

# ARIZONA PUBLIC MEDIA®

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Community Advisory Board Meeting  
September 20, 2018

# Call to Order

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# Welcome and Introductions

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# Welcome and Introductions

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Guests: Gregg Goldman

*UA Senior Vice President, Business Affairs and CFO*

Sylvia Lett

*UA Assistant Clinical Professor of Law/Professor of Practice*

Allison Vaillancourt

*UA Vice President, Business Affairs and Human Resources*

Staff: Andrea Kelly

*News Director*

Laura Maher

*Major Gifts/Grants Officer*

Jennefer Smith

*Major Donor Events Coordinator*

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# *Fall 2018 Sizzle Reel*

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# Consent Agenda Items

(see agenda pages 1-4)

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# Management Report

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# Management Report



*Saturdays at 7:45p/Sundays at 5:45p  
on PBS 6 and at various times  
throughout the PBS 6 and PBS 6 Plus  
program schedule.*



*Fridays at 8:30a/6:00p  
Saturdays at 3:30p  
on NPR 89.1*



*Christopher "Buzz" Conover, host*

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# Management Report



- AZPM will cover the major issues and races on *NPR 89.1 News*, *Arizona 360*, and *The Buzz*.
- Live Candidate Forums on *PBS 6* and *NPR 89.1*
  - Gubernatorial <confirmed for 9/25>
  - CD2 <confirmed for 10/9>
  - Invitations issued for:  
U.S. Senate, CD1, and CD3
- GOTV Spots
- Election Night Coverage

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# Management Report



- AZPM will celebrate the 50th Anniversary of *KUAZ* radio at a breakfast on Wednesday, October 3rd in TV Studio A, just days after the official start of broadcast operations on *KUAS-FM 88.9* in Sierra Vista on October 1st.
- CAB members and other invited guests, radio donors and former staff members will be invited to join us to mark the occasion.
- AZPM's flagship station *KUAT PBS 6* will celebrate 60 years of service to the community in March 2019. A committee is forming to plan for celebrations and events to commemorate this milestone.

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# Management Report

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## Audience Development

*John Hess, Chief Operating Officer*

## Community Engagement

*Gene Robinson, Chief Marketing Officer*

## Sustainability and Accountability

*Kimberly Heath, Chief Financial Officer*

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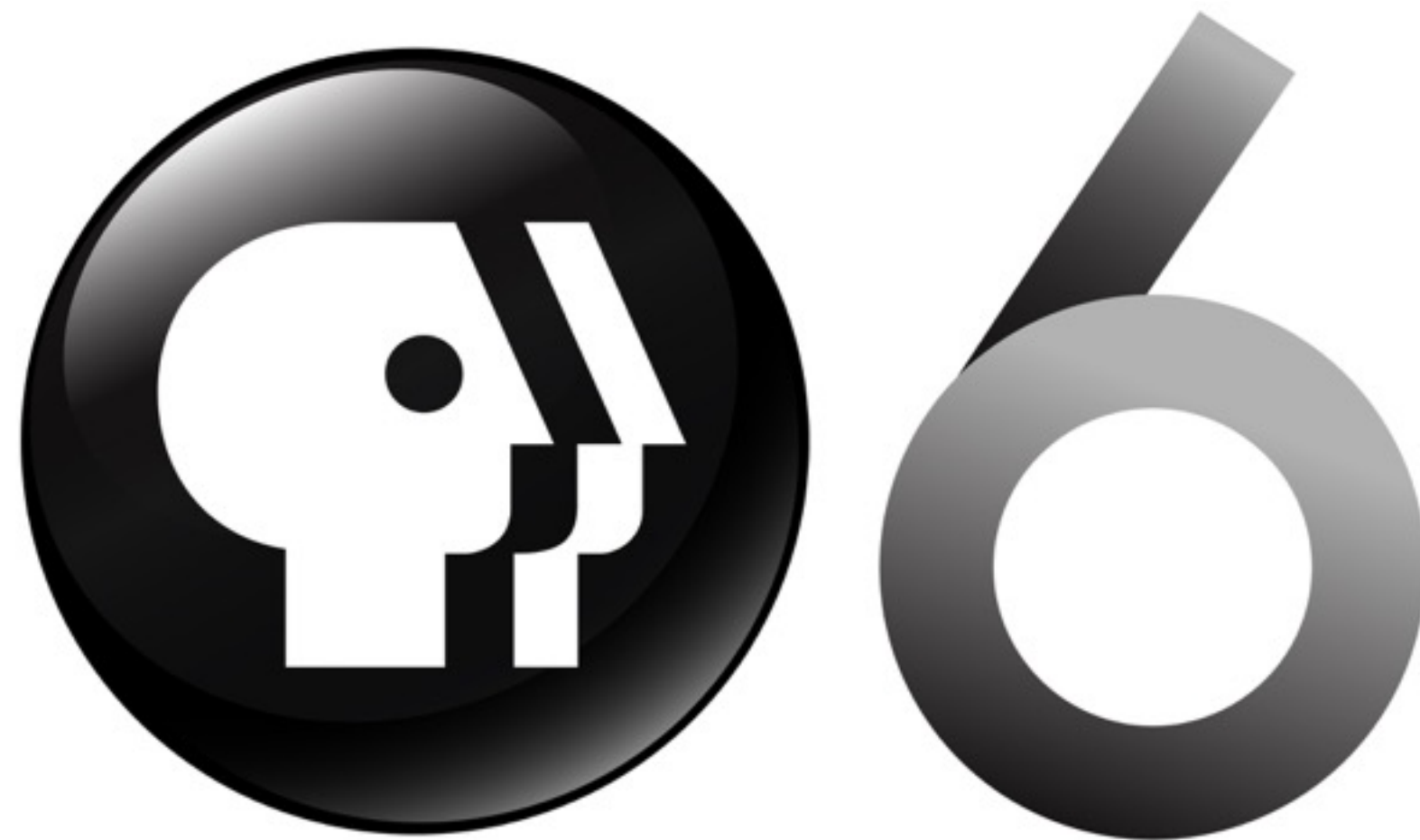


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# Management Report

## Audience Development

### Television



Channels 6.1 and 27.1  
Comcast 220 HD/6 SD  
Cox 1006 HD/6 SD  
DirecTV 6  
Dish 6

### Nielsen Media - July 2018 (vs. 2017)

Cume (Unduplicated Audience)

Prime Time 17% (-15%)

Whole Week 30% (-3%)

198,665 unique viewers/week

Viewership GRPs (Gross Rating Points)

Primetime 325.38 GRPs (-20%)

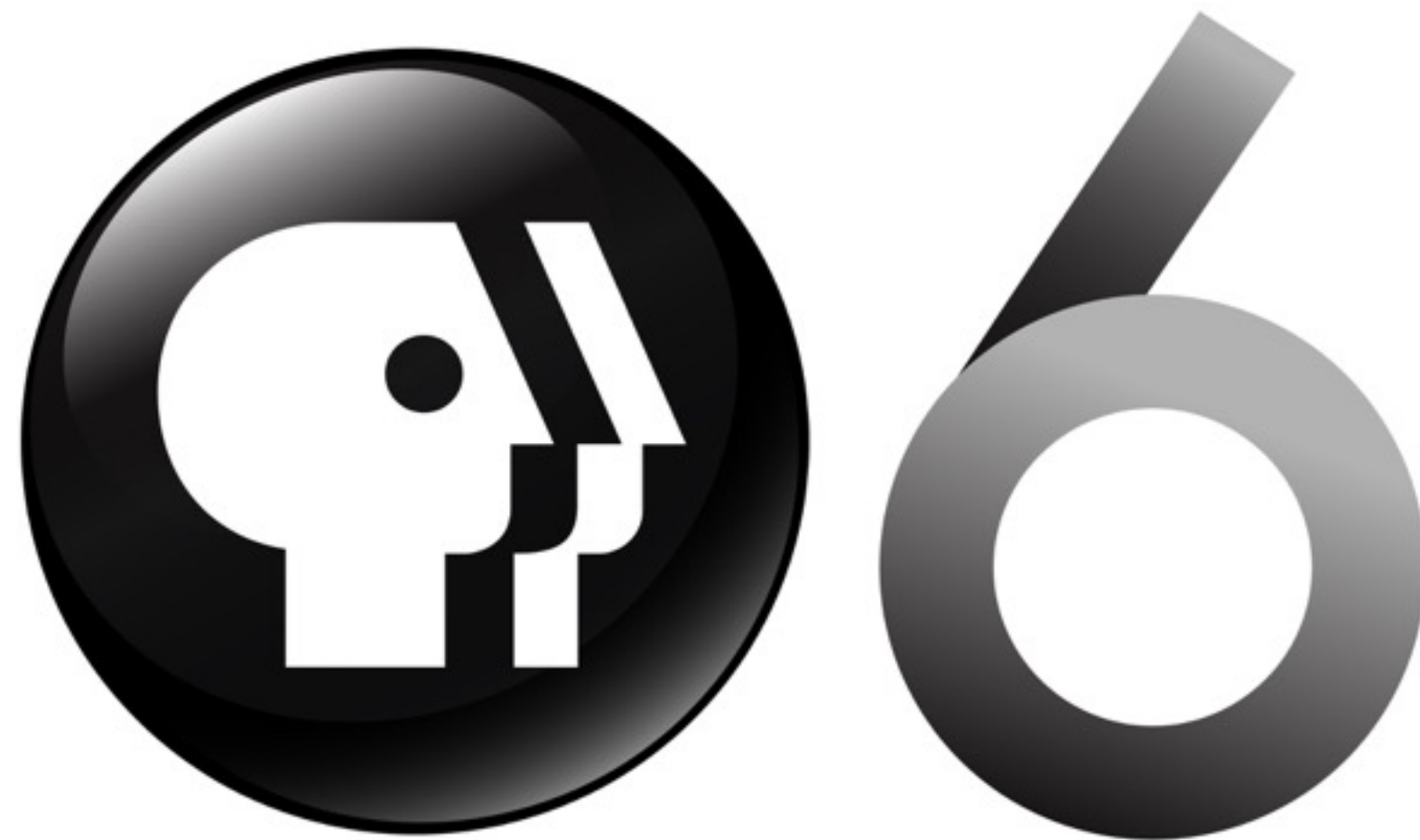
Whole Week 1003.4 GRPs (-23%)



# Management Report

## Audience Development

### Television



Channels 6.1 and 27.1  
Comcast 220 HD/6 SD  
Cox 1006 HD/6 SD  
DirecTV 6  
Dish 6

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198,665 unique viewers/week

Viewership GRPs (Gross Rating Points)

Primetime 325.38 GRPs (-20%)

Whole Week 1003.4 GRPs (-23%)

July Nat'l Rank: #1 PT; #2 WW

# Management Report

## Audience Development

### Television



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Channels 6.2 & 27.2  
Comcast 395  
Cox 80

### Nielsen Media - July 2018 (vs. 2017)

Cume (Unduplicated Audience)

Prime Time 3% (+50%)

Whole Week 7% (+40%)

64,808 unique viewers/week

Viewership GRPs (Gross Rating Points)

Primetime 107.52 GRPs (+65%)

Whole Week 684.32 GRPs (+95%)

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Nielsen  
Media Research

# Management Report

## Audience Development

### Television



Channels 6.3 & 27.3  
Comcast 396  
Cox 82

### Nielsen Media - July 2018 (vs. 2017)

Cume (Unduplicated Audience)

Prime Time 3% (YOY n/a)

Whole Week 7% (YOY n/a)

42,732 unique viewers/week

Viewership GRPs (Gross Rating Points)

Primetime 42.82 GRPs (YOY n/a)

Whole Week 166.20 GRPs (YOY n/a)

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# Management Report

## Audience Development

Television - combined

### Nielsen Media July 2018 (vs. 2017)

Cume

Prime Time  
Whole Week

Viewership GRPs

Primetime  
Whole Week



|         |        |
|---------|--------|
| 17%     | 3%     |
| 30%     | 7%     |
| 325.38  | 107.52 |
| 1003.40 | 684.32 |

| Total<br>July'18 | Total<br>July'17 | %change |
|------------------|------------------|---------|
| 20%              | 22%              | -10%    |
| 37%              | 36%              | +2.7%   |
| 432.9            | 488.71           | -11.41% |
| 1687.72          | 1606.81          | +5.03%  |

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# Management Report

## Audience Development

### Television

### Original Local Productions - July 2018

*(Average #Viewers)*

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*Illustrated*

43,370 viewers/wk  
+8% YOY

Arizona 360

22,530 viewers/wk

New to schedule in January. No YOY data.



Spring 2018 (vs. 2017)

18,800 listeners/wk

-16.8% YOY

Moved to Thursdays in Fall

# Management Report

## Audience Development

### Radio



**89.1 FM 1550 AM**

### Nielsen/Arbitron - Spring 2018 Survey

- Ranked #4 for listeners age 50+; #5 listeners age 12+
- Ranked #2 in morning drive for listeners age 50+; #3 for listeners age 12+
- Cume -10.5% vs. Spring 2017
- AQH -24.2% vs. Spring 2017
- TLS -15.2% vs. Spring 2017



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# Management Report

## Audience Development

### Radio

*Classical*  
90.5 FM 89.7 FM

### Nielsen/Arbitron Spring 2018 Survey

- Ranked #6T for listeners age 50+; #15 age 12+
- Ranked #9 in morning drive for listeners age 50+; #15T for listeners age 12+
- Cume +5.8% vs. Spring 2017
- AQH -4.0% vs. Spring 2017
- TSL -9.7% vs. Spring 2017



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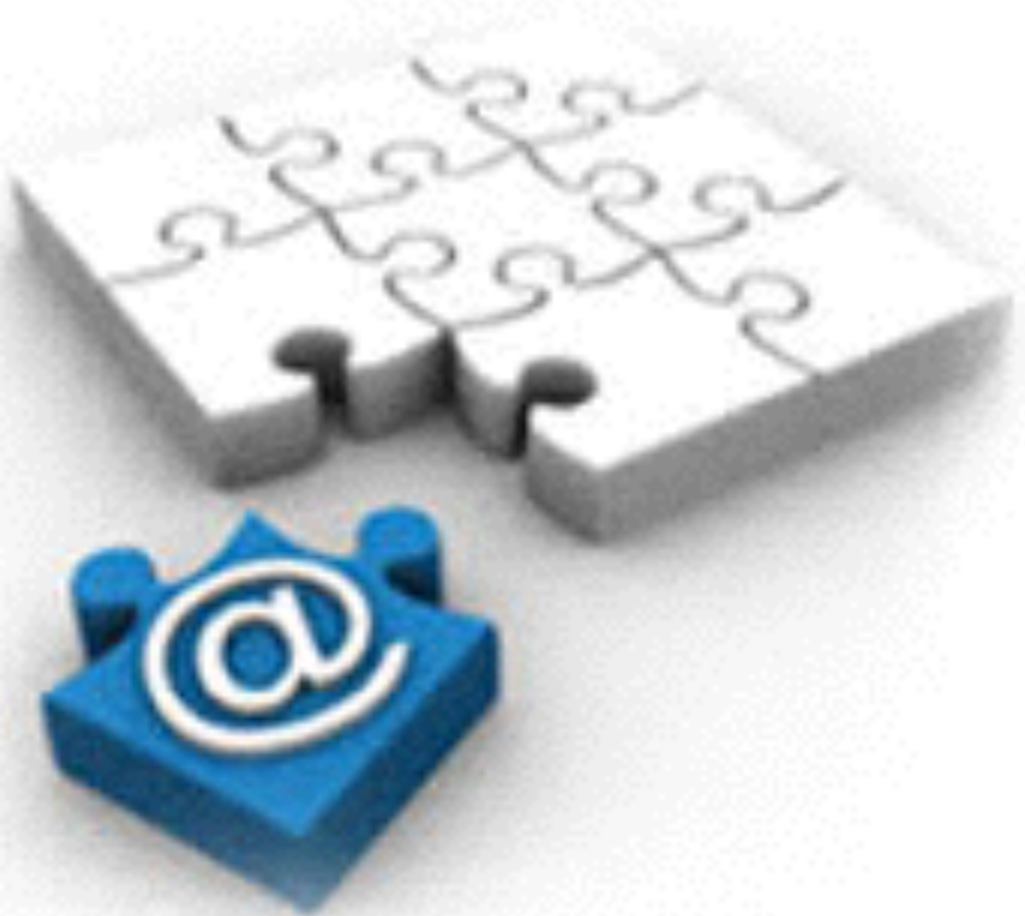
# Management Report

## Audience Development

### Online

June-August 2018 **azpm.org** analytics:  
AZPM ranked 8th nationally among PBS stations for Page Views

| <i>Metric</i>   | <i>June-Aug 2018</i> | <i>%change (from 2017)</i> |
|-----------------|----------------------|----------------------------|
| Page Views      | 4,267,543            | 9.18%                      |
| Pages per Visit | 3.81                 | -1.27%                     |
| Bounce Rate     | 9.92%                | 4.45%                      |
| Ave. Duration   | 1:54                 | 7.25%                      |



@AZPMnews **Twitter** followers as of September 1: 11,766 +2.2%; @AZPM 1,844 +21.3%  
**YouTube** (subscribers):7,600 +122.7%; 5,527,239 minutes +95.4%  
**Facebook** followers as of September 1, 2018: 20,884 +13.2%



PBS



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# Management Report

## Community Engagement

In development for 2019

community  
interactive 

*Journalism 2019: In the Era of Fake News*  
Moderated by Scott Simon, *NPR News*



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# Management Report

## Community Engagement

### Online

Arizona Public Media Facebook > List > 547 Facebook Pages

### 03 All US Public Media

Posts   Leaderboard   Notifications   Manage

Total Interactions   Custom   All Posts   More

08/07/2018 12:00 AM

 - 

08/08/2018 3:20 PM

Go



Arizona Public Media

1 month ago

Around 2,700 scientists from 47 countries reviewed a scientific paper and concluded Trump's border wall will be an ecological disaster. >> <https://buff.ly/2AQIzO6/>



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# Management Report

## Community Engagement

Online

All Posts ▾ Custom Date Range ▾ Any Page Size ▾




08/07/2018

-

08/08/2018

Go

| Page Name  | Total Interactions | Interaction Rate | Avg. Posts Per Day | Views on Owned Videos | Page Likes | Growth % and # |
|--|--------------------|------------------|--------------------|-----------------------|------------|----------------|
| Average Total  | 136                | 0.233%           | 3                  | 715                   | 12,212     | +0.07%         |
|  MindShift            | 7,307              | 0.057%           | 8                  | —                     | 802,676    | +0.02%<br>+200 |
|  KQED                 | 3,852              | 0.07%            | 20                 | 16,750                | 137,411    | +0.01%<br>+8   |
|  Houston Public Media | 2,490              | 0.213%           | 20.5               | 633                   | 28,158     | +0.15%<br>+41  |
|  Arizona Public Media | 2,444              | 0.438%           | 13.5               | 1,802                 | 20,566     | +0.26%<br>+54  |
|  Michigan Radio       | 2,333              | 0.194%           | 12                 | —                     | 50,091     | +0.04%<br>+21  |



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# Management Report

## Community Engagement

### Online

| Account Name  | Total Interactions | Interaction Rate | Avg. Posts Per Day | Account Followers | Growth +/-       |
|---|--------------------|------------------|--------------------|-------------------|------------------|
|  KQED Arts           | 215                | 0.042%           | 12                 | 18,693            | -1.42%<br>-269   |
|  KQED News           | 198                | 0.011%           | 21.5               | 36,282            | -0.68%<br>-248   |
|  KPBS News          | 194                | 0.01%            | 12.5               | 67,167            | -2.99%<br>-2,071 |
|  CapRadio News     | 194                | 0.023%           | 24.5               | 12,794            | +0.07%<br>+9     |
|  OPB               | 191                | 0.013%           | 7                  | 96,045            | -1.18%<br>-1,142 |
|  KUOW Public Radio | 187                | 0.009%           | 30                 | 31,993            | -0.90%<br>-292   |
|  AZPM News         | 166                | 0.094%           | 7.5                | 11,657            | -1.45%<br>-172   |
|  WLRN Public Media | 155                | 0.015%           | 16.5               | 26,312            | -1.58%<br>-423   |

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# Management Report

## Community Engagement

| <b>Date</b>                              | <b>Program</b>  | <b>Location</b>                                    | <b>Hosts</b>     |
|--|---|--|------------------|
| 9/11                                     | Screening & Panel: <i>Great American Read</i>         | SaddleBrooke                                       | Residents        |
| 9/22                                     | <a href="#">Rocky Mountain Emmy Awards</a>            | Phoenix  | NATAS            |
| 9/25                                     | <a href="#">11:30a Mayo Clinic Luncheon/Screening</a> | Tucson J   | AZPM/WETA        |
| 9/25                                     | <a href="#">7-8p Your Vote 2018 AZ Gubernatorial</a>  | AZPM TV Studio A                                   | AZPM/ADS/KJZZ/AR |
| 10/1                                     | <a href="#">KUAS 88.9 FM/Sierra Vista Launch</a>      | Sierra Vista/Bisbee/Douglas                        | AZPM             |
| 10/3                                     | AZPM Radio 50th Anniversary B'fast                    | AZPM TV Studio A                                   | AZPM             |
| 10/4-25                                  | 6:30p SBS Downtown Lecture Series                     | Fox Theater  | SBS              |
| 10/9                                     | <a href="#">7-8p Your Vote 2018 CD2 Debate</a>        | Tucson J   | AZPM/ADS/KJZZ/AR |
| 10/13                                    | ATC Gala honoring Lynne Dusenberry                    | Temple of Art & Music/Downtown                     | ATC              |
| 10/16                                    | 7-8p <i>Your Vote 2018</i> US Senate Debate           | <a href="#">&lt;tentative&gt;</a> AZPM TV Studio A | TBD              |
| 10/22                                    | <a href="#">Screening &amp; Panel: Native America</a> | UA Crowder Hall                                    | AZPM             |
| 11/5                                     | <a href="#">KUAZ 93.3 FM/Catalina Launch</a>          | <a href="#">&lt;tentative&gt;</a>                  | Paul & Kathy     |
| 12/2/18                                  | Major Donor Holiday Tea                               | Lindsey/Alexander Residence                        | Paul & Kathy     |
| 12/16/18                                 | AZPM Volunteer/Staff Holiday Party                    | Gibson Residence                                   | Jack & Laura     |
| Jan 2019                                 | <i>Victoria</i> (season 3) Preview Screenings         | Tucson/Green Valley/SaddleBrooke                   | AZPM+            |
| 3/1-3/2019                               | TFOB Author's Table /Festival of Books                | UA Campus  | UA/TFOB          |
| 3/8/19 <a href="#">&lt;tentative&gt;</a> | AZPM (KUAT 6) 60th Anniversary                        | TBD - UA Campus?                                   | AZPM             |

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# Management Report

## Sustainability and Accountability

| <i>FY2018 (Jul'17-Jun'18)</i> | <i>Budget</i>      | <i>Actual</i>      | <i>%diff</i> |
|-------------------------------|--------------------|--------------------|--------------|
| Auxiliary Services            | \$1,070,700        | \$1,137,109        | 6.2%         |
| Development                   |                    |                    |              |
| Bequest                       | \$265,860          | \$295,807          | 11.26%       |
| Capital Gifts                 | \$200,000          | \$239,199          | 19.59%       |
| Major Gifts                   | \$1,159,950        | \$1,296,867        | 11.8%        |
| Program Gifts                 | \$200,000          | \$109,500          | -45.25%      |
| Membership                    | \$4,067,700        | \$4,141,738        | 1.82%        |
| Underwriting                  | \$1,348,956        | \$1,325,031        | -1.77%       |
| <b>Total</b>                  | <b>\$8,313,166</b> | <b>\$8,545,251</b> | <b>2.79%</b> |



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# Management Report

## Sustainability and Accountability

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*Revenue 5 year trend*

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# Management Report

## Sustainability and Accountability



### **New Employees/Promotions**

*Andrea Kelly, News Director <promotion>*  
*Laura Maher, Major Gifts/Grants Officer <promotion>*  
*Jennefer Smith, Major Donor Events Coordinator\**  
*Ariana Brocious, Sr. News Reporter*  
*Paul Ingram, News Reporter*  
*Candace Manriquez, News Reporter*  
*Veronica Cruz-Mercado, Community Outreach Coordinator*  
*Cheryl Schrader-Gerken, Educational Outreach Coordinator\**  
*Tre Distin, Production Technician*

### **Departures**

*Zac Ziegler to KNAU/Flagstaff (NPR)*  
*Brandon Mejia to KYMA/Yuma (NBC)*

### **Headcount: 125 (FY'19)**

*Professional Staff: 99*  
*Students: 26 (21%)*  
*Volunteers: 211*  
*\*part time position*

### **Open Positions**

*Associate Development Director*  
*TV Content Producer/Reporter*  
*Production Engineer*  
*Production Services Manager*  
*News Reporter (replacement for Ziegler)*  
*Audience Services Representative*  
*Accountant*  
*Radio Announcers\**

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# Management Report

## Sustainability and Accountability

### 2018 Rocky Mountain Emmy® Award Nominations

The Emmy is the symbol of excellence and is presented to individuals working in both program and craft areas.



- 34 AZPM staff members nominated
- 17 production projects in 14 different categories recognized
- AZPM Producer/Reporter Gisela Telis nominated for *Journalistic Enterprise* for her reporting on Mental Health
- AZPM Nominated for Top Award: Overall Excellent Award
- Awards will be presented on Saturday Sept. 22 in Phoenix
- Rock Mountain Region covers Arizona, Utah, New Mexico, Wyoming and El Centro, CA.

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# Management Report

## Sustainability and Accountability



- Worked with Cochise County on the rebuild of their tower, which will serve as the site for KUAS-FM 88.9/Sierra Vista. Transmission testing this week in advance of Oct. 1 launch.

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# Management Report

## Sustainability and Accountability



- Worked with Cochise County on the rebuild of their tower, which will serve as the site for KUAS-FM 88.9/Sierra Vista. Transmission testing this week in advance of Oct. 1 launch.
- 88.9 FM Classical translator in Bisbee to be decommissioned. Application made to FCC for a replacement frequency.



# Management Report

## Sustainability and Accountability



- Worked with Cochise County on the rebuild of their tower, which will serve as the site for KUAS-FM 88.9/Sierra Vista. Transmission testing this week in advance of Oct. 1 launch.
- 88.9 FM Classical translator in Bisbee to be decommissioned. Application made to FCC for a replacement frequency.
- New FM frequency authorized by the FCC. 93.3FM a 250w translator will extend NPR 89.1 signal to residents of SaddleBrooke and surrounding areas.



# Management Report

## Sustainability and Accountability

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### *In Memoriam*



*Ronald "George" Steele*  
*1934-2018*

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# Management Report

## Sustainability and Accountability

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### *In Memoriam*

*William George “Bill” Leedy, Jr.*  
*1950-2018*

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# Management Report

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Q & A

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# Old Business

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# Old Business

## Federal Funding Update

*Steven Eddy, Chair, External Relations*



America's Public Television Stations  
LOCAL SERVICE NATIONAL VOICE

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# Old Business

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On Thursday, September 13, 2018, the Fiscal Year 2019 Labor, Health and Human Services and Education (Labor-HHS-Education) and Defense Appropriations Bills was finalized. I am pleased to report that it includes \$445 million for the Corporation for Public Broadcasting in FY 2021, \$20 million for interconnection and infrastructure, and \$27.7 million for Ready To Learn. These are the same funding levels that were included in both the House and Senate Labor-HHS-Education appropriations bills.

The Senate will likely pass the Labor-HHS-Education and Defense minibuss next week. The House is not in session next week but they plan to consider this package the last week of September.

The Labor-HHS-Education bill has not been passed before the end of the fiscal year in more than 20 years. While the appropriations process is still not perfect, this is a sign of the great progress that the Appropriations Committees made this year in trying to return to regular order.

Earlier this week, the final Conference Report for the minibuss that combines the FY 2019 Energy and Water, Military Construction and Veterans Affairs and the Legislative Branch Appropriations Bills, was passed by both the Senate (92-5) and the House (377-20). The President is expected to sign the legislation.

Some bills will not be completed before the end of the fiscal year so appropriators plan to include a Continuing Resolution (CR), or short-term funding measure, on the Labor-HHS-Education and Defense minibuss. This CR would continue government operations for federal agencies, including the Department of Homeland Security, that don't have a final appropriations bill through December 7, 2018. Congress will have to finalize the remaining FY 2019 appropriations bills after the November election.

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# New Business

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# New Business

*Andrea Kelly, News Director*



*Fridays at 8:30a/6:00p  
Saturdays at 3:30p  
on NPR 89.1*

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# New Business

*John Booth, Executive Producer*



*Saturdays at 7:45p/Sundays at 5:45p  
on PBS 6 and at various times  
throughout the PBS 6 and PBS 6 Plus  
program schedule.*

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# New Business

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Q & A

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# Committee Reports



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# Committee Reports

## Community Engagement

Committee met on September 6

*Hassan Hijazi & Jim Murphy, Co-Chairs*

(see agenda pages 15-18)

**Charge:** *Committee members will assist the AZPM Chief Marketing Officer and his staff and will act as liaisons between AZPM and the community in various capacities. Each year the Committee, along with staff, will deliberate over events and other activities AZPM may undertake in support of AZPM's strategic initiatives.*

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# Committee Reports

## Community Engagement

Committee met on September 6

*Hassan Hijazi & Jim Murphy, Co-Chairs*

(see agenda pages 15-18)

Community Engagement Committee (CEC) will operate through:

**Steering Committee** - CEC Co-chairs plus Subcommittee Chairs and appropriate AZPM staff

**Subcommittees:** CEC Members will be assigned to one of three interest areas:

Events/Facility Tours: Cita Scott, Chair

Education/Learning Media: Maria Marin, Chair

Hispanic Outreach: Magdalena Verdugo, Chair

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# Committee Reports

## Community Engagement

### Committee met on September 6

*Hassan Hijazi & Jim Murphy, Co-Chairs*

(see agenda pages 15-18)

- Review of direction for 2018-19
- Subcommittees to recruit volunteers and develop multi-year plans
- Staffing update: Introduction of new staff; departing staff
- 60 Events to celebrate AZPM's 60th Anniversary in 2019
- 17 Planned events September-December 2018

KUAS Sierra Vista launch

*Native America* Screening

*Mayo Clinic* Luncheon/Screening

AZPM Radio 50th Anniv. B'fast

Major Donor Holiday Tea

Political Debates/Election Coverage

Charter 100 Tour

Student Appreciation Luncheon

Staff/Volunteer Holiday Reception

*Victoria* (season 3) Preview Screening

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# Committee Reports

Executive

Committee met on August 18th

(see agenda pages 5-8)

*Steven Eddy, CAB Vice-Chair*

- May 24 meeting evaluation (pages 7-8) very positive overall.
- New meeting structure appreciated.
- Members want to hear more about new local programming and online resources.
- Remote participation is challenging.
- New committee assignments for FY19 (in binder).
- Statements of Giving (as of 9/19/18).



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# Committee Reports

## Financial Info

### Financial Info Committee met on September 18

*Ed Frisch, Chair*

(see agenda pages 9-14)

#### 4Q FY18 Report (July 1-June 30, 2018)

- Revenue ended .8% unfavorable to budget (\$11,164,344).
- Program Gifts & Capital Gifts show the largest shortfalls.
- Major Gifts, Auxiliary, Planned Giving, Underwriting surpassed goals
- Planned Giving revenue for FY17 skewed comparison.
- Expenses are 10% favorable to budget (\$1,111,997)
- Capital expenditures are up compared to FY17 because of funds released to pay for SAN (server) expansion, *Arizona 360* set, Sierra Vista tower project for KUAS-FM
- Fund balance intact



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# Other Business

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# Other Business

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- Other business from the floor:
- Next CAB Meeting:  
Thursday, November 8, 2018  
11:45a lunch buffet; 12 noon-1:30p agenda.  
Location UAF “Swede” Johnson Bldg.
- 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.*