

ARIZONA PUBLIC MEDIA®



Community Advisory Board Annual Meeting
May 21, 2020

Meeting Logistics

Zoom Call

- Participants will be muted during the presentation to reduce distractions.
- Jack Gibson and Mary Paul will serve as monitors and will un-mute and control cameras as needed.
- Please raise your hand via Zoom app or on-camera to be recognized. During the Discussion portion of the agenda, we will attempt to open all CAB Member mics at the same time.
- You may also click “Chat” at the bottom of the Zoom screen to pose a question to an individual or to everyone.
- We will do our best to respond to your questions today or as soon as possible thereafter.
- If you are a Visitor from the community, please see AZPM’s *Open Meeting Policy* on the bottom of the azpm.org website homepage (bottom of the page under “Compliance”).



ARIZONA
PUBLIC MEDIA®



azpm.org

Call to Order

Susan Tarrence

Chair, AZPM Community Advisory Board

ARIZONA
PUBLIC MEDIA®



azpm.org

Welcome and Introductions

Susan Tarrence

Chair, AZPM Community Advisory Board

ARIZONA
PUBLIC MEDIA®



azpm.org

Welcome and Introductions

New CAB Matthew Sakiestewa Gilbert

Members: *Professor and Department Head, American Indian Studies
University of Arizona*

Tara Singleton

President-Elect, Associated Students of the University of Arizona

Staff: Deb Dale

AZPM's <New> Chief Development Officer

Sara Gromley

AZPM Audience Services Manager

ARIZONA
PUBLIC MEDIA®



azpm.org

Review and Acceptance of Minutes

(from the January 16, 2020 CAB Meeting)

Hope Reed

Secretary, AZPM Community Advisory Board

ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Jack Gibson

AZPM Chief Executive Officer

ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Audience Development

Television

April 2020 vs. 2019



| <i>Full Week</i> | <i>2020</i> | <i>2019</i> | <i>% change</i> |
|-------------------|-------------|-------------|-----------------|
| Weekly Cume | 32 | 27 | 19% |
| Viewership (GRPs) | 1024 | 1022 | 0.2% |



| <i>Prime Time</i> | <i>2020</i> | <i>2019</i> | <i>% change</i> |
|-------------------|-------------|-------------|-----------------|
| Weekly Cume | 20 | 17 | 18% |
| Viewership (GRPs) | 395 | 353 | 12% |

ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Audience Development

Television

April 2020 vs. 2019



| <i>Full Week</i> | <i>2020</i> | <i>2019</i> | <i>% change</i> |
|-------------------|-------------|-------------|-----------------|
| Weekly Cume | 8 | 7 | 14% |
| Viewership (GRPs) | 225 | 137 | 64% |



| <i>Prime Time</i> | <i>2020</i> | <i>2019</i> | <i>% change</i> |
|-------------------|-------------|-------------|-----------------|
| Weekly Cume | 4 | 3 | 33% |
| Viewership (GRPs) | 74 | 36 | 106% |

ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Audience Development



AZPM Passport Monthly Overview

April 2020 vs. April 2019

| <i>Members</i> | <i>Minutes Watched</i> | <i>Streams</i> | <i>Most Popular Shows</i> |
|----------------|------------------------|----------------|---------------------------|
| 13,488 | 1,301,511 | 41,243 | <i>Sanditon</i> |
| +22% YoY | +74% YoY | +56% YoY | <i>PBS NewsHour</i> |
| +3.5% MoM | +7.3% MoM | +19% MoM | <i>Beecham House</i> |



World on Fire
NOVA
Vienna Blood
Finding Your Roots
Antiques Roadshow
Downton Abbey

ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Audience Development

Radio

Winter 2020 vs. 2019



89.1 FM 1550 AM

| Listeners 50+ | 2020 | 2019 | % change |
|----------------------|--------|---------|----------|
| Weekly Cume | 53,700 | 57,200 | -6.1% |
| TSL (Hr:Min) | 7:30 | 8:00 | -6.3% |
| Market Rank | 3 | 1 (tie) | |

| Listeners 12+ | 2020 | 2019 | % change |
|----------------------|--------|---------|----------|
| Weekly Cume | 95,800 | 90,400 | 6% |
| TSL (Hr:Min) | 6:00 | 6:45 | -11% |
| Market Rank | 5 | 5 (tie) | |

nielsen
.....

ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Audience Development

Radio

Winter 2020 vs. 2019

Classical
90.5 FM 89.7 FM

| Listeners 50+ | 2020 | 2019 | % change |
|----------------------|--------|--------|----------|
| Weekly Cume | 30,200 | 25,800 | 17.2% |
| TSL (Hr:Min) | 6:30 | 9:30 | -31.6 |
| Market Rank | 8 | 7 | |

| Listeners 12+ | 2020 | 2019 | % change |
|----------------------|----------|--------|----------|
| Weekly Cume | 40,800 | 34,800 | 17.2% |
| TSL (Hr:Min) | 6:00 | 7:45 | -22.6% |
| Market Rank | 16 (tie) | 14 | |

nielsen
.....

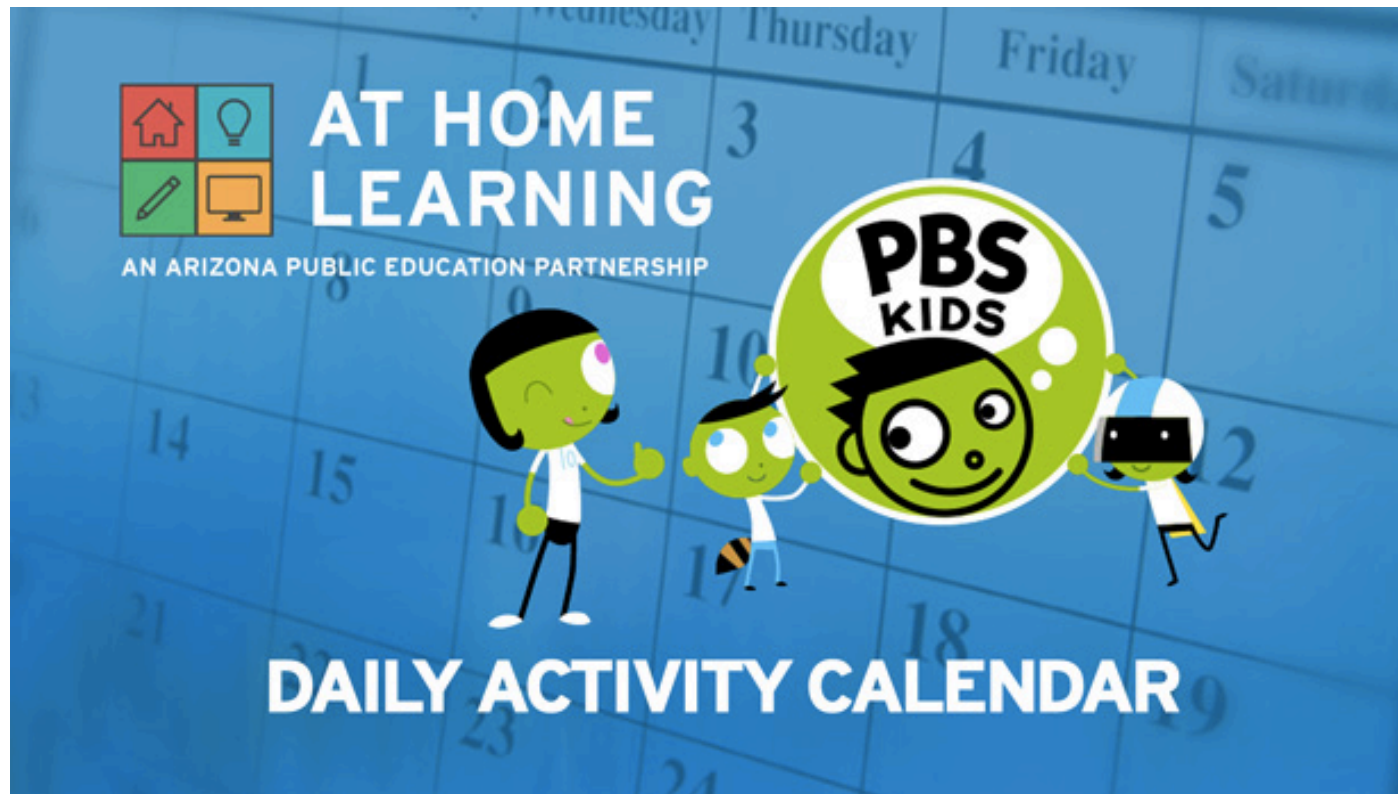
ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Community Engagement



ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Community Engagement

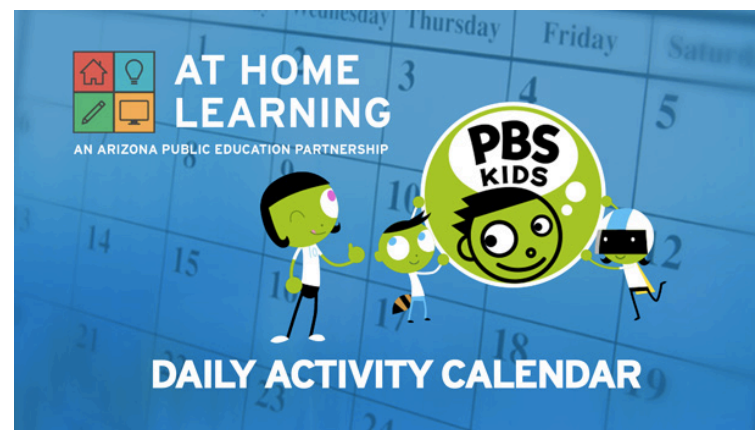
At-Home Learning

Serving Pre-K-12 Students on Three Channels

- *PBS Kids* serves Pre-K thru Grade 3 full time
- *PBS 6 PLUS* serves Grades 4-8 from 6am to 6pm
- *PBS 6* serves Grades 9-12 from 10am to 4pm

Goals:

- Address the digital/Wi-Fi divide that exists in poorer households
- Support at-home learners with a schedule of programs aligned with Arizona curricular standards and endorsed by the Arizona Superintendent of Public Education
- Provide support to parents and caregivers with educational content
- Increase awareness of *AZ PBS Learning Media* and its online resources
- Support a partnership with ASU's KAET Channel 8/Phoenix



ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Sustainability and Accountability

10-Month YTD FY2020

thru April 30, 2020

| | Budget | Actual | %diff |
|----------------------|---------------------|---------------------|---------------|
| Auxiliary Services | \$976,653 | \$874,081 | 10.5% |
| Development | | | |
| Bequest | \$221,550 | \$689,679 | 211.3% |
| Capital Gifts | \$200,000 | \$53,000 | -73.5% |
| Major Gifts | \$1,057,086 | \$1,059,273 | 0.21% |
| Program Gifts | \$200,000 | \$281,669 | 40.83% |
| Membership | \$3,695,508 | \$3,656,101 | -1.07% |
| Underwriting | \$1,273,259 | \$1,272,464 | -0.06% |
| Revenue Total | \$10,229,364 | \$10,351,052 | 1.19% |
| Expense Total | \$10,015,111 | \$8,303,774 | 17.09% |



ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Sustainability and Accountability

COVID-19 Related UA Funding Challenges

- UA projecting \$97 million in losses by June 30, the end of the fiscal year.
- Prior to the COVID-19 pandemic, UA projected that net tuition revenue would be about 30% of their \$2.2 billion FY2020 revenue (~\$600M).
- AZPM support from UA reduced 4% this year; 4% next year; 2% third year.
- UA anticipated losses in revenue over the 15 months through June 2021 are estimated at \$250 million.



Furlough and Pay Reduction Program (July 1, 2020 - June 30, 2021)

- Staff who earn less than \$44,500 will not be affected.
- Staff who earn above \$44,499 will have their annual salary reduced by between 5% and 20% on a sliding scale based on earnings.
- Staff will receive paid *Personal Flex Time* days in the same number reflected by the salary reduction (e.g. 10% = 26 days).

ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Sustainability and Accountability

COVID-19 Changes to SOP

Planned Changes:

- Antibody testing for all interested staff
- Mandatory daily temperature checks
- Masks for all staff and guests while moving throughout the facility
- PPE to designed for the specific workstation (e.g. plexiglass in lobby at reception)
- Hand sanitizing stations
- Social distancing practiced (Zoom meetings for groups larger than 6)
- Remote work continues for those most at risk

Goals:

- Maintain health and safety of staff and guests
- Remain compliant with UA policy and local ordinances



ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Sustainability and Accountability

COVID-19 Changes Coming to June Pledge Drive

Planned Changes:

- No standard TV or radio on-air pledge drive in June
- No fiscal year countdown on-air campaign
- :60 on-air promotional spots indicating the need and making the case



Goals:

- Maintain financial performance and audience engagement
- Focus on quality of messaging
- Remain compliant with social distancing
- Be aware and respectful of economic conditions

ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

End of Fiscal Year Giving: How the CAB Can Help

- *Talk up importance of giving to colleagues, friends and neighbors. Encourage and thank them for their support.*
- *Two radio and one traditional TV on-air campaign cancelled.*
- *Individual giving is AZPM's largest source of revenue.*
- *As program production and acquisition costs increase we must attract more support to cover operating costs. PBS program rights going up \$200K next year.*
- *It costs approximately \$32,453 per day to operate AZPM and its non-profit public service stations.*
- *Join me in making a special year-end additional gift.*



ARIZONA
PUBLIC MEDIA®



azpm.org

Management Report

Technology Update

- *NPR signal expanded with the addition of 104.5 FM in Catalina, serving SaddleBrooke and southern Pinal County.*
- *Plans underway to extend NPR to Nogales via 91.1 FM by early summer.*
- *Investing in signal redundancy for Sierra Vista (NPR) KUAS 88.9 FM*
- *ATSC 3.0/NextGen TV/Broadcast Internet progress continues. Pandemic and tech innovation has identified a need and a practical “one to many” strategy that 3.0 might ideally address.*



ARIZONA
PUBLIC MEDIA®



azpm.org

Committee Reports Summary

Hope Reed

Secretary, AZPM Community Advisory Board

| <i>Committee</i> | <i>Chair</i> | <i>Last Meeting Date</i> |
|-----------------------|---------------------|--------------------------|
| Community Engagement | Hope Reed (interim) | Mar. 5 |
| Governance | Jill Perrella | Apr. 23 |
| Executive | Susan Tarrence | Apr. 27 |
| Strategic Planning | Ron Carsten | May 12 |
| Financial Information | Ed Frisch | May 19 |

ARIZONA
PUBLIC MEDIA®



azpm.org

Old Business

Capitol Hill Update

Steven Eddy
Chair, External Relations Committee

America's Public Television Stations (APTS) is continuing to work with our champions in both the House and Senate to try to secure an additional \$175 million in emergency funding for public media in a future relief bill, beyond the \$75 million already enacted (yielded \$275K for AZPM). Leaders of the Appropriations Committees remain committed to our cause, and we believe prospects for additional funding, whether in emergency legislation or through the regular appropriations process, remain promising.

The House passed H. Res. 965 last week, changing the House rules to temporarily authorize virtual committee hearings and markups, as well as remote voting by proxy in the full House. These new rules will allow the House to conduct more work remotely and could potentially pave the way for the House Appropriations Committee to consider the Fiscal Year (FY) 2021 appropriations bills.

Work on the annual appropriations bills is already underway and could move forward quickly in the coming weeks. APTS will continue to keep stations advised as we learn more.

ARIZONA
PUBLIC MEDIA®



azpm.org

Old Business

Ron Carsten

Chair, Strategic Planning Committee

AZPM Strategic Planning Retreat

- *Postponed to 1Q FY21*
- *Reassess Key Pillars*
- *Add Resiliency to Strategy*

ARIZONA
PUBLIC MEDIA®



azpm.org

Old Business

Jack Gibson

To the Manor Born Travel Excursion



- 6-day private guided tour to sites featured on PBS and *MASTERPIECE* literary classics.
- **Postponed to June 21-27, 2021.**
- Travelers already reserved will receive a 10% discount if they keep their reservation.
- New travelers will receive the 2020 price.
- Impeachment coverage in 2020 limited available promotion time.
- Longer lead time for promotion should help to fill seats.

ARIZONA
PUBLIC MEDIA®



azpm.org

New Business

Election of Officers

Jill Perrella, Chair
CAB Governance Committee

CAB Officer Candidates:

Chair, Vice Chair, and Secretary
(Two-year terms beginning September, 2020)

Governance Committee has Prepared a Slate of Candidates

Any additional Nominations from the Floor?

ARIZONA
PUBLIC MEDIA®



azpm.org

New Business

Approval of 2020-21 Meeting Schedule

ARIZONA
PUBLIC MEDIA®



azpm.org

Meet an AZPM Employee



Sara Gromley
Audience Services Manager

ARIZONA
PUBLIC MEDIA®



azpm.org

Discussion Item 1

Feedback on Format Changes to Radio and Online News and TV *Newsbreak*

- Anchor-less *Newsbreak*
- Long-form, in-depth radio stories
 - Do you find the stories more engaging?
 - Were the changes demonstrable?
 - Other feedback?

Gene Robinson

AZPM Chief Operating Officer



ARIZONA
PUBLIC MEDIA®



azpm.org

Discussion Item 2

Jack Gibson

Survey

- Draft survey in your meeting packet.
- Goal is to get a sense of AZPM's performance in COVID-19.
- Survey Target: AZPM contributors w/email addresses
- Are there questions you would like to have answered by supporters?
- Other feedback?



ARIZONA
PUBLIC MEDIA®



azpm.org

Announcements

Christina Noz

*Congratulations on your upcoming move from
Mission Trust to Moeller & Conway, PLLC*

ARIZONA
PUBLIC MEDIA®



azpm.org

Other Business

Jack Gibson



Recognition of Susan Tarrence
Chair, Community Advisory Board
2018-20

ARIZONA
PUBLIC MEDIA®



azpm.org

Other Business



Remarks from Susan Tarrence Chair, Community Advisory Board 2018-20

ARIZONA
PUBLIC MEDIA®



azpm.org

Other Business

Susan Tarrence

Chair, AZPM Community Advisory Board

- Other business from the floor
- Next CAB Meeting:
Thursday, July 16th via Zoom (*tentative*)
12 noon-1:30p Agenda
- Fall CAB Meeting (first meeting of new season):
Friday, September 18th @ CFSA (*location tentative*)
11:45 Buffet Lunch; 12 noon-1:30p Agenda
- Strategic Planning Retreat:
Date TBD 1Q 2021 @ CFSA
- Meeting evaluations will be emailed to you via Survey Monkey.

ARIZONA
PUBLIC MEDIA®



azpm.org

ARIZONA PUBLIC MEDIA®



azpm.org

A Community Service of the University of Arizona