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Community Advisory Board Zoom Meeting
July 15, 2021

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: **Tony Paniagua**
Producer/Reporter - Arizona Illustrated

Shawn Teague
AZPM Production Manager

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Welcome and Introductions

Guests: **Tony Paniagua**

Producer/Reporter - Arizona Illustrated

Shawn Teague

AZPM Production Manager

New CAB **Joyce Finkelstein**

Members: *Program Manager, Green Valley/Sahuarita Volunteer Clearinghouse (Retired)*

Alejandro Higuera

*University of Arizona, Communications Coordinator,
Educational Policy Studies & Practice*

Kerri Lopez-Howell

Executive Director, Sunnyside Foundation, Tucson

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Meet An AZPM Employee



Tony Paniagua

Producer/Reporter

Arizona Illustrated/Arizona 360

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Review and Acceptance of Minutes

May 20, 2021 CAB Annual 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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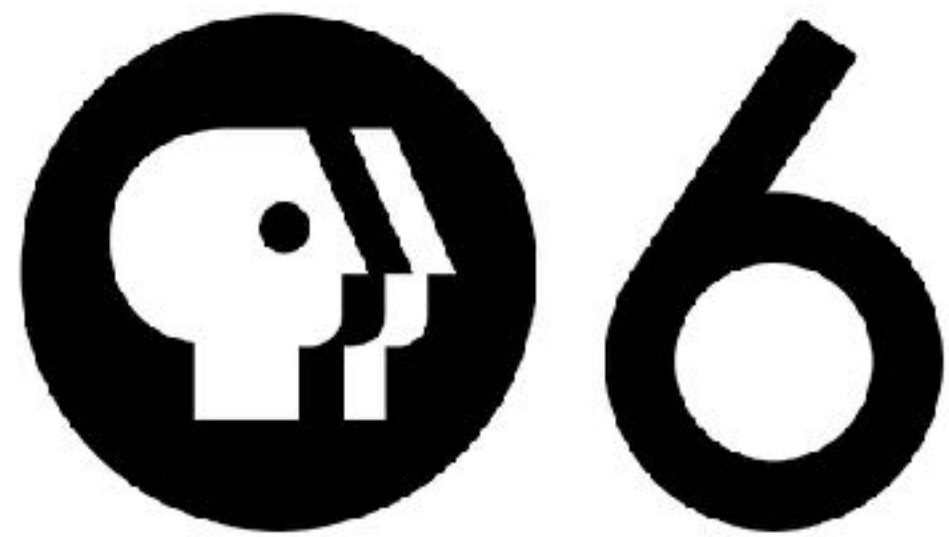
Management Report

Audience Development

Television

4Q FY21 vs. FY20

(April 1 - June 30)



June audience data has yet to be delivered. 4Q audience report will be made at the September CAB meeting.



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Management Report

Audience Development



AZPM Passport Monthly Overview

May 2021 vs. May 2020

Members	Minutes Watched	Streams	Most Popular Shows
16,708	1,346,112	43,430	MASTERPIECE: Atlantic Crossing
+ 21.53%YoY	- 7.89% YoY	- 4.88% YoY	PBS NewsHour

NOVA

Finding Your Roots

Hemingway

Downton Abbey

Antiques Roadshow

Independent Lens

American Masters

FRONTLINE



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Management Report

Audience Development



AZPM Passport

Performance Dashboard

reporting for 2018-2021

Filter by Month

AZPM Passport members

16812

Eligible but not yet activated

12477

Eligible members activated

57.40%

Streams this month

44142

Total minutes watched

Click and drag on the timeline to highlight a specific time period



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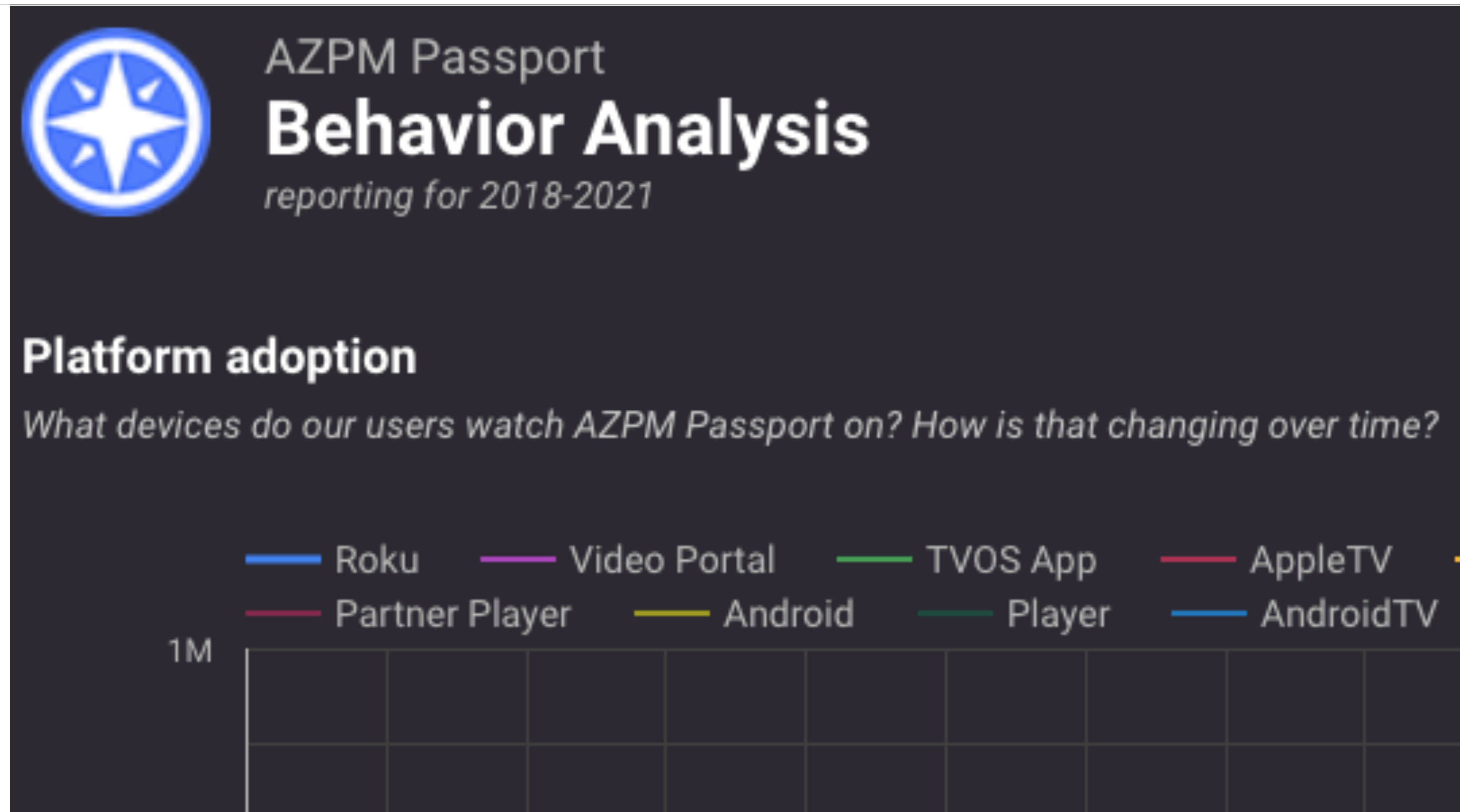
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Management Report

Audience Development



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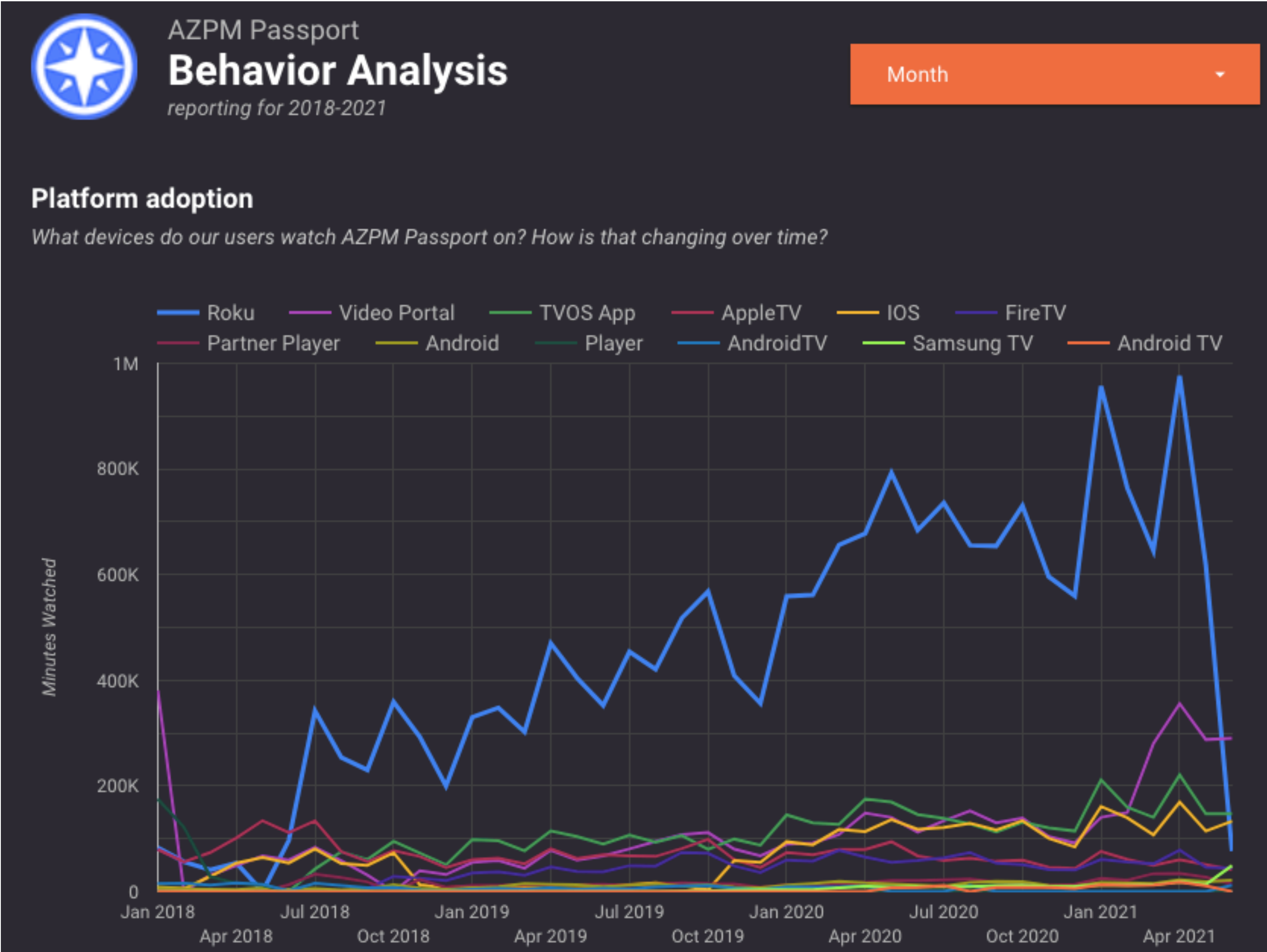
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Management Report

Audience Development



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Management Report

Audience Development

Radio

Spring 2021 vs 2021



89.1 FM 1550 AM

Classical
90.5 FM 89.7 FM

nielsen
.....

Audience data to be reviewed
at the September meeting.

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Management Report

Community Engagement

Gene Robinson

Chief Operating Officer

Virtual Events

[June 2](#) - *Global Arts Showcase* featured Asian-American artists, music, dance, and a live Q&A. Produced in partnership with Pima County Public Library.

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Management Report

Community Engagement

Gene Robinson

Chief Operating Officer

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June 2 - Global Arts Showcase featured Asian-American artists, music, dance, and a live Q&A. Produced in partnership with Pima County Public Library.

Educational Outreach

PBS LearningMedia Workshops

- AZPM staff led 4 workshops in June. Participating schools included Sierra Vista School District (3rd workshop this year), Arizona Science Teachers' Association, UA Community & School Gardens
- Seven upcoming workshops scheduled in July & August: Media Literacy Certification second cohort with Pima County Superintendent's office (2-month course); Warren Elementary School (TUSD)

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Management Report

Sustainability

Financial Performance

Kimberly Heath
Chief Financial Officer

*4Q fiscal year-end accounts at UA and UAF are still closing.
A report on 4Q financials will be provided at the September
CAB meeting.*

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Management Report

Sustainability

Fundraising

Deb Dale
Chief Development Officer

Fiscal Year-End Campaign

June Goal: \$381,196 (includes TV & Radio Pledge + Year-End Countdown)

Total Raised: \$418,559 (+9.8% over goal)

Membership Goal for FY21 \$4,454,068 Actual: \$5,145,704 +15.5%

A final report on FY21 fundraising will be provided at the September CAB meeting.

Planning work is underway for a Capital Campaign for building construction that we expect to launch 1Q 2022.

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Management Report

Sustainability



Planned Giving Virtual Seminar

45 registrations, 17 attended

Thanks to:

Christina Noz, JD

Moeller & Conway, PLLC

Jim Krogmeier, JD, CFA

*Associate VP Planned Giving
UA Foundation*

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Management Report

Technology

Ian MacSpadden
Chief Technology Officer

- *Virtual TV Studio Set*
- *Radio Station FCC License Renewal*
- *Recruitment Update*
- *KUAS-TV Channel 27/Tumamoc Hill Expansion Project*
- *ATSC 3.0/NextGen TV*
- *New Facility Planning*

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Management Report

Jack Gibson
Chief Executive Officer

Q & A

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Old Business

Ron Carsten
Strategic Planning Committee Chair

Strategic Planning Update

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Old Business

- Strategic Planning Committee has met with staff working group leaders to review the strategic objectives for *Financial Sustainability* and *Community Engagement*
- *Audience Development* objectives are still in progress.
- *Organizational Culture* staff working group has been formed and is starting its process. The Committee will not review *Organizational Culture* objectives.
- *Technology* staff working group is being assembled.

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Old Business

Strategic Planning Retreat

Targeted for week of October 25

7:30a - 3p at the Community Foundation for
Southern Arizona

Doodle Poll was released to clear date

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Old Business

Christina Noz

Community Engagement Committee Chair

- Community Engagement Committee restructured
- Recruitment in progress

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New Business

Steven Eddy

Biennial CAB Self-Assessment Survey

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New Business

Detailed results in your meeting packet

Highlights:

- CAB members desire increased engagement in meetings - more discussions/interactivity
- CAB members also desire increased committee engagement - more substantive work, tasks that play to members' strengths
- Weighted averages show improvements in most areas over 2017
- Of concern: Some individuals rated themselves low in satisfaction/rewarding experience and belief in making a meaningful contribution

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New Business

CAB Meeting Plan for FY22

- CAB and Large Committee Meetings will continue on Zoom
- Fall Strategic Planning Retreat will be in person
- Holiday Gathering in December will be in person
- Annual Meeting in May will be in person
- Regular in-person meetings will likely resume in AZPM's new facility (currently planned for Fall/Winter 2024)

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New Business

Amanda Gormley
AZPM Marketing Manager

Arizona Public Media Brand Guide: Identity and Voice

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Brand Guide

Provides guidance for how we market our content and services.

Developed as a result of 20+ stakeholder interviews and staff and board task force focus groups.

For internal distribution only.

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Brand Guide

Purpose, Mission, Vision, Values

Statements simplified as part of the 2022-2027 strategic planning process

Who we are...

An editorially independent, not-for-profit, locally operated media organization supported by the community and the University of Arizona.

What we do...

Create, curate, and deliver rich content and experiences through free platforms accessible to everyone.

Why we do it...

To educate, enlighten, entertain, and engage diverse communities.

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Brand Guide

AZPM brings PBS and NPR content to Southern Arizona and creates local programming that connects and informs the community.

We reach Southern Arizona with high-quality content delivered through free platforms accessible to everyone.

BRAND ARCHITECTURE

CONTENT

PBS
Stories with meaning
“A window to your world.”

NPR
Powerful reporting and honest, human stories.
“Where stories find home.”

AZPM
Programming that connects Southern Arizona.
“Where you find home.”

PLATFORMS

IN YOUR EARS

Radio Streaming
Podcasts NPR One App

ON YOUR SCREEN

TV PBS Video App
Streaming YouTube
Social Media Online

IN YOUR COMMUNITY

Events Education
Outreach

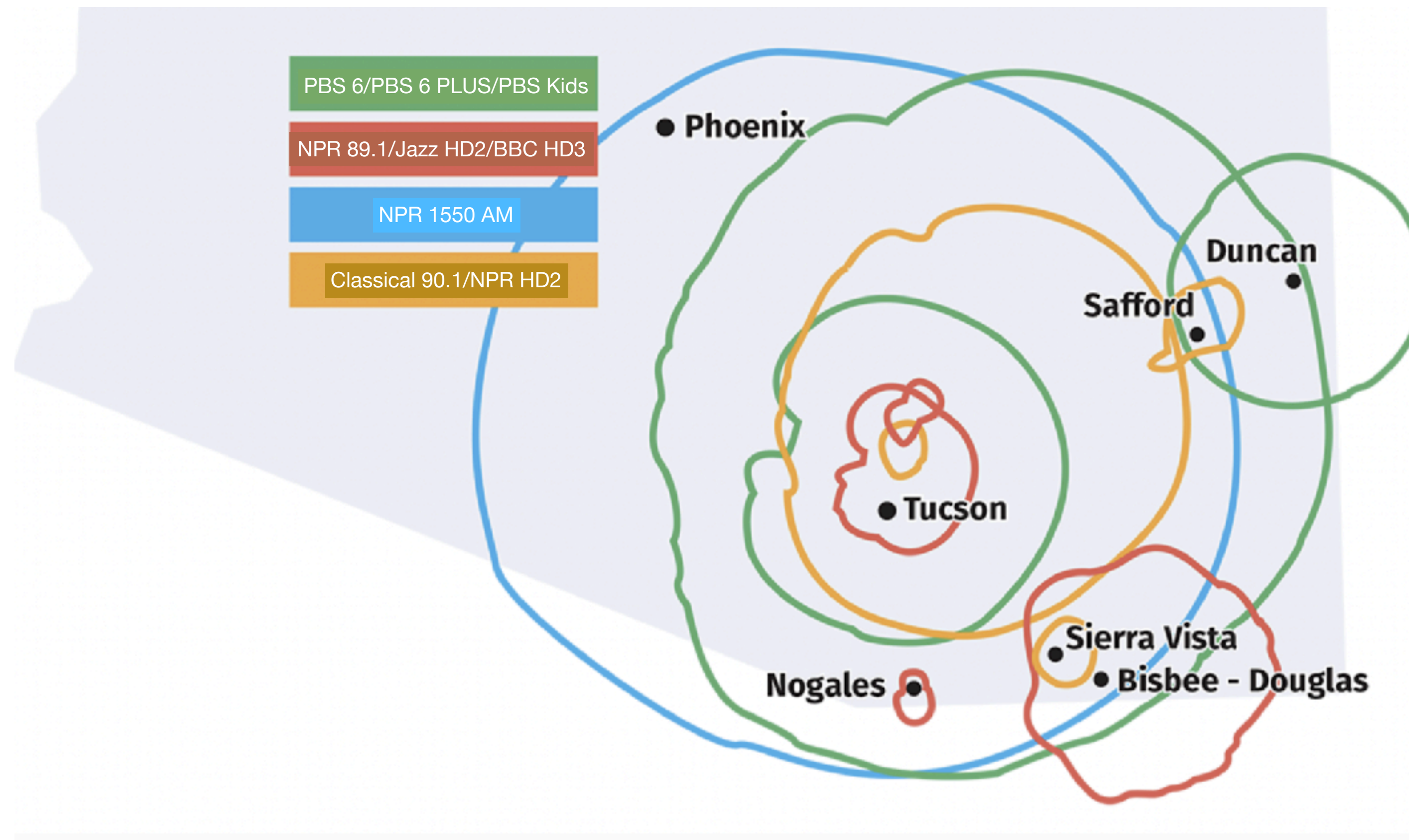
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Brand Guide

OUR REACH

AZPM's broadcast and digital services reach across Southern Arizona to connect communities with reliable, quality information and entertainment through cutting-edge technology.



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Brand Guide

OUR IDENTITY

AZPM is a community-supported, mission-driven service for Southern Arizona. We connect people and ideas.

WE ARE BY AND FOR THE COMMUNITY

We exist for the benefit, convenience, and needs of the community we serve. We call Southern Arizona home. We are proud of our community and feel connected to our audience through a sense of place and belonging.

We understand that the community relies on AZPM to provide independent, intelligent, quality content - and we don't ever take that for granted. We set the bar high for ourselves and take deep pride in our work.

We are seekers - the conduits to the bigger picture.

We deliberate over what is right - and over how to get it right.

We want to be informed - about the world, about the community, about what makes us different, and about what brings us together.

We are Southern Arizona

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Brand Guide

OUR VOICE

In all that we say and do, our **voice** inspires **trust**.

We're
Informative

Intellectually Stimulating

We challenge our audience in ways that surprise and delight their intellect.

Uncompromising Truth & Balance

We respect your intelligence with an unyielding commitment to factual truth and balanced perspectives.

We're
Respectful

Civil Dialogue

We focus on thoughtful and thought-provoking viewpoints.

Actively Curious

We are moved by a desire to explore the world around us and to share what we learn with our audience.

We're
Welcoming

Relationships

We listen and reflect the voices of the community so that our audience can find themselves in the stories we share.

Seek Out Unique Voices

We share fresh, untapped voices and worldviews.

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Brand Guide

OUR COMMITMENTS

“AZPM delivers programming that matters to Southern Arizona. We report stories with depth and vigor, and enrich the community with our work.” (working draft)

More precise language will be developed during Strategic Planning process.

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Brand Guide

OUR AUDIENCE

We serve Southern Arizona - a vibrant, multicultural community deeply connected to history, arts, and the unique ecosystem found nowhere else on the planet. Some of the brightest minds, with ideas that advance our knowledge of the world, live and stay in Southern Arizona.

DISCERNING

They care about quality. They are selective about their media diet, seeking content that is intelligent and tasteful.

INFORMATION-SEEKING

They are curious and interested. They are people who seek to understand the community they live in and the world beyond.

COMMUNITY-MINDED

They are concerned about and interested in helping the wider community.

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Breakout Group Activity

Discussion (20 minutes):

1. In what ways do we currently align with the brand identity? What are some examples of how our current marketing and outreach exemplify our identity and voice?
2. What opportunities do you see to develop more brand consistency around our voice and identity, both on-air and in the community? Where do you see opportunities to align our message with this brand guidance?

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Breakout Group Activity

Report Out (5 minutes per group):

1. In what ways do we currently align with the brand identity? What are some examples of how our current marketing and outreach exemplify our identity and voice?
2. What opportunities do you see to develop more brand consistency around our voice and identity, both on-air and in the community? Where do you see opportunities to align our message with this brand guidance?

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Breakout Group Activity

Summary and Next Steps

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Announcements



Congratulations!

AZPM Development Director

Enrique Aldana

Named Professional Fundraiser
of the Year

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Other Business

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Other Business

- Other business from the floor...
- Next CAB Meeting:
Thursday, September 16th via Zoom
12 noon-1:30p
- Strategic Planning Retreat:
Week of October 25, 2021 @ CFSA (date to be confirmed)
- Meeting evaluations will be emailed to you via *Survey Monkey*

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Adjourn

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Community Advisory Board

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A Community Service of the University of Arizona