

# ARIZONA PUBLIC MEDIA®



A Community Service of the University of Arizona

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# ARIZONA PUBLIC MEDIA®



Community Advisory Board Annual Meeting  
May 23, 2019

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Call to Order

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Welcome and Introductions

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## Welcome and Introductions

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**Guests:** Sydney Hess

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

**John Pedicone, Ph.D.**

*Former Superintendent, TUSD, FWUSD (incoming CAB Member, Fall 2019)*

**Allison Vaillancourt, Ph.D.**

*Vice President for Business Affairs and Human Resources, University of Arizona*



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## Fiscal Year 2019 in Review



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*Unstated*



## Consent Agenda Items

(see agenda pages 1-5)

## Management Report

## Management Report

### Strategic Priorities

#### Audience Development

*John Hess, Chief Operating Officer*

#### Community Engagement

*Gene Robinson, Chief Marketing Officer*

#### Accountability & Sustainability

*Jack Gibson, Chief Executive Officer*

## Management Report

### Audience Development

#### Television

February 2019 vs. 2018



Full Week	Feb 2019	Feb 2018	% change	PBS Ave.
Weekly Cume	32%	35%	-8.6%	25%
Viewership (GRPs)	1,223	954	28%	507
Nat'l Rank	#1	#2		



Prime Time	Feb 2019	Feb 2018	% change	PBS Ave.
Weekly Cume	22%	19%	16%	15%
Viewership (GRPs)	450	304	48%	215
Nat'l Rank	#2	#9		

## Management Report

### Audience Development

#### Radio

Winter 2019 vs. 2018



	Listeners 50+	2019	2018	% change
Weekly Cume		56,700	51,500	20.6%
TSL (Hr:Min)		8:00	8:30	-5.9%
Market Rank		#1t	#3	

	Listeners 12+	2019	2018	% change
Weekly Cume		87,500	92,800	-5.7%
TSL (Hr:Min)		6:45	6:30	3.8%
Market Rank		#5t	#6	

nielsen  
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## Management Report

### Audience Development

#### Radio

Winter 2019 vs. 2018



	Listeners 50+	2019	2018	% change
Weekly Cume		25,800	24,800	4%
TSL (Hr:Min)		9:30	6:15	52%
Market Rank		#7	#12	

	Listeners 12+	2019	2018	% change
Weekly Cume		34,800	33,300	4.5%
TSL (Hr:Min)		7:45	6:30	19.2%
Market Rank		#14	#17	

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## A Capitol Fourth

Continues its 39-year tradition with a concert celebration from the West Lawn of the United States Capitol Building.



## Management Report

### Audience Development

#### Original Radio Production



“...bringing people and ideas together.”



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## Management Report

Audience Development

Original Radio Production



*"...bringing people and ideas together."*



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## Management Report

Audience Development

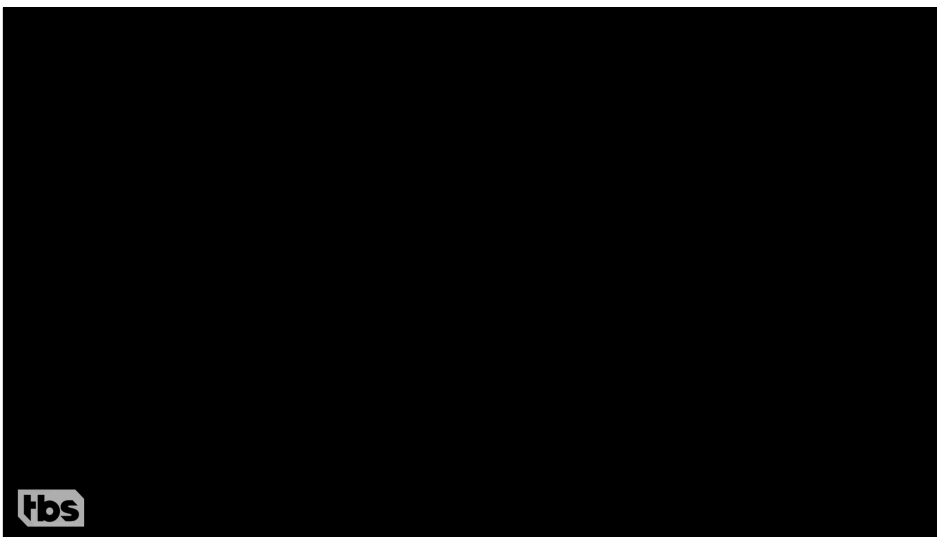
Radio Production



*New Theme Music*



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## Management Report

Community Engagement



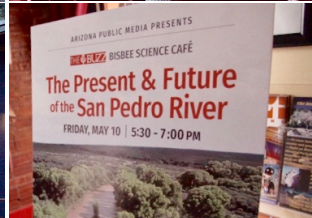
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## Management Report

### Community Engagement



**The Buzz**  
On Location  
Bisbee, AZ  
May 10th



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## Management Report

### Community Engagement



**Educational Outreach**

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## Management Report

### Community Engagement



"Won't You Be My Neighbor?"  
Himmel Park Screening



Cyclovia

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## Management Report

### Community Engagement

Date	Program	Location
April 7	Cyclovia	Euclid/Helen
Apr 9	AZPM Volunteer Appreciation Event	Community Foundation/Southern AZ
Apr 10	AZPM Marconi Award Luncheon	Student Union Gallery
Apr 13	Great Paper Airplane Fly-Off	Pima Air & Space Museum w/Nicole Cox
Apr 14	UA Spring Fling	UA Mall
Apr 17	Screening: "Won't You Be My Neighbor?"	Columbus Branch Library
Apr 19	Screening: "Won't You Be My Neighbor?"	Himmel Park/Loft Outdoor Cinema
Apr 20	Doggie Shorts Film Festival	Loft Cinema w/Tom McNamara, Emcee
Apr 20	Pima County Fair	Pima County Fairgrounds
May 10	Bisbee Library Summer Reading Kick Off	Copper Queen Library Annex
May 10	<b>The Buzz</b> "Present & Future of San Pedro"	On Location: Royale Theatre, Bisbee, AZ
May 18	AZPM Staff Volunteer Opportunity	Diaper Bank of Southern Arizona
June 11	Preview Screening: "Ready Jet Go"	Eckstrom-Columbus Library
Jun 26	Preview Screening: "Molly of Denali"	Richey Resource Center
Jun 30	Preview Screening: AmExperience "Chasing the Moon"	UA Campus / Flandreau Planetarium
Jul 20	Apollo Moon Landing 50th Anniversary Celebration	UA Campus / Flandreau Planetarium
Sep TBA	"Downton Abbey" Feature Film Preview Party	TBD
Sep TBA	"Downton Abbey" Trivia Party	TBD

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## Management Report



### Sustainability and Accountability

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## Management Report

### Sustainability and Accountability

3Q FY2019 (Jul 1-Mar 31)	Budget	Actual	%diff
Auxiliary Services	\$844,545	\$785,655	-6.97%
Development			
Bequest	\$199,395	\$1,867,871	836.8%
Capital Gifts	200,000	37,500	-81.25%
Major Gifts	967,938	860,807	-11.06%
Program Gifts	222,500	340,718	53.13%
Membership	3,506,423	\$3,371,564	-3.84%
Underwriting	\$1,095,696	\$1,264,881	15.44%
<b>Total</b>	<b>\$7,036,497</b>	<b>\$8,528,996</b>	<b>21.2%</b>



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### Research Methods

## 2019 Member Motivation Survey

### 15 public media entities

Nationwide. That's a lot of bandwidth.

### 15,802 members

That's a lot of participants. 15x bigger than most presidential polls.

### ±0.8%

Margin of error. Highly granular detail in the data.

Carl Bloom  
Advanced Publishing Solutions

2019 Member Motivation Survey

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### Key Findings: 2019 Member Motivation Survey

- The typical AZPM member is a 66-year old married woman with a college degree, living in a household that earns about \$65K annually with no kids at home. She is satisfied with AZPM and what the station does for her.

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■

■

Carl Bloom  
Advanced Publishing Solutions

2019 Member Motivation Survey

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## Key Findings: 2019 Member Motivation Survey

- The typical AZPM member is a 66-year old married woman with a college degree, living in a household that earns about \$65K annually with no kids at home. She is satisfied with AZPM and what the station does for her.
- Satisfaction with key drivers of engagement has improved and remains high since the 2016 edition of this study debuted. A majority expect to keep giving or renew, and most members say the station is among their three favorite causes.
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- Satisfaction with key drivers of engagement has improved and remains high since the 2016 edition of this study debuted. A majority expect to keep giving or renew, and most members say the station is among their three favorite causes.
- Content drives engagement, and new content drives more engagement. Members say supporting quality programs and acquiring new programs are the most important motivations to give (or to increase their giving), significantly outpacing all other motivators such as community support, education, helping the station pay bills or any other reason.
- 

## Key Findings: 2019 Member Motivation Survey

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- Content drives engagement, and new content drives more engagement. Members say supporting quality programs and acquiring new programs are the most important motivations to give (or to increase their giving), significantly outpacing all other motivators such as community support, education, helping the station pay bills or any other reason.
- Eight in 10 members are aware of Passport. Nationally, a third of members subscribe to Passport, vs. Netflix (49%) or Prime (37%). Streaming services have 85% penetration among members under 60, 66% among Boomers, and a surprising 39% of those 78 or older.

## Management Report

### Sustainability and Accountability

- ❖ End of Fiscal Year Campaign will launch May 24th
- ❖ EOFY Direct Mail
  - ▶ Members
  - ▶ Sustainers
  - ▶ Leadership Society
- ❖ Pledge Drive on TV and Radio
- ❖ End of Fiscal Year On-Air Countdown Campaign
- ❖ Thank you in advance for your support!

## Management Report Sustainability and Accountability



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

### Promotions

Alex Birch, Volunteer Coordinator  
Mya Hoffman-Long, Media Coordinator  
Gage Judd, Production Technician (ETE) New Employees

### New Employees

Hannah Birch, Administrative Assistant - Development  
Charlene Tadiwa Kambarami-Bonwich, Senior Editor  
David Fenster, Content Producer/Reporter  
Christian Ortega, Administrative Assistant - Administration

### Open Positions

Senior Public Affairs Reporter, *Arizona 360*  
General Assignment News Reporter  
On-Air Promotion Producer  
Special Projects Producer  
Production Assistant\*  
Production Assistants\*  
Radio Announcers\*

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## Management Report Sustainability and Accountability

- New NPR radio service launched in FY'19 for Sierra Vista.  
*KUAS 88.9 FM* began operations 2Q.
- A new *Classical 90.5* Translator (formerly 88.9 now 88.3 FM) in Bisbee received provisional approval from the FCC yesterday.
- Launch of new NPR FM translator operation based in Catalina expected later this calendar year.
- *Jazz 89.1 HD2* soft launched late last week.
- Exploring move of *KUAZ-AM* from Marana to SE Tucson.
- Exploring space for remotely operated satellite studios in Sierra Vista at UA South and in PHX at the UA PHX College of Medicine complex.
- Renovation underway to support AZPM Newsroom and



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New Design:  
AZPM Newsroom and  
Content Producer  
Workspaces  
(Increasing from 24 to 33 workstations)

## Management Report

Q & A

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## Old Business

## Old Business

*Jack Gibson, CEO*

### Federal Funding Update



## Old Business

*The House Appropriations Committee has reported the FY 2020 Labor-HHS-Education Appropriations Bill to the full House.*

*The bill provides:*

- \$495 million for the Corporation for Public Broadcasting (CPB) in FY 2022, including the requested increase of \$50 million (first increase in 10 years).
- \$30 million for Ready To Learn, with the requested increase of \$2.3 million.
- \$20 million for station interconnection, fully funding the FY 2020 request.

*We are operating under the assumption that the Labor-HHS-Education bill could come to the House floor at some point in June given the House Leadership's goal of completing floor consideration of all 12 appropriations bills by the end of June.*

*The Senate Appropriations Committee is also expected to begin considering funding bills soon and the Senate Labor-HHS-Education bill could be marked up in the first couple weeks of June.*

## Old Business

*Hope Reed, Committee Co-chair*

### CAB Meeting Planning Committee

- Are the interests of the majority of CAB members being met?
- How can we add depth and encourage interaction at meetings?
- Is it reasonable to set time limits to agenda items? How best to monitor the clock during meetings?
- What depth of statistical info is appropriate? Some agenda components may not be needed at every meeting?
- What is the best way to handle committee reports? Vice Chair to report for all committees...? Streamlined reporting form to be completed by Committee Chairs at the conclusion of each meeting...?
- Thanks to committee members: Ted Borek, Harry Paxton, and Hope Reed





## Old Business

Hope Reed, Committee Co-chair

### CAB Meeting Planning Committee

*Two recommendations are to be presented for consideration to the CAB ExecComm at their June 14 Meeting:*

- Proposed new CAB Meeting Agenda (please see DRAFT CAB Meeting Agenda on page 23 in Agenda Book)
- Committee Chairs to submit reports in bullet format (please see example format on page 24 in Agenda Book)



<Action Item>

YOUR feedback on CAB Meetings and proposed changes is desired.



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## Old Business

John Hess, COO & Gene Robinson, CMO

### Radio Format Change

- **NPR 89.1** currently offers NPR news and information programming from 5a-7p; Jazz from 7p-12a, and BBC News 12a-5a.
- NPR 89.1 will move to full-time news and information programming 5a-midnight, keeping BBC News overnight.
- New HD radio channel KUAZ-HD2 **AZPM Jazz** soft launched last week 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 opportunities; counter-programming of KJZZ.



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## Old Business

Jack Gibson, CEO

### Content Focus Topics

Top four ideas for themed content “verticals” under consideration:

- a. *Campus First Amendment Rights*
- b. *Addiction and the Opioid Crisis 2020*
- c. *Climate Change and Water Supply in the West*
- d. *Journalism Under Attack: “Reporting vs. Commentary”*



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## Old Business



AZPM is working with the UA College of Social and Behavioral Sciences on 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



### Current Partners:

Arizona Public Media  
College of Social & Behavioral Sciences  
School of Journalism  
School of Information  
Department of Communication

### Others Expressing Interest:

Arizona Daily Star  
Arizona Daily Wildcat (student newspaper)  
KAMP-AM (student radio)  
UATV-Channel 3 (student cable TV)  
UA Online (Distance Learning)  
UA Marketing & Communications (Admin)  
UA Media Arts (College of Fine Arts)

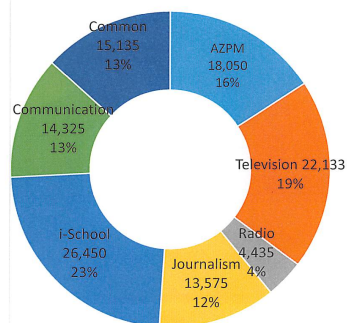


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AZPM = 44,618 NASF/71,389 Gross (37.53% of Building)

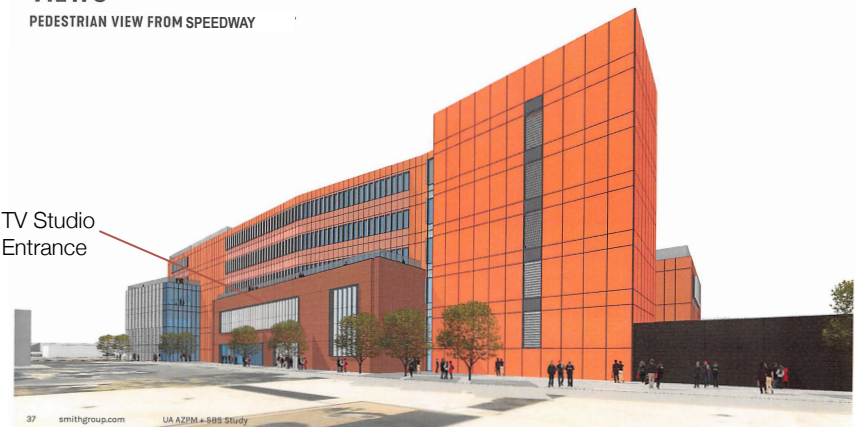
AZPM SBS - University of Arizona			
Facility Summary	Staff	Grossing	Total GSF
AZPM SBS	Staff	Total NSF	Total GSF
AZPM	0	18,050	
Television		22,133	
Radio		4,435	
Journalism	5	13,575	
i-School	90	26,450	
Communication	109	14,325	
Common	5	15,135	
Sub-total NSF and NASF	209	114,103	
Grossing at		60%	190,172



## VIEWS

PEDESTRIAN VIEW FROM SPEEDWAY

TV Studio Entrance



## Committee Reports Summary



## Committee Reports Summary

(see agenda pages 7-22)

*Hope Reed, CAB Secretary*

- **Ad Hoc Planning Committee** met on 4/29
- **Community Engagement Committee** met on 5/9 with subcommittee chairs reporting on respective activities.
  - **Diversity Subcommittee** met on 5/14
  - **Major Donor Events Subcommittee** met on 5/21
- **Executive Committee** met on 4/12 with continued discussion on CAB meeting structure.
- **Financial Info Committee** met on 5/8 to review 3Q FY 2019 financials with AZPM CFO.



## New Business

## New Business

*Jason Katterhenry, Director, Info Technology*

### Digital Technology

(see agenda page xx)

**add: Jason's Slides Here**



## New Business

*Susan Tarrence, Allison Vaillancourt, Jack Gibson*

### Recognition of Retiring Members



Jennifer Casteix



Cita Scott



Cristie Street

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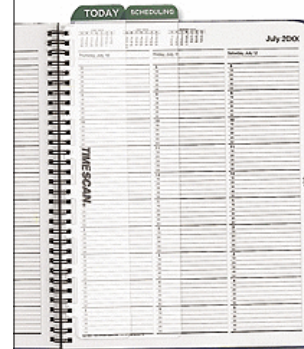
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## New Business

*Hope Reed*

### Review and Approval of Proposed Meeting Schedule for 2019-20

(see agenda page 25)



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## New Business

### Q & A

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## Other Business

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## Other Business

- Other business from the floor
- Next CAB Meeting:  
Thursday, September 19th @ 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>



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## 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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PLUS



*Classical*  
90.5 FM 89.7 FM



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