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Community Advisory Board Zoom Meeting
November 19, 2020

Meeting Logistics

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

Guests: Steve Claasen
AZPM Senior Engineer

Stephen Golden
CAB Alumnus; Strategic Planning Committee Member

Ken Kay
Education Consultant; Strategic Planning Facilitator

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Meet An AZPM Employee



Steve Claassen
AZPM Senior Broadcast Engineer

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Program Highlights - Jack's Picks



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Program Highlights - Jack's Picks



*Premieres Sunday,
January 10th on **PBS 6***

*Program information and
promo video are posted on
www.azpm.org/cab.news*

MASTERPIECE

"All Creatures Great and Small"

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Review and Acceptance of Minutes

September 17, 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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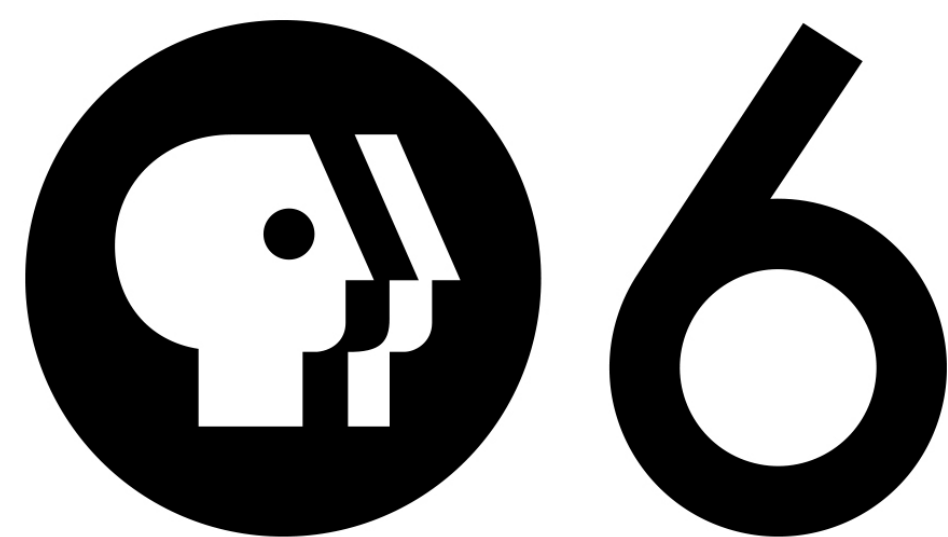
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Management Report

Audience Development

Television

September 2020 vs. 2019



Full Week	2020	2019	% change
Weekly Cume (Unduplicated Audience)	23	29	-20.7
Viewership (Gross Rating Points)	567	1074	-47.2



Prime Time	2020	2019	% change
Weekly Cume (Unduplicated Audience)	13	17	-23.5
Viewership (Gross Rating Points)	189	378	-50.0

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Management Report

Audience Development



AZPM Passport Monthly Overview

September 2020 vs. September 2019

<i>Members</i>	<i>Minutes Watched</i>	<i>Streams</i>	<i>Most Popular Shows</i>
14,798	1,181,412	35,534	<i>PBS NewsHour</i>
+ 23.6%YoY	+25.9% YoY	+49.2% YoY	<i>Grantchester</i>



PBS NewsHour

Grantchester

NOVA

Sanditon

Endeavor

Beecham House

Frontline

World on Fire

Downton Abbey

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Management Report

Audience Development

Radio

Summer 2020 vs. 2019



89.1 FM 1550 AM

Listeners 50+

	2020	2019	% change
Weekly Cume (Unduplicated Audience)	53,600	66,900	-19.9
TSL (Hr:Min) (Time Spent Listening)	8:30	8:45	-2.9
Market Rank	2	2	

Listeners 12+

	2020	2019	% change
Weekly Cume (Unduplicated Audience)	103,300	109,00	-5.2
TSL (Hr:Min) (Time Spent Listening)	8:45	7:15	20.7
Market Rank	1	3	



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Management Report

Audience Development

Radio

Summer 2020 vs. 2019



89.1 FM 1550 AM

NPR 89.1 has achieved its first #1 rank in the Tucson Metro, Full Week for listeners ages 12+

For listeners ages 18-44

- NPR share increased from 4.1 to 7.1
- Average persons jumped 92.9%
- TSL increased 59.1%

Metro 12+ population increased from 888,900 to 903,300

Metro 50+ population increased from 390,800 to 397,300



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Management Report

Audience Development

Radio

Summer 2020 vs. 2019



<i>Listeners 50+</i>	<i>2020</i>	<i>2019</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	23,900	22,000	8.6
TSL (Hr:Min) (Time Spent Listening)	8:15	7:30	10
Market Rank	9 tie	9 tie	

<i>Listeners 12+</i>	<i>2020</i>	<i>2019</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	34,400	29,600	16.2
TSL (Hr:Min) (Time Spent Listening)	7:00	6:15	12
Market Rank	17 tie	16 tie	



Management Report

Community Engagement

Gene Robinson

Chief Operating Officer

Recent virtual events:

10/14 - *Pati's Mexican Table* featuring Barrio Bread

10/21 & 10/23 - *NOVA: Touching the Asteroid*

(w/ UA College of Science)

10/26 - Conversation with *Washington Week's* Robert Costa

10/27 - *Independent Lens: Bedlam* (w/ NAMI)

11/13 - Library Night In: Native American Heritage Month
featuring *Molly of Denali*

Upcoming virtual events under consideration:

The Gene, *Independent Lens* popup partner

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Management Report

Accountability

Kimberly Heath
Chief Financial Officer

FY'21 First Quarter Financial Recap

- *Revenue exceeded budget by \$489K (24.8%)*
- *Expenses favorable to budget by \$113K (2.98%)*
- *Expenses exceeded revenue by \$1.2M*
 - *Normal for this time of year*
 - *Timing of PBS member dues*
 - *Amount of dues increased over last year*
 - *Dues paid early to receive discount*



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Management Report

Accountability

<i>FY21 Q1 (7/1/2020-9/30/2020)</i>	<i>Budget</i>	<i>Actual</i>	<i>% Diff</i>
Auxiliary Services	261,750	237,067	-9.43
State Appropriation	202,156	210,847	4.3
CPB CSG	0	0	0
Bequests	66,465	350,000	426.6
Capital Gifts	50,000	0	0
Major Gifts	82,487	117,654	42.6
Program Gifts	0	0	0
Membership	1,117,196	1,353,084	21.1
Underwriting	191,302	191,808	0.26
<i>Revenue Total</i>	<i>1,971,356</i>	<i>2,460,461</i>	<i>24.8%</i>
<i>Expense Total</i>	<i>3,815,701</i>	<i>3,701,975</i>	<i>2.98%</i>



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Management Report

Sustainability

FY'21 Winter Fundraising Campaign

Deb Dale
Chief Development Officer

Television: (*PBS 6 & PBS 6 PLUS*) Nov 28 - Dec 13

Traditional format to increase new member numbers

Radio: *Classical 90.5* and *NPR 89.1* Nov 16 - Dec 31

Staff and CAB spots only in response to listener feedback

Goal: \$530,000 for combined pledge out of an overall membership goal of \$630,000 for December



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Management Report

Sustainability

Major Gifts Campaign Plan

CAB Check-In Meetings Continue...

Thank you to Judith Brown, Mary Ann Dobras, Lynne Dusenberry, Steven Eddy, Ed Frisch, Hope Reed, and Susan Tarrence



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Management Report

Jack Gibson
Chief Executive Officer

Q & A

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New Business

Jack Gibson
Chief Executive Officer

Contributor Survey Results

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New Business

Survey conducted via email in July, 2020 on:

- Radio, television, online service/program consumption habits
- Awareness of services, programs, resources
- Assessment of contributor engagement
- Changes in habits since COVID-19
- Concerns about COVID-19

3,200 responses

- 95% are full-time residents
- Most do not have children/grandchildren living with them
- Most live in Tucson metro area

Top 10 zip codes: 85718, 85750, 85714, 85716, 85704,
85745, 85719, 85710, 85749, 85755

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New Business

Key Takeaways

AZPM contributor respondents:

- Watch/listen to more national programs than local
- Are less aware of online resources
- Are eager for a balance of factual news and feel-good comfort programs
- Are full-time residents concentrated in high-income zip codes

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New Business

Program/Service Consumption Highlights

Most-Used Program Services: *PBS 6, NPR, BBC*

Most-Watched/Listened-To Programs

- TV: *MASTERPIECE, PBS NewsHour, Nature, NOVA, Washington Week, BBC News, Frontline, Arizona Illustrated, Ken Burns*
- Radio: *1A, Morning Edition, TED Radio Hour, All Things Considered, Fresh Air, Wait, Wait, Don't Tell Me, Science Friday*

Most-Watched/Listened-To AZPM original productions:
The Desert Speaks, Arizona Illustrated, Arizona 360

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New Business

Program/Service Consumption Highlights

66% of respondents noticed no change — after AZPM reduced the number of local newscasts on NPR 89.1 in favor of longer and more in-depth newscasts. 83% of those who DID notice the change thought it was an improvement.

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New Business

Jack Gibson
Chief Executive Officer

AZPM Performance Dashboards

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At-a-glance ratings and performance information:

- Year-over-year performance for all AZPM properties
- Television ratings reports for original content and all three channels
- Digital: *AZPM News, Passport, Preview, azpm.org, social media channels, streaming, NPR One, Podcasts, YouTube*

Link: www.azpm.org/cab.news

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New Business

Strategic Planning

Ron Carsten, Committee Chair

Today:

- *Review of Strategic Intent*
- *Statements of Purpose, Mission, and Vision*
- *Breakout Session - SWOT Analysis*
- *Small Group Report Out*

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New Business

Strategic Intent

AZPM remains committed to being a trusted source of information that promotes thoughtful conversation and community collaboration.

AZPM will achieve this strategic intent through focused efforts in five key areas:

- Audience Development
- Community Engagement
- Financial Sustainability
- Organizational Culture
- Technology

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New Business

Purpose, Mission, Vision Statements

Purpose (WHY do we exist)

We serve our community by connecting Southern Arizonans with people and ideas that elevate and enrich their lives.

Mission (HOW will we fulfill our Purpose)

We do this by creating and sharing informative, educational, and entertaining content and experiences.

Vision (WHAT does success look like)

We envision an enlightened and connected community where learning never ends.

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PBS



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Discussion

Small Group Breakout Sessions

- *Today's meeting attendees will break out into randomly-generated small groups via Zoom.*
- *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

Small Group Breakout Sessions

Discuss and Identify AZPM's

- *Strengths*
- *Weaknesses*
- *Opportunities*
- *Threats*

Report Top 5 of each to full CAB

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Discussion

Small Group Breakout Sessions

30:00

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Discussion

Small Group Report Out

- *Group spokesperson will share group's top 5 Strengths, Weaknesses, Opportunities, Threats*
- *Mary Paul will compile results and distribute to the SP Committee.*

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Next Steps

Jack Gibson

December 1: 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

Ron Carsten
Jack Gibson

Q & A

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Announcements

Committee Restructuring

CAB Committee restructuring and leadership identification continues. Newly restructured committee descriptions are in progress and will be shared at the January meeting.

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Announcements

Congratulations!

Arizona Illustrated Producer/Reporter
David Fenster and his wife Laura Copelin
on the birth of their baby daughter, Meadow



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Announcements

Sandy Riggins
AZPM General Sales Manager

Retiring December 4



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Announcements

Congratulations!

Harry Paxton, CAB Emeritus Member
Together with his wife Ann, honored
with AFP “Spirit of Philanthropy” Award



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Other Business

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Other Business

- Other business from the floor...
- Next CAB Meeting:
Thursday, January 14th 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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HAPPY
Thanksgiving

Adjourn

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