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Community Advisory Board Zoom Meeting  
September 17, 2020

# Meeting Logistics

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## Zoom Call

- Participants will be muted during the presentation to reduce distractions.
- Please click “Stop Video” at the lower left of Zoom screen to see both the slides and the presenter.
- You are encouraged to click “Chat” at the bottom of the Zoom screen to pose a question to an individual or to everyone.
- Please raise your hand via Zoom chat to be recognized.
- Mary Paul will serve as our monitor and will un-mute until the discussion item.
- We will do our best to respond to your questions today or as soon as info is available.
- Helpline: 520-664-6617



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# Call to Order

*Steven Eddy, Chair*

*AZPM Community Advisory Board*

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# Welcome and Introductions

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**New CAB** Nicola Finley, MD

**Member:** *Staff Physician, Canyon Ranch; Adjunct Faculty, University of Arizona  
College of Public Health, Health Promotion Sciences Division*

**Guests:** Charlene “Tad” Bonwich

*AZPM Senior Editor*

Stephen Golden

*CAB Alumnus; Strategic Planning Committee Member*

Ken Kay

*Education Consultant; Strategic Planning Facilitator*

Nancy Sharkey

*UA School of Journalism; Strategic Planning Committee Member*

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# Meet An AZPM Employee

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Charlene “Tad” Bonwich  
*Senior Editor*

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# Review and Acceptance of Minutes

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## July 16, 2020 CAB Meeting

*Per Robert's Rules of Order, A formal motion to approve minutes of a previously held meeting is usually not necessary; approval can be handled by unanimous consent.*

*The Chair should ask: "Are there any corrections to the minutes?" After all corrections have been offered, the Chair then asks: "Are there any further corrections?" If none are offered, then the Chair states: "There being no further corrections, the minutes stand approved as read [or as corrected]."*

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# Management Report

*Jack Gibson*  
*Chief Executive Officer*

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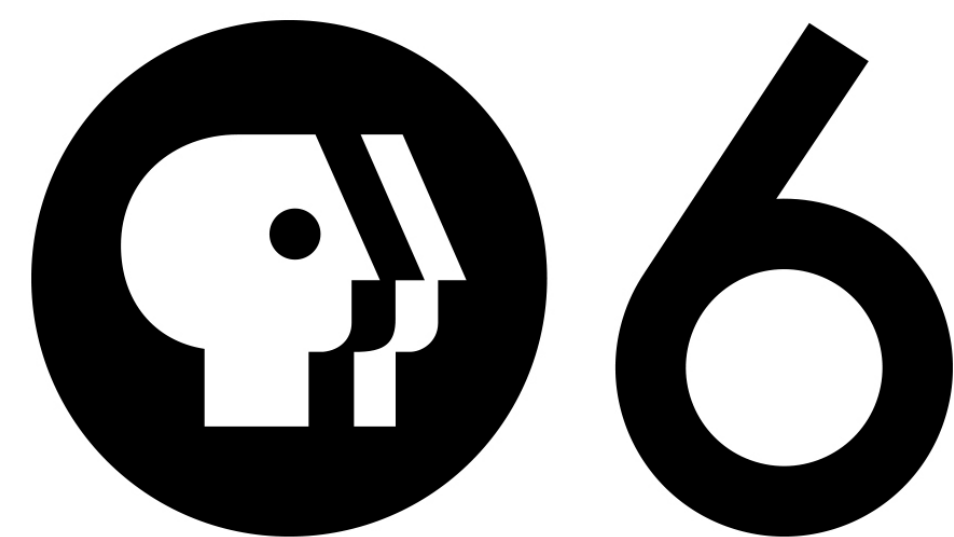
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# Management Report

## Audience Development

### Television

July 2020 vs. 2019



Full Week	2020	2019	% change
Weekly Cume (Unduplicated Audience)	26%	29%	-10.3
Viewership (Gross Rating Points)	806	1,082	-25.5

Prime Time	2020	2019	% change
Weekly Cume (Unduplicated Audience)	16%	16%	0
Viewership (Gross Rating Points)	292	366	-20.2



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# Management Report

## Audience Development



### AZPM Passport Monthly Overview

July 2020 vs. July 2019

<i>Members</i>	<i>Minutes Watched</i>	<i>Streams</i>	<i>Most Popular Shows</i>
14,383	1,310,933	43,831	<i>PBS NewsHour</i>
+25 YoY	+67% YoY	+103% YoY	<i>Grantchester</i>
			<i>Sanditon</i>
			<i>NOVA</i>
			<i>Beecham House</i>
			<i>Endeavor</i>
			<i>World On Fire</i>
			<i>Downton Abbey</i>
			<i>Frontline</i>



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# Management Report

## Audience Development

### Radio

Spring 2020 vs. 2019



**89.1 FM 1550 AM**

#### **Listeners 50+**

	2020	2019	% change
Weekly Cume (Unduplicated Audience)	57,000	63,100	-9.7%
TSL (Hr:Min) (Time Spent Listening)	9:15	8:00	15.6%
Market Rank	2	4	

#### **Listeners 12+**

	2020	2019	% change
Weekly Cume (Unduplicated Audience)	96,000	101,400	-5.3
TSL (Hr:Min) (Time Spent Listening)	7:15	7:00	3.6%
Market Rank	3	6 (tie)	



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# Management Report

## Audience Development

### Radio

Spring 2020 vs. 2019

*Classical*  
90.5 FM 89.7 FM

#### Listeners 50+

Weekly Cume  
(Unduplicated Audience)

2020

24,800

2019

28,300

% change

-12.4

TSL (Hr:Min)  
(Time Spent Listening)

8:00

11:00

-27.3

Market Rank

8

7

#### Listeners 12+

Weekly Cume  
(Unduplicated Audience)

2020

32,000

2019

41,900

% change

-23.6

TSL (Hr:Min)  
(Time Spent Listening)

7:00

8:00

-12.5

Market Rank

15

12 (tie)

nielsen  
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# Management Report

## Audience Development

### Original Production

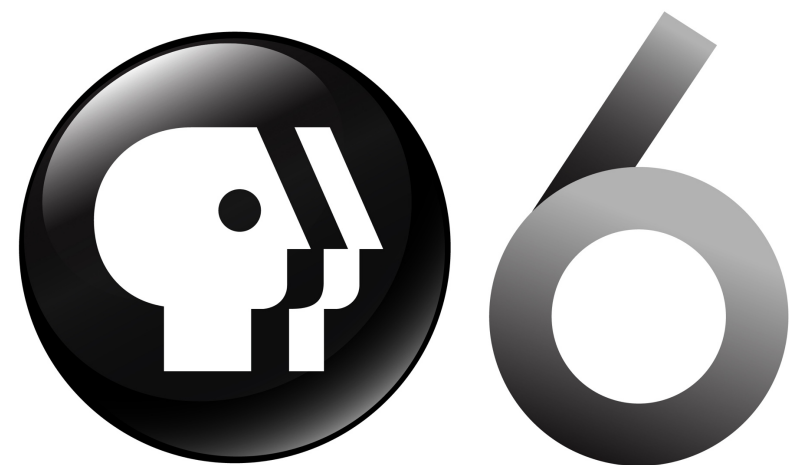
#### Pima County Sheriff Debate

Friday, September 25 <pre-recorded>  
8:30p *Arizona 360 Special Edition*

#### U.S. Senate Debate

Tuesday, October 6 <Live> from Phoenix  
7:00-8:30p

Your Vote 2020



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# Management Report

## Community Engagement

*Gene Robinson  
Chief Operating Officer*



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A COMMUNITY SERVICE OF THE UNIVERSITY OF ARIZONA

Educational programming and  
resources aligned to state standards

**Pre K-Grade 3** M-F 6:30-11:30a

**PBS KIDS**

*Channels 6-2 & 27-2/Cox 80/Comcast 395*

**Grades 6-12** M-F 12:00-5:00p

**PBS 6 PLUS**

*Channels 6-3 & 27-3/Cox 82/Comcast 396*

Offered: September 8 - December 18

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# Management Report

## Community Engagement



13 PBS Learning Media training sessions scheduled via Zoom

9 - TUSD

4 - Open to community

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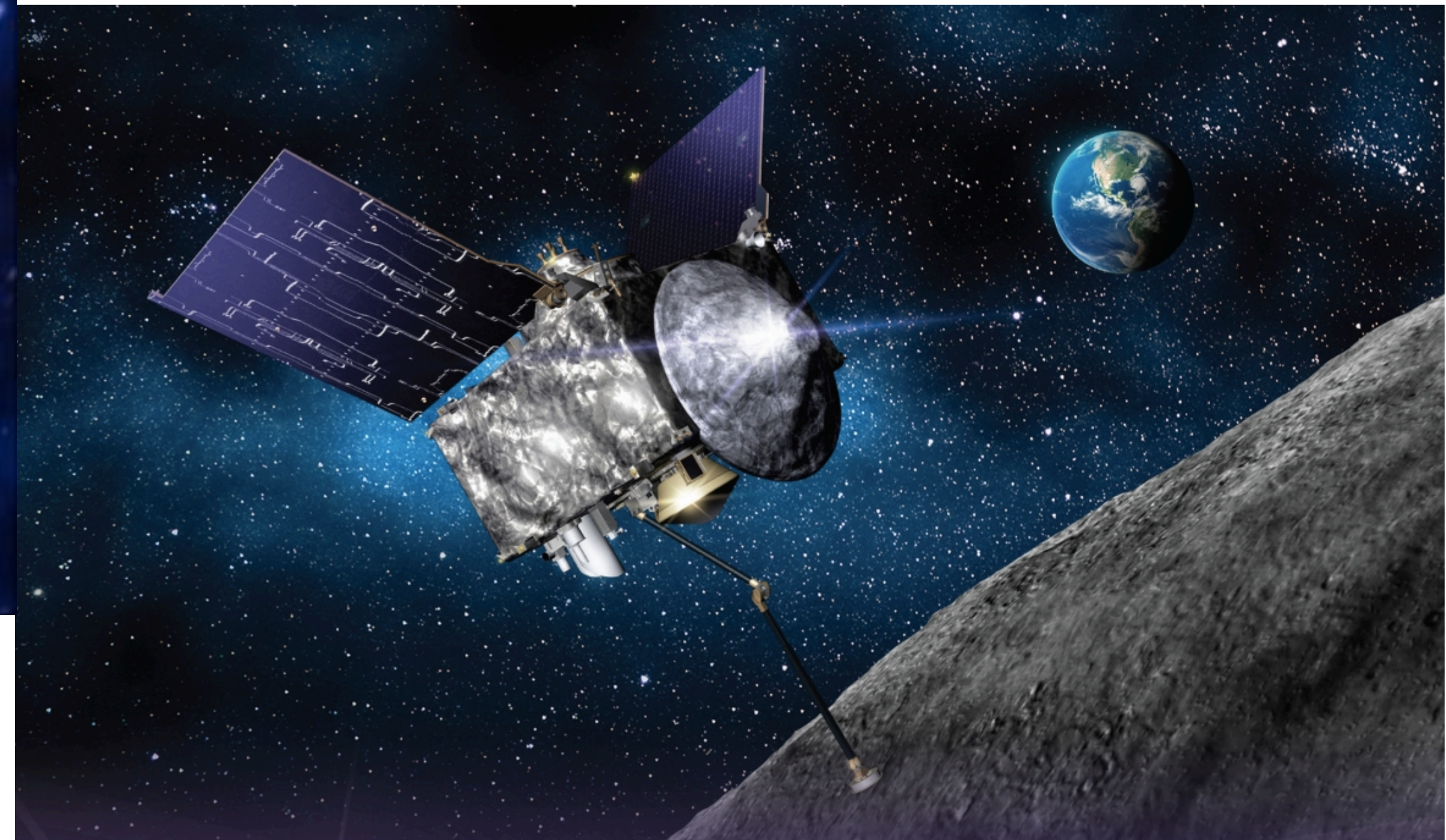


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# Management Report

## Community Engagement



*OSIRIS-REx virtual member event  
October 21, 2020*

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# Management Report

## Community Engagement



AZPM staff nominated for 13 Rocky Mountain Emmy Awards, including Overall Excellence Award

*Join us for the virtual awards ceremony watch party  
Saturday, September 19 at 6:30p*

<https://ovee.itvs.org/screenings/vjob9>

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# Management Report

## Accountability

*Kimberly Heath*  
*Chief Financial Officer*

### FY'20 Financial Recap

#### Pre-Audit Figures:

- *Revenue exceeded budget by \$816K*
- *Expenses favorable to budget by \$2.135M*
- *Bottom Line: \$2.9M favorable to budget*



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# Management Report

## Accountability

<i>FY'20 (Jul 1, 2019-Jun 30, 2020)</i>	<i>Budget</i>	<i>Actual</i>	<i>% Diff</i>
Auxiliary Services	1,122,000	1,039,77	-7.3
State Appropriation	1,239,515	1,134,679	-8.5
CPB CSG	1,589,861	1,866,982	17.43
Bequests	265,860	1,104,734	315.5
Capital Gifts	200,000	53,000	-73.5
Major Gifts	1,437,255	1,457,843	1.4
Program Gifts	230,000	289,169	25.7
Membership	4,279,288	4,275,010	-0.1
Underwriting	1,481,870	1,441,028	-2.8
<b><i>Revenue Total</i></b>	<b><i>11,845,648</i></b>	<b><i>12,662,152</i></b>	<b><i>6.9%</i></b>
<b><i>Expense Total</i></b>	<b><i>11,845,648</i></b>	<b><i>9,711,006</i></b>	<b><i>18%</i></b>



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# Management Report

## Sustainability

### FY'21 Fall Fundraising Campaign

*Deb Dale*  
*Chief Development Officer*

Television: (*PBS 6 & PBS 6 PLUS*) Aug 29 - Sept 13

Goal: \$222,000    Raised: \$221,578

Traditional format to increase new member numbers

Radio: *Classical 90.5* Sept 7-13; *NPR 89.1* Sept 14-21

Classical goal combined with TV

NPR Goal \$97,000    Raised Mon/Tue (first 2 days) \$26,545

LIVE hybrid via Zoom for AM and PM Drive w/spots mid-day



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# Management Report

## Sustainability

### Major Gifts Campaign Plan

- Revised Leadership Society giving levels and benefits:

CEO's Circle - \$25,000+

Producer's Circle - \$15,000-24,999

Director's Circle - \$10,000-14,999

Editor's Circle - \$5,000-9,999

Studio Circle - \$2,500-4,999

- Leadership Society pitches also now included in pledge drive
- Leadership and Legacy Society announcements now airing on radio
- Invitation mailing to 'mid-level' (\$1,000-\$2,499) donors at EOM
- New digital brochure to be emailed to CAB members



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# Management Report

## Sustainability

### Major Gifts Campaign Plan

CAB Check-In Meetings Coming to You Soon!

*Thank you to Hope Reed, Susan Tarrence, Mary Ann Dobras, Ed Frisch, and (hopefully) more!*



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# Management Report

## Sustainability



September 8, 2020

600+ participants including  
25 AZPM major donors

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# Management Report

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*Jack Gibson*  
*Chief Executive Officer*

Q & A

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# New Business

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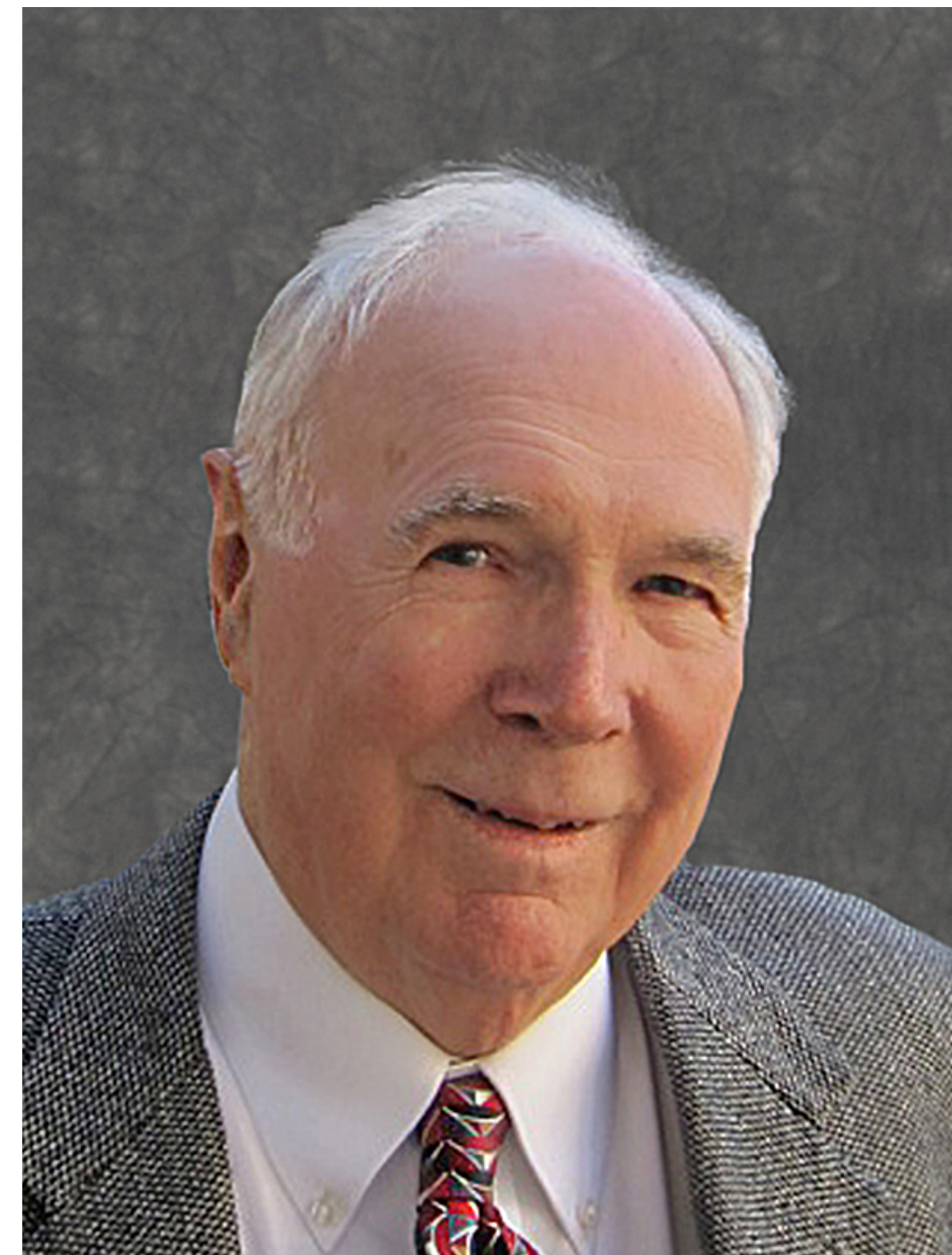
# New Business

*Steven Eddy*

*For your consideration: Emeritus Nomination*

Harry Paxton, Ph.D.

- *CAB member 2011-2020*
- *Outstanding Attendance and Participation*
- *Major Donor*
- *Committees: Community Engagement, Development, Executive, Financial Information, Governance, Strategic Planning*



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# New Business

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## Strategic Planning

*Ron Carsten, Committee Chair*

*Today:*

- *Review of Current Strategic Initiatives (Pillars)*
- *Brainstorming Breakout Sessions*
- *Small Group Report Out*

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# New Business

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## Review of Current Strategic Initiatives (Pillars)

- *Audience Development*
- *Community Engagement*
- *Sustainability & Accountability*

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# Discussion

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## Small Group Breakout Sessions

- *Today's meeting attendees will break out into randomly-generated small groups via Zoom*
- *SP Committee Members and CAB Officers will serve as scribes in the small groups*
- *Each group to elect a spokesperson who will facilitate the discussion and report out to the entire group*
- *Please do not leave the meeting. You can leave the small group if you conclude before being prompted. Otherwise a 2:00 countdown clock will signal when you will automatically be returned to the CAB Meeting.*

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# Discussion

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## Small Group Breakout Sessions

*Task 1: Examine current strategic priorities:*

- *Audience Development*
- *Sustainability*
- *Community Engagement*

*Task 2: Determine whether to Keep, Modify, Delete, or Add (new priorities)*

*Task 3: Identify Top 5 Strategic Priorities (Pillars)*

*Task 4: Report Top 5 to full CAB*

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# Discussion

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## Small Group Breakout Sessions

*Jack Gibson*

*Please keep in mind that the strategic priorities guide decision-making and will likely receive increased focus and access to strategic resources (including budget, staffing and marketing). Removing one of the current pillars has the opposite effect.*

*Please consider what you believe the community will need in the next 3-5 years and what AZPM might contribute to address those needs, keeping in mind current and emerging core competencies.*

*Do the strategic pillars sufficiently address community needs and interests and AZPM's public service mission?*

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# Discussion

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Small Group Breakout Sessions

30:00

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# Discussion

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## Small Group Report Out

- *Group spokesperson will share group's top 5 recommendations for 2021-24 Strategic Priorities*
- *Scribes: Please email your notes to Mary Paul for compiling and distribution to the SP Committee.*

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# Next Steps

*Jack Gibson*

Next week: AZPM Staff participate in SWOTT Analysis

October 20: Strategic Priority 1 - Staff Exercise

November 19 CAB Mtg: CAB SWOTT Analysis via Zoom Small Groups;  
Review Strategic Intent, Mission, Vision, and Purpose Statements

December 15: Strategic Priority 2 - Staff Exercise

January 14 CAB Mtg: TBD by SP and Exec Committees

February 23: Strategic Priority 3 - Staff Exercise

March 18 CAB Mtg: TBD by SP and Exec Committees

April 20: Strategic Priority 4\* - Staff Exercise

May 20 CAB Annual Mtg: TBD by SP and Exec Committees

June 22: Strategic Priority 5\* - Staff Exercise

July TBD: Rough Draft of SP for Review

\*prospective

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# Strategic Planning

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Thanks to Strategic Planning Committee Members:

Ron Carsten, Chair

Ted Borek

Judith Brown

Stephen Golden

Ken Kaye

Nancy Sharkey

and CAB Officers:

Steven Eddy

Hope Reed

Ed Frisch

Susan Tarrence

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# Strategic Planning

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Ron Carsten  
*Jack Gibson*

Q & A

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# Announcements

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# In Memoriam

Roxie Lopez

August 3, 1960 – August 28, 2020

CAB Member 2014–2020



*Roxie requested that memorial donations be made to AZPM in lieu of flowers.*

*13 donations have been made as of 9/15.*

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# Congratulations!

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*Jill Perrella Named One of Tucson's 40 Under 40 for 2020*



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# Announcements

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Revised Meeting Schedule

January 28 meeting rescheduled to January 14

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# Other Business

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# Other Business

Accessing CAB Member information and materials

[www.azpm.org](http://www.azpm.org) > About tab

[about.azpm.org/cab/](http://about.azpm.org/cab/) = what the public sees

[about.azpm.org/cab.news](http://about.azpm.org/cab.news) = private page

★Approved meeting minutes, presentations, schedules, CAB Book online

★CAB Book Contents:

- CAB Bios & Contact Information (password protected)
- CAB membership documents (Statement of Understanding, Conflict of Interest Policy, Job Description)
- Meeting Schedules
- AZPM Information (Business Overview, Org Chart, Strategic Plan)
- Industry Information (Glossary of Terms)

Mary Paul  
*Executive Assistant*

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# Other Business

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- Other business from the floor...
- Next CAB Meeting:  
Thursday, November 19th via Zoom  
12 noon-1:30p
- Strategic Planning Retreat:  
To be Determined 2Q 2021
- Meeting evaluations will be emailed to you via Survey Monkey

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# Adjourn

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