

ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting
January 17, 2019

Call to Order

Welcome and Introductions

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New CAB Members: Ron Carsten
Chief Engineer, Raytheon (retired); Operational Effectiveness Consultant
Sylvia Lett
UA Assistant Clinical Professor of Law/Professor of Practice

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Guests: Peter Dourlein
UA Assistant Vice President, Planning, Design & Construction
Allison Vaillancourt
UA Vice President, Business Affairs and Human Resources



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Allison Vaillancourt
UA Vice President, Business Affairs and Human Resources

Staff: Enrique Aldana *Development Director*
Laura Maher *Major Gifts/Grants Officer*
Rachael Milles *Volunteer Coordinator*
Betsy Leader *Associate Development Director*
Jennefer Smith *Major Donor Events Coordinator*



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This season on AZPM...



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Consent Agenda Items

(see agenda pages 1-3)

Management Report

Management Report

*Coming Up
Under New Business*

Strategic Plan 18-Month Progress Report



Audience Development
John Hess, Chief Operating Officer

Community Engagement
Gene Robinson, Chief Marketing Officer

Sustainability and Accountability
Kimberly Heath, Chief Financial Officer

Management Report

Audience Development

Television

October 2018 vs. 2017



Full Week	Oct 2018	Oct 2017	% change
Weekly Cume	29%	31%	-6.45%
28-Day Cume	47%	51%	-7.84%
Viewership (GRPs)	976.93	936.1	4.36%

Prime Time

Weekly Cume	16%	19%	-15.79%
28-Day Cume	27%	36%	-25.00%
Viewership (GRPs)	285.92	350.74	-18.48%

Management Report

Audience Development

Radio

Fall 2018 vs. 2017



Listeners 12+	Fall 2018	Fall 2017	% change
Weekly Cume	99,200	85,900	15.5%
AQH Audience	5,300	4,500	17.9%
TSL	6:45	6:30	3.8%
Market Rank	5	8T	

Listeners 50+	Fall 2018	Fall 2017	% change
Weekly Cume	57,300	45,300	26.5%
AQH Audience	3,800	3,000	26.7%
TSL	8:30	8:30	n/c
Market Rank	2T	5	



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Management Report

Audience Development

Radio

Fall 2018 vs. 2017



Listeners 12+	Fall 2018	Fall 2017	% change
Weekly Cume	48,800	41,600	17.3%
AQH Audience	1,900	2,200	-13.6%
TSL	4:45	6:30	-26.9%
Market Rank	16	15	

Listeners 50+	Fall 2018	Fall 2017	% change
Weekly Cume	33,600	30,800	9.1%
AQH Audience	1,400	1,900	-26.3%
TSL	5:15	8:00	-34.4%
Market Rank	12T	7T	



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Management Report

Audience Development

Original Productions

TV - October 2018 vs. 2017/Radio - Fall 2018 vs. 2017

Television	Oct 2018	Oct 2017	% change
Arizona 360	15,830	11,820*	33.9%
ARIZONA	29,040	28,969	0.24%

Radio

ARIZONA SPOTLIGHT	tba	tba	tba%
THE BUZZ	tba	n/a	new (Fall 2018)



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Management Report

Community Engagement

Date	Program	Location	Hosts
Jan 6-8, 2019	Victoria (season 3) Preview Screenings (3)	Green Valley/SaddleBrooke/Tucson	AZPM+
Jan 17	Int'l Jewish Film Festival	Tucson J	JCC
Jan 25	Wild Kratts LIVE	UA Campus/Centennial Hall	UA/TFOB
Feb 16	Family Sci-Fest	Children's Museum Tucson	AZPM
Feb 2019	KUAS-FM Bisbee Launch Event	TBD	AZPM
Feb 2019	93.3 FM Launch Event in SaddleBrooke	TBD	AZPM
March 2019	AZPM Spring Membership Campaign	TV/Radio/Online	AZPM
March 1-3	TFOB Author's Table / Festival of Books	UA Campus	UA/TFOB
March 8	AZPM (KUAT 6) 60th Anniversary	Private Dinner Party - TBA	TBD
Mar 11-Apr 21	Screening: "Won't You Be My Neighbor"	TBA	Indy Lens
Apr 6	Doggie Shorts Film Festival	Loft Cinema	Loft
Apr 9	AZPM Volunteer Appreciation Event	AZPM TV Studio A	AZPM
Apr 10	AZPM Marconi Award Luncheon	AZPM TV Studio A	AZPM
June/July 2019	AZPM EOFY Campaigns	TV/Radio/Online	AZPM
August 2019	AZPM Fall Membership Campaign	Tucson/Green Valley/SaddleBrooke	Various
September	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



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Management Report

Community Engagement



JANUARY 25
CENTENNIAL HALL

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Management Report

Community Engagement



Management Report

Sustainability and Accountability



Headcount: 131 (FY'19)
Professional Staff: 102
Students: 29 (22%)
Volunteers: 211

*part time position

New Employees/Promotions (16)*
Associate Development Director
Major Gifts/Grants Officer
Volunteer Coordinator
IT Specialist
Production Services Manager
TV Content Producer/Reporter
News Reporters (2)
Senior News Reporters (3)
Audience Services Representative
Production Technician
Educational Outreach Coordinator
Major Donor Events Coordinator
Community Events Coordinator
News Director

*since July 1

Open Positions (7FT/4+PT)
TV Content Producer/Reporter
Senior News Reporter
Senior Editor
Production Engineer
Production Accountant
Human Resources Manager
On-Air Promotion Producer

Special Projects Producer* (ETE)
Production Assistants*
Production Coordinator*
Radio Announcers*

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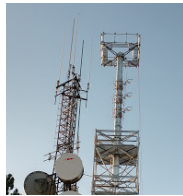
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Management Report

Sustainability and Accountability

- A new *Classical 90.5* Translator (formerly 88.9 FM) in Bisbee is awaiting FCC approval. Once a construction permit is issued, equipment will be ordered.
- Planning underway for a major renovation to the AZPM Newsroom and Producers workspaces. Needed to support increased headcount. Target summer-fall 2019.
- New joint-use facility study is now underway. More later under New Business.



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Management Report

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

The partial federal government shutdown is in its third week. It remains unclear when a deal will be reached to reopen the shuttered agencies. Federal funding for public broadcasting was already signed into law and is not affected by the shutdown.

On the **Senate Health, Education, Labor and Pensions (HELP) Committee**, the leadership will remain the same with Senator Lamar Alexander (R-TN) as Chairman and Senator Patty Murray (D-WA) as Ranking Member. New members on the HELP Committee include Senators Mike Braun (R-IN), Mitt Romney (R-UT) and Jacky Rosen (D-NV).

On the **Senate Budget Committee**, Michael B. Enzi (R-WY) will remain Chairman and Bernie Sanders (D-VT) will remain Ranking Member. New members on the Budget Committee include Senators Mike Braun (R-IN), Kevin Cramer (R-ND) and Rick Scott (R-FL).

Senator Roger Wicker (R-MS) has been named the new Chair of the **Committee on Commerce, Science and Transportation** and the new Ranking Member will be Senator Maria Cantwell (D-WA). New Commerce Committee members include Senators Marsha Blackburn (R-TN), Rick Scott (R-FL), Jacky Rosen (D-NV) and **Kyrsten Sinema (D-AZ)**.

Ron Johnson (R-WI) will again serve as Chairman of the **Senate Homeland Security and Governmental Affairs Committee** with Gary Peters (D-MI) serving as the new Ranking Member. New members to the committee include Senators Josh Hawley (R-MO), Mitt Romney (R-UT), Rick Scott (R-FL), Jacky Rosen (D-NV) and **Kyrsten Sinema (D-AZ)**.

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Old Business

FM Signal Expansion



89.1 FM / 1550 AM Tucson
88.9 FM / 91.3 FM Sierra Vista
93.3 FM Catalina

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AZPM Broadcast Assets



KUAT Channel 6.1/Tucson



KUAT Channel 6.2/Tucson



KUAT Channel 6.3/Tucson



KUAT-FM 90.5/Tucson



KUAZ-AM 1550/Tucson

KUAS Channel 27.1/Tucson

KUAS Channel 27.2/Tucson

KUAS Channel 27.3/Tucson

KUAT-FM 89.7/NW Tucson

KUAZ-FM 89.1/Tucson

KUAT Channel 20.1/Duncan

KUAT Channel 20.2/Duncan

KUAT Channel 20.3/Duncan

KUAT-FM 89.7/Sierra Vista

KUAS-FM 88.9 & 91.3/Sierra Vista

Comcast 220 HDTV/6 SD

Comcast 395

Comcast 396

KUAT-FM 89.5/Safford

KUAZ-FM 93.3/Catalina

Cox 1006 HDTV/6 SD

Cox 80

Cox 82

KUAT-FM 88.3/Bisbee

DirecTV 6

KUAT-FM 91.1/Nogales

Dish 6

*pending FCC approval

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Old Business *For Discussion: Feedback on Tag Line*

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A broadcast service of the University of Arizona

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Old Business

Version 1

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Bringing People and Ideas Together from the University of Arizona

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Old Business

Version 2

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A Community Service of the University of Arizona

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Old Business

Version 3

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A Public Service of the University of Arizona

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Old Business *For Discussion: Feedback on Tag Line*

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A broadcast service of the University of Arizona

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Old 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.
- The CAB CE Subcommittees are 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.
- CAB Vice Chair Steven Eddy will chair a capstone 60th Anniversary event slated for early 2020.



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Old Business



Committee Reports



Committee Reports

Committee met on January 11
(see agenda pages 13-16)

Audit

Paul Lindsey, Chair



FY18 Audit Results (July 1, 2017-June 30, 2018)

- Unmodified Opinion on the Financial Statements
- Unmodified Opinion on CPB Annual Financial Reporting
- Implementation of GASB 75 - Other Post-employment Benefit Plans
- No Internal Controls Recommendations
- *Audit Results Summary* (page 15)
- *Financial Highlights - Statement of Net Position* (page 16)
- Full Audit Report can be found online at azpm.org

Committee Reports

Community Engagement

Committee met on January 7
(see agenda pages 11-12)

Hassan Hijazi & Jim Murphy, Co-Chairs

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

Subcommittees:

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

Cultural Outreach: Magdalena Verdugo, Chair/Jessica Stephens, Marketing Specialist

Education/Learning Media: Maria Marin, Chair/Cheryl Gerken, Educational Outreach Coordinator

Facility Tours: Marianne Leedy, Chair/Rachael Milles, Volunteer Coordinator

Major Donor Events: tba, Chair/

Jennefer Smith, Major Donor Events Coordinator

UA Events/Campus Engagement: Natalynn Masters, Chair/

Sara Gromley, AZPM Audience Services Manager

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Facility Tours: Marianne Leedy, Chair/Rachael Milles, Volunteer Coordinator

Major Donor Events: Mary Ann Dobras & Lynne Wood Dusenberry, Co-Chairs/
Jennefer Smith, Major Donor Events Coordinator

UA Events/Campus Engagement: Natalynn Masters, Chair/
Sara Gromley, AZPM Audience Services Manager



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Committee Reports

Community Engagement

Committee met on January 7 **Hassan Hijazi & Jim Murphy, Co-Chairs**
(see agenda pages 11-12)

- Fruitful meeting with *Visit Tucson*
- Supported *MASTERPIECE "Victoria"* Screenings (CPAC Green Valley, SaddleBrooke, The Loft)
- International Jewish Film Festival
- Possible tie in with Tucson Invisible 4%
- Family Sci-Fest
- Possible Education Component with Gem & Mineral Show
- Tucson Festival of Books
- Possible partnership with Tohono Chul during Agave Festival
- *Indy Lens* "Won't You Be My Neighbor?"



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Committee Reports

Executive

Committee met on October 12 **Susan Tarrence**
(see agenda pages 5-10)

- November meeting evaluation (pages 9-10) positive overall.
- Meeting venue options - tell us what you think.
- Satellite CAB in Sierra Vista is under consideration. In practice, a CAB is usually set up for each licensee community.
- CAB giving was discussed and will be opened for discussion under **New Business**.



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New Business



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New Business



AZPM is working with the UA College of Social and Behavioral Sciences by funding a feasibility study for a new facility that, prospectively, would bring together numerous campus, and perhaps non-campus, partners into a single joint-use facility. The project is more than bricks and mortar — it is intended to be a true collaboration space where AZPM's professional staff work alongside faculty, researchers, students, and ideally, others involved in media, journalism or community service.

New Business



Peter Dourlein

UA Assistant Vice President for Planning, Design & Construction

New Business

Strategic Plan 18-Month Progress Report

Audience Development
John Hess, Chief Operating Officer

Community Engagement
Gene Robinson, Chief Marketing Officer

Sustainability and Accountability
Kimberly Heath, Chief Financial Officer



New Business

Audience Development

John Hess, Chief Operating Officer

Strategic Plan 18-Month Progress Report

(see agenda pages 17-22)

- Created and launched *Arizona 360*, a new weekly public affairs TV program.
- Created and launched *The Buzz*, a new weekly public affairs radio program.
- Created and launched *Spotlight on the Arts*, profiling upcoming arts events.
- Established AZPM digital platforms and platform-specific content: AZPM Passport, AZPM YouTube, radio streaming, podcasts, NPR1, AZPM social media (Facebook, Twitter, Instagram).
- Launched *NPR 88.9 Sierra Vista*, attracting new audiences in southeastern Arizona.



New Business

Community Engagement
Gene Robinson, Chief Marketing Officer

Strategic Plan 18-Month Progress Report

(see agenda pages 17-22)

- Increased production of AZPM image spots and campaigns
- Significant expansion of AZPM's social media footprint
- Dedicated Educational Outreach Coordinator/PBS Learning Media
- Outreach to new/diverse communities
- Staff community service/volunteer initiative



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New Business

Sustainability and Accountability
Kimberly Heath, Chief Financial Officer

Strategic Plan 18-Month Progress Report

(see agenda pages 17-22)

Financial

- FY18 net position increased by 7.32% over FY17
- Overall revenue increased by 10.9% over FY17
- All AZPM generated revenue sources increased over FY17

Diversity

- Overall gender gap closing
- Progress made in African-American and Asian/Pacific Islander ethnicities

Training

- Listening sessions on Gender Equity and Merit/Market Equity Adjustments were completed Fall 2018.
- Management plans to continue these a few times per year.



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New Business

Strategic Development Activities

Hope Reed, CAB Secretary/Enrique Aldana, Development Director

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.)
- Planned Estate Gifts
- How would Board members like to be approached about their support?



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New Business

Q & A



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Other Business

Other Business

- Other business from the floor
- Next CAB Meeting:
Thursday, March 14 @ Old Main or Thursday, March 21 @ CFSA
11:45a lunch buffet; 12 noon-1:30p agenda.
[UA President Robbins has been invited to the March CAB Meeting.](#)
- 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.*