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2. Enter event code: **azpm-jan-cab**
3. Raise your hand if you require assistance.



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ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting
January 12, 2017

Call to Order



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Welcome and Introductions



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Welcome and Introductions

Guests:

*Gregg Goldman, UA Senior Vice President,
Business Affairs and Chief Financial Officer*

*Allison Vaillancourt, UA Vice President,
Business Affairs and Human Resources*

Clint McCall, Associate Vice President, UA Foundation

This Week on the
Saturday and Sunday 6:30p



Consent Agenda

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

Committee Reports



Committee Reports

Audit

Audit Committee met on January 10th with AZPM's independent auditors from BeachFleischman, PC, together with staff and privately.

Adrian Shelton, Chair

- Audit Report was reviewed in detail
- Also reviewed were a number of Government Accounting Standards Board (GASB) changes



FY2016 Audit Results:

- ★ Unmodified opinion on the financial statements
- ★ Unmodified opinion on the annual financial reports required by the Corporation for Public Broadcasting (CPB)
- ★ No internal control recommendations

Committee Reports

Executive

Committee met on January 6th

Susan Tarrence, CAB Vice Chair

- Evaluation of November CAB Meeting (p. 17)
 - Classical station audience and marketing efforts
 - Mission Moment: John Hildebrand
 - Opportunities for CAB Involvement
- On-Air Campaign Strategy Changes
- CAB Lunch Fund



Committee Reports

External Affairs

Committee met on January 5th

Steven Eddy, Chair

- Tim Bee, UA Senior Associate VP for Legislative and Community Relations made a presentation to committee outlining:
 - UA Legislative Agenda
 - AdvoCats
 - Opportunities for CAB members to help advance agenda
- Committee discussed potential future efforts
- Meeting frequency for committee increased



Committee Reports

Marketing & Brand Management

Committee met on January 5th

Susan Tarrence for Hope Reed, Chair

- AZPM Marketing Director Gene Robinson provided an overview of AZPM brand development document and an update on current marketing strategy.
- Fall video testimonials were reviewed. Committee was pleased with spots and recommended more. CAB can help recommend a diverse range of candidates who would be invited to participate in future spots.
- Staff provided a preview of the redesigned AZPM website, which is set to launch later this month.



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Committee Reports

Strategic Planning

Committee met on January 9th

Anne Maley, Chair

- Discussed output from CAB Strategic Planning Retreat: Friday 12/9
Top areas identified at retreat for staff to address include:
 - Develop (more and better) compelling local content
 - Address "Fake News" with high quality, balanced, and in-depth local news coverage (story + context)
 - Increase and enhance collaborations and partnerships
 - Increase community engagement opportunities
- Staff working to develop tactical plan that addresses three strategic priorities: *Audience Development & Retention*, *Financial Accountability & Sustainability*, and *Community Engagement & Visibility*.
- Committee will present plan to CAB for endorsement (March or May)



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Old Business



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Old Business

- KUAS 88.9FM/Sierra Vista: Update

John Kelley, AZPM COO

- Audience Assessment: News

Five groups: AZPM News Staff, AZPM Staff, CAB, UA J-School Faculty, General Public.

Progress: CAB, News Staff and Staff completed.

- J-School Faculty - January 2017
- General Public to be surveyed beginning February 2017.
On-air announcements (TV & radio) will begin in early February for 90 days.



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Old Business

Coffee Chats with Jack

- Calls to be made in coming days
- One gathering each month
- Opportunity to ask questions and to receive a briefing on activities in a small group
- Expedite orientation of new CAB Members

Jack Gibson, GM



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New Business

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New Business

- UA Foundation Update - Clint McCall

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New Business

- UA Foundation Update - Clint McCall
- UA Presidential Search - Gregg Goldman
Allison Vaillancourt

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New Business

<Discussion Item>

News and Public Affairs Programming presented on
AZPM TV and Radio Stations



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New Business

<Discussion Item>

News and Public Affairs Programming presented on
AZPM TV and Radio Stations

Tell us what you think...

[Online sli.do polling begins now.](#)



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Management Report



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Management Report

Audience Engagement

Television

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

Cume (Unduplicated Weekly Audience)

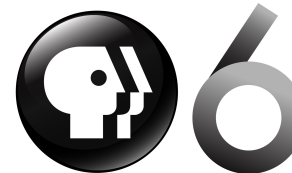
Prime Time +43%

Whole Week +50%

GRPs (Gross Rating Points)

Primetime +27%

Whole Week +29%



Nielsen
Media Research

Local Productions (#viewers)

Arizona Illustrated +224% (31,490)

Arizona Week +75.6% (8,080)

MetroWeek +30.1% (11,720)

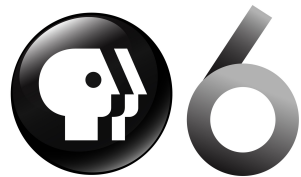


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Management Report

Audience Engagement

Television



Nielsen
Media Research

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

Cume (Unduplicated Weekly Audience)

Prime Time +43% Nat'l Rank #2

Whole Week +50% Nat'l Rank #1

GRPs (Gross Rating Points)

Primetime +27% Nat'l Rank #4

Whole Week +29% Nat'l Rank #5

Local Productions (#viewers)

Arizona Illustrated +224% (31,490)

Arizona Week +75.6% (8,080)

MetroWeek +30.1% (11,720)

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Management Report

Audience Engagement

Radio



nielsen
ARBITRON

Nielsen/Arbitron - Fall 2016 Survey

- KUAZ-AM/FM market rank #5 listeners age 12+; ranked #1 (tied) for listeners age 50+
- AQH Share +22.4% vs. Fall 2015
- AM drive #2 (tied) for listeners age 12+; #1 for 50+
- Cume +4.5% vs. Fall 2015
- AQH +15.7% vs. Fall 2015
- TLS +4.3% vs. Fall 2015

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Management Report

Audience Engagement

Radio

Classical
90.5 FM 89.7 FM

nielsen
ARBITRON

Nielsen/Arbitron Fall 2016 Survey

- KUAT-FM market rank #16 for listeners age 12+; market rank #9 for listeners age 50+
- Cume +4.7% vs. Fall 2015
- AQH +16.7% vs. Fall 2015
- TSL +43% vs. Fall 2015



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Management Report

Audience Engagement

Online

Fall 2016 **azpm.org** analytics:

Metric	Nov-Dec 2016	%change (from 2015)
Page Views	904,603	11.89%
Pages per Visit	3.7	-3.74%
Bounce Rate	10.34%	-6.9%



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

@AZPMnews **Twitter** followers as of December 31, 2016: 10,820 **+10.5**

@AZPM **Twitter** followers as of December 31, 2016: 1,064 **+158.7**

YouTube

facebook

t

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Management Report

Audience Engagement

In-Production

- **Tucson Remembers: The Vietnam War (w.t.)** for September 2017
Filming underway; Companion to Ken Burns 10-pt. series.

One-hour documentary
Extensive Community Outreach - Online



- **Youth Mental Health (w.t.)** for Oct./Nov. 2017
Filming continues; Production funding from the Lovell Foundation; Outreach funding and engagement partners sought.
One-hour+ documentary
Extensive Community Outreach



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Management Report

Visibility and Financial Sustainability

2Q FY2017 Membership Program

Total: \$1,981,766 (\$43,234 above 2015)

Budget: \$1,908,622 (3.8% favorable to budget)

#Gifts: 17,331

#New Gifts: 2,660 (15%)



December 2016 TV/Radio Membership Campaign

Goal: \$500,000/Actual: \$461,545 (-7.69%)

Focus: New Gift Goal: 1,300/Actual: 1,166* (-10.3%)

Total #Gifts Dec. 2016: 6,583

*does not include rejoining members



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Management Report

Visibility and Financial Sustainability

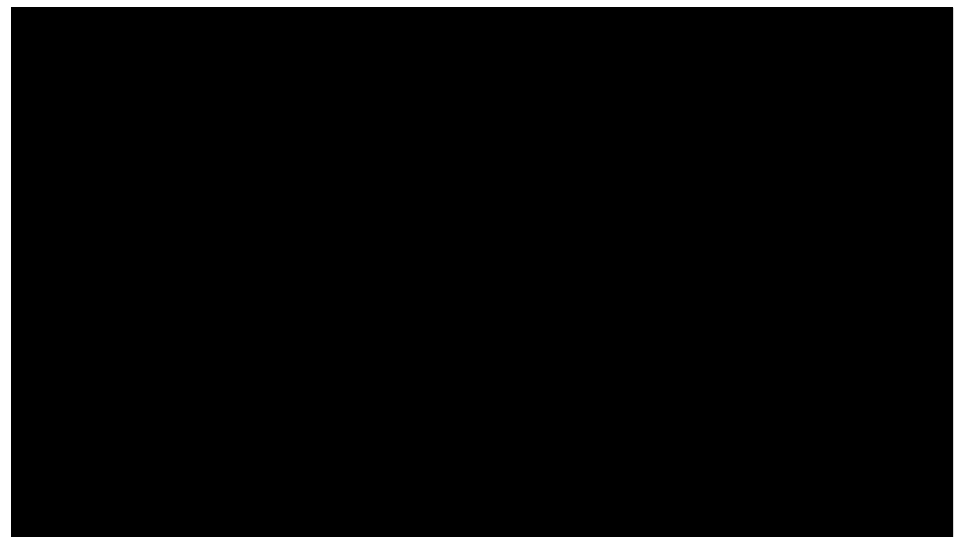


AZPM Marketing Priorities:

- On-Air Messaging
- Outside Media Promotion
- Community Events
- On-Air Fundraising
- Education



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Management Report

Organizational Culture

Recently Filled Positions

Sr. On-Air Promotion Producer (11/15)
On-Air Promotion Producer (11/15)
Associate Producer, Special Projects

Headcount

Professional Staff: 93
Students: 16
Volunteers: 195

Open Positions

Webmaster II



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Management Report

Organizational Culture

AZPM Reporter Vanessa Barchfield, Online Reporter Nick O'Gara and Producer Tony Paniagua have been accepted as AZPM's team at the *NPR Story Lab Workshop* in Washington, D.C. March 1-3, 2017.

Their proposal was one of 10 selected among 180 applicants. A high honor for them, AZPM and UA.

AZPM's original documentary *Passing On*, has been submitted for Peabody Award consideration.

Coming this week on the *PBS Newshour Weekend*, AZPM producer Mitch Riley's segment, "Camp Bravo" will be featured.



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Management Report

Partnerships

Date(s)	Event(s)	Partner(s)
Jan. 6th, 9th & 10th	Preview Screenings: <i>Masterpiece "Victoria"</i>	CPAC/Green Valley, SaddleBrooke PAC, Loft
Jan. 24	Green Valley Rotary Presentation - <i>MetroWeek</i>	GV Rotary
Jan-Mar 2017	College of Science Lecture Series	UA College of Science
February 4, 2017	SciFest	Children's Museum Tucson
March 10, 2017	Tucson Festival of Books - Author's Table Dinner	UA/TFOB
March 11-12, 2017	Tucson Festival of Books - UA Mall	UA/TFOB
March 11, 2017	Tucson Festival of Books Major Donor In-home Event	UA/TFOB
Wk of April 24	AZPM Volunteer Appreciation Event	AZPM
May 9	AZPM Student Appreciation Event	AZPM
July 2017	National Premiere: <i>In the Americas with David Yetman VI</i>	APT
Aug./September 2017	Preview Screening: <i>Tucson Remembers Vietnam (w.t.)</i>	various
September 2017+	Community Engagement: <i>Tucson Remembers Vietnam</i>	various
September 2017	National Premiere: ORISIS REX	UA LPS/APT
September/October 2017	Preview Screenings: <i>Youth Mental Health (w.t.)</i>	various
October 2017+	Intensive Community Engagement: <i>Youth Mental Health</i>	various
May 2018	National Premiere: <i>Youth Mental Health (w.t.)</i>	PBS

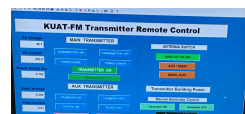
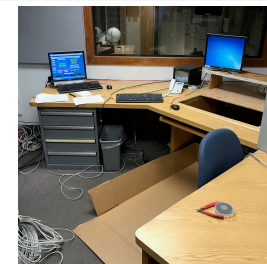


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Management Report

Technology

- KUAS-FM 88.9 construction planning underway.
- Contingency plans for TV Spectrum Auction "repacking"
- Consolidated PMM Joint TV MCR work continues...
- *ReadyTV/WORLD* share a single broadcast channel. Anticipate a hybrid channel in 2Q2017.
- AZPM radio facility renovation have begun. Two phases: Phase I (production studios) completed. Phase II (radio control rooms) begins Monday. Anticipated completion on or before 3/31.



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Management Report

Q & A

Other Business

Other Business

- Other business from the floor.
- Sli.do Results on News/Public Affairs Content
- Next CAB Meeting:
Thursday, March 16, 2017
11:45a lunch, 12:00p meeting, UAF Vine Avenue
- Meeting Evaluations are available NOW on sli.do. Please take two minutes to provide your feedback.
- Please take **only** first section of agenda book and folder.
All other binder materials are online: <http://about.azpm.org/cab.news>

Adjourn

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