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A Community Service of the University of Arizona

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Community Advisory Board Meeting
January 16, 2020

Call to Order

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Welcome and Introductions

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Welcome and Introductions

New CAB

Member: Lynn Nadel, Ph.D.

*Former Chair of the Faculty and Professor Emeritus of Psychology,
University of Arizona*

Guests: Brian Deevers

Creative Services Manager

Duncan Moon

Interim News Director

Kim Ramey

Human Resources Generalist

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AZPM Winter Sizzle Reel

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Review and Acceptance of Minutes from the November 14, 2019 CAB Meeting

(see agenda pages 1-5)

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Announcements

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Announcements

Andrea Kelly
AZPM News Director



John Hess
AZPM Chief Operating Officer



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Announcements - Departures

Andrea Kelly

AZPM News Director

to UA Health Sciences as Director of Publications



John Hess

AZPM Chief Operating Officer

to WUWM/Milwaukee NPR as

Director & General Manager

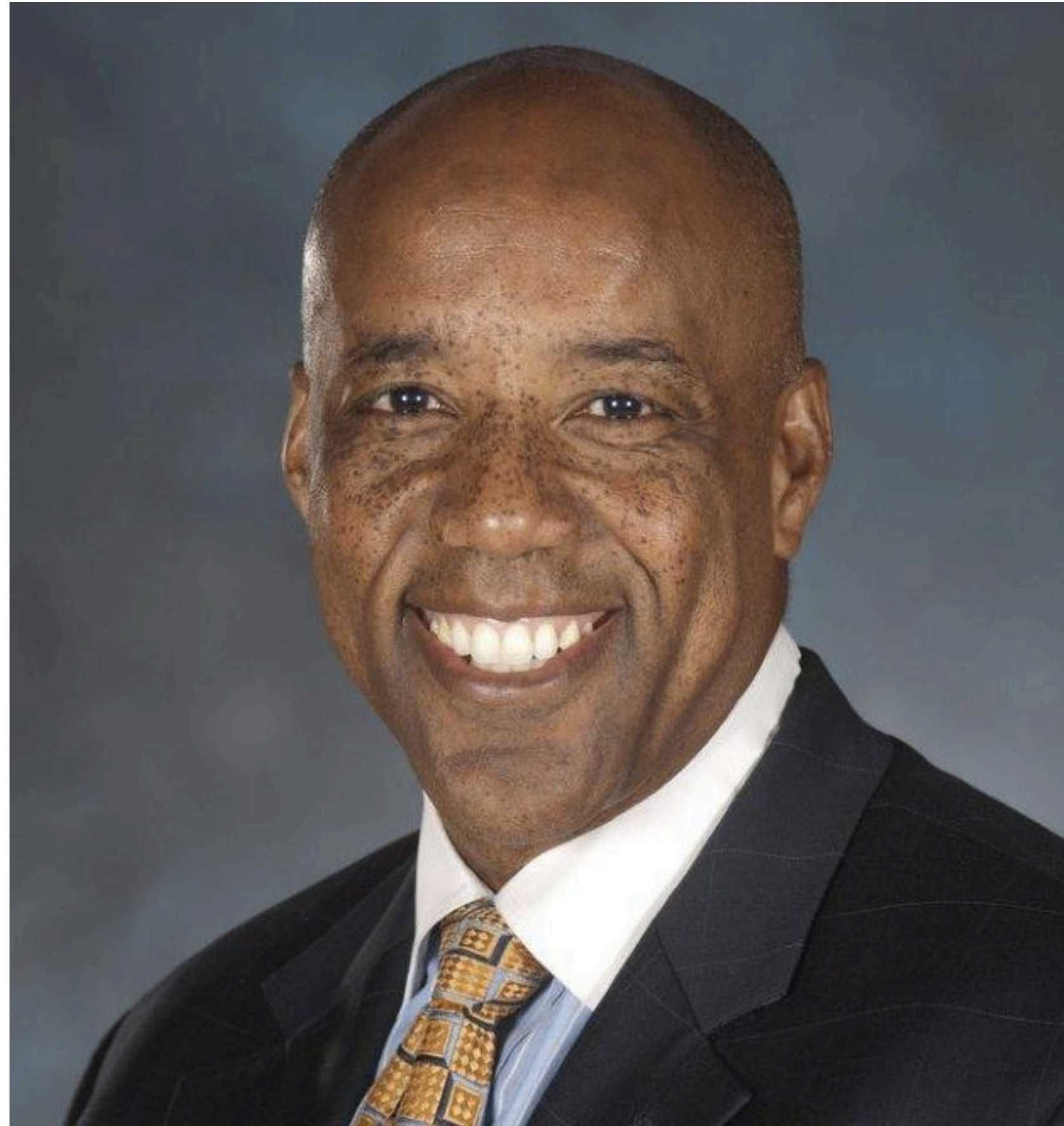


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Announcements - Promotions



Gene Robinson
Chief Operating Officer

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Announcements - Promotions



Brian Deevers
Creative Services Manager

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Announcements - Interim Promotion



Duncan Moon
Interim News Director

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Announcements

Jill Perrella

Chair, Governance Committee

Promoted to Partner at

Snell & Wilmer

Committed to being your perfect fit.™



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Announcements

Magdalena Verdugo
Appointed CEO of the YWCA

eliminating racism
empowering women
ywca
southern arizona



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Management Report

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Management Report

Audience Development

Television

November 2019 vs. 2018



| Full Week | Nov. 2019 | Nov. 2018 | % change |
|-------------------|-----------|-----------|----------|
| Weekly Cume | 29% | 32% | -9% |
| Viewership (GRPs) | 900.11 | 983.51 | -8%% |

| Prime Time | Nov. 2019 | Nov. 2018 | % change |
|-------------------|-----------|-----------|----------|
| Weekly Cume | 15% | 18% | -17% |
| Viewership (GRPs) | 299.52 | 316.38 | -5% |



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Management Report



89.1 FM 1550 AM

100% News & Information



Jazz 24 hours a day

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NOW ALL DAY. EVERYDAY.



89.1 FM 1550 AM

Management Report

Audience Development

Radio

Fall 2019 vs. 2018



89.1 FM 1550 AM

| Listeners 50+ | 2019 | 2018 | % change |
|---------------|--------|--------|----------|
| Weekly Cume | 67,500 | 59,400 | 13.6% |
| TSL (Hr:Min) | 6:30 | 9:15 | -29.7% |
| Market Rank | 4 | 2 | |

| Listeners 12+ | 2019 | 2018 | % change |
|---------------|---------|---------|----------|
| Weekly Cume | 104,300 | 103,700 | 0.6% |
| TSL (Hr:Min) | 6:15 | 5:45 | -7.4% |
| Market Rank | 5 (tie) | 4 | |



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Management Report

Audience Development

Radio

Fall 2019 vs. 2018

Classical
90.5 FM 89.7 FM

| Listeners 50+ | 2019 | 2018 | % change |
|---------------|--------|--------|----------|
| Weekly Cume | 25,200 | 33,600 | -25% |
| TSL (Hr:Min) | 7:30 | 5:15 | 42.9% |
| Market Rank | 10 | 8 | |

| Listeners 12+ | 2019 | 2018 | % change |
|---------------|--------|--------|----------|
| Weekly Cume | 38,400 | 48,800 | -21.3% |
| TSL (Hr:Min) | 6:30 | 4:45 | 36.8% |
| Market Rank | 15 | 16 | |

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.....

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Management Report

Audience Development



AZPM Passport 2019 Overview

January-December 2019 vs. 2018

| Members | Minutes Watched | Streams | Most Popular Shows |
|---------|-----------------|---------|--------------------|
| 12,286 | 8,925,695 | 256,652 | PBS Newshour |
| 12.9% | 80.3% | 52.4% | Country Music |
| YoY | YoY | YoY | Downton Abbey |
| | | | Victoria |
| | | | Endeavour |
| | | | Grantchester |
| | | | Unforgotten |



PBS **NEWSHOUR**SM

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PBS



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Management Report

Community Engagement



MASTERPIECE “Sanditon”
Airing Sundays @ 9pm

Preview Screenings:

Tucson - Tucson J, Tuesday, Jan. 7th

Green Valley - CPAC, Saturday, Jan. 11th

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Management Report

Community Engagement



MISTER ROGERS' NEIGHBORHOOD® SWEATER DRIVE

NOVEMBER 12 – 22

The Mister Rogers' Neighborhood Sweater Drive carries on Fred Rogers' giving spirit by helping children and their families share clothing with those who need it. Sweaters, sweatshirts, hoodies, and jackets, can be new or clean and gently-worn. Both adult and children's outerwear and sneakers are welcome.

Clothing from the drive will be used to help fill the TUSD Clothing Banks with family clothing appropriate for milder Arizona winters.

Drop off the following items at any Shaffer Dry Cleaning & Laundry location from November 12 -22:

- Children and adult sweaters, jackets, sweatshirts, and hoodies
- Sneakers - Kids size 1 through adult 13

CELEBRATING SIXTY YEARS OF SERVICE
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Shaffer
DRY CLEANING & LAUNDRY

Horizon
MOVING & LOGISTICS

TUCSON UNIFIED
SCHOOL DISTRICT

- Nearly 700 sweaters, jackets, sweatshirts, hoodies and sneakers for children and adults were collected and donated to TUSD clothing banks.



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Management Report

Community Engagement

THE FUTURE OF WORK



HOW TO THRIVE IN
THE AUTOMATED WORKPLACE

- Live Community Forum
- Friday, Jan. 10th
- UA Student Union
- 500 Attended
- AZPM Provided Live Webcast
- Available online at:
<https://media.azpm.org/master/doc/ua>



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Management Report

Community Engagement

| <i>Date</i> | <i>Program</i> | <i>Location</i> |
|--------------------|---|----------------------------|
| Jan 10 | MAP/SALC Artificial Intelligence Event | Student Union Ballroom |
| Jan 23 | Community Interactive: <i>Arizona Addicted</i> | Stevie Eller Dance Theater |
| TBD | Screening: NOVA's Polar Extremes | TBD |
| Feb 1 | Pascua Yaqui Festival of the Arts | Pascua Yaqui Pueblo Park |
| Feb 15 | Family Sci Fest | Tucson Children's Museum |
| Feb 19 | Library Night Out: Keep Talking | Richey Resource Center |
| Mar 13 | TFOB "Author's Table Dinner" | UA Student Union Ballroom |
| Mar 14-15 | Tucson Festival of Books | UA Mall+ |
| Mar. 14 | Major Donor Dinner with Scott Simon | TBD |
| Mar. 14 | Major Donor Cocktail Party/Book Signing w/Scott Simon | Gibson Residence |
| TBD | Regents' Professors Event | Hildebrand/Burd Residence |
| Apr. 4 | Doggy Shorts | Loft Cinema |
| TBD | Volunteer Appreciation Event (input needed) | TBD |
| TBD | Marconi Awards Luncheon | UA Student Union |
| Apr 30 | Celtic Women Celebration Concert | Centennial Hall |
| | | *tentative |

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Management Report

Sustainability and Accountability



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Management Report

Sustainability and Accountability

| <i>2Q FY2020 (Jul 1-Dec 31)</i> | <i>Budget</i> | <i>Actual</i> | <i>%diff</i> |
|---------------------------------|--------------------|--------------------|-------------------|
| Auxiliary Services | \$528,153 | \$596,586 | 12.96% |
| Development | | | |
| Bequest | \$132,930 | \$247,076 | 85.87% |
| Capital Gifts | \$150,000 | \$13,000 | -91.3% |
| Major Gifts | \$620,960 | \$665,063 | 7.10% |
| Program Gifts | \$32,000 | \$159,045 | 397% |
| Membership | \$2,204,845 | \$2,282,598 | 3.53% |
| Underwriting | \$721,917 | \$815,861 | 13.01% |
| Revenue Total | \$4,977,190 | \$5,335,162 | 7.19% |
| Expense Total | \$6,169,228 | \$5,203,083 | 15.66% FTB |



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Management Report

Sustainability and Accountability

Changes to Radio Pledge

Planned Changes:

- Separated from TV campaign: intended to lead into the TV drive
- Friday 12/6 - Friday 12/13; rescheduled to accommodate hearings
- Staff hosted in 3 x 4 hr. week-daily shifts (2 on weekend)
- Two guests from the community in 2 hr. shifts

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



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Management Report

Sustainability and Accountability

Changes to Radio Pledge

Results of Nov-Dec 2019:

- On-air goals met with 2 days interrupted by impeachment hearings
- Total Dollars \$529,405; (+30% vs. 2018)
- Total Pledges: 3,154 (+10% vs. 2018)
- Average Gift: \$168 (+18% vs. 2018)



Pledge Categories:

40% New

37% Renewal

23% Additional Gift

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Management Report

Sustainability and Accountability

Changes to December Radio Pledge

10 Year Campaign Trend:

| | 2009 | 2019 | %diff |
|-------------|-----------|-----------|----------|
| Dollars | \$233,780 | \$529,405 | +126.45% |
| # Gifts | 1,788 | 3,154 | + 76.39% |
| Ave Gift \$ | \$131 | \$195 | + 48.85% |



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Management Report

Sustainability and Accountability



Headcount: 130 (FY'20)
Professional Staff: 104
Students: 26
Volunteers: 211
**part time position*
#new position

Open Positions

Chief Development Officer (2Q)#
On-Air Promotion Producer (2Q)#
Producer, The Buzz/Arizona Spotlight (2Q)#
Senior Border Producer/Reporter (2Q)
Senior Radio Announcer: NPR 89.1 (2Q)#
Senior Videographer (2Q)

Accountant (3Q)
Marketing & Communications Manager (3Q)#
A/V Technician/Videographer/Editor (3Q)
Sr. Graphic Artist
Graphic Artist
Mental Health Producer/Reporter

News Director (4Q)
Chief Technology Officer (4Q)#

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Management Report

Sustainability and Accountability



Cochise County CAB

- Seeking nominations for prospective CAB members from Cochise County
- Meet 2x/year
- Objectives: to build visibility & support for AZPM
- Working with Governance and ExecComm to establish how this new CAB would integrate with Tucson CAB
- Your thoughts and input are welcome

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Management Report

Q & A

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Committee Reports Summary



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Committee Reports Summary

(see meeting packet pages 7-16)

Hope Reed, CAB Secretary

Executive Committee met December 10

- November meeting evaluation, discussion topics, emeritus nomination

Marketing & Brand Mgmt met January 8

- Purpose, Mission, Vision, Values statements

Community Engagement met January 8

- Committee restructuring process, community outreach, resources

Audit Committee met today

- Reviewed FY19 audited financial statement



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Committee Reports Summary

Committee Mini-Meeting within CAB Mtg

- Suggested as a way to give CAB a sense, via observation, of how various committees operate.
- Committee chairs would work with ExecComm to produce an abbreviated meeting related to their respective charge.



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Committee Reports Summary

Audit Committee Meeting

Paul Lindsey, Chair

Audit Results

- Unmodified opinion on the financial statements
- Unmodified opinion on the annual financial reports required by CPB
- No internal control recommendations



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| | 2017 | 2018 | 2019 |
|---|---------------------|---------------------|---------------------|
| Revenues and support: | | | |
| Operating revenues | \$ 972,000 | \$ 1,165,000 | \$ 1,188,000 |
| Nonoperating revenues: | | | |
| UA | 3,190,000 | 2,719,000 | 2,884,000 |
| CPB | 1,614,000 | 1,515,000 | 1,590,000 |
| Subscription and Membership | 3,549,000 | 3,708,000 | 3,740,000 |
| Business and Underwriting | 1,313,000 | 1,467,000 | 1,638,000 |
| Contributions and Grants | 2,697,000 | 2,240,000 | 4,910,000 |
| Other | <u>696,000</u> | <u>706,000</u> | <u>532,000</u> |
| Total revenues, support and nonoperating revenues | <u>14,031,000</u> | <u>13,520,000</u> | <u>16,482,000</u> |
| Operating expenses: | | | |
| Program | 8,257,000 | 7,782,000 | 7,909,000 |
| Management and general | 1,164,000 | 982,000 | 990,000 |
| Fundraising | <u>2,549,000</u> | <u>2,332,000</u> | <u>2,322,000</u> |
| Total operating expenses | <u>11,970,000</u> | <u>11,096,000</u> | <u>11,221,000</u> |
| Increase in net position | <u>\$ 2,061,000</u> | <u>\$ 2,424,000</u> | <u>\$ 5,261,000</u> |
| Program % of expenses | <u>69%</u> | <u>70%</u> | <u>70%</u> |

Dave Iaconis, Auditor



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Committee Reports Summary

Audit Committee Meeting: Executive Summary

Committee met with external auditors from BeachFleischman, PC.

FY19 audit results:

- Unmodified opinion on financial statements
- Unmodified opinion on CPB annual financial reports
- No internal control recommendations



Total FY19 revenues, support & non-operating revenues: \$16,482,000

Total FY19 operating expenses: \$11,221,000

Increase in FY19 net position: \$ 5,261,000

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Old Business

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Old Business

Gene Robinson, COO

Content Focus Topics

Next focused content “vertical”



- *12 weeks of on-air and online coverage*
- *Community Interactive January 23rd*

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Old Business

Enrique Aldana, Director of Development

Update on CAB Member Hosted Events

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Old Business

Strategic Planning Retreat

Planning Committee will meet January 27

Ted Borek
Judith Brown
Ron Carsten
Stephen Golden
Ken Kay
Anne Maley
Harry Paxton
Nancy Sharkey



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PBS



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Old Business

Strategic Planning Retreat

- Tentatively scheduled for March at CFSA
- Refine Purpose, Mission, Vision, Values Statements
- Directions for 2020-25 Strategic Plan - Operational July 1
- Potential capital campaign
 - New Facility
 - ATSC 3.0 Transition
 - AZPM Program Trust Fund



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Old Business

Jack Gibson

To the Manor Born Travel Excursion



- 6-day private guided tour to sites featured on PBS and *MASTERPIECE* literary classics
- Highlights include Windsor Castle, Highclere Castle, Agatha Christie's home in Devon, Port Isaac (Portwenn), Cornwall, Hampton Court Palace, Bath, and more...
- Will be offered to AZPM major donors with an advance offer made to CAB members ending today
- Luxury accommodations, fine dining, private motor coach transportation
- June 22-28, 2020
- More info provided in brochure

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New Business

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New Business

Meet an AZPM Employee

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Meet an AZPM Employee



Duncan Moon
Interim News Director

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Emeritus Member Nomination

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Emeritus Member Nomination

Susan Tarrence, CAB Chair

Jennifer Casteix

Nominee

CAB Member 2010-19

CAB Secretary 2015-18

Chair, Community Engagement

Committee 2011-18



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Diversity Report



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Diversity Report

Kim Ramey, HR Generalist

Staff Full & Part-Time

| | 2018 | | 2020 | |
|-------------------------|------|-----|------|-----|
| | # | % | # | % |
| White/Caucasian | 85 | 77% | 75 | 65% |
| Pacific Islander, Other | 1 | 1% | 1 | 1% |
| Hispanic, Latino, Other | 21 | 19% | 33 | 28% |
| African Amer/Black | 3 | 3% | 7 | 6% |
| Native American | 0 | 0% | 0 | 0% |
| Female | 46 | 42% | 55 | 47% |
| Male | 64 | 58% | 61 | 53% |
| Total Staff | 110 | | 116 | |



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Diversity Report

Kim Ramey, HR Generalist

Management Staff

| | 2018 | | 2020 | |
|-------------------------|------|-----|------|-----|
| | # | % | # | % |
| White/Caucasian | 12 | 71% | 12 | 67% |
| Pacific Islander, Other | 1 | 6% | 1 | 6% |
| Hispanic, Latino, Other | 3 | 18% | 3 | 17% |
| African Amer/Black | 1 | 6% | 3 | 17% |
| Native American | 0 | 0% | 0 | 0% |
| Female | 7 | 41% | 8 | 44% |
| Male | 10 | 59% | 10 | 56% |
| Total Staff | 17 | | 18 | |



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Diversity Report

Kim Ramey, HR Generalist

| | CAB | | | |
|-------------------------|------|-----|------|-----|
| | 2018 | | 2020 | |
| | # | % | # | % |
| White/Caucasian | 25 | 83% | 24 | 80% |
| Pacific Islander, Other | 0 | 0% | 0 | 0% |
| Hispanic, Latino, Other | 4 | 13% | 5 | 17% |
| African Amer/Black | 0 | 0% | 1 | 3% |
| Native American | 1 | 3% | 0 | 0% |
| Female | 16 | 53% | 14 | 47% |
| Male | 14 | 47% | 16 | 53% |
| Total CAB | 30 | | 30 | |



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Diversity Report

Kim Ramey, HR Generalist

Challenges/Successes

- Shift in how candidates discover jobs
 - Rise in social media in talent recruitment
- Participation in job fairs, in-person and virtual, and local school partnerships
- Diversity in student employees indicates greater opportunity for future diversity recruitment



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Diversity Report

Kim Ramey, HR Generalist

Recruitment Resources

Alliance for Women in Media*

ArizonaDiversity.com*

Arizona Job Bank

AZPM Website

CareerBuilder

Corporation for Public Broadcasting

current.org

diversity.com*

HigherEdJobs.com

indeed.com

Jobertising - Job Fair

jobing.com

LinkedIn

Personal Referral* (UA Employee/
other)

Project Insight

Tucson Indian Center*

University of Arizona

* targeted for diversity



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Discussion Item

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Discussion Item

Jack Gibson, Duncan Moon

Radio Spot News vs. Features

- Need for Local News?
- Competitive Landscape
- Online access to news
- Longer in-depth news features
- Limited staff and resources influence thinking



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Other Business

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Other Business

- Other business from the floor
- Next CAB Meeting:
Thursday, March 19th @ CFSA
11:45a lunch buffet; 12 noon-1:30p agenda
- Strategic Planning Committee Retreat:
Committee Retreat: Monday, January 27th @ AZPM

Full CAB Retreat: TBD, March/April 2020 @ CFSA
- 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>

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Adjourn

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