

# ARIZONA PUBLIC MEDIA®



Community Advisory Board Meeting  
March 21, 2019

Call to Order

Welcome and Introductions

Welcome and Introductions

**Guests:** Rose Lopez  
*President & CEO, Intermountain Centers for Human Development*  
John Pedicone  
*Director of Educational Policy, Southern Arizona Leadership Council*

*Sixty Years of Service...*

## Consent Agenda Items

(see agenda pages 1-3)

## Management Report

## Management Report

### Audience Development

*John Hess, Chief Operating Officer*

### Community Engagement

*Gene Robinson, Chief Marketing Officer*

### Accountability

*Kimberly Heath, Chief Financial Officer*

### Sustainability

*Jack Gibson, Chief Executive Officer*



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## Management Report

### Audience Development

#### Television

January 2019 vs. 2018



| Full Week         | Jan 2019 | Jan 2018 | % change |
|-------------------|----------|----------|----------|
| Weekly Cume       | 32%      | 32%      | n/c      |
| 28-Day Cume       | 47%      | 52%      | -9.6%    |
| Viewership (GRPs) | 1245.20  | 946.05   | 32%      |



Nielsen  
Media Research

| Prime Time        |        |        |        |
|-------------------|--------|--------|--------|
| Weekly Cume       | 20%    | 18%    | 11%    |
| 28-Day Cume       | 31%    | 33%    | -6.06% |
| Viewership (GRPs) | 430.32 | 336.56 | 28%    |



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## Management Report

### Audience Development

#### Radio

Winter 2019 vs. 2018



*Classical*  
90.5 FM 89.7 FM

Audience research data not available until late April.  
Winter data will be presented at the May CAB Meeting.



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## Management Report

### Audience Development

#### Original TV Productions

January 2019 vs. 2018



|                    | Jan 2019 | Jan 2018 | % change |
|--------------------|----------|----------|----------|
| Arizona 360        | 17,560   | 9,390    | 87%      |
| ARIZONA Unscripted | 31,780   | 25,070   | 26.7%    |



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## Management Report

### Community Engagement



March 2nd Reception Hosted by:

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THE UNIVERSITY OF ARIZONA  
**POETRY CENTER**

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## Management Report

### Community Engagement



## Management Report

### Community Engagement

| Date      | Program                               | Location                                   | Hosts     |
|-----------|---------------------------------------|--|-----------|
| March 1-3 | TFOB Author's Table/Festival of Books | UA Campus                                  | UA/TFOB   |
| March 2   | Kwame Alexander Reception             | Gibson Residence                           | AZPM/     |
| March 8   | AZPM (KUAT 6) 60th Anniversary        | Studio Lunch Event                         | AZPM      |
| March 16  | 60th Anniversary "Grass Tops" Dinner  | Tarrence/Golden Residence                  | AZPM      |
| March 30  | Screening: "Won't You Be My Neighbor" | Sam Lena Library                           | Indy Lens |
| March 30  | AZPM Volunteers: Adopt-a-Park         | "A" Mountain                               | AZPM      |
| March 31  | Tohono Chul Gala                      | Tohono Chul, Gene Robinson, Emcee          | TC        |
| Apr 6     | Storytime with Curious George         | UA Bookstore                               | UA        |
| April 7   | Cyclovia                              | Euclid/Helen                               |           |
| Apr 9     | AZPM Volunteer Appreciation Event     | Community Foundation/Southern AZ Courtyard | AZPM      |
| Apr 10    | AZPM Marconi Award Luncheon           | Student Union Gallery                      | AZPM      |
| Apr 13    | Great Paper Airplane Fly-Off          | Pima Air & Space Museum, Nicole Cox, Emcee | PAASM     |
| Apr 14    | UA Spring Fling                       | UA Mall                                    | AZPM      |
| Apr 17    | Screening: "Won't You Be My Neighbor" | Columbus Branch Library                    | Indy Lens |
| Apr 19    | Screening: "Won't You Be My Neighbor" | Himmel Park/Loft Outdoor Cinema Screening  | Loft      |
| Apr 20    | Doggie Shorts Film Festival           | Loft Cinema, Tom McNamara, Emcee           | Loft      |
| Apr 20    | Pima County Fair                      | Pima County Fairgrounds                    | PC        |

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## Management Report

### Sustainability and Accountability

| 2Q FY2019 (Jul 1-Dec 31) | Budget             | Actual             | %diff         |
|--------------------------|--------------------|--------------------|---------------|
| Auxiliary Services       | \$528,154          | \$567,751          | 7.5%          |
| Development              |                    |                    |               |
| Bequest                  | \$132,930          | \$1,850,035        | 1,292%        |
| Capital Gifts            | \$150,000          | \$0                | -100%         |
| Major Gifts              | \$681,110          | \$569,399          | -16.4%        |
| Program Gifts            | \$47,000           | \$262,751          | 459%          |
| Membership               | \$2,250,127        | \$2,209,214        | -1.8%         |
| Underwriting             | \$673,973          | \$849,707          | 26.07%        |
| <b>Total</b>             | <b>\$4,463,294</b> | <b>\$6,308,857</b> | <b>41.34%</b> |
|                          |                    |                    | 2.87%         |



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## Management Report

### Sustainability and Accountability



Headcount: 131 (FY'19)  
Professional Staff: 102  
Students: 29 (22%)  
Volunteers: 211  
\*part time position

#### **New Employees/Promotions**

Anthony Duvall, IT Specialist  
David Fortin, Production Services Manager  
Tre Distin, Production Engineer  
Kimberly Ramey, Human Resources Manager  
Ted Prichard, Radio Announcer

#### **Open Positions (8FT/3+PT)**

TV Content Producer/Reporter  
Senior Editor  
Senior News Reporter  
News Reporter  
Production Accountant  
Production Coordinator  
On-Air Promotion Producer  
Production Technician (ETE)  
Special Projects Producer (ETE)\*  
Production Assistants\*  
Radio Announcers\*

## 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 Completion: June 30.
- Major difficulties with launch of 93.3/Catalina. Unlikely that we will be able to launch at that frequency. Working with SF based consulting engineers and DC Counsel on a refined approach.



## Management Report

Q & A

Old Business

## Old Business

*Steven Eddy, Chair, External Relations*

### Federal Funding Update



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## Old Business

On Monday President Trump released his FY 2020 budget which includes the proposed elimination of funding for the Corporation for Public Broadcasting and the Ready To Learn program.

Satellite interconnection funding is also not included in the President's budget, given the proposal to eliminate these other programs. APTS, our industry lobby, anticipated these budget proposals and is prepared to respond by advocating for continued federal funding for public media.

Presidents' budget proposals have no legal authority, and Congress jealously guards its constitutional "power of the purse." Final budget and appropriations decisions rest with Congress where public broadcasting has broad bipartisan support.

The best thing that the public broadcasting community can do right now is ensure that as many Members of Congress as possible are on record in support for public media. We encourage you to reach out to our congressional delegation and urge them to sign the Public Broadcasting "Dear Colleague" letter that is currently circulating in the House of Representatives. Having as many bipartisan Members of Congress as possible sign onto the letter signals strong support public broadcasting is seeking.



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## Old 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.



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## Old Business

*Update on Tag Line*

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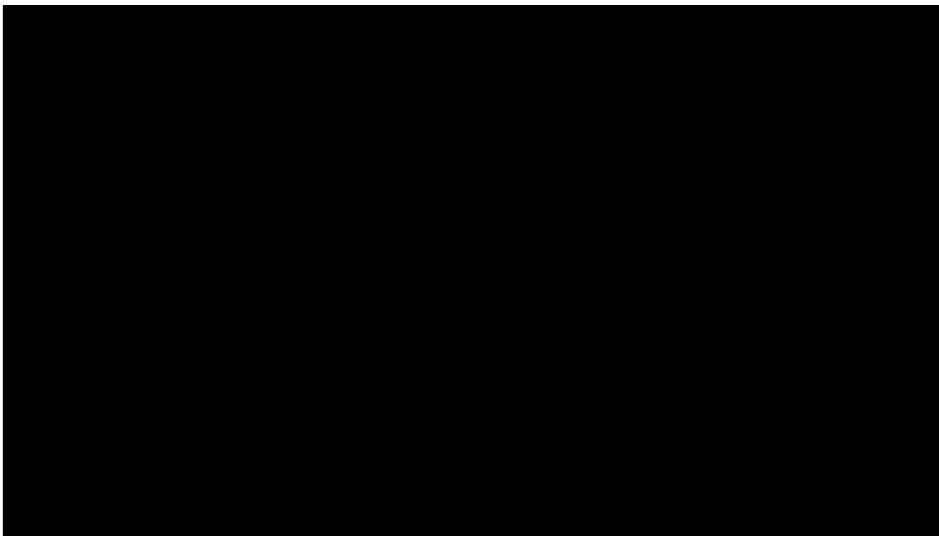
Old Business

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Committee Reports Summary



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## Committee Reports Summary

(see agenda pages 5-25)

Steven Eddy, CAB Vice Chair

- **Community Engagement Committee** met on 3/7 with subcommittee chairs reporting on respective activities.
- **Executive Committee** met on 2/27 with significant discussion on CAB meeting structure and frequency.
- **External Relations Committee** met on 2/28 with the UA's Julie Katsel re: UA's federal, state, and local government relations and activities.
- **Financial Info Committee** met on 3/14 to review 2Q FY 2019 financials with AZPM CFO.
- **Governance Committee** met on 2/21 to identify and advance nominees to fill upcoming CAB vacancies.



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## New Business

Hope Reed & Harry Paxton, Co-Chairs

### CAB Meeting Planning Committee

- Seeking 3-4 CAB members to work on this ad hoc committee to help evaluate and recommend changes to current CAB meeting format.
- Desire to increase engagement opportunities at CAB Meetings. One idea: Suggested 50/50 split between presentation engagement/discussion.
- Trying some preliminary recommendations out at today's meeting.
- Please wait to be recognized by Chair and until you are handed a microphone before speaking. Folks in room and on the telephone cannot hear unless you have a mic.
- Feedback on changes is desired.



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## New Business

John Hess, COO & Gene Robinson, CMO

### Potential Radio Format Change

(see agenda page 27)

- **NPR 89.1** currently offers NPR news and information programming from 5a-7p; Jazz from 7p-12a, and BBC News 12a-5a.
- Evaluating a proposed change to NPR 89.1 to full-time news and information programming 5a-midnight, keeping BBC News overnight.
- Will create and launch a new HD radio channel KUAZ-HD2 **AZPM Jazz** to provide full-time Jazz music services to listeners 24/7.
- **Benefits:** more predictable content for both NPR and Jazz; more real estate to program for both formats; improved availability of HD radio; membership and underwriting revenue; counter-programming of KJZZ.
- **ST Risks:** alienating current jazz listeners; HD devices not ubiquitous; some membership and underwriting revenue may be at risk; marketing challenge.



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## New Business

Jack Gibson, CEO

### Content Focus Topics

(see agenda page 29)

Eight ideas for themed content “verticals” under consideration:

- A Place to Call Home*
- Opioids*
- Climate Change and Water Supply*
- Tucsonense*
- Election 2020*
- Food Security*
- Native American Arizonans*
- The Old Pueblo for Young People*
- Other1:
- Other2:



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## 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, May 23 @ TBA  
11:45a lunch buffet; 12 noon-1:30p agenda.
- 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.*

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