ARIZONA PUBLIC MEDIA®





Community Advisory Board Meeting November 9, 2017

Call to Order







Welcome and Introductions







Welcome and Introductions

New CAB Member: Todd Hanley

Proprietor, Hotel Congress/Maynard's Market and Kitchen

Guests: Richard "Rick" Morris, Ph.D

UA Professor Emeritus, AZPM CEO Circle Donor

Allison Vaillancourt, Ph.D.

UA Vice President, Business Affairs and Human Resources

Staff: Michael Testerman, J.D., SPHR

AZPM Human Resources Coordinator

Gene Robinson

AZPM Director, Marketing & Communications/Interim COO



And the Emmy goes to...







Consent Agenda Items















Community Engagement

Committee last met on September 7 (report provided last CAB Meeting)

- Impromptu Emmy Nominees Reception October 20th
- CAB Desires to Signal Appreciation to AZPM Staff Discussion at next Community Engagement Committee Mtg.
- Report at January CAB Meeting

Jennifer Casteix, Chair









Development

Committee met on October 30 (see agenda pages 15-16)

Roxie Lopez and Hank Peck, Co-Chairs

- Number of major donors has increased significantly.
 Thanking donors is an increasingly high priority. Telephone calls or handwritten notes from CAB members work best.
- It has been suggested that thank you calls will be made for a half-hour following CAB meetings.
- CAB member business connections helpful to Underwriting.
 Please be sure to thank current underwriters...
- EOCY Note Writing Project November 15, 6:00-7:30p at Roxie Lopez's home (directions will be emailed). 60% of total \$ raised at EOFY was from note recipients.
- Development = Connections. Your help is appreciated.









Executive

Committee met on October 13th (see agenda pages 5-8)

Susan Tarrence, CAB Vice-Chair

- Meeting evaluation feedback (page 8)
- Committee Reports, by design, are intended to brief. In-depth discussions happen at the committee meetings vs at the CAB Meeting.
- CAB engagement with thank-you calls essential to help staff with the significant increase in major donors. Thanking donors is **most important** thing the CAB can do to keep them giving.
- ExecComm asked the Community Engagement Committee to take on CAB/staff recognition events.









Financial Info Committee met on October 27 (see agenda pages 9-14)

1Q FY18 Report (July 1-Sept 30, 2017)

- Revenue 13.9% favorable to budget (\$1,987,583)
 - *Membership, Major Gifts, Underwriting surpassed goals
 - *Planned Gifts
- Expenses 44.7% favorable to budget (\$2,017,123)
 - *Some budgeted FY17 capital expenses rolled over to FY18
- FY18 Revenue trending \$378,820 behind that of FY17
- AZPM independent audit on-site work completed in mid-October
- AZPM selected for CPB audit of university licensees (last week)

Financial Info

Ed Frisch, Chair









Committee met on November 3 (see agenda pages 13-14)

- Two Open Board Seats Filled (vice George Steele, Chuck Ford)
- Additional prospective members have been identified
- Nominations from CAB members to fill future open seats are welcome and encouraged.
- Board matrix is used to ensure diverse representation (age, gender, ethnicity, professional experience, zip code, etc.)
- Emeritus qualifications and expectations have been clarified and are presented for Bylaws modification today <action item>. (see p. 19)

Governance

Jill Perrella, Chair















Federal Funding Update

Jack Gibson



Corporation for Public Broadcasting









Federal Funding Update:

The focus on Capitol Hill continues to be on the tax reform process. House Republicans outlined their tax package earlier this week. The proposal would not eliminate the charitable tax credit. However, there is some concern that the proposed larger standard deduction might have a negative impact on charitable giving. Management will continue to follow developments related to the tax reform package and assess how these proposals would impact charitable giving.

Additional action on the Fiscal Year (FY) 2018 appropriations is not expected until closer to the end of the current Continuing Resolution (CR), which expires on December 8, 2017. AZPM has been encouraged to keep in touch with congressional offices over the next few months, sharing updates of the station's positive impact on their community and reminding Members of Congress of the federal investment that makes such work possible. In particular, stations have been encouraged to engage with Members of Congress back home in their States and districts and invite

Members to visit the station when they are home.

APTS will keep stations apprised as the tax reform package and appropriations process moves forward.



Jennifer Casteix, CAB Secretary

CAB Self-Assessment Survey Update

- Assessment consolidated, shortened
- To be distributed late November/early December
- Please respond by Dec. 31
- Summary provided via email before January CAB Mtg.



Kent Laughbaum, CAB Chair

UA President Robert Robbins has accepted our invitation to join us for the January 11, 2018 CAB Meeting.

- What would you like to ask him?
- What do you want him to know about AZPM or the CAB?
- Index cards for questions are provided at your tables.
- Questions or topics will be used by staff to develop a briefing paper for President Robbins.









Michael Testerman, HR Coordinator

AZPM Diversity Report



Michael Testerman, HR Coordinator

Workplace diversity is essential to the achievement of excellence.

AZPM is committed to nurturing a culture of diversity and inclusion to:

- Maintain fair, unbiased work environment
- Effectively serve diverse audiences
- Maintain diverse workforce that reflects service area
- Educate staff in best practices
- Ensure diversity of future workforce







Michael Testerman, HR Coordinator

AZPM's workforce connects to the community by:

- •Providing *Excellence* through quality programming
- Providing Access through media to Arizona citizens
- •Making *Impact* with learning opportunities, information and resources



Michael Testerman, HR Coordinator

AZPM's Diversity Policy seeks to facilitate:

- •Implementation of the AZPM Strategic Plan
- Recruitment and retention of diverse employees and interns
- Establishment of equity in every aspect of organization
- Incorporation of diverse perspectives
- •Becoming a model broadcast community that celebrates diversity.



Michael Testerman, HR Coordinator

Diversity Initiatives Implementation

- •Job opportunities posted with organizations and job banks with broad-based, diverse membership, and on UA's and AZPM's websites
- AZPM staff participates in student, local, and regional job fairs
- Work-study and internship opportunities provided
- Performance management required
- Employee involvement encouraged
- Monitoring and oversight maintained



Michael Testerman, HR Coordinator

The Workforce Analysis provides visual overview and comparison of AZPM's workforce to statewide and service area origin (ethnic) and gender composition.

Service area is comprised of Cochise, Greenlee, Maricopa, Pima and Pinal counties. Service area population reflected in census totals = 5,312,933.

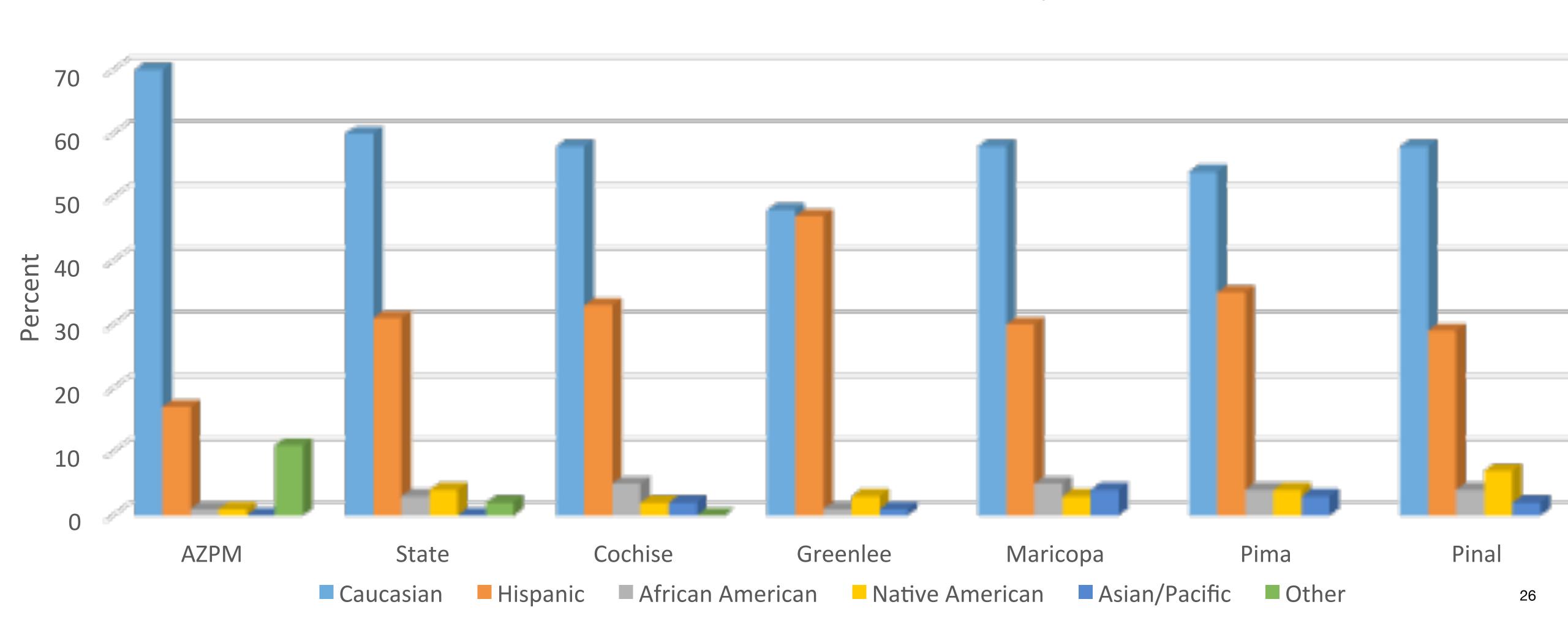
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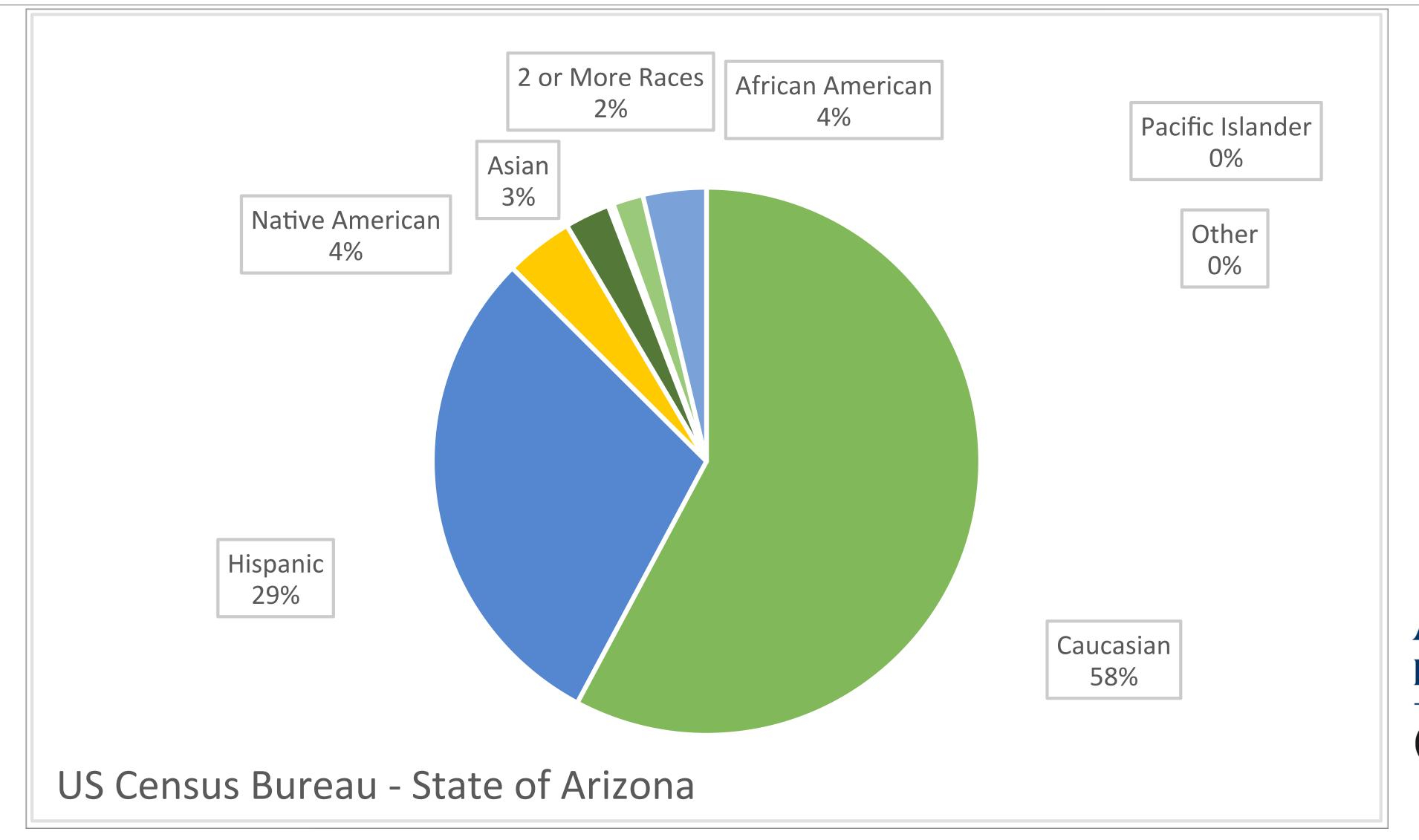




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AZPM Service Area Ethnicity



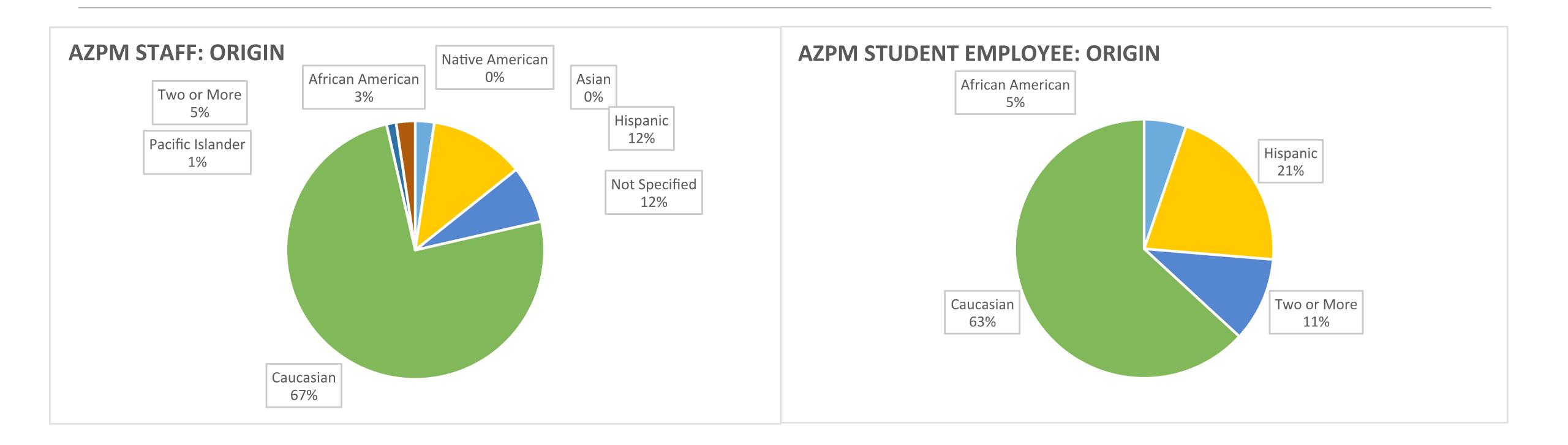




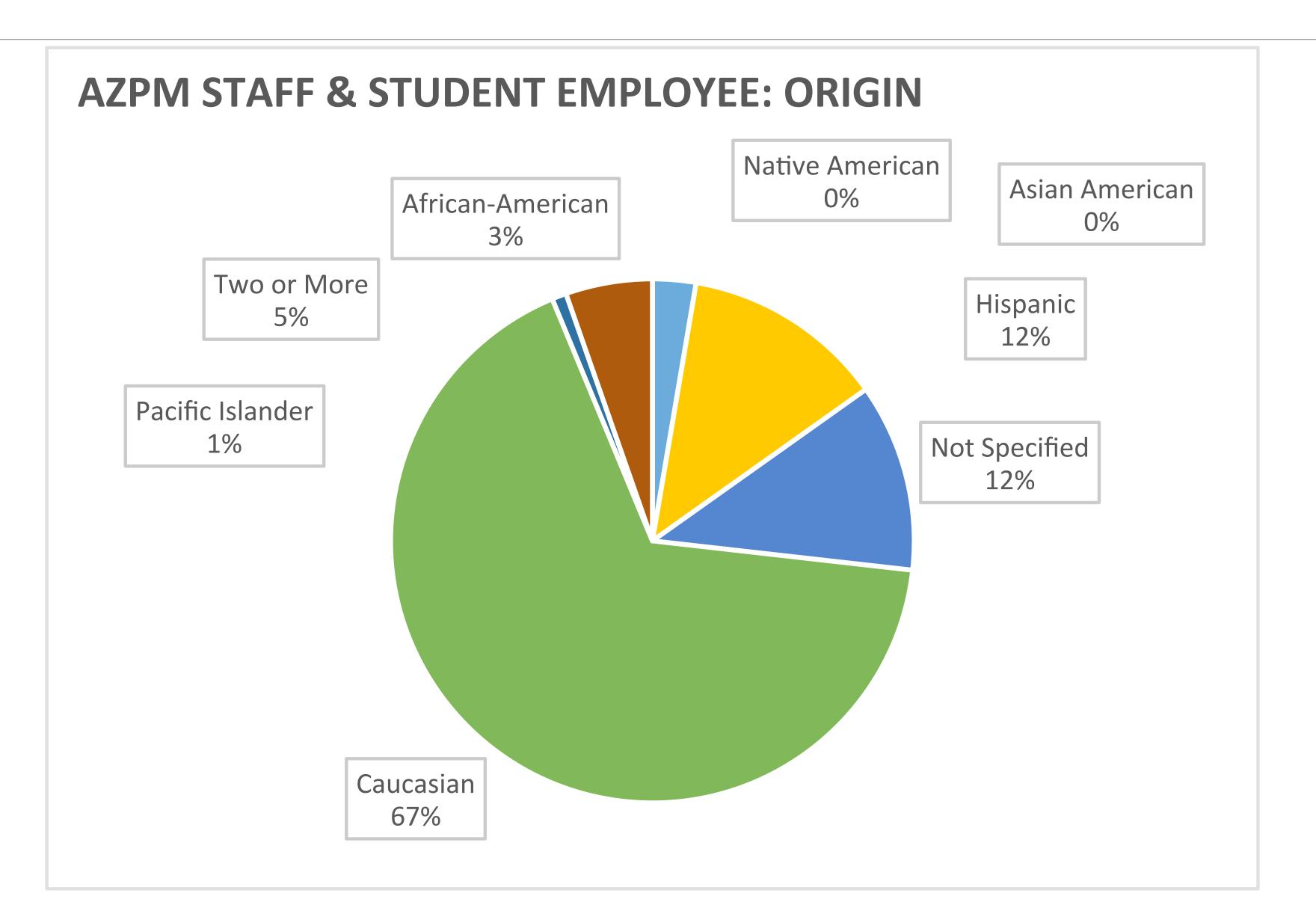




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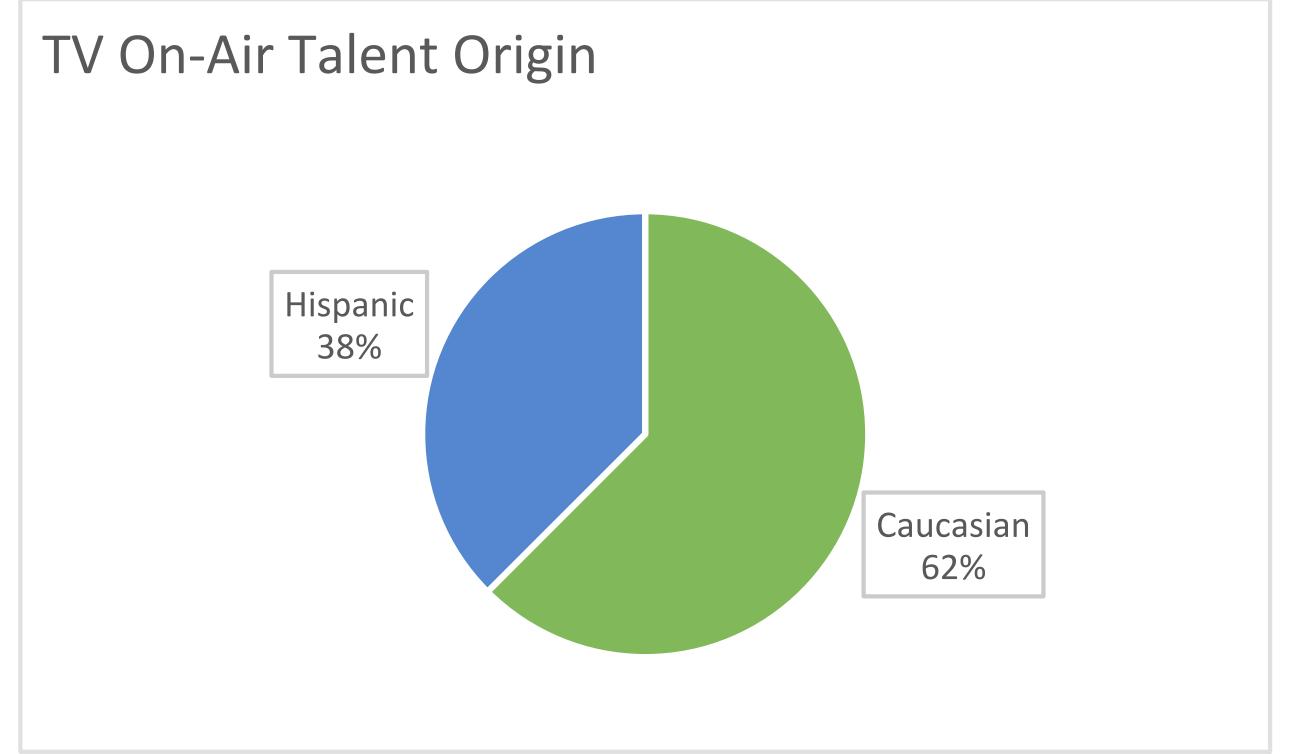


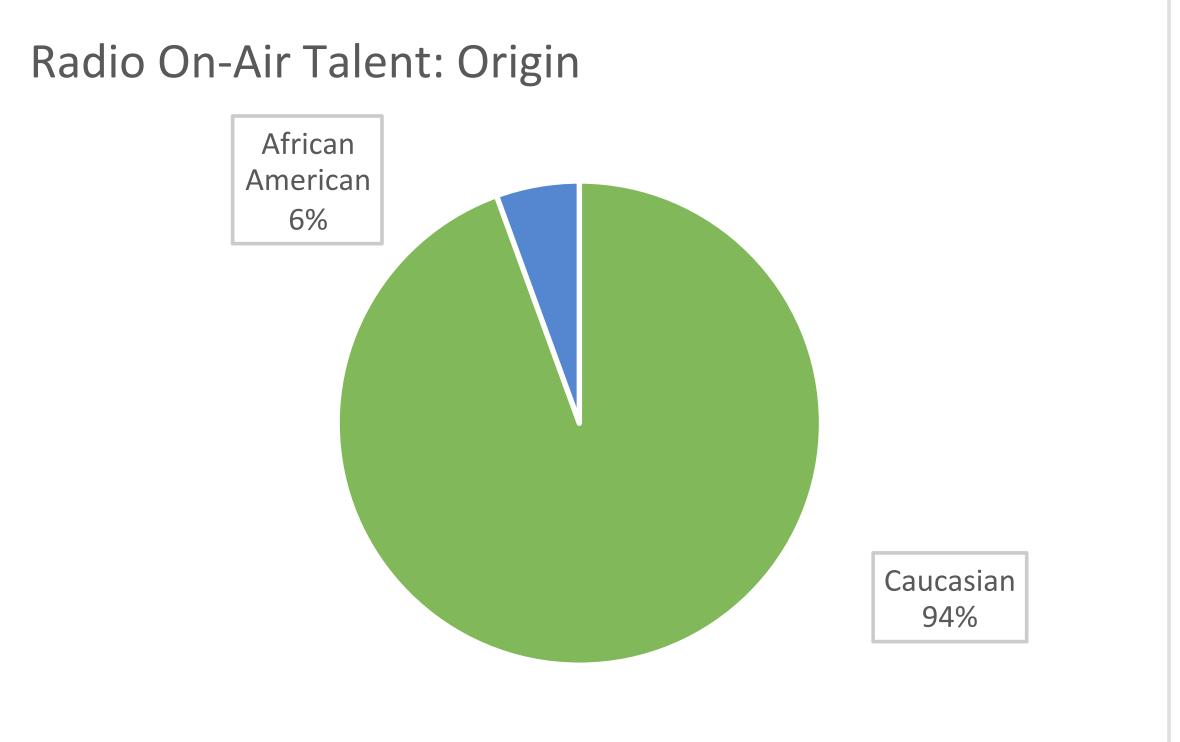






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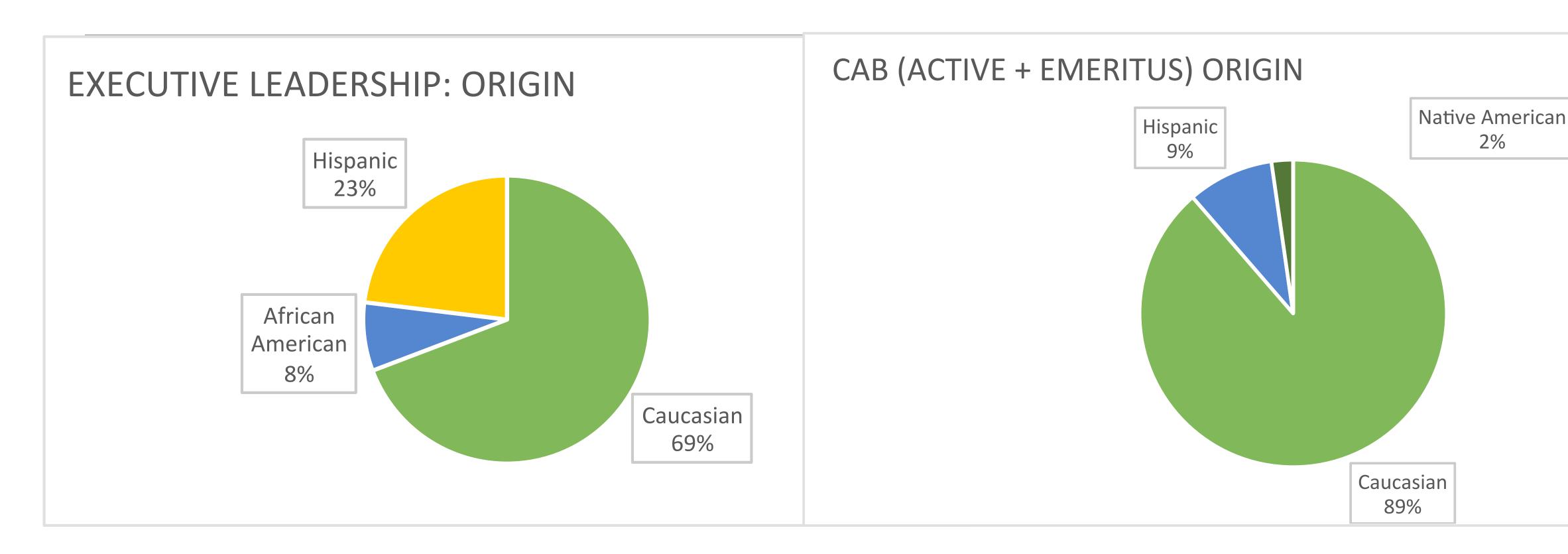










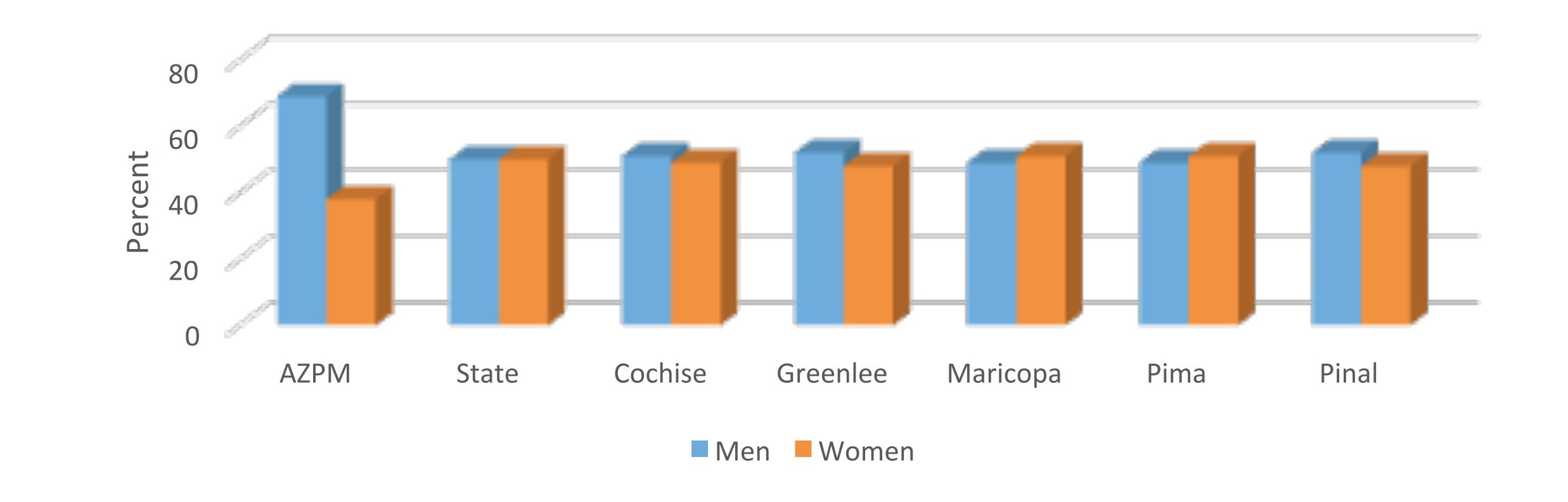


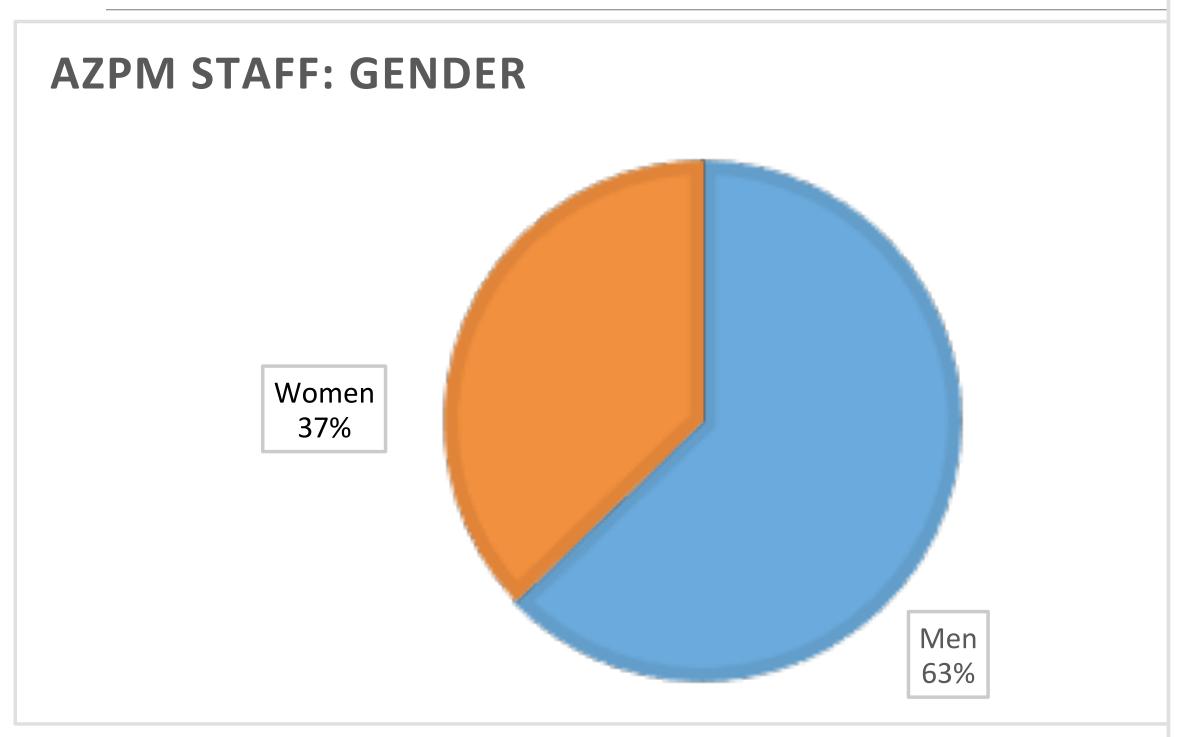


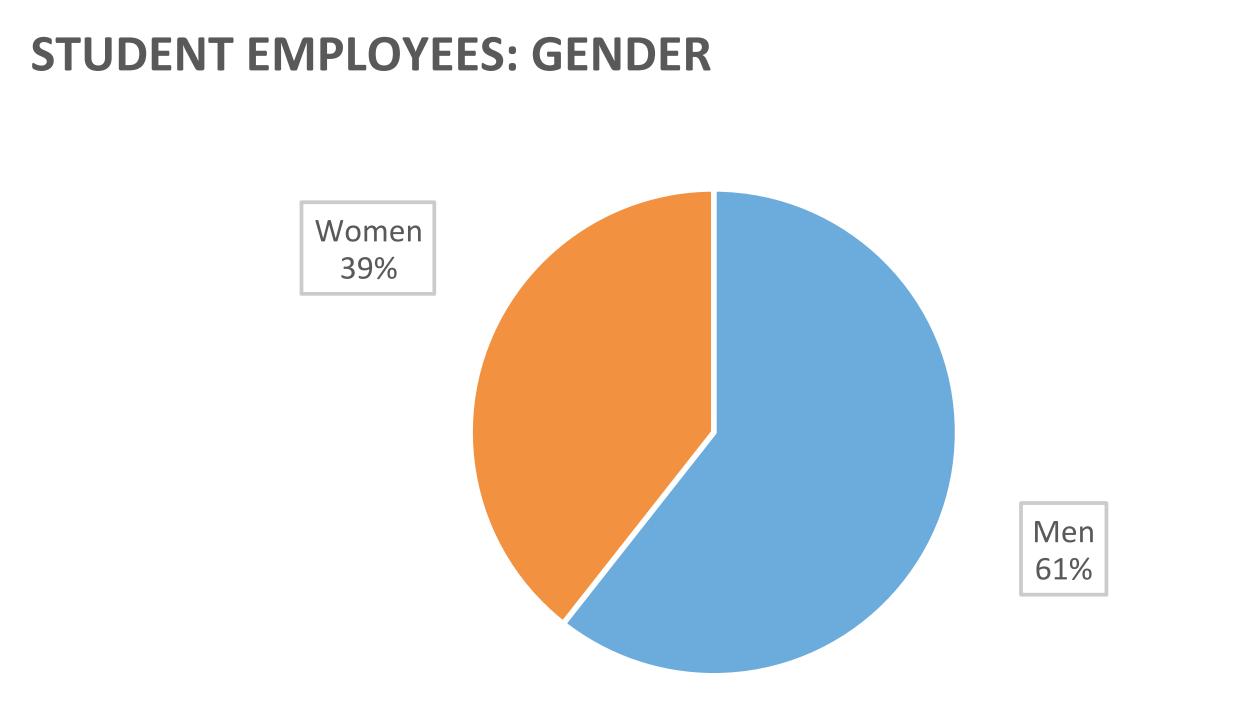




AZPM Service Area Gender



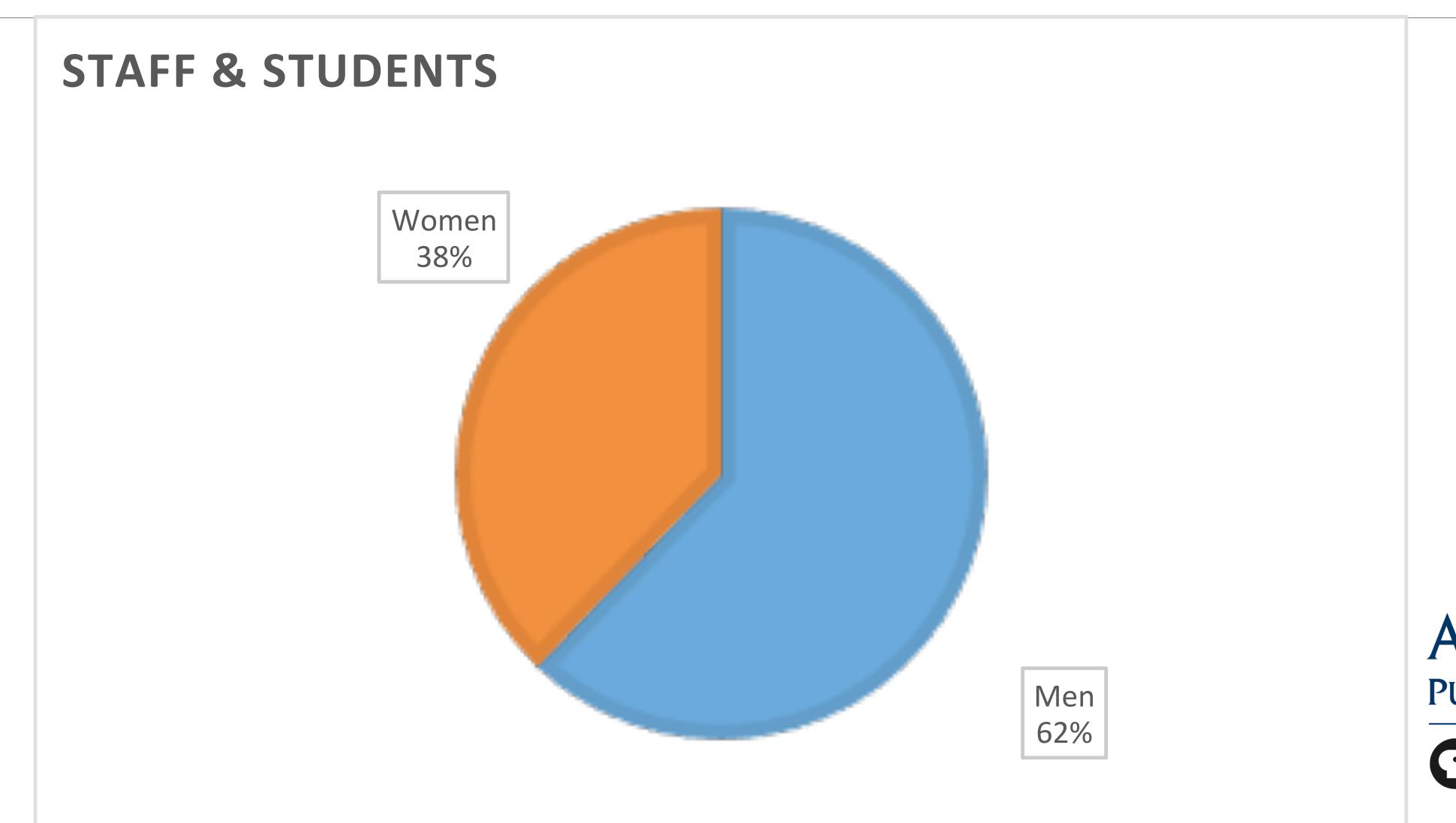










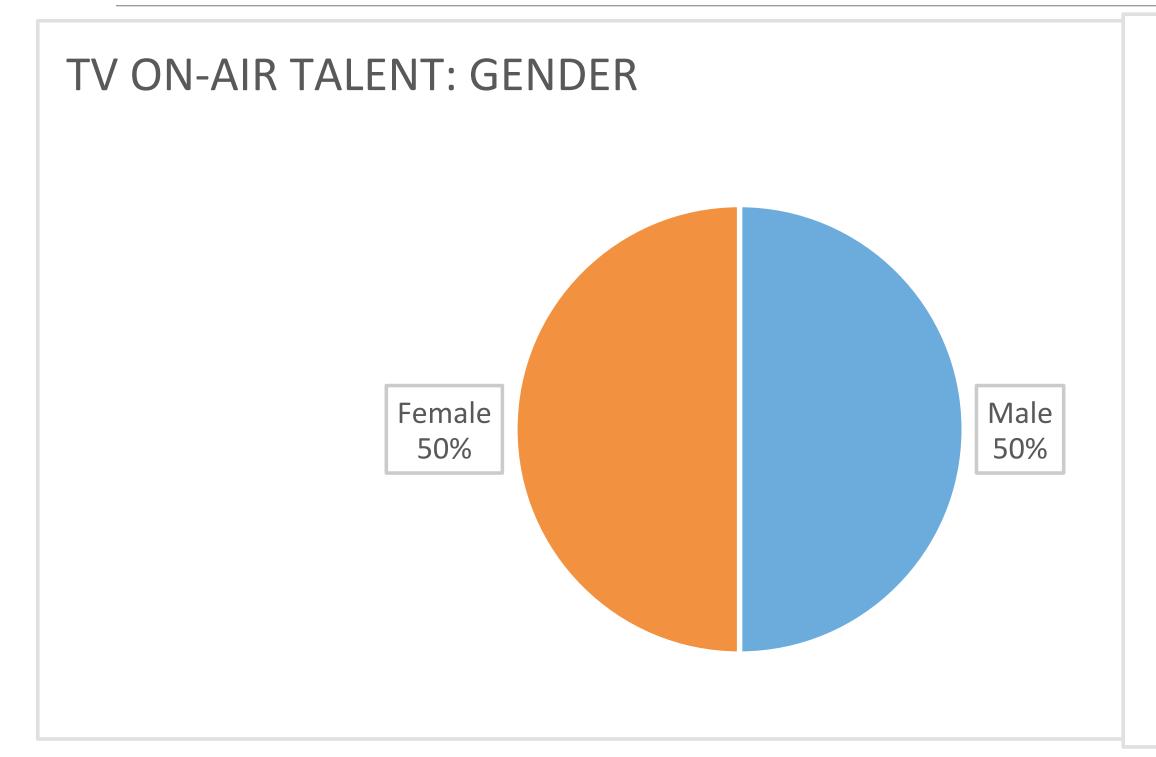


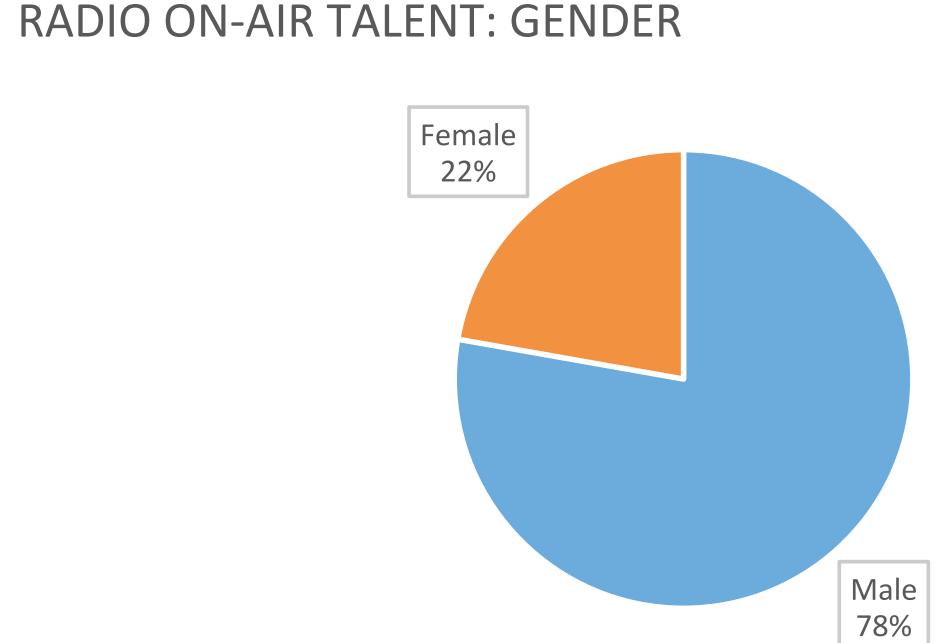






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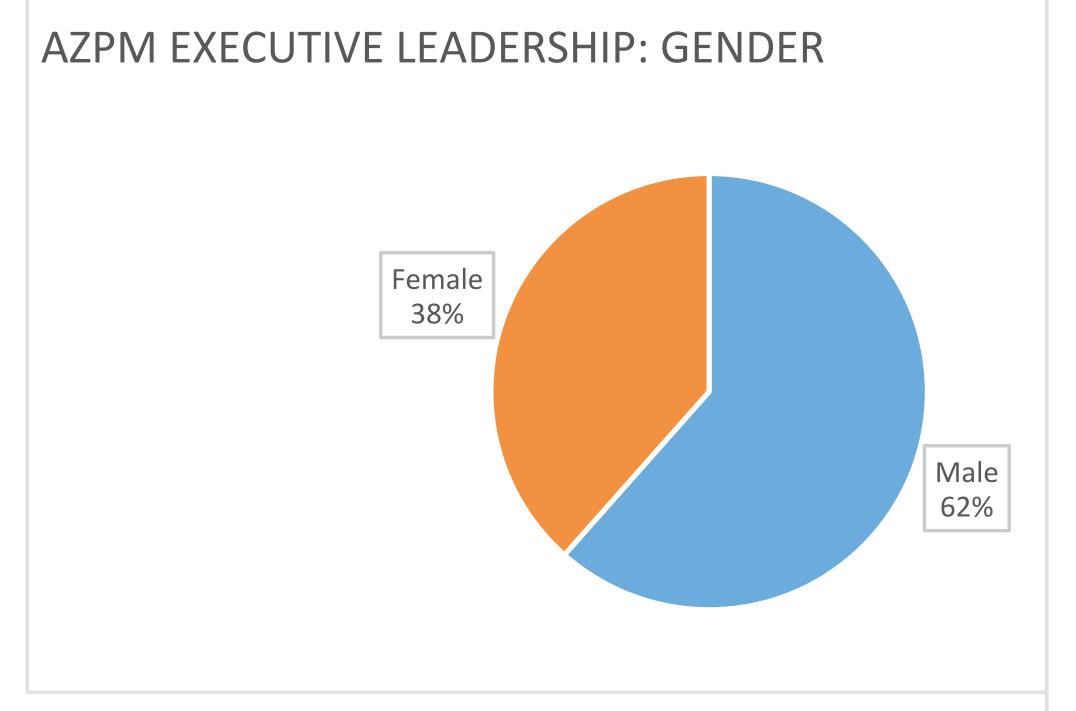


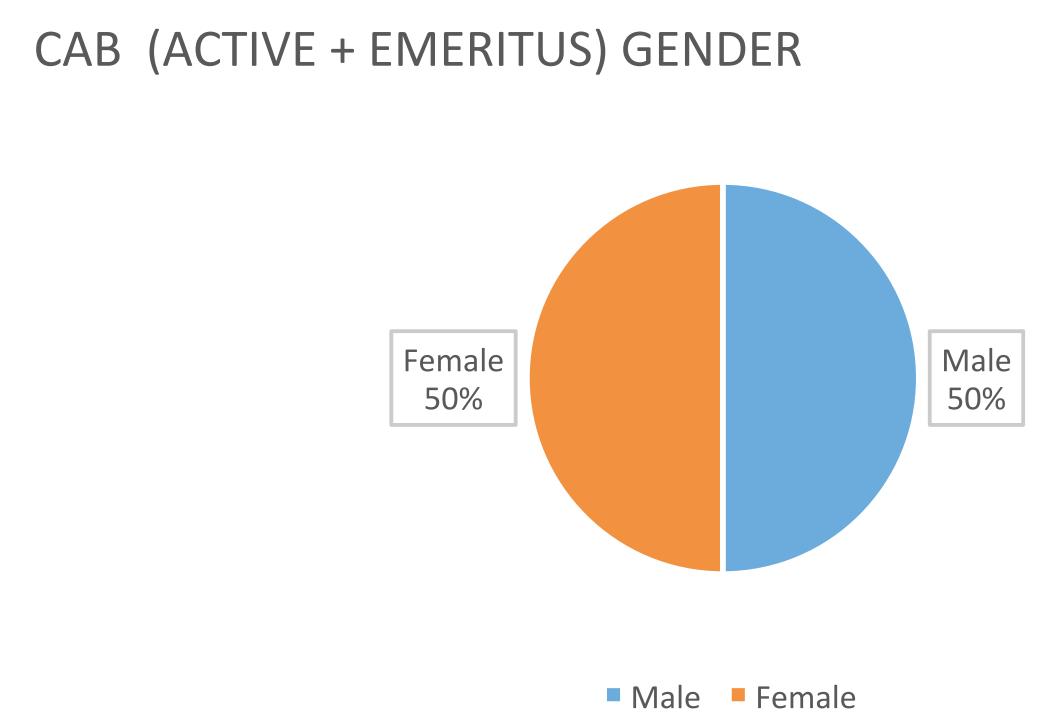


















The AZPM Diversity Summary and Workforce Overview are posted on the private CAB page of the AZPM website:

www.azpm.org/cab.news



Gene Robinson, Interim COO

Documentary Production in 2018+

- Topic Brainstorming Session
- Prospective Production Funders
- Will take this up at January CAB Meeting



Gene Robinson, Interim COO

New AZPM Public Affairs Series



AZ Pulse logo

Three internal finalists:

Vanessa Barchfield, current host of MetroWeek

Tony Perkins, current morning news anchor on NPR 89.1

Lorraine Rivera, current host of ArizonaWeek



Your participation is requested:

- 1. Watch on-camera performances.
- 2. We will ask you to provide feedback anonymously.
- 3. Not for discussion but rather for reaction.
- 4. Provide your responses on the sheets provided.
- 5. Special thanks to Harry Paxton and Frank Hamilton.
- 6. Thanks in advance for your participation.







Complete Feedback Forms



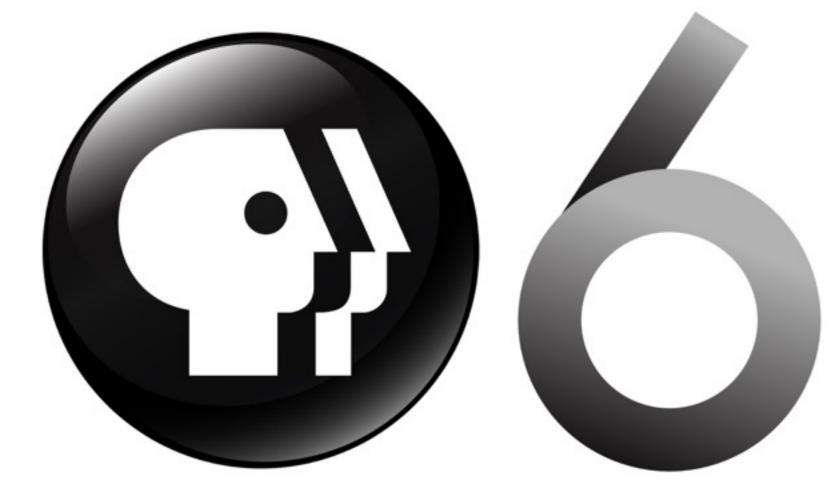






Audience Development

Television



Nielsen Media - 1Q FY18 (vs. 1Q FY17)

Cume (Unduplicated Audience) Prime Time +7% (weekly) Whole Week -1% (weekly) 191,238 viewers/week

Viewership GRPs (Gross Rating Points) Primetime +18% July Nat'l Rank #1 Whole Week +26% July Nat'l Rank #1

Local Productions (#viewers 1Q FY18) Arizona Illustrated +74.5% Nielsen Arizona Week +102.55% Media Research *MetroWeek* +12.25%







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Audience Development

Television



Nielsen Media - September 2017

Weekly Cume (Unduplicated Audience) 58,651 viewers

Prime Time 5%

Whole Week 10%

Viewership GRPs (Gross Rating Points)

Primetime 60.59 GRPs (PBS 6 = 372,56 GRPs) 16,26%

Whole Week 221.3 GRPs (PBS 6 = 939,5 GRPs) 23,55%



Weekly Cume (Unduplicated Audience) 64,555 viewers

Prime Time 4%

Whole Week 7%

Viewership GRPs (Gross Rating Points)

Primetime 120.47 GRPs 32,33% of PBS 6

Whole Week 548.8 GRPs 58,41% of PBS 6







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Audience Development

Radio



Nielsen/Arbitron - Summer 2017 Survey

- KUAZ-AM/FM market rank #5 listeners age 12+;
 ranked #1 for listeners age 50+
 - •Ranked #1 in morning drive for listeners age 50+; #2 for listeners age 12+
 - •Cume +10.7% vs. Summer 2016
 - •AQH +21.3% vs. Summer 2016
 - •TLS +7.4% vs. Summer 2016
 - Top News/Talk format station in Tucson





Audience Development

Radio



ARBITRON

Nielsen/Arbitron Summer 2017 Survey

- •KUAT-FM market rank #14 for listeners age 12+; market rank #7 for listeners age 50+
- •Cume +1.3% vs. Summer 2016
- •AQH +25% vs. Summer 2016
- •TSL +22.2% vs. Summer 2016











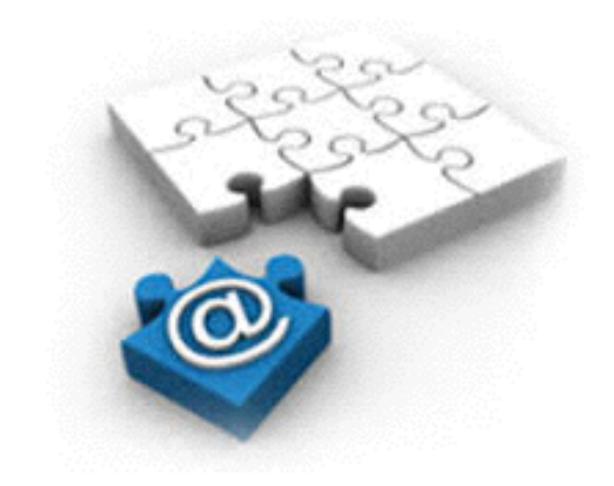
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Audience Development

Online

1Q FY2018 azpm.org analytics:

| Metric | 1Q (July-September 2017) | %change (from 2016) | |
|-----------------|--------------------------|---------------------|--|
| Page Views | 480,131 | -1.18%% | |
| Pages per Visit | 3.39 | +3.4% | |
| Bounce Rate | 7.49% | +27.98% | |



@AZPMnews **Twitter** followers as of November 1, 2017: 11,561 +3%

@AZPM **Twitter** followers as of November 1, 2017: 1,517 +44.8%

Facebook followers as of November 1, 2017: 18,630 +29.6%













Community Engagement













Come Home... Campaign

On-air Spots
Pledge Drives
Direct Mail
Digital Campaign
Website
Social Media







Community Engagement

| Date | Program | Location | Hosts | |
|-------------|--|----------------------------------|---------------|---|
| 10/30-11/24 | Pre-Pledge Campaign | All Media Platforms | Tom McNamara | • |
| 11/25-12/10 | TV On-Air Pledge Campaign | PBS 6/PBS 6 Plus | various | |
| 12/1-12/8 | Radio On-Air Pledge Campaign | NPR 89.1/Classical 90.5 | various | • |
| 12/3/17 | Major Donor Holiday Tea | Paul Lindsey and Kathy Alexander | tba | |
| 12/7/17 | NOVA "Black Hole Apocalypse" w/Panel | Crowder Hall/UA | AZPM | |
| 12/8/17 | NOVA Producers/MD Dinner | TBD | TBA | |
| 12/14-1/1 | End of Year Countdown | On-Air+ | various | |
| 1/4/18 | MASTERPIECE "Victoria" Season 2 | Green Valley | Jerry Hogle | |
| 1/9/18 | MASTERPIECE "Victoria" Season 2 | The Loft Cinema, Tucson | Jerry Hogle | N |
| 1/10/18 | MASTERPIECE "Victoria" Season 2 | SaddleBrooke | Jerry Hogle | |
| 12/30-1/1 | On-Air Pledge - 2017 Wrap-up | On-Air+ | various | • |
| 1/29-31 | Community Interactive "Arts & Culture" | Temple of Music and Art | Jeffrey Brown | • |
| 2/1-2/28 | Pre-Pledge Campaign | On-Air+ | Tom McNamara | |
| 3/3-3/18 | TV On-Air Pledge Campaign | PBS 6/PBS 6 Plus | various | P |
| 3/9-3/16 | Radio On-Air Pledge Campaign | NPR 89.1/Classical 90.5 | various | |
| 3/10-11 | Tucson Festival of Books | UA Mall/MLB Entry | various | |
| | | | | |















Holiday Tea

SUNDAY, DECEMBER 3, 2017 2PM - 4PM

AT THE HOME OF AZPM COMMUNITY ADVISORY BOARD MEMBER
PAUL LINDSEY & KATHY ALEXANDER

Community Engagement











Sustainability and Accountability

| 1Q FY18 (Jul-Sept 2017) | | Budget | Actual | %diff |
|-------------------------|--------------------|-------------|-------------|----------|
| | Auxiliary Services | \$197,841 | \$281,566 | 42.32% |
| | Development | | | |
| | Bequest | \$66,465 | \$11,161 | -83.21% |
| | Capital Gifts | \$50,000 | \$0 | -100.00% |
| | Major Gifts | \$100,758 | \$136,440 | 35.41% |
| | Program Gifts | \$15,000 | \$1,000 | -93.33% |
| | Membership | \$813,764 | \$1,017,151 | 24.99% |
| | Underwriting | \$274,146 | \$280,863 | 2.45% |
| | Total | \$1,517,974 | \$1,728,181 | 13.85% |









Sustainability and Accountability

FY18 Membership Program 1Q Update

Total: \$1,017,151 (\$49,380 above 2017; +5%)

Budget: \$813,764

#Gifts: 7,119

#Gifts: 548 ave/week (676 ave. per week in FY'17)









Sustainability and Accountability

Recently Filled Positions

Chief Operating Officer
Public Affairs Producer
News Reporter



Open Positions

Administrative Secretary (2)

Social Media Editor

Website Designer/Developer

Public Affairs Producer/Host

Student Field Production (3)

Promotions

Vanessa Barchfield to Producer/Reporter Kevin Crete adding Building Manager resp.

Headcount

Professional Staff: 93

Students: 14

Volunteers: 211







Sustainability and Accountability

UA Eller College of Management - Lindsey Nonprofit Consulting Course

- Eller students working with AZPM staff to identify opportunities to improve production fee-for-service business.
- Identify best business practices for AZPM production services staff
- Explore feasibility of reorganizing production services independent of AZPM
- Funded in part by CAB Member, Paul Lindsey
- Project to be completed by December







Sustainability and Accountability

- Radio Production Studio and Control Room completed.
- TV Master Control Room renovation nearly completed. Operations moved back this week.
- Collocation agreement for KUAS-FM 88.9/Sierra Vista.
- New STL microwave purchased; delivery pending.
 Provides redundancy for single point of failure.
- New 8-camera remote production equipment package purchased with support of UA.















Q&A







Other Business







Other Business

- Other business from the floor:
- Next CAB Meeting: Thursday, January 11, 2018 with special guest, President Robert Robbins 11:45a lunch buffet; 12 noon agenda. Location UAF "Swede" Johnson, 205
- CAB Assessment will be emailed to you via Survey Monkey. Please complete by 12/31.
- 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



Adjourn







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