

ARIZONA PUBLIC MEDIA®

COMMUNITY ADVISORY BOARD

Purpose

Arizona Public Media (AZPM) has a direct link to communities throughout Southern Arizona through its Community Advisory Board (CAB). The CAB serves as a means for public media consumers in Southern Arizona to participate in the planning and decision making process for the public service stations of The University of Arizona. The CAB shall advise and participate with station management and the University on a variety of programming, fundraising and public policy activities as they affect their respective communities.

Board Member Responsibilities

- Support AZPM financially with an annual gift consistent with individual means.
- Attend, prepare for and participate actively in a minimum of three of the five regularly scheduled CAB meetings each year.
- Support in a positive manner all action taken by the CAB, even when in the minority position on items addressed by the board.
- Be accountable for the timely completion of all tasks and assignments accepted.
- Represent the organization in the community in a positive and supportive manner at all times.
- Host an AZPM or Leadership Society event when possible.
- Attend two or more AZPM donor cultivation or community outreach events per year.
- Recommend and participate in the development of strategies for prospective donor identification, cultivation and stewardship.
- Work with the General Manager and staff to identify, establish and maintain relationships with others whose support is essential to the organization's continued success.
- Advocate for the stations within personal circles of influence and the wider community.
- Provide advice and counsel to the University and station management with respect to AZPM activities and its relevance to the Southern Arizona community.

Ethics & Integrity

The CAB will exercise good judgment, ethics and integrity in the advisory role undertaken for the University of Arizona and AZPM. Members will avoid conflicts of interest between their position as a board member and their personal or professional life. If such a conflict does arise, the member will declare that conflict before the board and abstain from voting on respective matters.

Board Member Recruitment

AZPM and the University of Arizona are committed to having the CAB reflect the diverse composition of the viewing and listening audience and will strive to represent the various communities, demographics, and geographic areas served by the stations.

Customer Relations

AZPM receives a significant amount of support from viewers, listeners and corporate supporters. Regardless of capacity, each employee and volunteer is obligated to present a professional and helpful business image to all they encounter, both within and outside of the organization.