

***Statement of Understanding
for the Arizona Public Media®
Community Advisory Board***

As a Community Advisory Board (CAB) member I am fully committed to Arizona Public Media (AZPM), a division of The University of Arizona, and am dedicated to carrying out AZPM's mission. I understand I have responsibilities including the following:

1. With other CAB members, I am responsible for participating in advocacy and fundraising for AZPM. I will know what our objectives are and will take an active part in reviewing, endorsing, and monitoring the objectives – and will become involved in fundraising to meet our needs. With the coordination and support of the AZPM professional staff, I will actively engage in fundraising for AZPM in whatever ways are best suited for me. Fundraising may include hosting or attending a donor cultivation event, individual solicitation, undertaking special events, writing or calling donors to thank them for their support. I am making a good faith agreement to do my best and to help raise money and good will in support of AZPM.
2. Since the CAB and its members help promote the values and objectives of AZPM, I will know as much as I can about the organization, its work and outreach, and its vision for the future.
3. I will share in the responsibility for the health and vitality of our public media organization and the CAB. I will support in a positive manner all action taken by the CAB, even when in the minority position.
4. I will give an annual Board Gift that is for me, as substantial a financial donation as possible. I may give this as a one-time donation each year (in October), or I may commit to give a certain amount several times or via monthly installments throughout the year. This gift will be in addition to my annual membership gift and other donations I might make to AZPM through on-air fundraising campaigns.
5. As a CAB member I am a model for others and my work and participation should be an example to follow.
6. I will be an enthusiastic booster and a positive advocate in the community for AZPM.
7. I will prepare for and actively participate in meetings, be available for phone consultation, and serve on at least one CAB committee.
8. In signing this document, I acknowledge that no quotas are being set and no rigid standards of measurement and achievement are being formed. Each CAB member relies on every other CAB member to carry out our responsibilities to the best of our ability.
9. I will support the AZPM staff and encourage them to grow professionally and personally. I acknowledge, however, the different roles and functions of the CAB and AZPM's professional staff and management. I will encourage and expect the best results, the highest quality of work possible, and ever-increasing benefits for our community. Working together with the staff, we can achieve AZPM's objectives. I will bring the *Six A's* to my Board tenure:

***Statement of Understanding
for the Arizona Public Media®
Community Advisory Board***

- | | |
|---------------|----------------|
| i. Ambassador | iv. Access |
| ii. Advisor | v. Affluence |
| iii. Advocate | vi. Assistance |

10. Among the non-profit boards I serve on, I shall consider my work with AZPM to be no less a priority than any other board.

If I am not able to meet my obligations as a Board member, I understand that I may be asked to offer my resignation.

Board Member Signature

date

Printed Name

In its turn, AZPM is responsible to you in a number of ways:

1. You will regularly receive status reports and information about the work of AZPM.
2. You can call on the General Manager or CAB Chairperson at any time to discuss AZPM or CAB programs and policies, goals and objectives.
3. You can count on the AZPM staff to support your work for AZPM in every way possible.
4. You can expect the staff and all CAB members to make this a rewarding and fulfilling experience.
5. We shall do our best to respect the value of your time and make CAB meetings meaningful and productive.
6. You will have an opportunity to take an increasingly larger role in CAB leadership.
7. CAB members and staff will respond to the best of their ability in a straightforward and thorough fashion to address any questions you have concerning your responsibilities to AZPM.

Susan Tarrence date
Chair, Arizona Public Media
Community Advisory Board

Jack Gibson date
CEO & General Manager,
Arizona Public Media

Mission: Arizona Public Media (AZPM) educates, informs, and inspires by bringing people and ideas together.

Vision: AZPM envisions a community in which ideas abound, knowledge is sought, and learning never ends.

Values: Accountability, Growth, Impact, Ideas, Quality