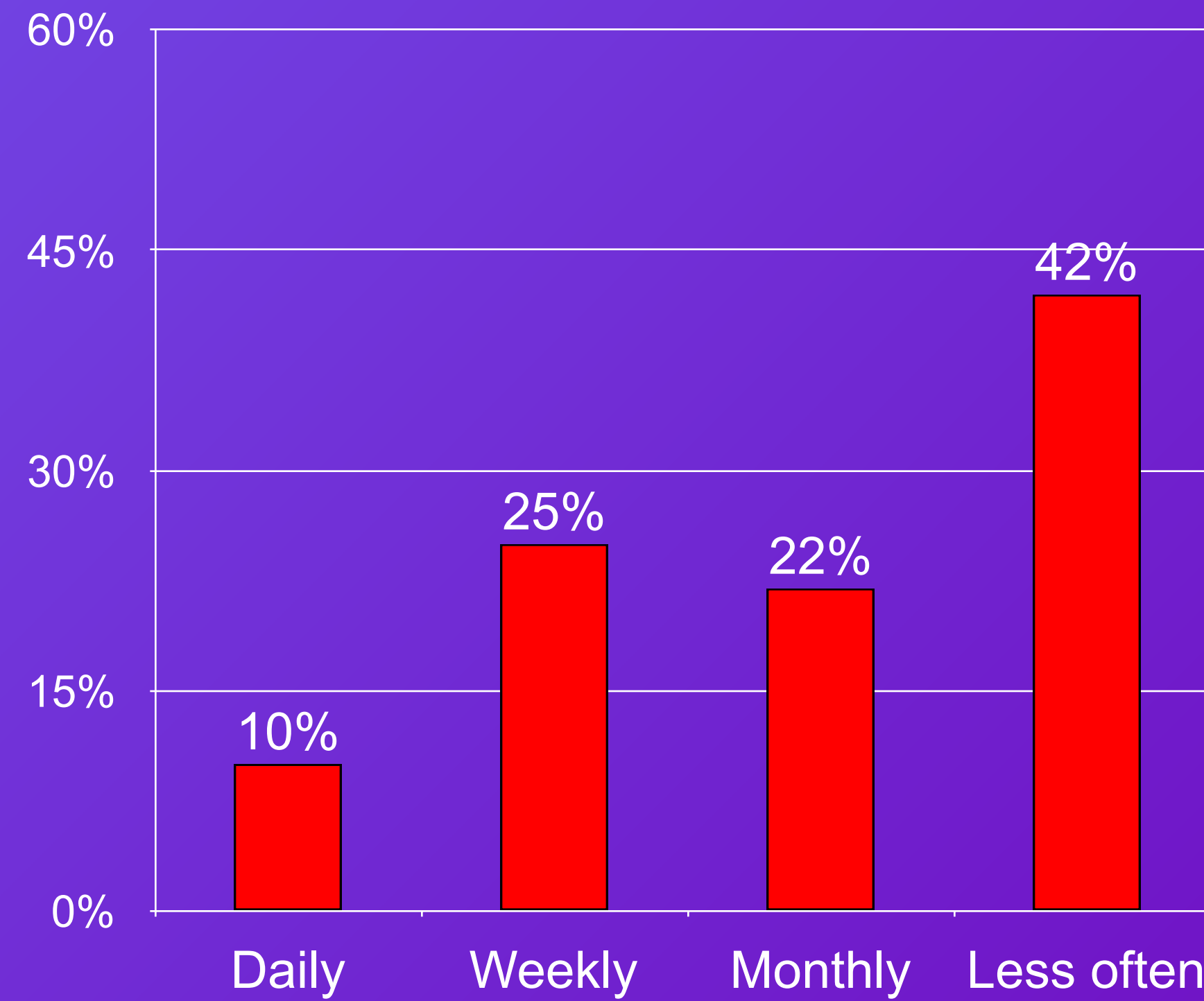


Visiting AZPM Website

Internal (N=86)



General Public (N=311)



AZPM Radio Program Listenership and Imaging

- 7 of 10 of both Internal and General Public respondents listen regularly to Morning Edition and ATC.
- More than one-half of each group listens regularly to Marketplace.
- Both groups perceive AZPM Local News to be “excellent/good,” “informative,” “accurate” and “relevant.”
- The greatest criticisms are the need for more local news coverage, less repetition, and more depth of coverage. Internal respondents think there should be more balance.

Elements liked most about local news coverage on AZPM:

- **Local information** (18%, more often General Public [22% versus 3%])
- **Topics reported on** (14%, more often General Public [16% versus 6%])
- **Thorough/In-depth** (13%, more often Internal [22% versus 10%])
- **Political coverage** (10%, more often General Public [12% versus 2%])

Elements disliked about local news coverage on AZPM:

- **Not enough coverage (17%)**
- **Dislike reporters (12%, more often General Public [13% versus 6%])**
- **Repetitive (9%)**
- **Needs more variety (7%)**

Comparative Evaluations of Favorite Local Public Radio News

	<u>Very</u>	<u>Somewhat</u>	<u>Not</u>	Average 1-5 <u>Rating</u>
Informational:				
Internal	76%	16%	8%	4.1
General Public	68%	19%	13%	3.8
Personal Value:				
Internal	66%	26%	8%	3.9
General Public	59%	26%	15%	3.7
Reporter Appeal:				
Internal	73%	20%	7%	4.1
General Public	63%	27%	11%	3.8

Agreement With Statements About AZPM Radio Local News

AZPM Radio local news stories are...

	<u>Strongly Agree</u>	<u>Agree Somewhat</u>	<u>Disagree</u>	<u>Average 1-5 Rating</u>
Very timely and up to date				
Internal	73%	16%	11%	4.0
General Public	79%	9%	12%	4.1
Very relevant to you and your interests				
Internal	72%	18%	10%	3.9
General Public	65%	21%	14%	3.7

AZPM Radio local news stories are...

	<u>Strongly Agree</u>	<u>Agree Somewhat</u>	<u>Disagree</u>	<u>Average 1-5 Rating</u>
A wide range of opinions and points of view				
Internal	62%	27%	11%	3.8
General Public	62%	20%	18%	3.7
Focused too much on the U of A				
Internal	24%	20%	56%	2.4
General Public	28%	25%	47%	2.7

News Story Example Evaluations

Survey participants listened to five local news story examples and were asked to evaluate them on three criteria: Informative Value, Personal Value and Reporter Appeal.

These scales were also used to evaluate the local news coverage on each respondent's favorite Tucson Public Radio station; these findings are displayed as the "benchmark" in the following displays.

Example 1: Tucson Land Sale: Host intro to Zac Ziegler report about City of Tucson selling land near Drexel Road to developer to build homes, interview with developer and their plans to work around existing community features (bike trails, etc.) to build out a community of homes for people with active lifestyles. Developer also working on projects in Oro Valley and Marana.

Example 2: U of A Diversity Task Force: Host intro to Vanessa Barchfield who reports on new UA task force to address issues of diversity and inclusion on campus. Interview with faculty head of task force, talks about improving campus climate for minorities.

Example 3: Police Budget Cuts: Host intro to Andrea Kelly's report about budget cuts to Tucson Police Department proposed by police chief. Soundbite from Chief touting efficiencies of the cuts, followed by union head's negative reaction and potential public safety impacts.

Example 4: Gregory School Physics Tournament: Host intro to Mariana Dale and her report about a team from Gregory School placing fourth in an international physics competition held in Israel. Interviews with female student who talked about her project, as well as the benefits of visiting Israel and experiencing its culture and people.

Example 5: Cross-Border Cooperation: Host intro to Nancy Montoya's report from Nogales, Sonora about cross border cooperation and workings of the Border 20/20 Commission, a group of American and Mexican officials who work together on issues such as water, air quality, emergency services, etc. Soundbites from an American and Mexican air quality official.

Comparative News Story Example Evaluations

Informative Value

	Total Average Score	Internal Constituents Average Score	General Public Average Score
Favorite Station Benchmark	3.9	4.1	3.8
Example 1: Tucson Land Sale	4.3	4.1	4.3
Example 2: U of A Diversity Task Force	3.9	4.0	3.8
Example 3: Police Budget Cuts	4.3	4.3	4.2
Example 4: Gregory School Physics Tournament	3.6	3.7	3.6
Example 5: Cross-Border Cooperation	4.3	4.4	4.3

Personal Value

	Total Average Score	Internal Constituents Average Score	General Public Average Score
Favorite Station Benchmark	3.7	3.9	3.7
Example 1: Tucson Land Sale	3.3	3.2	3.3
Example 2: U of A Diversity Task Force	3.2	3.6	3.1
Example 3: Police Budget Cuts	3.9	4.0	3.9
Example 4: Gregory School Physics Tournament	3.1	3.3	3.0
Example 5: Cross-Border Cooperation	4.1	4.1	4.1

Reporter Appeal

	Total Average Score	Internal Constituents Average Score	General Public Average Score
Favorite Station Benchmark	3.9	4.1	3.8
Example 1: Tucson Land Sale	4.0	3.8	4.0
Example 2: U of A Diversity Task Force	4.0	4.1	4.0
Example 3: Police Budget Cuts	4.2	4.2	4.2
Example 4: Gregory School Physics Tournament	3.7	3.6	3.7
Example 5: Cross-Border Cooperation	4.3	4.4	4.3

Overall Story Impressions and Comparative Evaluations

- The highest overall testing program was clearly **Example 5 (Cross-Border Cooperation)** – with an average 4.2 overall rating, well above the benchmark overall average of 3.8. The story was described as "interesting" (28%), "valuable" (17%), "important" (15%) and "well presented by the reporter" (11%), as well as many other positive comments. The only suggestion was for even more in-depth coverage.
- Both Internal and General Public audiences gave this example their highest ratings.

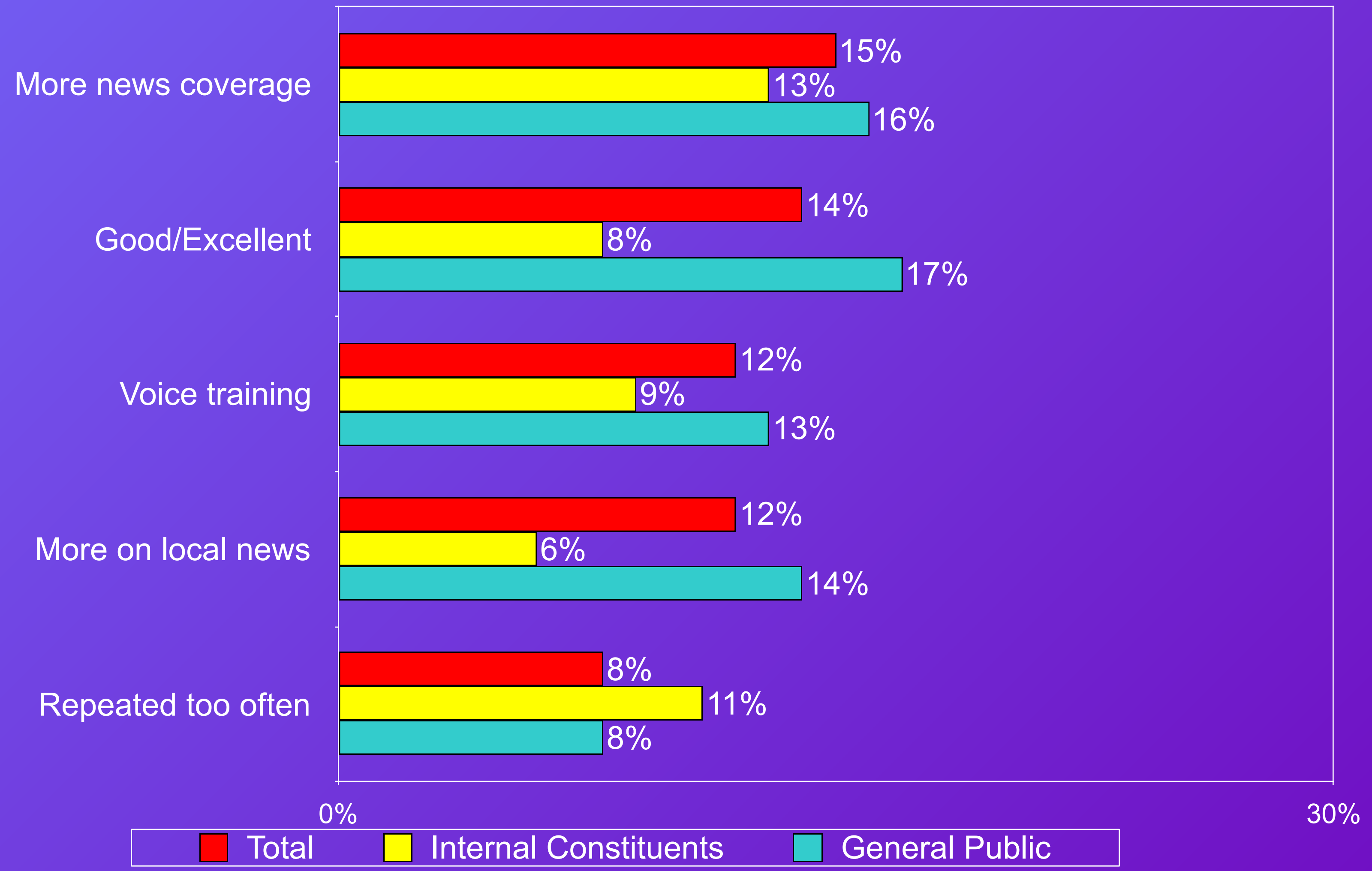
- The second highest testing example was **Example 3 (Police Budget Cuts)**, with an average overall rating of 4.1 – achieving both a high "informative" value score and "reporter appeal" score. Listeners described it as "interesting" (19%), "important" (19%), "affects safety" (11%), "well-presented" (7%), along with other positive comments regarding the reporter and the presenting of "multiple points of view."
- Again, both groups scored this example higher than their benchmarks on all criteria.

- **Example 1 (Tucson Land Sale)** also tested above the benchmark average (3.8) with an overall rating of 3.9. It was considered one of the most "Informative" stories, described as "interesting" (25%), "informative" (18%), provided "insight regarding Tucson development" (12%), and was "well-presented" (5%.) There were some criticisms, including "no interest" (15%), "no impact" (11%), "irrelevant" (8%), and feeling that something was missing: "needed more coverage" (8%) or "no opposing viewpoints" (5%).
- This example scored higher among the General Public than Internal respondents on all three criteria.

- **Example 2 (UA Diversity Task Force)** achieved an overall average rating of 3.6 – well under the 3.8 overall benchmark. It scored particularly low in Personal Value (3.1), especially among men (2.9). This appears to be related to an impression that this story was "too focused on the U of A" and/or "too negative" or "boring." The piece was considered to be presented well, and the reporter received positive scores. In addition, 36% of those who listened to the example said that they were "very interested" in the topic. However, another 13% said that the story needed more coverage, or that other topics needed to be addressed.
- The reporter tested positively, especially among the General Public.

- **Example 4 (Gregory School Physics Tournament)** was clearly the lowest overall testing example (3.4), although it received the highest unaided positive feedback – in terms of being a "good or interesting" story (44%). The criticism of this story was clearly most focused on the reporter; however, it also received the lowest Personal Value score of all stories (3.0).
- General Public respondents especially considered the example to have low personal value.

Final Suggestions for Arizona Public Media Radio



New Business

AZPM Local News

Online Survey Results

Bruce Fohr

FMR Associates

Questions?



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John Booth, Executive Producer

New AZPM Public Affairs Series

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Susan Tarrence, CAB Vice-Chair

CAB Self-Assessment Survey Update

- *Assessment consolidated, shortened*
- *To be distributed late November/early December*

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New Business

Kent Laughbaum, CAB Chair

UA President Robert Robbins Invited to January 2018 CAB Meeting

- *What would you like to ask him?*
- *What do you want him to know?*

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In Recognition of Dedicated Service

Kent Laughbaum, CAB Chair



John Kelley
AZPM COO

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In Recognition of Dedicated Service

Kent Laughbaum, CAB Chair



John Kelley
AZPM COO

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Management Report

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Management Report

Strategic Themes:

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

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Management Report

Audience Development

Television

Nielsen Media - July 2017 (vs. 2016)

Cume (Unduplicated Audience)

Prime Time +18% (weekly) +4% (monthly) Rank #6

Full Day -3% (weekly) -17% (monthly) Rank #2

191,010 viewers

Viewership GRPs (Gross Rating Points)

Primetime +12% Rank #1

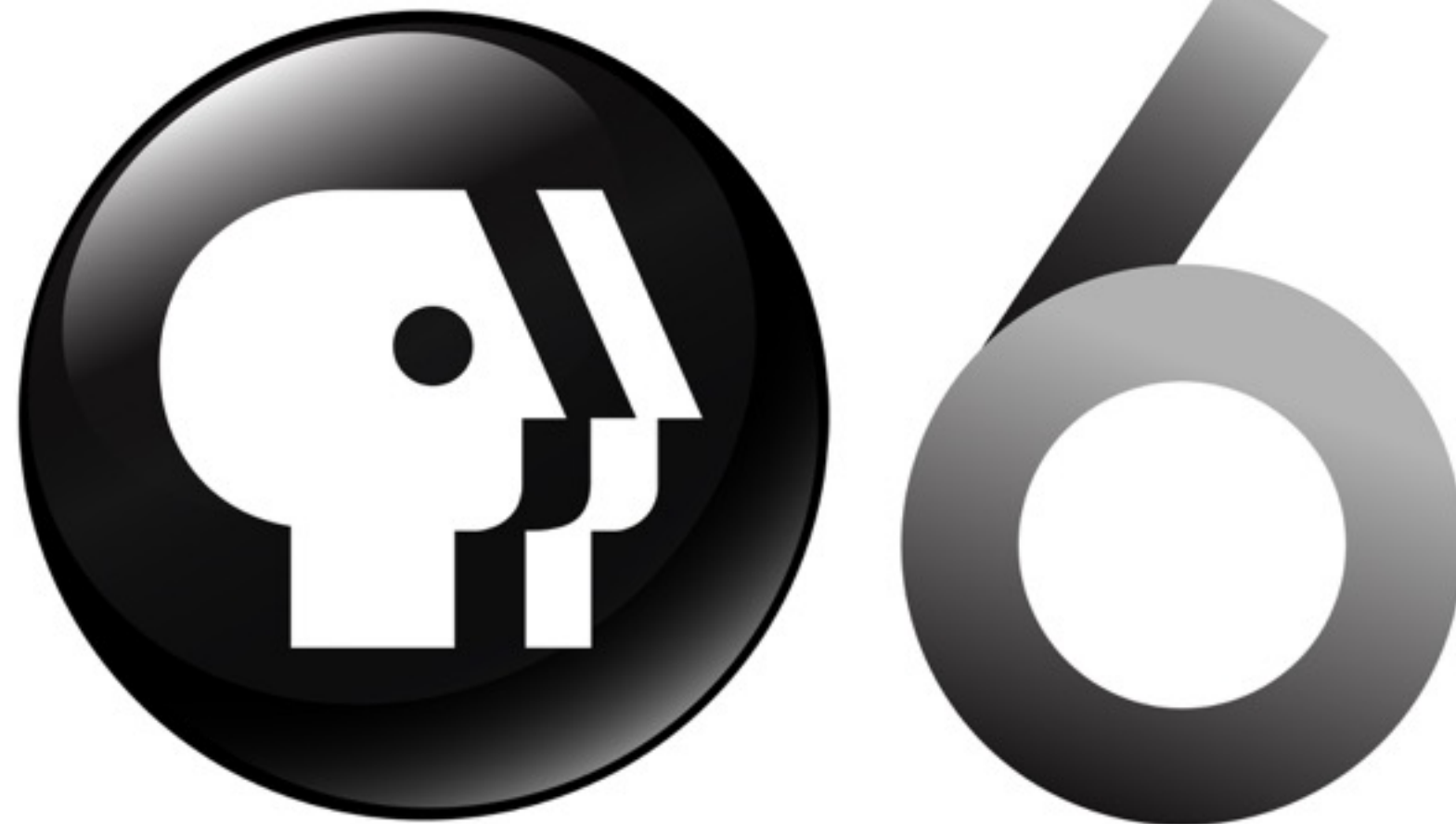
Full Day +26% Rank #1

Local Productions (#viewers)

Arizona Illustrated -4% (118,550)

Arizona Week +45% (74,690)

MetroWeek +115% (73,000)



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Management Report

Audience Development

Radio

Nielsen/Arbitron - Spring 2017 Survey



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM



Noteworthy:

- KUAZ-FM #3 for the third time in Tucson Metro area 12+; #2 for 50+
- Weekly cumes and AQH down for most of the top radio stations.
- Total number of diaries in Metro sample also down.
- KIIM-FM registered double-digit increases in cume and TSL; Hot 98.3 (HipHop) and My 92.9 (AC) also gained.
- Classical 90.5 was up in market share over winter.

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Management Report

Audience Development

Nielsen/Arbitron - Spring 2017 Survey

- KUAZ-AM/FM market rank #3 listeners age 12+; ranked #2 for listeners age 50+
- Ranked #2 in morning drive for listeners age 50+; #2 for listeners age 12+
- Cume -8.6% vs. Spring 2016
- AQH -1.5% vs. Spring 2016
- TLS +10% vs. Spring 2016
- Top News/Talk format station in Tucson

Radio



89.1 FM 1550 AM



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Management Report

Audience Development

Nielsen/Arbitron Spring 2017 Survey

Radio

Classical
90.5 FM 89.7 FM

- KUAT-FM market rank #14 for listeners age 12+; market rank #7 for listeners age 50+
- Cume -39% vs. Spring 2016
- AQH -40.5% vs. Spring 2016
- TSL -13.9% vs. Spring 2016



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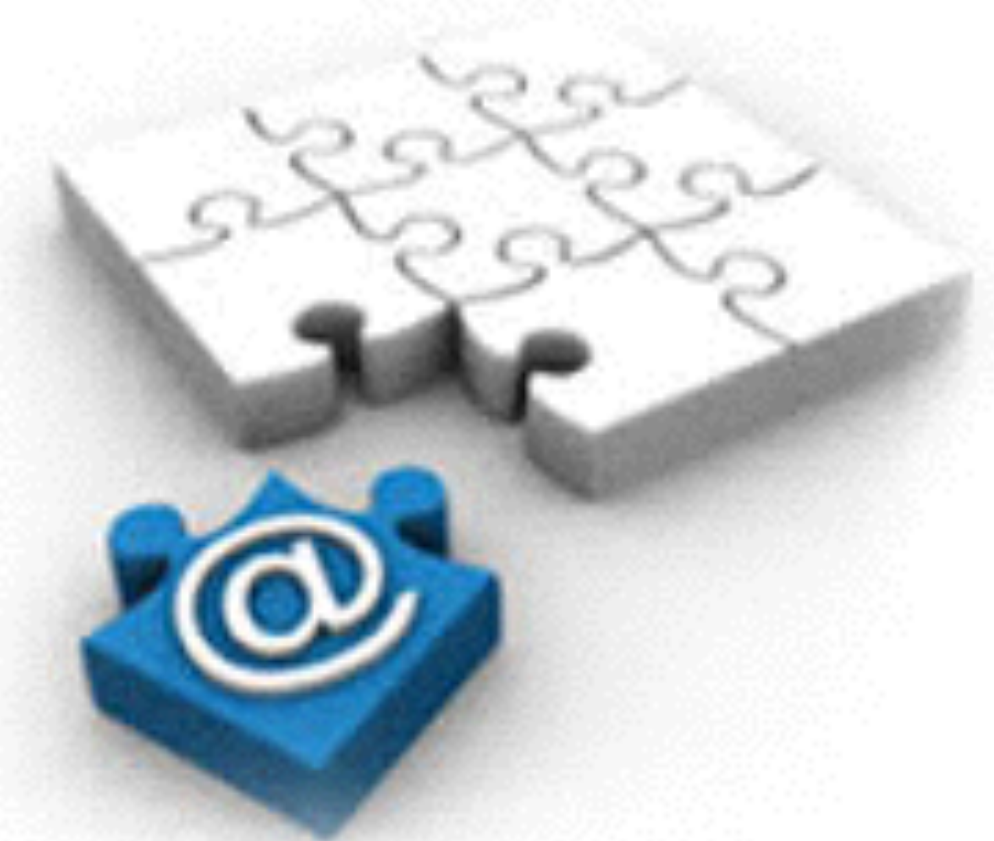
Management Report

Audience Development

Online

Summer 2017 **azpm.org** analytics:

<i>Metric</i>	<i>July-August 2017</i>	<i>%change (from 2016)</i>
Page Views	913,152	-4.99%
Pages per Visit	3.89	+8.02%
Bounce Rate	7.60%	-29.51%



@AZPMnews **Twitter** followers as of September 1, 2017: 11,500 +3%

@AZPM **Twitter** followers as of September 1, 2017: 1,465 +68%

Facebook followers as of September 1, 2017: 17,633 +39%



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Management Report

Community Engagement



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Management Report

Community Engagement



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Management Report

Community Engagement

<i>Date</i>	<i>Program</i>	<i>Location</i>	<i>Hosts</i>
9/9/17	The Vietnam War/AZ Vietnam War	SaddleBrooke	SB Donors
9/11/17	The Vietnam War/AZ Vietnam War	UA Crowder Hall	Gene Robinson
9/12/17	The Vietnam War/AZ Vietnam War	CPAC Green Valley	Harry Paxton
9/14/17	The Vietnam War/AZ Vietnam War	Pima Air and Space Museum	Jack Gibson
9/22/17	ORIRIS REx: Countdown to Launch	4x UA Gallagher Theater	staff
9/26/17	MASTERPIECE "Poldark"	UA CCP	tbd
10/24/17	AZPM documentary "Not Broken"	Tucson J	tbd
10/30-11/24	Pre-Pledge Campaign	On-Air+	Tom McNamara
11/25-12/10	On-Air Pledge Campaign	On-Air+	various
12/3/17	Major Donor Holiday Tea	tbd	tbd
12/14-1/1	End of Year Countdown	On-Air+	various
1/8-12	MASTERPIECE "Victoria" 3x	Tucson, Green Valley, SaddleBrooke	Jerry Hogle
1/29-31	Community Interactive "Arts & Culture"	Fox Theater	Jeffrey Brown



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Management Report

Community Engagement



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Management Report

Sustainability and Accountability

<i>FY17 (Jul16-Jun17)</i>	<i>Budget</i>	<i>Actual</i>	<i>FY'16</i>
Auxiliary Services	\$756,700	\$963,547	\$334,970
Development			
Bequest	\$207,842	\$1,303,635	\$292,295
Capital Gifts	\$200,000	\$147,863	\$380,453
Major Gifts	\$1,045,000	\$1,100,285	\$1,018,370
Program Gifts	\$230,000	\$206,888	\$364,053
Membership	\$3,900,000	\$3,985,323	\$3,765,575
Underwriting	\$1,287,172	\$1,333,695	\$1,225,878
<i>Total</i>	<i>\$7,626,714</i>	<i>\$9,041,236</i>	<i>\$7,381,594</i>



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Management Report

Sustainability and Accountability

FY17 Membership Program Update

Total: \$3,985,323 (\$806,442 above 2016; +2%)

Budget: \$3,900,000

#Gifts: 35,149

August 2017 TV/Radio Membership Campaign

Goal: \$400,000

Actual: \$304,995 (24% below goal)

Total #Gifts Goal: 2,600

Total #Gifts Actual: 2,240 (14% below goal)



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Management Report

Sustainability and Accountability

Recently Filled Positions

Accountant

Artists (2)

Membership Representative

News Reporter

Production Technician

Studio Director

Underwriting Account Executive

Headcount

Professional Staff: 91

Students: 14

Volunteers: 211

Open Positions

Administrative Secretary

Chief Operating Officer

Public Affairs Host/Producer

Public Affairs Producer

Social Media Editor

Website Designer/Developer



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Management Report

Sustainability and Accountability

- Radio Production Studio and Control Room completed.
- TV Master Control Room renovation is underway. Targeted completion date: November 1.
- Tower redesign in progress for KUAS-FM 88.9/Sierra Vista.
- New STL microwave purchased; delivery pending. Provides redundancy for single point of failure.
- Mac computer refresh for Production and Newsroom.



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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, November 9, 2017
11:45a lunch buffet; 12 noon agenda. Location UAF “Swede” Johnson, 205
- 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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Adjourn

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Arizona Public Media (AZPM) envisions a community in which ideas abound, knowledge is sought, and learning never ends.