

ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting
January 11, 2018

Call to Order

Welcome and Introductions

Welcome and Introductions

Guests: Debi Chess Mabie
Fellow, Community Impact, UA College of Social & Behavioral Sciences

Maria Marin
Director of Elementary and K-8 Schools, Tucson Unified School District

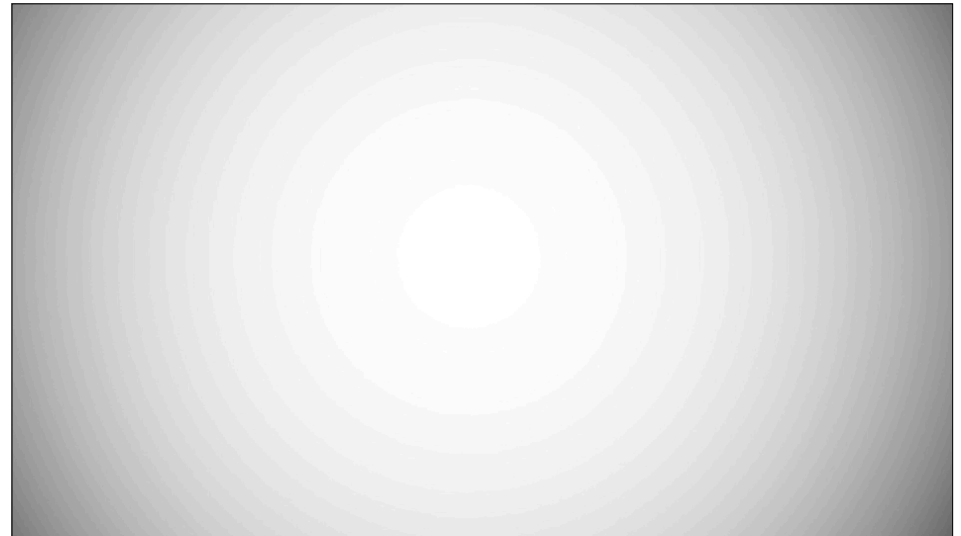
Robert Robbins, M.D.
President, The University of Arizona

Allison Vaillancourt, Ph.D.
UA Vice President, Business Affairs and Human Resources

Staff: John Hess
AZPM's "New" Chief Operating Officer

2017

A Year in Review...



AZPM Community Advisory Board (CAB)

AZPM Community Advisory Board (CAB)

Role of the CAB

Kent Laughbaum, Chair

- Serve as advisors to management and UA by representing community needs and interests.
- Serve as advocates for the work AZPM does for the benefit of the community.
- Actively participate in raising funds for AZPM.
- Participate in AZPM Strategic Planning activities to ensure the organization remains responsive to community needs and interests.

AZPM Community Advisory Board (CAB)

Strategic Planning

Vision:

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

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."



9

AZPM Community Advisory Board (CAB)

Strategic Priorities

1. Audience Development

- Provide distinctive programs acquired from PBS, NPR, BBC and other sources
- AZPM Original Productions
 - Radio and Online News
 - Television Public Affairs
 - Documentary Specials

2. Community Engagement

- Public preview screening events with UA faculty participation (e.g. NOVA, "Victoria," etc.)
- Community Interactive (a series of public forums with the Community Foundation of S. AZ)
- Educational outreach (e.g. AZpbslearningmedia.org)

3. Organizational Accountability and Sustainability

- Emphasis on professional standards and development
- Institutional, network, technical, legal, and regulatory compliance
- Cost containment, revenue generation and fundraising



10

AZPM Community Advisory Board (CAB)



11

Management Report



12

Management Report

Audience Development

Television

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



Cume (Unduplicated Audience)
 Prime Time -2.6% (weekly)
 Whole Week -5.9% (weekly)
 Monthly (28-day) Cume 49.9%
 Average: 200,195 different viewers/week

Viewership (Gross Rating Points)
 Primetime +9.3%
 Whole Week +13%



13

Management Report

Audience Development

Television

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



National Rankings - Diary Markets

Ranked among Top 5 in 9 of 12 sweep period/categories

Cume (Unduplicated Audience)
 February 2017 #4 Primetime #3 Whole Week
 May 2017 #7 Primetime #4 Whole Week
 July 2017 #2 Primetime #6 Whole Week

Viewership (Gross Rating Points)
 February 2017 #6 Primetime #3 Whole Week
 May 2017 #5 Primetime **#1 Whole Week**
 July 2017 **#1 Primetime #1 Whole Week**



14

Management Report

Audience Development

Television

Nielsen Media - November 2017



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Channels
6.2 & 27.2
Comcast 395
Cox 80

Cume (Unduplicated Audience)
 Average: 65,577 different viewers/week
Viewership (Gross Rating Points)
 Primetime 114.3 GRPs (36.9% of PBS 6)
 Whole Week 601.7 GRPs (64.9% of PBS 6)



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Channels
6.3 & 27.3
Comcast 396
Cox 82

Cume (Unduplicated Audience)
 Average: 45,437 different viewers/week
Viewership (Gross Rating Points)
 Primetime 37.7 GRPs (12.2% of PBS 6)
 Whole Week 143.9 GRPs (15.5% of PBS 6)



15

Management Report

Audience Development

Television

Original Local Productions - Jan-Nov 2017 (Average #Viewers)

ARIZONA
 +18% *Unduplicated*
 30,000 viewers/wk



ARIZONA WEEK
 +19%
 10,636 viewers/wk

metro week
 +12%
 10,865 viewers/wk



16

Management Report

Television

Audience Development
Original Local Production

Arizona 360

Hosted by **Lorraine Rivera**
premiered on January 6th at 8:30pm



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17

Management Report

Radio

Audience Development



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM

Nielsen/Arbitron - Fall 2017 Survey

Top Line Summary is due later today. A complete report will be made at the March CAB Meeting.



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19

Management Report

Online

Audience Development

2017 **azpm.org** analytics:

Metric	Jan-Dec 2017	%change (from 2016)
Page Views	5,505,164	-6.6%
Pages per Visit	3.89	+11.8%
Bounce Rate	9.4%	+28.9%
Ave. Duration	3.89	+11.8%



@AZPMnews **Twitter** followers as of January 1, 2018: 11,600 +5%

@AZPM **Twitter** followers as of January 1, 2018: 1,566 +46.25%

Facebook followers as of January 1, 2018: 18,808 +21.8%



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20

Management Report

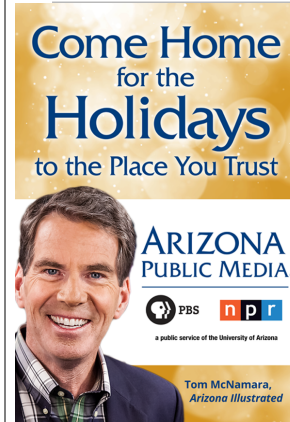
Sustainability and Accountability



21

Management Report

Sustainability and Accountability



Membership Program 2Q FY18 Update

Total: \$2,092,187 (\$103,018 above FY'17; +5%)

Budget: \$1,992,794 (+5%)

#Gifts: 19,233 (+6% over FY'17)

Major Gifts 2Q FY18 Update

Total: \$670,242 (\$145,468 above FY'17; +28%)

Underwriting 2Q FY18 Update

Total: \$630,629 (\$27,376 below FY'17; -4%)

Dec. Sales Contracts: \$210,684 (+30.6%)



22

Management Report

Community Engagement

MASTERPIECE "Victoria" - season II

Three public preview events with Jerry Hogle, Ph.D.

Jan. 4 - Green Valley

Jan. 9 - Tucson: The Loft

Jan. 10 - SaddleBrooke



Moderated by: Jeffrey Brown, PBS Newshour
Temple of Music and Art, Downtown
January 29, 2018 at 6:30 p.m.



23

Management Report

Q & A



24

New Business

New Business

Kent Laughbaum, CAB Chair



Welcome President Robbins

New Business

Robert Robbins, M.D.



UA President's Remarks

New Business

Robert Robbins, M.D.

Q & A

Consent Agenda Items

Committee Reports



Committee Reports

Audit Committee

Committee met on January 8th
(see agenda pages 15-16)

Paul Lindsey, Chair

FY17 Audit Report (July 1, 2016—June 30, 2017)

- No significant findings
- Unmodified opinion
- Strong Total Net Position provides liquid equity
- Percentage of production/programming expenses decreased slightly
- 32% more resources devoted to fundraising, but cost of fundraising decreased by 2%
- Preliminary results of CPB audit indicate little to no financial impact



Committee Reports

Community Engagement

Committee last met on December 7th
(see agenda pages 7-10)

Jennifer Casteix, Chair

- Committee members to help with educational outreach activities
- Level of engagement/perception of visibility examined. More proactive support needed in outreach & community events, e.g., CAB representation at community events such as:
 - Tucson Festival of Books
 - Tucson Meet Yourself
 - Fourth Avenue Street Fair
 - Oro Valley Arts Festival
 - Pima County Fair
 - Tucson Rodeo/Rodeo Parade
- Docent program being initiated



Committee Reports

Community Engagement

Date	Program	Location	Hosts
12/7/17	NOVA "Black Hole Apocalypse" w/Panel	Crowder Hall/UA	AZPM
12/8/17	NOVA Producers/MD Lunch	Flemings Prime Steakhouse	AZPM
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
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
TBA	Major Donor Dinner with Jeffrey Brown	El Cisne Restaurant	AZPM
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
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



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33

Committee Reports

Executive

Committee met on December 8th
(see agenda pages 11-12)

Susan Tarrence, CAB Vice-Chair

- Meeting evaluation feedback (page 12.1)
- CAB Self-Assessment Survey Report
 - To be addressed under Old Business



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34

Committee Reports

Governance

Committee met on January 4th
(see agenda pages 13-14)

Jill Perrella, Chair

- Candidates proposed to fill immediate opening (Tsiaina Lomawaima).
- Results of 2017 CAB Self-Assessment
- Officer slate turns over in May
 - Finalize Chair successor
 - Identify Vice-Chair candidate
 - UA employees not eligible to serve as Chair



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35

Committee Reports

Marketing & Brand Management

Committee met on November 28th
(see agenda pages 5-6)

Gene Robinson, Mar/Comm Director

- Winter campaign: "Come Home for the Holidays to the Place You Trust"
- AZ 360 brand look and graphics package created
- AZPM Brand/Sub-Brand Marketing efforts
 - Associate individual channels with parent brand
 - Example: UA men's basketball program ad: "AZPM's Starting Five"
- Educational outreach efforts underway
 - PBS Learning Media e-newsletter launching soon
 - Media sponsor for Southern Arizona Education Job Fair
 - Collateral materials for promotion of PBS Learning Media in development
- Social Media Editor position filled
- Preview e-newsletter redesigned
- TRUSTED phase 2 to launch 1Q 2018



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36

Old Business

Old Business

Diversity Report Update

Jack Gibson

- Diversity Report being refined to clarify progress toward attracting and retaining a diverse staff.
- Updates include:
 - Comparisons over time
 - Comparisons to other public media organizations
 - Specific efforts to attract more diverse applicants
- Updated report will be available at the March CAB meeting



Old Business

CAB Self-Assessment

(pages 17-20)

CAB members are asked to assess their personal performance and that of the CAB as a whole every two years.

Response rate: 63%

Themes noted:

- Committee meeting attendance: provide Doodle polls to ensure maximum attendance.
- CAB meetings earned high marks; include generative discussions.
- Committee social time desired by many. Plan happy hours or hold meetings at home.
- Interest in community outreach, volunteering, taking programming to the community, (e.g., take *Not Broken* into schools; leverage City of Gastronomy designation).



Other Business

Other Business

- Other business from the floor:
- Next CAB Meeting:
Thursday, March 15, 2018
11:45a lunch buffet; 12 noon agenda. Location UAF "Swede" Johnson, 205
Agenda:
Briefing from Lorraine Rivera and Cassandra Lau on **Arizona 360**
Brainstorming future documentary topics with John Booth and Tom Kleespie



41

Other Business

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11:45a lunch buffet; 12 noon agenda. Location UAF "Swede" Johnson, 205
Agenda:
Briefing from Lorraine Rivera and Cassandra Lau on **Arizona 360**
Brainstorming future documentary topics with John Booth and Tom Kleespie
- Meeting evaluations will be emailed to you via Survey Monkey.
- Please take **only** first section of agenda book and folder.
binder materials are online: <http://about.azpm.org/cab.news>



42

Adjourn



43

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knowledge is sought, and learning never ends.*

Management Report

Audience Development

Television

Nielsen Media - Nov 2017 (vs. 2016)

Cume (Unduplicated Audience)

Prime Time -15% (weekly)

Whole Week -14% (weekly)

Monthly (28-day) Cume 50%

Average: 194,538 different viewers/week



Viewership GRPs (Gross Rating Points)

Primetime -18%

Whole Week -5%



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