

# ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting  
November 9, 2018

## Call to Order

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2

## Welcome and Introductions

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3

## Welcome and Introductions

New CAB Ron Carsten

Members: *Chief Engineer, Raytheon (retired); Operational Effectiveness Consultant*

Sylvia Lett

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

Staff: Veronica Cruz-Mercado  
*Community Events Coordinator*

Betsy Leader  
*Associate Development Director*

Cheryl Schrader-Gerken  
*Educational Outreach Coordinator*

Laura Maher  
*Major Gifts/Grants Officer*

Jennefer Smith  
*Major Donor Events Coordinator*

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4

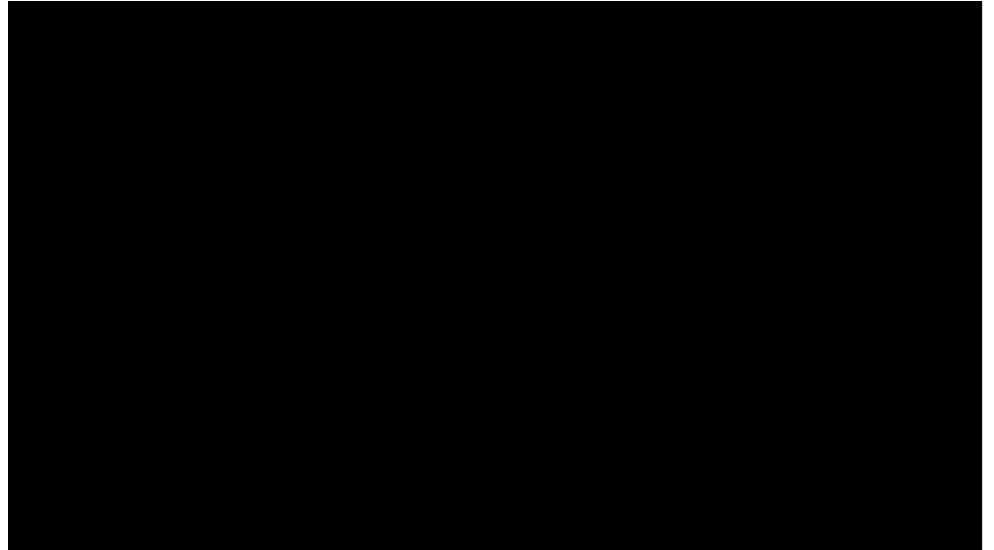
## AZPM 2018 Emmy Awards Winners and Nominees

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5



## Consent Agenda Items

(see agenda pages 1-3)

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7

## Management Report

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8

## Management Report



- AZPM covered the major issues and races on *NPR 89.1 News*, *Arizona 360*, and *The Buzz*.

- Live Candidate Forums on:  
*PBS 6*, *NPR 89.1* and *azpm.org*

- Gubernatorial and CD3 - in-studio
- CD2 - on location @ Tucson J
- Invitations issued w/o response for:  
U.S. Senate and CD1

- Election Night Coverage
- GOTV Spots



9



## Management Report



*Special Thanks to:*

*Maria Marin*

*Christina Noz*

*Hank Peck*

*Allison Vaillancourt*



11

## Management Report

**Audience Development**

*Jack Gibson for John Hess, Chief Operating Officer*

**Community Engagement**

*Gene Robinson, Chief Marketing Officer*

**Sustainability and Accountability**

*Kimberly Heath, Chief Financial Officer*






12

## Management Report

### Audience Development

#### Television

September 2018 vs. 2017 - combined stations

				Combined Total 2018	Combined Total 2017	%change
<b>Cume</b>						
Weekly PT	15%	3%	4%	22%	28%	
28-Day PT	30%	5%	8%	43%	52%	
Weekly Total	29%	5	9	43%	49%	
28-Day Total	49%	10	18	77%	82%	
#Viewers	184,671	53,767	50,266	288,704	319,217	-10%
<b>Gross Rating Points</b>						
Prime Time	247	74	53	374	554	-48%
Full Week	823	543	211	1577	1710	-8%

  
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13

## Management Report

### Audience Development

#### Radio

Summer 2018 vs. 2017



	Total 2018	Total 2017	%change
<b>Listeners 12+</b>			
Cume	85,100	99,400	-14.4%
AQH	5,200	5,700	-8.8%
TSL	7:45	7:15	6.9%
Market Rank	4T	<new high>	
<b>Listeners 50+</b>			
Cume	50,500	56,000	-9.8%
AQH	3,900	4,100	-4.9%
TSL	9:45	9:15	5.4%
Market Rank	3		

  
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14

## Management Report

### Audience Development

#### Radio

Summer 2018 vs. 2017



	Total 2018	Total 2017	%change
<b>Listeners 12+</b>			
Cume	27,900	38,100	-26.8%
AQH	1,200	2,500	-52.0%
TSL	5:15	8:15	-36.4%
Market Rank	19T		
<b>Listeners 50+</b>			
Cume	15,600	26,700	-41.6%
AQH	900	2,200	-59.1%
TSL	7:30	10:15	-26.8%
Market Rank	11		

  
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15

## Management Report

### Audience Development

#### Original Productions

TV - September 2018 vs. 2017/Radio - Summer 2018 vs. 2017

	Audience 2018	Audience 2017	%change
<b>Television</b>			
	20,990	10,540 (AZ Week)	99.14%
	30,700	37,870	-18.8%
<b>Radio</b>			
	17,800	19,800	-10.1%
	n/a	New (Fall 2018)	n/a

  
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16

## Management Report

### Audience Development

#### Online

October 2018 vs. 2017

	Total 2018	Total 2017	%change
<b>azpm.org</b>			
#Page Views	554,876	448,062	19.25%
Pages per Visit	3.77	3.91	-3.74%
Bounce Rate	9.33%	7.09%	24.05%
Ave. Duration	01:55	01:54	0.61%



#Subscribers	7,943	2,002	74.8%
Total #Minutes	572,081	964,871	-68.66



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17

## Management Report

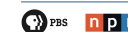
### Community Engagement

#### Social Media

October 2018 vs. 2017

		Total 2018	Total 2017	%change
	#page likes	21,210	19,022	11.5%
	#interactions	62,800	61,800	1.6%
	#azpm followers	1,950	1,556	25%
	#AZPMnews followers	11,881	11,505	2.4%
	arizonapublicmedia	1,436	92	1,461%
	az.illustrated	2,558	2,128	20.2%

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18

## Management Report

### Community Engagement

In development for 2019



Addiction in Arizona: The Opioid Crisis (w.t.)

Journalism 2019: In the Era of Fake News (w.t.)

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19

## Management Report

### Community Engagement

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Major Donor Holiday Tea

at the home of

Paul Lindsey and Kathy Alexander

Sunday, December 2nd from 2-4



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20

## Management Report

### Community Engagement

Date	Program	Location	Hosts
October 22	Screening & Panel: Native America	UA Crowder Hall	AZPM
October 29	KUAS-FM 88.8 Launch Event	UA South, Sierra Vista	AZPM/UAS
November 8	Screening & Panel: Native America	Baboquivari MS/Tohono O'odham Nation	AZPM/UA/TO
December 2018	AZPM Home for the Holidays Campaign	TV/Radio/Online	AZPM
December 2	Major Donor Holiday Tea	Lindsey/Alexander Residence	Paul & Kathy
December 16	AZPM Volunteer/Staff Holiday Party	Gibson Residence	Jack & Laura
Jan 6-8, 2019	Victoria (season 3) Preview Screenings (3)	Tucson/Green Valley/SaddleBrooke	AZPM+
March 2019	AZPM Fall Membership Campaign	TV/Radio/Online	AZPM
March 1-3	TFOB Author's Table /Festival of Books	UA Campus	UA/TFOB
March 8, 2019	AZPM (KUAT 6) 60th Anniversary	TV/Radio/Online/Community	AZPM
April 2019	AZPM Volunteer Appreciation Event	TBD	AZPM
May 2019	AZPM Marconi Award Luncheon	TBD	AZPM
June/July 2019	AZPM EOFY Campaigns	TV/Radio/Online	AZPM
August 2019	AZPM Fall Membership Campaign	Tucson/Green Valley/SaddleBrooke	AZPM+
September 2019	Country Music Event: TBD	UA Campus	TBD
October 2019	Community Interactive: Journalism?	Fox Theater	AZPM/SBS?
November 2019	AZPM 60th Anniv. Community Event	TBD	AZPM
December 2019	AZPM Home for the Holidays Campaign	TV/Radio/Online	AZPM
January 2020	Community Interactive: Healthcare	Fox Theater?	AZPM+
February 2020	AZPM 60th Anniversary MD Event	TBD - UA Campus?	AZPM+

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21

## Management Report

### Sustainability and Accountability

- FY2018 Audit Update  
*Kimberly Heath, CFO*
- CPB-required Harassment Prevention Training
- Compensation Studies
- UCAP
- FY2018 Budget Update

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22

## Management Report

### Sustainability and Accountability

Amended

FY2018 (Jul'17-Jun'18)	Budget	Actual	%diff
Auxiliary Services	\$1,070,700	\$1,147,081	7.13%
Development			
Bequest	\$265,860	\$295,807	11.26%
Capital Gifts	\$200,000	\$248,019	24.0%
Major Gifts	\$1,159,950	\$1,311,674	13.1%
Program Gifts	\$200,000	\$137,000	-45.25%
Membership	\$4,067,700	\$4,143,740	1.86%
Underwriting	\$1,348,956	\$1,466,561	8.71%
<b>Total</b>	<b>\$8,313,166</b>	<b>\$8,749,882</b>	<b>5.25%</b>

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23

## Management Report

### Sustainability and Accountability

1Q FY2019 (Jul 1-Sept 30)	Budget	Actual	%diff
Auxiliary Services	\$218,285	\$253,011	15.9%
Development			
Bequest	\$66,465	\$0	-100%
Capital Gifts	\$50,000	\$0	-100%
Major Gifts	\$123,602	\$87,556	-29.16%
Program Gifts	\$7,500	\$173,250	2210%
Membership	\$1,063,043	\$1,076,360	3.79%
Underwriting	\$294,170	\$365,113	37.8%
<b>Total</b>	<b>\$1,823,065</b>	<b>\$1,955,290</b>	<b>7.25%</b>

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24

## Management Report Sustainability and Accountability



### New Employees/ Promotions

Betsy Leader, Associate  
Director of Development

### Open Positions

#### Full Time

#IT Specialist  
#Production Services Manager  
TV Content Producer/Reporter (2)  
News Reporters (2)  
Senior Editor  
Production Engineer  
Audience Services Representative  
Volunteer Coordinator  
Accountant

#### Part Time

Special Projects Producer (ETE)  
Production Assistants\*  
Radio Announcers\*  
\*interviewing has begun

### Departures

Steve Bayless to UA Online  
Sandra Westdahl to UA CALS

### Headcount: 125 (FY'19)

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

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25

## Management Report Sustainability and Accountability

Jack Gibson, CEO

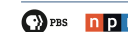


### 2018 Rocky Mountain Emmy® Awards

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 staff were recognized with 12 awards for 5 projects in 5 categories.
- More nominations and winners than any Tucson station and any PTV station in region
- Rocky Mountain Region covers Arizona, Utah, New Mexico, Wyoming and El Centro, CA.

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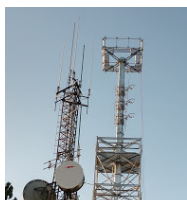


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26

## Management Report Sustainability and Accountability

- KUAS-FM 88.9/Sierra Vista began operations in early October.
- Over 1,200 current contributors in the service area. Over a hundred emails of thanks when service was inaugurated.
- First two KUAS events took place at UA Sierra Vista campus Oct. 29th for classroom teachers and the community.
- MOU has been completed with the Golder Ranch Fire District to collocate a new FM transmitter and antenna at their facility, North of Tucson. KUAZ 93.3FM will extend the NPR 89.1 signal to residents of SaddleBrooke and surrounding areas. Projected start date January/February 2019.



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27

## Management Report Sustainability and Accountability

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- AZPM's Annual Report to the Community/2019 Calendar is at the printer. This will arrive in your home Thanksgiving week.



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28

## Management Report

### Sustainability and Accountability

**SUSTAINABILITY IN VIDEO**

**COMMUNITY ENGAGEMENT**

**2018 FINANCIALS**

**IN MEMORIAM**

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29

## Management Report

### Q & A

30

## Old Business

31

## Old Business

### Federal Funding Update

Steven Eddy, Chair, External Relations



32



## Old Business

AZPM will work with staff of America's Public Television Stations (based in DC) to plan for post-election outreach to any new Members of Congress in our delegation. Some analysts have predicted there could be as many as 100 new Members joining the 116th Congress. That's a lot of ground to cover, but with the great story that local public media organizations have to tell, combined with the work that AZPM has done to connect with candidates over the past several months, public television and radio stations should be well situated to start the new Congress strong.

In the coming weeks, APTS will be providing stations with sample templates that can be used to initiate outreach and establish the basis for a strong future relationship with all new Members. The key to building any strong congressional relationship is making sure that Members of Congress understand the critical services that our stations provide to their constituents.

## Committee Reports



## Committee Reports

### Community Engagement

**Committee met on October 25**  
(see agenda pages 13-15)

*Hassan Hijazi & Jim Murphy, Co-Chairs*

Community Engagement Committee will operate through a Steering Committee comprised of Co-chairs plus Subcommittee Chairs and appropriate AZPM staff.

#### Subcommittees:

Community Events: Cita Scott, Chair/Veronica Cruz-Mercado, Staff

Cultural Outreach: Magdalena Verdugo, Chair/Jessica Stephens, Staff

Education/Learning Media: Maria Marin, Chair/Cheryl Schrader-Gerken, Staff

Facility Tours: Marianne Leedy, Chair/TBA AZPM Volunteer Coordinator, Staff

Major Donor Events: TBA, Chair/Jennefer Smith, Staff

UA Events/Campus Engagement: Natalynn Masters, Chair/Sara Gromley, Staff

## Committee Reports

### Executive

**Committee met on October 12**  
(see agenda pages 5-8)

*Susan Tarrence*

- September 20 meeting evaluation (page 8) positive overall.
- New meeting structure appreciated by attendees.
- ExecComm Concern w/Participation
- CAB Giving Discussed
- Meetings will aim to be more interactive <discussion>
- CAB Members will leave with brief talking points via brag sheet



## Committee Reports

### Financial Info

*Ed Frisch, Chair*



#### Financial Info Committee met on November 5

(see agenda pages 17-22)

1Q FY19 Report (July 1-September 30, 2018)

Revenue exceeded budget by 7.5%, exceeded 1Q FY18 by 12%.

- A significant planned gift matured in October and will post in Q2.

Expenses exceeded budget overall by 27% because of significant variance in Program Acquisition/Dues.

- PBS dues were budgeted for Q2 but paid in Q1 to obtain discount.

Overall, finances are healthy.



37

## Committee Reports

### Marketing & Brand Management

#### Committee met on October 24

(see agenda pages 9-10)

*Andrew Schorr for Hope Reed, Chair*

Committee discussed a new approach: focusing on one initiative at a time that lends itself to tangible group activity.

#### Current initiative: NPR 88.9 FM Sierra Vista

CAB: Identify area acquaintances and solicit ideas from them on how to publicize

Email Campaign: Send individual service update emails to all area current members

Staff: Travel to local events, house parties, etc. (3-5 during 50th anniversary year)



40

## New Business



39

## New Business



**89.1 FM / 1550 AM Tucson**  
**93.3 FM Catalina**

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A Broadcast Service of the University of Arizona

AZPM's newest addition to the family of stations is KUAZ 93.3FM, which will be based on the Golder Ranch Fire District's tower near Catalina. This translator will extend the reach of NPR 89.1 to audiences North and East of Tucson via a 250w transmitter.



40

## New Business

*For Discussion: Feedback on Tag Line*

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*A broadcast service of the University of Arizona*

41

## New Business

*For Discussion: Feedback on Tag Line*

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- (1) A broadcast service of the University of Arizona (current)
- (2) A public service of the University of Arizona
- (3) A community service of the University of Arizona
- (4) Broadcasting from the University of Arizona
- (5) Based at the University of Arizona
- (6) Other...

42

## New Business



- 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.
- CE Committee is working on a roster of prospective events to mark the occasion.
- CAB members and other invited guests, radio donors and former staff members will be invited to join us to mark the occasion.



43

## New Business



44

## New Business

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## Q & A

## Other Business

## Other Business

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- Other business from the floor:
- Next CAB Meeting:  
Thursday, January 17, 2019  
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>

## Adjourn

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

## New Business

### Board Gifts

- Annual Gifts (given via pledge campaigns)
- Sustainer Gifts (pre-set amount given monthly)
- Board Leadership Gifts
- Capital Gifts for Specific Projects (building, equipment, etc.)
- How would Board members like to be approached about their support?

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