

ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting
March 15, 2018

Call to Order

Welcome and Introductions

Welcome and Introductions

Guests: Carrie Brennan
Executive Director, CITY Center for Collaborative Learning

Ron Carsten
Chief Engineer, Raytheon Missile Systems (retired)

New CAB Members: Jodi Bain
Attorney, Bain Law Firm, PLLC

María Marín
Director of Elementary and K-8 Schools, TUSD

Welcome and Introductions

Staff: John Booth
AZPM Executive Producer

Kassandra Lau
Producer, Arizona 360

Lorraine Rivera
Host, Arizona 360

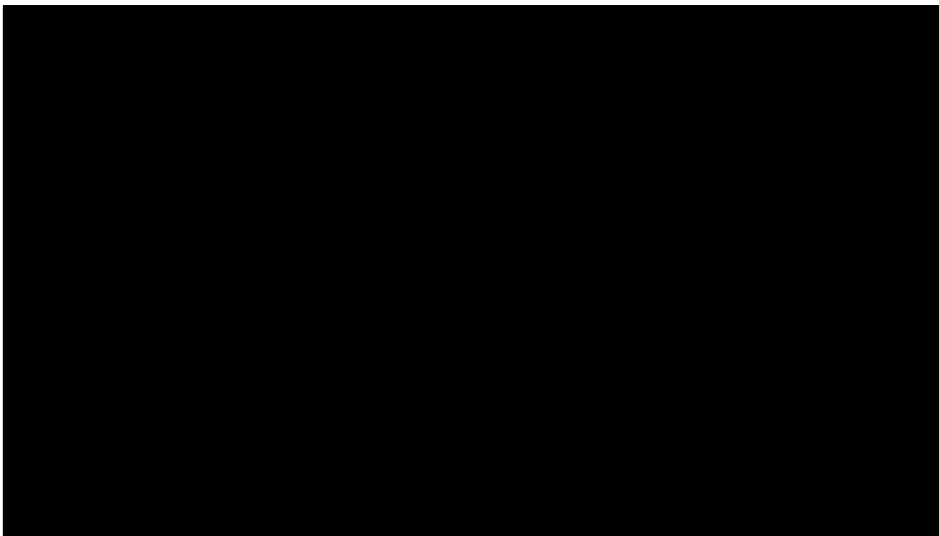


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Spring 2018 Sizzle Reel



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Consent Agenda Items

(see agenda pages 1-4)



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Management Report

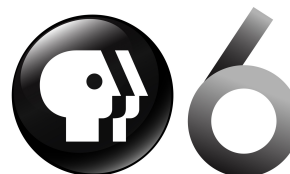


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Management Report

Audience Development

Television



Nielsen Media - Jan. 2018 (vs. 2017)

Cume (Unduplicated Audience)
Prime Time -22% (weekly)
Whole Week -9% (weekly)
209,889 unique viewers/week

Viewership GRPs (Gross Rating Points)
Primetime -21%
Whole Week -10%



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Management Report

Audience Development

Television



**ARIZONA
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Channels 6.2 & 27.2
Comcast 395
Cox 80



Nielsen Media - January 2018

Cume (Unduplicated Audience)
Average: 76,069 different viewers/week

Viewership (Gross Rating Points)
Primetime 126.01 GRPs (37.4% of PBS 6)
Whole Week 664.58 GRPs (70.25% of PBS 6)



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Management Report

Audience Development

Television



Nielsen Media - January 2018

Cume (Unduplicated Audience)
Average: 42,596 different viewers/week

Viewership (Gross Rating Points)
Primetime 53.11 GRPs (15.8% of PBS 6)
Whole Week 172.08 GRPs (18.2% of PBS 6)



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Management Report

Audience Development

Television

Original Local Productions - January 2018 (Average #Viewers)

ARIZONA
Schubert

25,070 viewers/wk

Arizona 360

11,060 viewers/wk



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Management Report

Audience Development

Television

Original Local Productions - January 2018 (Average #Viewers)

ARIZONA
Schubert

25,070 viewers/wk

Arizona 360

11,060 viewers/wk



Last Year ARIZONA WEEK
10,636
viewers/52 wk average

metroweek
10,865
viewers/52 wk average



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Management Report

Audience Development

Radio

Nielsen/Arbitron - Fall 2017 Survey

n p r

89.1 FM 1550 AM

- KUAZ-AM/FM market rank #8 listeners age 12+; ranked #5 for listeners age 50+
- Ranked #5 in morning drive for listeners age 50+; #5 for listeners age 12+
- Cume -16.3% vs. Fall 2016
- AQH -23.7% vs. Fall 2016
- TLS -10.3% vs. Fall 2016



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Management Report

Audience Development

Radio

Nielsen/Arbitron Fall 2017 Survey

Classical
90.5 FM 89.7 FM

- KUAT-FM market rank #15 for listeners age 12+; market rank #8 for listeners age 50+
- Cume -1.7% vs. Fall 2016
- AQH +4.8% vs. Fall 2016
- TLS +4.0% vs. Fall 2016



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Management Report

Audience Development

Online

January-February 2018 **azpm.org** analytics:

Metric	Jan-Feb 2018	%change (from 2017)
Page Views	936,291	+6.0%
Pages per Visit	3.89	+7.0%
Bounce Rate	7.75%	+53.4%
Ave. Duration	00:01:56	+22.6%



@AZPMnews **Twitter** followers as of March 1, 2018: 11,683 +4.3%

YouTube subscribers: 5,749 +141%

Facebook followers as of March 1, 2018: 19,244 +15.3%



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Management Report

Audience Development



AZPM Passport

Top #Streams - January 2018 Total = 13,207

4,204 Masterpiece "Victoria"
 699 Masterpiece "Downton Abbey"
 922 PBS NewsHour
 519 NOVA
 452 Masterpiece "Poldark"
 371 American Experience
 368 Antiques Roadshow
 311 Finding Your Roots
 278 This Old House
 249 Secrets of the Dead
 237 Nature



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Management Report

Community Engagement



community
interactive
the Arts

- ~600 seat house; mostly full
- Good participation from audience and panels
- Attendee feedback generally positive
- Great support from ATC and CFSA
- Thanks to Lynne Wood Dusenberry
- Where do we go from here?

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

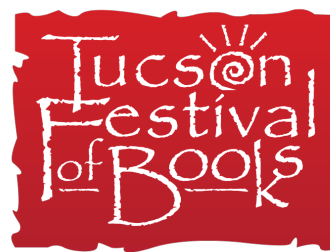


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Management Report

Community Engagement



March 10-11 at the University of Arizona

- AZPM is a Participating Sponsor
- Good engagement by staff, CAB and volunteers
- Docent-led or self-guided facility tours
- Prize wheel
- Opportunities to meet and greet on-air talent
- PBS Kids Characters, *Clifford the Big Red Dog* and *Word Girl*
- Kudos to Jennifer Casteix and Gene Robinson for leadership



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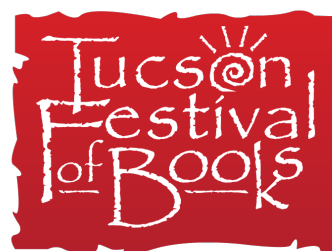
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Management Report

Community Engagement



March 10-11 at the University of Arizona

Many Thanks to CAB Members:

Mary Ann Dobras

Lois Eisenstein

Kent Laughbaum

Paul Lindsey

Harry & Ann Paxton

Hope Reed

Susan Tarrence & Stephen Golden

Magdalena Verdugo

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Management Report

Community Engagement

Date	Program	Location	Hosts
1/29-31	Community Interactive "Arts & Culture"	Temple of Music and Art	Jeffrey Brown
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
3/9	Author's Table Dinner	Student Union	AZPM
3/10	Scott Simon Major Donor Event	Gibson Residence	AZPM
3/10-11	Tucson Festival of Books	UA Mall/MLB Entry	various
4/5	Civilization Preview Screening/Lecture	Tucson Museum of Art	AZPM/UA/TMA
various	The Great American Read (5/22 airdate)	various	various
w/o 4/15	Volunteer Appreciation Event	AZPM TV Studio A	AZPM
w/o 4/22	AZPM "Therese Berg" Luncheon	AZPM TV Studio A	AZPM
5/3	AZPM Student Appreciation Event	AZPM TV Studio A	AZPM
5/20-6/1	Pre-Pledge Campaign	On-Air+	Tom McNamara
6/2-6/10	TV On-Air Pledge Campaign	PBS 6/PBS 6 Plus	various
6/7-6/8	Radio On-Air Pledge Campaign	NPR 89.1/Classical 90.5	various
6/11-6/30	End of Year Countdown	On-Air+	Tom McNamara
9/18/2018	Community Interactive: Journalism (w.t.)	TBA: Centennial/Fox	TBA

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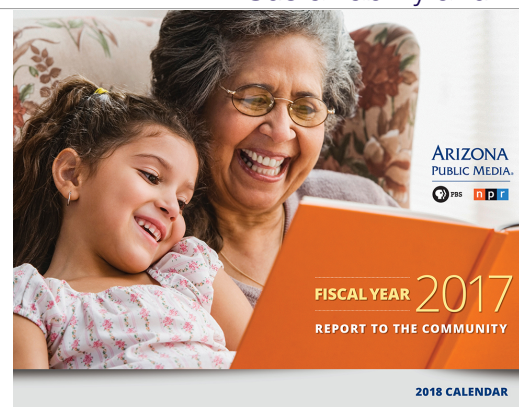


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Management Report

Sustainability and Accountability



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Management Report

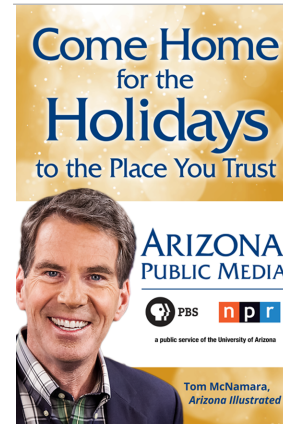
Sustainability and Accountability

2Q FY18 (Jul-Dec 2017)	Budget	Actual	%diff
Auxiliary Services	\$477,530	\$634,031	+32.78%
Development			
Bequest	132,930	\$99,441	-25.2%
Capital Gifts	150,000	\$0	-100.00%
Major Gifts	531,413	670,242	+26.1%
Program Gifts	47,000	37,500	-20.2%
Membership	1,922,794	\$2,092,187	+8.8%
Underwriting	\$636,595	\$630,629	-0.9%
Total	\$3,898,262	\$4,164,030	+6.82%



Management Report

Sustainability and Accountability



Membership End of Calendar Year Campaign

Performance Review

"There is no comparison: with the Tom McNamara fundraising positioning spots, AZPM raised 50% more dollars and garnered 11% more pledges.

During the countdown portion of the campaign, AZPM raised 16% more dollars and 1% more pledges in December 2017 vs. December 2016."

Pat Callahan, AZPM Director of Membership

Management Report

Sustainability and Accountability



Membership End of Calendar Year Campaign

Performance Review

"There is no comparison: with the Tom McNamara fundraising positioning spots, **AZPM raised 50% more dollars** and garnered **11% more pledges**.

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Pat Callahan, AZPM Director of Membership

Management Report

Sustainability and Accountability

Recruiting

Major Gift/Grants Officer
P/T Donor Events Coordinator
P/T Educational Outreach Coord.
GFX Artist (Video Specialist)
Production Engineer



Recently Filled Positions

Administrative Secretary (2)
Social Media Editor
Community Outreach Coordinator

Headcount

Professional Staff: 92
Students: 22
Volunteers: 211

Management Report

Sustainability and Accountability



- Radio Production Studio/Control Room and TV Master Control Center renovations completed.
- Working with Cochise County on the rebuild of their tower, which will serve as the site for KUAS-FM 88.9/Sierra Vista.
- New STL microwave purchased and installed. Provides real-time redundancy for key single point of failure.

Management Report

Q & A

Old Business

Old Business

Diversity Report Update

- Diversity Report has been refined to clarify progress toward attracting and retaining a more diverse staff.
- Please see pages 21-22 in your agenda book today.
- Update includes:
 - Comparisons in four (4) categories: staff, management, on-air talent, and CAB wrt ethnic diversity and gender.
 - Two trend data points 1Q: 2013 and 2018
 - Improvement in "gender gap," especially noted in management and on-air talent.
 - Not much real turnover; Headcount is down 14%

Jack Gibson



Old Business

UA Budget Reduction - clarification

- Reduction of \$2M was ordered in FY'14
- UA allocation reduced in increments of \$400K/year for 5 years.
- Reduction-to-date has been \$1.6M compared to FY'14
- President Robbins eliminated final reduction of \$400K which would have kicked in on July 1, 2018.
- FY'19 Budget will provide cash support from UA of approximately \$1.2M in addition to in-kind facilities and services.
- All of UA investment is used to support staff positions.

Jack Gibson



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Old Business

Federal Funding Update

(see agenda pages 23-24)

Jack Gibson



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In the wake of President Trump's Fiscal Year 2019 budget proposal calling for the elimination of funding for the Corporation for Public Broadcasting, PTV lobbyists at America's Public Television Stations (APTS) encourage stations and public media supporters to contact Congress and utilize social media tools to share their messages of support with their networks. Additionally, the Protect My Public Media campaign launched a petition campaign to both send a message to the Administration, and attract new supporters and grow the grassroots network.

The online resource Protect My Public Media reports that as of press time, over 2,578 calls were placed to congressional offices, 95,352 emails were sent.

The hope is that this will again position public broadcasting well for the FY 2018 omnibus appropriations bill Congress is expected to pass by March 23, 2018.

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New Business

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New Business

Original Local Production

Program Review

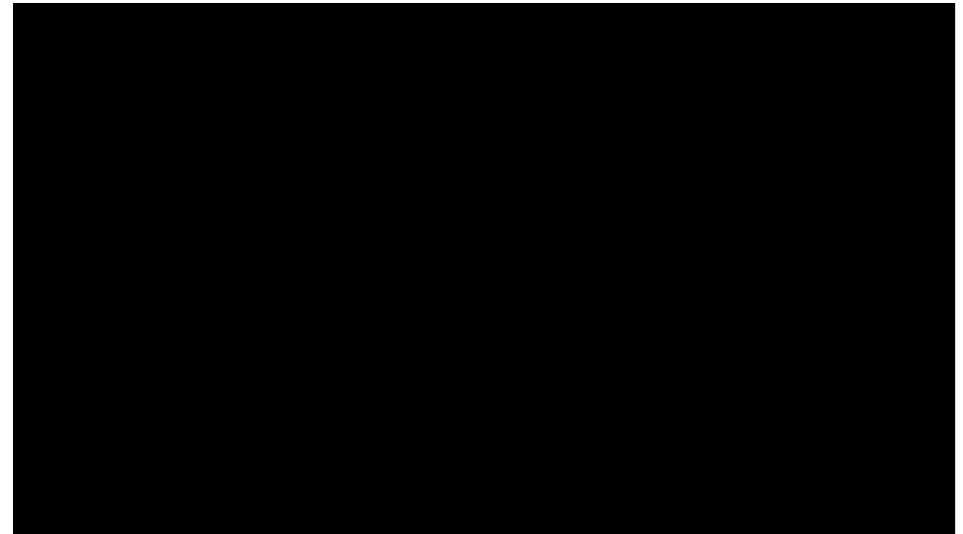
Arizona 360

Hosted by **Lorraine Rivera**
Produced by **Kassandra Lau**
Fridays at 8:30pm/Sundays at 11am/Mondays at 6:30p



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New Business

Original Local Production

Program Review

Arizona 360

Hosted by **Lorraine Rivera**
Produced by **Kassandra Lau**

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New Business

*John Hess, COO
John Booth, Executive Producer*

**community
interactive**

Journalism 2018 in the Era of "Fake News" (w.t.)
(see agenda pages 25-26)

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New Business

Q & A

Committee Reports



Committee Reports

Community Engagement

Committee last met on March 1st
(see agenda pages 11-12)

Jennifer Casteix, Chair

Recent Events

- Community Interactive: The Arts; member feedback
- Children's Museum Tucson event
- Educator Job Fair at PCC
- Tucson Festival of Books

Upcoming Events

- The Great American Read

Ideas for Events

- | | |
|-------------------------|---------------------------------------|
| + Take-away materials | + More events in Oro and Green Valley |
| + Interactive component | + Pima County Fair 2018 |
| + Spanish speakers | + Tucson Rodeo Parade 2019 |



Committee Reports

Development

Change in Focus

Hank Peck, Co-Chair

- Major donor stewardship activities will be shared by all CAB Members. As the portfolio grows, it becomes increasingly necessary for more CAB members to help.
- At each CAB meeting, members will receive a brief list of major donors to thank via a telephone call or written note. A script, cards and envelopes will be provided.
- CAB engagement with thank-you calls is essential. Thanking major donors is perhaps the **most important** thing the CAB can do to keep supporters engaged. Committee will remain intact but will refocus on major fundraising events. Next year is AZPM's 60th...
- Committee will meet as circumstances warrant.



Committee Reports

Executive

Committee met on February 16th
(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.
- Based on your feedback, committee reports have been moved later in the agenda. Committee meeting minutes are included in binder should time run short.
- Clarification on practical significance of Pres. Robbins statement "...that the bleeding has stopped."
- Review of proposed DevComm changes.



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Committee Reports

External Relations

Committee met on March 8th
(see agenda pages 19-20)

Steven Eddy, Chair

- Guest: Julie Katsel, UA Sr. Director of Community and Local Gov't Relations
- AZPM/UA Community Relations
 - *How can UA and AZPM strengthen relationship w/Community?
 - *How can AZPM help craft and support new UA Strategic Plan?
 - *How can AZPM help bring UA programs and resources to the attention of the community w/o sacrificing editorial integrity?
- Federal Funding
 - *Wait-and-see strategy
 - *Produce and air proof-of-performance spots
 - *Indicate support for public media as you may encounter elected officials



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Committee Reports

Financial Info

Financial Info Committee met on March 8th
(see agenda pages 13-18)

Christina Noz, FI Committee

2Q FY18 Report (July 1-Dec. 31, 2017)

Revenue is up overall

- Revenue is 6.8% favorable to budget (\$265,768)
- Membership, Major Gifts, Auxiliary surpassed goals
- FY18 2Q revenue trending \$198,937 behind that of FY17 re: timing issues

Expenses are well-controlled and under budget

- Expenses are 16.8% favorable to budget (\$1,045,936)
- Some budgeted FY18 capital expenses will roll over to FY19 (e.g. Sierra Vista radio tower, antenna and transmitter)



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Committee Reports

Governance

Committee met on February 22nd
(see agenda pages 9-10)

Jill Perrella, Chair

- One Open Board Seat Filled (vice Tsianina Lomawaima). Two additional seats will need to be filled for Fall 2018.
- Additional prospective members have been identified. A few are in attendance at today's meeting.
- 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.)
- The committee will deliver a slate of candidates for your consideration to serve as officers at the CAB's May 24th Annual Meeting for two-year terms beginning September 1. Anyone interested in serving as an officer should contact Jill Perrella.



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Other Business

Other Business

- Other business from the floor:
- Next CAB Meeting: Annual Meeting
Thursday, May 24, 2018
11:45a lunch buffet; 12 noon-2p agenda. Location UAF "Swede" Johnson, 205
Agenda:
Election of Officers
- 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.*