

# ARIZONA PUBLIC MEDIA®



PBS



A Community Service of the University of Arizona

Call to Order

# ARIZONA PUBLIC MEDIA®



PBS



Community Advisory Board Meeting  
September 25, 2019

Welcome and Introductions

# Welcome and Introductions

---

## Guests: Lisa Rulney

*Senior Vice President for Business Affairs and Chief Financial Officer,  
University of Arizona*

## New CAB

## Members: Sydney Hess

*President, Associated Students of the University of Arizona (ASUA)*

**John Pedicone, Ph.D.**

*Director of Educational Policy, Southern Arizona Leadership Council  
(Former Superintendent, TUSD, FWUSD)*

## Remarks from Lisa Rulney

*UA Senior Vice President for Business Affairs and Chief Financial Officer*

## AZPM Fall Sizzle Reel

A look back and ahead...

# Review and Acceptance of Minutes from May 23, 2019 CAB Annual Meeting

(see agenda pages 1-5)



9

## Management Report



10

## Management Report

### Audience Development

#### Television

July 2019 vs. 2018



Full Week		Jul 2019	Jul 2018	% change	PBS Ave.
Weekly Cume		29%	30%	-3%	23%
Viewership (GRPs)		1,082	1,003	8%	442
Natl Rank		#2	#2		
Prime Time		Jul 2019	Jul 2018	% change	PBS Ave.
Weekly Cume		16%	17%	-6%	13%
Viewership (GRPs)		366	325	12%	181
Natl Rank		#5	#11		



11

## Management Report

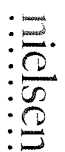
### Audience Development

#### Radio

Spring 2019 vs. 2018



Listeners 50+		2019	2018	% change
Weekly Cume		16.1	13.2	22%
TSL (Hr/Min)		8:00	7:30	6.7%
Market Rank		4	3	
Listeners 12+		2019	2018	% change
Weekly Cume		11.4	10.4	9.6%
TSL (Hr/Min)		7:00	7:00	n/c
Market Rank		6t	4t	



azpm.org

12

# Management Report

## Audience Development

Radio

Spring 2019 vs. 2018

*Classical*  
90.5 FM 89.7 FM

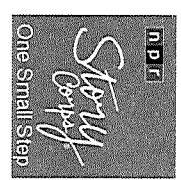
Listeners 50+	2019	2018	% change
Weekly Cumulative	7.2	7.2	n/c
TSL (Hr-Min)	11:00	8:15	33.3%
Market Rank	7	11	
Listeners 12+	2019	2018	% change
Weekly Cumulative	4.7	5	-6%
TSL (Hr-Min)	8:00	7:00	14.3%
Market Rank	121	18	

ARIZONA  
PUBLIC MEDIA.  
ps npr  
azpm.org

# Management Report

## Audience Development

Original Production



THE ARIZONANS

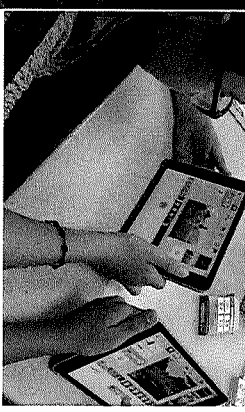
CELEBRATING  
SIXTY YEARS  
OF SERVICE  
ARIZONA PUBLIC MEDIA  
A Documentary Special

WILD ARIZONA

ARIZONA  
PUBLIC MEDIA.  
ps npr  
azpm.org

# Management Report

## Community Engagement

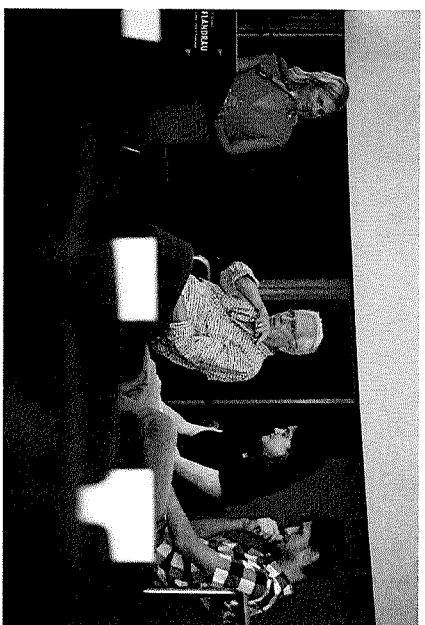


Educational  
Outreach

ARIZONA  
PUBLIC MEDIA.  
ps npr  
azpm.org

# Management Report

## Community Engagement

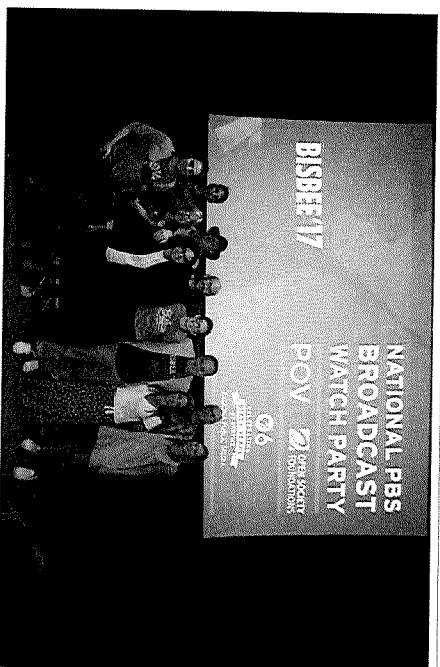


Preview Screening:  
"American Experience  
"Chasing the Moon"  
(w/UA Panel Discussion)  
Flandrau Planetarium  
June 30th

ARIZONA  
PUBLIC MEDIA.  
ps npr  
azpm.org

## Management Report

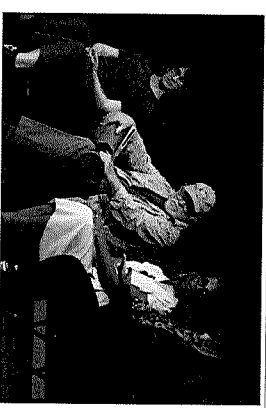
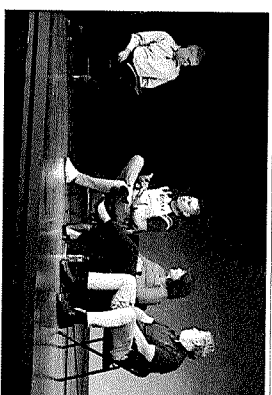
### Community Engagement



**POV**  
"Bisbee 17"  
Bisbee, AZ  
July 15th

## Management Report

### Community Engagement



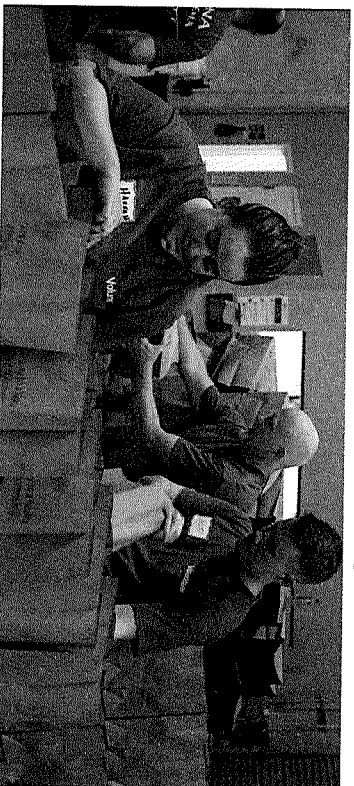
**The Buzz** (On Location at the The Dunbar Auditorium)  
"Gentrification and Changing Neighborhoods in Tucson"  
Broadcast: July 25th

## Management Report

### Community Engagement

#### **AZPM Staff Give Back**

*Tucson Community Food Bank - Aug. 24th*

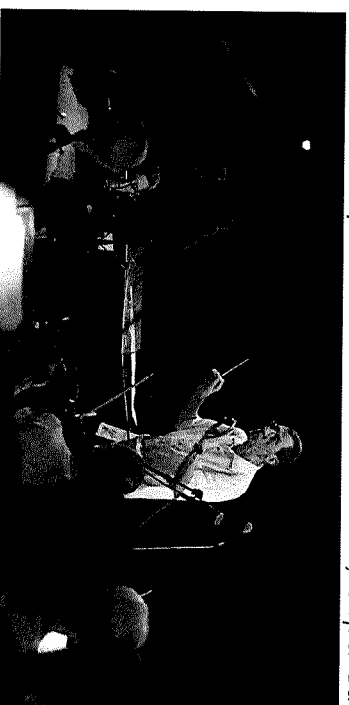


## Management Report

### Community Engagement

#### **Classical 90.5 Announcer Andy Bade Conducts**

*The Tucson Pops Orchestra - Reid Park, Sept. 8th*



## Management Report

## Community Engagement



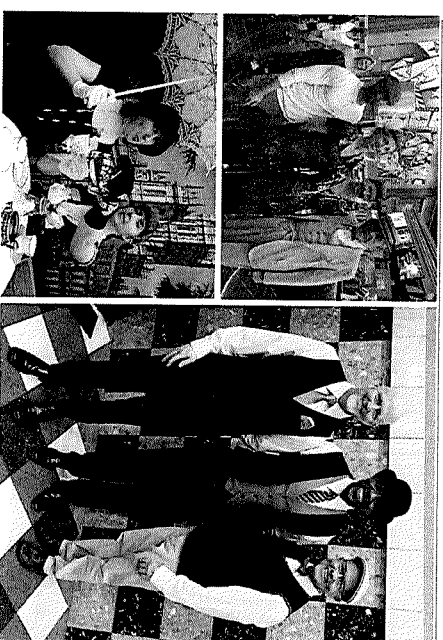
**Downton  
Abbey -  
The Movie**  
Park Place  
Cinemas  
Sept. 15th

ARIZONA  
PUBLIC MEDIA.  
psas  
P.D.F.  
azpm.org

21

## Management Report

## Community Engagement



**Downton  
Abbey -  
The Movie**  
Park Place  
Cinemas  
Sept. 15th

ARIZONA  
PUBLIC MEDIA.  
psas  
P.D.F.  
azpm.org

22

## Management Report

## Community Engagement



**Downton  
Abbey -  
The Movie**  
Park Place  
Cinemas  
Sept. 15th

ARIZONA  
PUBLIC MEDIA.  
psas  
P.D.F.  
azpm.org

23

## Management Report

## Community Engagement

Date	Program	Location
Aug 30/Sep 3	"Country Music" Preview Screening with KILA-FM	Old Tucson Studios/Loft Cinema
Sep 7	Storytime with the Cat in the Hat	UA Bookstore
Sep 8	Tucson Pops Orchestra w/Guest Conductor Andy Bader	Reid Park Outdoor Performance Ctr.
Sep 15	"Downton Abbey" Feature Film Preview Party	Park Place Mall Cinema
Sep 15	"Molly of Denali" Screening	Tohono O'odham Recreation Center
Sep 20	Zenger Luncheon w/Christiane Amanpour - Table Sponsor	University Marriott
Sep 21	Love of Literacy	Children's Museum Tucson
Sep 21	Gathering: Celebrating Culture/Unpacking Stereotypes	Arizona State Museum
Sep 27	UA Foundation Leadership Forum	UA Student Union
Oct 11	David Kennedy with Jon Meacham: UA COP Lecture	Centennial Hall
Oct 19	ATC Gala - Table Sponsor	Temple of Art & Music
Oct 20	Friends of Saguaro Nat'l Park BBO - Table Sponsor	Tanque Verde Guest Ranch
Oct 20	Fox Theater Chasing Rainbows Gala - Table Sponsor	Fox Theater
Nov 15	An Evening with David Sedaris	Centennial Hall
Nov 16	HCT/SCO/Rialto/AZPM Anniversary Block Party <tentative>	Hotel Congress+
Dec 8	AZPM Major Donor Holiday Tea	Arizona Inn
Dec 20	AZPM Volunteer/Staff Holiday Open House	Gibson Residence

ARIZONA  
PUBLIC MEDIA.  
psas  
P.D.F.  
azpm.org

azpm.org

24

## Management Report



### Sustainability and Accountability

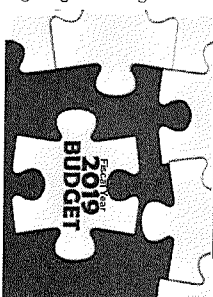
ARIZONA  
PUBLIC MEDIA.  
psazpm.org

26

## Management Report

### Sustainability and Accountability

4Q FY2019 (Jul 1-Jun 30)	Budget	Actual	%diff
Auxiliary Services	\$1,120,000	\$1,058,579	-5.48%
Development			
Bequest	\$265,860	\$3,100,797	1,066.33%
Capital Gifts	\$200,000	\$122,500	-38.75%
Major Gifts	\$1,451,410	\$1,287,862	-11.27%
Program Gifts	\$230,000	\$364,718	58.57%
Membership	\$4,367,530	\$3,999,897	-8.42%
Underwriting	\$1,424,561	\$1,679,099	17.87%
<b>Total</b>	<b>\$9,059,361</b>	<b>\$11,613,452</b>	<b>28.2%</b>

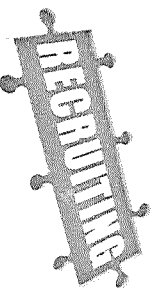


ARIZONA  
PUBLIC MEDIA.  
psazpm.org

26

## Management Report

### Sustainability and Accountability



#### Open Positions

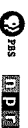
Chief Development Officer (2Q)#  
Producer, The Buzz/Arizona Spotlight (2Q)#  
Senior Border Producer/Reporter (2Q)  
Senior Public Affairs Reporter, Arizona 360 (2Q)#  
Social Media Editor (2Q)  
Underwriting Account Executive (2Q)

On-Air Promotion Producer (3Q)#  
Senior Radio Announcer: NPR 89.1 (3Q)#

AV Technician (4Q)  
Chief Technology Officer (4Q)#  
Production Accountant (4Q)#  
Production Assistants\* (ongoing)  
Radio Announcers\* (ongoing)

Headcount: 133 (FY'19)  
Professional Staff: 105  
Students: 28 (+21%)  
Volunteers: 211  
Part time position  
New position

ARIZONA  
PUBLIC MEDIA.



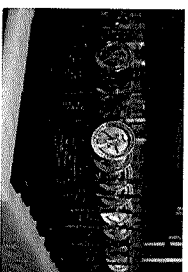
azpm.org

27

## Management Report

### Sustainability and Accountability

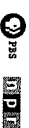
#### 2019 Edward R. Murrow Awards



Presented by the Radio and Television Digital News Association for Outstanding Achievement in Electronic Journalism

- AZPM received 4 Regional Awards this year.
- In addition, AZPM was recognized with its 2nd National Murrow Award for an *Arizona Illustrated* story "Where Dreams Die," profiling local artist Alvaro Enciso, who has made it his goal to honor the lives of migrants who have died attempting to cross the Sonoran Desert.

ARIZONA  
PUBLIC MEDIA.



azpm.org

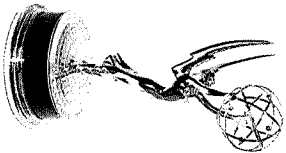
28

## Management Report Sustainability and Accountability

### 2019 Rocky Mountain Emmy® Awards

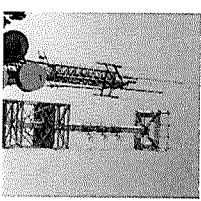
The Emmy is the symbol of excellence and is presented to individuals working in both program and craft areas.

- 14 Current and former AZPM staff members nominated for 32 awards; 17 production projects in 12 different categories.
- Ultimately received 12 awards for 5 projects in 5 categories.
- More nominations than all Tucson stations combined and more than any public television station in the region.
- Rocky Mountain Region covers Arizona, Utah, New Mexico, Wyoming and El Centro, CA.

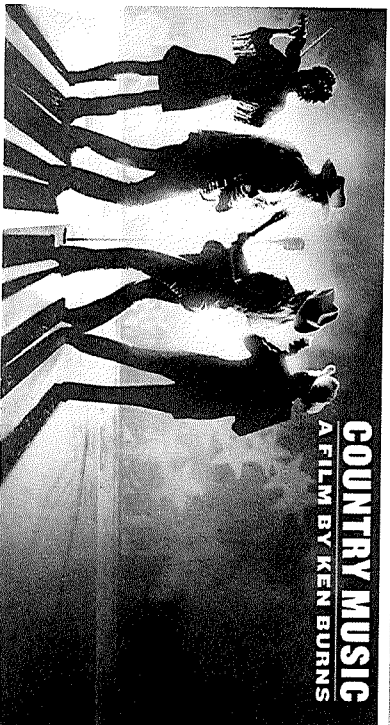


## Management Report Sustainability and Accountability

- A new *Classical 90.5* Translator (formerly 88.9) in Bisbee began service in August on 88.3 FM after receiving approval from the FCC.
- After a failed attempt to improve the quality of the FM signal AZPM provides to Catalina and SaddleBrooke on 93.3 FM, NPR program services are set to launch on 104.5 FM, pending final FCC final approval.
- Classical music service has been temporarily suspended in Nogales until a more reliable signal deliver path is identified to feed the translator located there. A number of options are under consideration.
- Preparations underway to launch a real-time digital live stream of PBS 6 and PBS Kids on YouTube TV on Nov. 3rd. Also available on [azpm.org](http://azpm.org).



## Management Report Sustainability and Accountability



## Management Report

### Q & A



## Committee Reports Summary

(see meeting packet pages 7-18)

*Hope Reed, CAB Secretary*

### • Executive Committee met August 19:

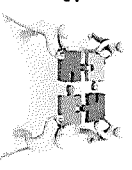
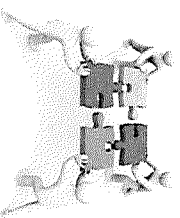
- CAB meeting evaluations; committee structure and effectiveness; major donor stewarding; emeritus membership policy.

### • Community Engagement Events Subcommittee met September 19:

- *Downton Abbey* screening; 60th Anniversary events & activities; new building prospectus, upcoming events

### • Financial Information Committee met September 20:

- FY19 revenue exceeded budget by 25.8% (\$3M)
- FY19 expenses were under budget by 11.3% (\$1.3M)



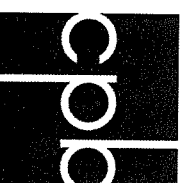
## Old Business

*Steven Eddy, Chair*

Federal Funding Update

*CAB External Relations Committee*

## Old Business



Corporation  
for Public  
Broadcasting



America's Public Television Stations  
LOCAL SERVICE NATIONAL VOICE

## Old Business

Last Wednesday, the Senate Appropriations Committee released a draft Fiscal Year (FY) 2020 Labor, Health and Human Services, Education and Related Agencies (Labor-HHS-Education) Appropriations Bill, proposing level funding for public broadcasting.

This draft legislation had been scheduled for consideration at the Senate Appropriations Subcommittee and full Committee level last week, but was postponed due to controversial policy amendments and concern among Democrats that the allocation of funds for the Labor-HHS-Education bill is not sufficient.

A review of the draft legislation suggests that the funding allocation for the Senate Labor-HHS-Education bill is only a 0.1% increase over last year - even lower than originally estimated. This austere Senate allocation makes level funding for public broadcasting a victory of sorts, particularly since the Committee continues to propose significant spending increases for the National Institutes of Health and to reduce funding for other domestic programs to stay within its allocation.

Additionally, the fact that public broadcasting funding has maintained a favorable bipartisan consensus, despite the Administration's repeated efforts to eliminate it, is an encouraging development.

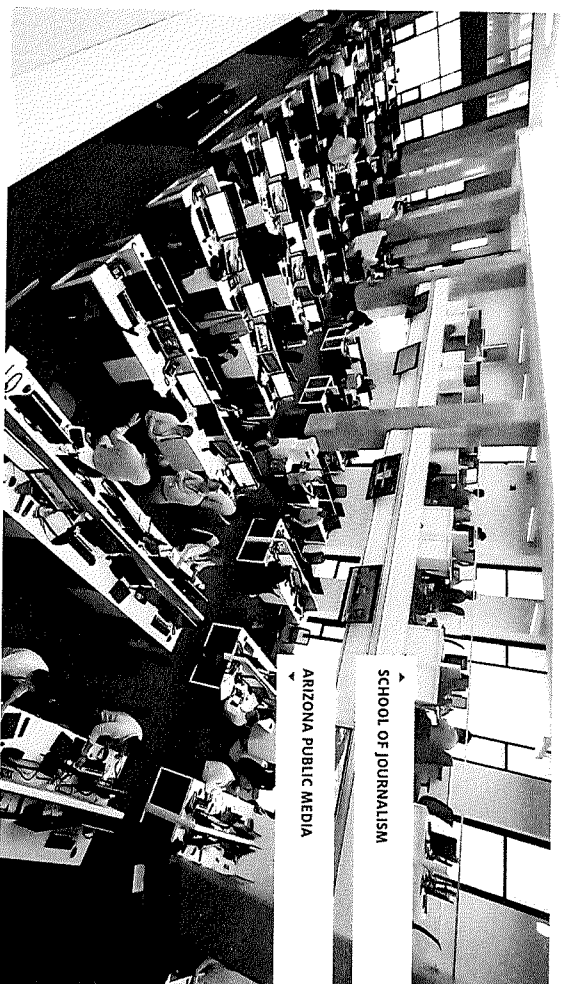
It remains unclear when -- or whether -- this draft Senate Labor-HHS-Education bill will be considered by the Senate Appropriations Committee or by the full Senate. It may be very late in 2019 before a final resolution of differences between the House and Senate versions of the Labor-HHS-Education Appropriations Bill.

On September 19, 2019, the House of Representatives passed a Continuing Resolution (CR), a short-term funding measure to keep the government funded through November 21, 2019. This will give Congress more time to try to resolve the final FY 2020 funding levels.



azpm.org

37



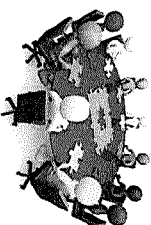
## Old Business

### Facilities Planning

Prospectus for new facility developed and will be initially presented to UA leadership on 9/30.

Hoping to receive green light from UA to begin capital campaign fundraising for a new facility in early 2020.

Once funding has been identified and secured, and the project receives the requisite approvals, the new facility will take a full year to develop and likely another two and a half years to construct.



azpm.org

38

## Old Business

### Content Focus Topics

Top themed content "verticals" in development:

- Addiction and the Opioid Crisis 2020 (w.t.)
- Journalism Under Attack: "Reporting vs. Commentary" (w.t.)
- The First Amendment on Campus (w.t.)
- Your Vote 2020

John Hess, COO



azpm.org

40

# New Business

New Feature to CAB Meeting  
Meet an AZPM Employee

# New Business

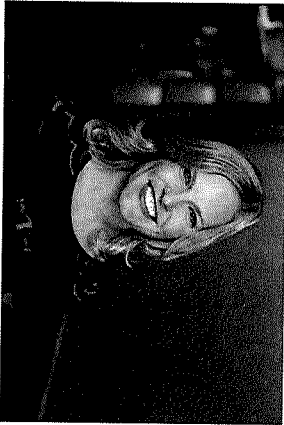
Jack Gibson

Collaboration with  
Tucson Lifestyle  
Magazine



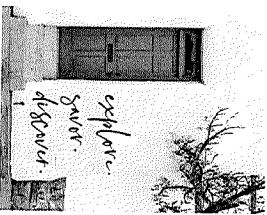
# Meet an AZPM Employee

Vanessa Barchfield  
Producer/Reporter



## New Business

### Collaboration with Tucson Lifestyle Magazine



**Tucson Lifestyle**  
The Regional Lifestyle Magazine  
By the AZPM and its members, we create a community of  
local lifestyle enthusiasts.

008

#### Benefits:

- Complimentary subscription opportunity for AZPM members
- Members must positively select to receive TL
- Events partnership with TL for increased visibility in community
- TL to print and more widely distribute AZPM Annual Report
- Access to ~16k households who do not currently support AZPM
- Multi-year deal

**ARIZONA**  
PUBLIC MEDIA.  
PMS **IN P L**  
azpm.org

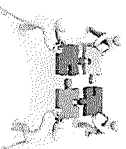
45

## Discussion Item

Steven Eddy, CAB Vice Chair

### Four Discussion Items Today:

1. *Beautiful Day in the Neighborhood*
2. Stewarding 30+ year Contributors
3. Help with Specific Donors
4. Feedback on Radio Pledge Campaigns

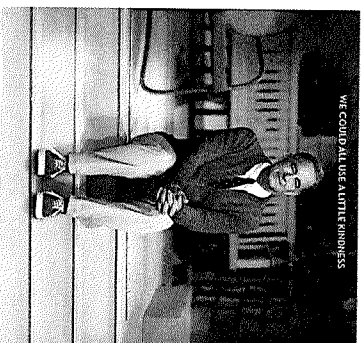


**ARIZONA**  
PUBLIC MEDIA.  
PMS **IN P L**  
azpm.org

47

## Discussion Item

### Discussion Item 1



**^ BEAUTIFUL DAY**  
**IN THE NEIGHBORHOOD**  
IT'S THE BEST THING SINCE SLICED BREAD  
BY THEATRICAL THANKSGIVING

#### Ideas for consideration:

Gene Robinson, CMO

- **Mr. Rogers Sweater Drive** (Nov-Dec)
  - Brunch and Group Outing to See the Film...
  - *"Beautiful Day in the Neighborhood"* (11/22 release) To benefit AZPM Children's Educational Outreach Initiative...
- Thoughts?



**ARIZONA**  
PUBLIC MEDIA.  
PMS **IN P L**  
azpm.org

48

**ARIZONA**  
PUBLIC MEDIA.  
PMS **IN P L**  
azpm.org

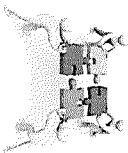
49

## Discussion Item 2

Jack Gibson

Two most common things I heard from CAB Members:

1. "Please let me know how I can be more helpful to AZPM..."
2. "I don't think I am contributing in a meaningful way to the CAB or the organization."



ARIZONA  
PUBLIC MEDIA.  
azpm.org

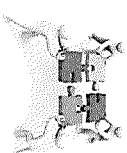
49

## Discussion Item 2

Involve the CAB in Donor Stewardship

2009 Major Donors = X  
Development Staff =

2019 Major Donors = X      X% growth  
Development Staff =



ARIZONA  
PUBLIC MEDIA.  
azpm.org

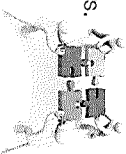
50

## Discussion Item 2

Involve the CAB in Donor Stewardship

Objective: strategically acknowledge longest-contributing AZPM members.

- 30+ years of continuous giving at all levels; not just MDS; most not MDS.



ARIZONA  
PUBLIC MEDIA.  
azpm.org

51

## Discussion Item 2

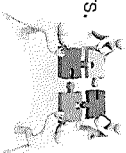
Involve the CAB in Donor Stewardship

Objective: strategically acknowledge longest-contributing AZPM members.

- 30+ years of continuous giving at all levels; not just MDS; most not MDS

Propose: CAB micro-events (customized to your comfort level)

- AZPM staff will provide limited support (list, invitation template, sizzle, talent [on request])
- Opportunity for you to engage longtime AZPM supporters to thanks them for their support
- Suggest a meal event (b'fast, coffee, brunch, lunch, dinner, etc.) at your home or a restaurant
- Could also be a hike or a ballgame or an activity that has some element of hospitality
- Team up with other CAB members for convenience or if more practical
- Prospect list will be targeted to CAB member zip code: your neighbors
- No ask; no pitch; simply an expression of gratitude and access to you
- Today, I am looking for 4-5 volunteers to pilot this... so that we can all learn



ARIZONA  
PUBLIC MEDIA.  
azpm.org

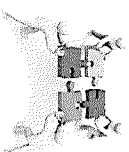
52

## Discussion Item 3

### Involve the CAB in Connecting with MDS

AZPM staff need help connecting to the following donors:

- Drs. John & Helen Schaefer
- Michael Leuthold
- Michael Baldwin



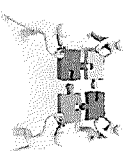
## Discussion Item 4

### Feedback on Radio Pledge Campaigns

*What is working for you?*

*Where is improvement needed?*

*What do you think would encourage more listeners to give?*

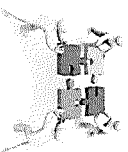


## Discussion Item 4

### Changes Coming to Radio Pledge

#### Planned Changes:

- Separating from TV campaign: will lead into the TV drive
- Friday 11/15 - Friday 11/22
- Staff will (mostly) host in 3 x 4 hr. week-daily shifts (2 on weekend)
- Two guests from the community in 2 hr. shifts

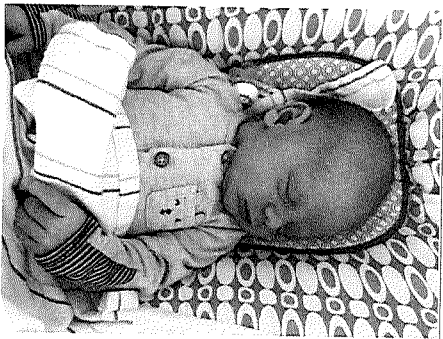


## Announcements

#### Goals:

- Increase financial performance
- Improve quality of messaging
- Involve community in challenge grant making to encourage listener support
- Increase efficiency to avoid adding campaign days

## Announcements



*Congratulations to Jill and Adam Perrella (and brother Archer) on the birth of Hudson Adam, born on August 8th.*

## Announcements



*Congratulations to Lynne Wood Dusenberry  
Lifetime Achievement Award  
from the University of Arizona  
James E. Rogers College of Law*

## Other Business

- Other business from the floor
- Next CAB Meeting:  
Thursday, November 14th @ CFSA  
11:45a lunch buffet; 12 noon-1:30p agenda.
- Meeting evaluations will be emailed to you via Survey Monkey.
- CAB Member Assessment will be sent over the summer.
- Please take **only** first section of agenda book and folder.  
All other binder materials are online: <http://about.azpm.org/cab.news>

## Other Business

- Other business from the floor
- Next CAB Meeting:  
Thursday, November 14th @ CFSA  
11:45a lunch buffet; 12 noon-1:30p agenda.
- Meeting evaluations will be emailed to you via Survey Monkey.
- CAB Member Assessment will be sent over the summer.
- Please take **only** first section of agenda book and folder.  
All other binder materials are online: <http://about.azpm.org/cab.news>

## Other Business

Adjourn

# ARIZONA PUBLIC MEDIA.®



*Classical*  
90.5 FM 89.7 FM



azpm.org

A Community Service of the University of Arizona



51

# ARIZONA PUBLIC MEDIA.®



*Classical*  
90.5 FM 89.7 FM



azpm.org