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Community Advisory Board Zoom Meeting
September 30, 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: **Ivy Banks, M.Ed., J.D.**
UA Associate Vice Provost, Diversity & Inclusion

Pat Callahan
AZPM Director of Membership

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Meet An AZPM Employee



Pat Callahan
Director of Membership

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Review and Acceptance of Minutes

July 15, 2021 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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Management Report

Audience Development



AZPM Passport Monthly Overview

August 2021 vs. August 2020

Members	Minutes Watched	Streams	Most Popular Shows
16,985	1,271,905	50,094	Unforgotten
+ 0.86%YoY	+17.9% YoY	+25.5% YoY	PBS NewsHour



- Professor T
- NOVA
- Downton Abbey
- Before We Die
- Great Performances
- FRONTLINE
- Poldark
- Halifax: Retribution

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Management Report

Audience Development

1Q FY22

July-Sept 2021 vs. 2020



1Q Audience report will be made at the December 9th CAB Mtg.

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Management Report

Community Engagement

Gene Robinson

Chief Operating Officer

Virtual Events

[September 22](#) - *Global Arts Showcase: Mes de la Cultura* featured Latinx, Mexican, and indigenous artists, music, dance, and a live Q&A. Produced in partnership with Pima County Public Library.

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Management Report

Community Engagement

Virtual Events

[September 22](#) - *Global Arts Showcase: Mes de la Cultura* featured Latinx, Mexican, and indigenous artists, music, dance, and a live Q&A. Produced in partnership with Pima County Public Library.

Educational Outreach

PBS LearningMedia Workshops

AZPM staff led 7 workshops 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

FY'21 Fourth Quarter Financial Recap

Kimberly Heath
Chief Financial Officer

- *Revenue exceeded budget by \$2,828,974 (25.4%)*
- *Expenses favorable to budget by \$1,075,289 (9.7%)*
- *Revenue exceeded expenses by \$3,904,264 (38.9%)*
- *FY21 revenue exceeded FY20 by \$1,283,819 (10.1%)*
- *FY21 expenses exceeded FY20 by \$330,701 (3.4%)*



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Management Report

Sustainability

<i>FY21 Q4 (7/1/2020-6/30/2021)</i>	<i>Budget</i>	<i>Actual</i>	<i>% Diff</i>
Auxiliary Services	1,047,000	962,945	-8.0
State Appropriation	906,212	951,639	5.0
CPB CSG	1,765,401	2,789,114	57.99
Bequests	265,860	1,365,351	413.6
Capital Gifts	200,000	535,000	167.5
Major Gifts	1,032,154	1,062,051	2.9
Program Gifts	230,000	121,093	-47.4
Membership	4,454,068	5,145,704	15.5
Underwriting	1,216,302	1,013,073	-16.7
Revenue Total	11,116,997	13,945,971	25.4%
Expense Total	11,116,997	10,041,707	9.7%



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Management Report

Sustainability

Staffing Update

Promoted:

Nicole Cox to Morning Edition Host/Radio Operations Coordinator

Emma Gibson to MultiMedia Journalist II

Hired:

Chris Holmes (from Nebraska ETV) Chief Engineer - starts November 1

Liz Scherffius, Science Producer/Reporter, Arizona Illustrated

Megan Myscofski, News Reporter

Andrew Oxford, Online News Reporter/Editor

Shawn Teague, Production Manager

Zack Harns, Production Technician

Alejandro Davalos, Sr. Videographer/Editor

Emanuel Joubaud, Senior Editor

Michelle Boulet-Stephenson, Audience Services Representative

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Management Report

Sustainability

Staffing Update - Open Positions

Kimberly Heath
Chief Financial Officer

Content Production	News	Development	Technology
Executive Producer	News Director	Director, Member Services	Sr. TV Master Control Operator
Biographical Profiles Producer, <i>AZ Illustrated</i>	Senior News Reporter (2)	Major Gifts Officer	
Community Issues Producer, <i>AZ Illustrated</i>	Producer, <i>Arizona 360</i>	General Sales Manager	Production Services
Series Producer, <i>AZ Illustrated</i>	Border Reporter		Sr. Videographer/Editor

*CAB members can help with recruitment by sharing AZPM's open positions on **LinkedIn** social media, and by word of mouth.*

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Management Report

Sustainability

Annual CAB Check-In and Fundraising Support Meetings

Deb Dale
Chief Development Officer

- Thank you to organizers and meeting teammates:
Hope Reed, Mary Ann Dobras, Susan Tarrence and Ed Frisch
- Nearly finished meeting with all CAB and Emeritus Members
- 100% CAB Financial Investment in AZPM is expected
- This year we will also aim for 100% CAB and Emeritus support of the Capital Campaign

Please remember: Capital Campaign support is ABOVE AND BEYOND your annual support. Our challenge will be encourage capital gifts in addition to ongoing operation support for AZPM.
Thank you!

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Management Report

Sustainability

August/September On-Air Fundraising Campaign

TV Campaign Goal: \$225,000 Raised: \$188,631 (84% of goal)

Radio Campaign Goal: \$80,000 Raised: \$83,626 (104% of goal)

Total Goal: \$305,000 Total Raised: \$272,257 (-12%)

Membership Goal for FY22 \$5,500,000

November/December Pledge Drives

Radio: November 22-December 31 (spots only)

TV: November 27-December 12

Please help by recording a spot for the radio campaign!

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Management Report

Sustainability



Special thanks to:

Christina Noz, JD

Moeller & Conway, PLLC

Jim Krogmeier, JD, CFA

*Associate VP Planned Giving
UA Foundation*

Planned Giving Virtual Seminar September 23

26 registered, 12 attended

Link to recording sent to registrants and posted on azpm.org

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Management Report

Technology

Ian MacSpadden
Chief Technology Officer

- *Virtual TV Studio Set*
- *Radio FCC License Renewals*
- *Tumamoc Hill Expansion*
- *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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New Business

Ivy Banks, M.Ed., JD
UA Vice Provost for Diversity & Inclusion

University of Arizona Diversity, Equity, and Inclusion

“Harnessing the Power of Diversity: Every Wildcat, Every Day!”

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New Business

Ivy Banks to run her slides via screen share

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New Business

Jack Gibson

New Facility Construction Project

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New Business

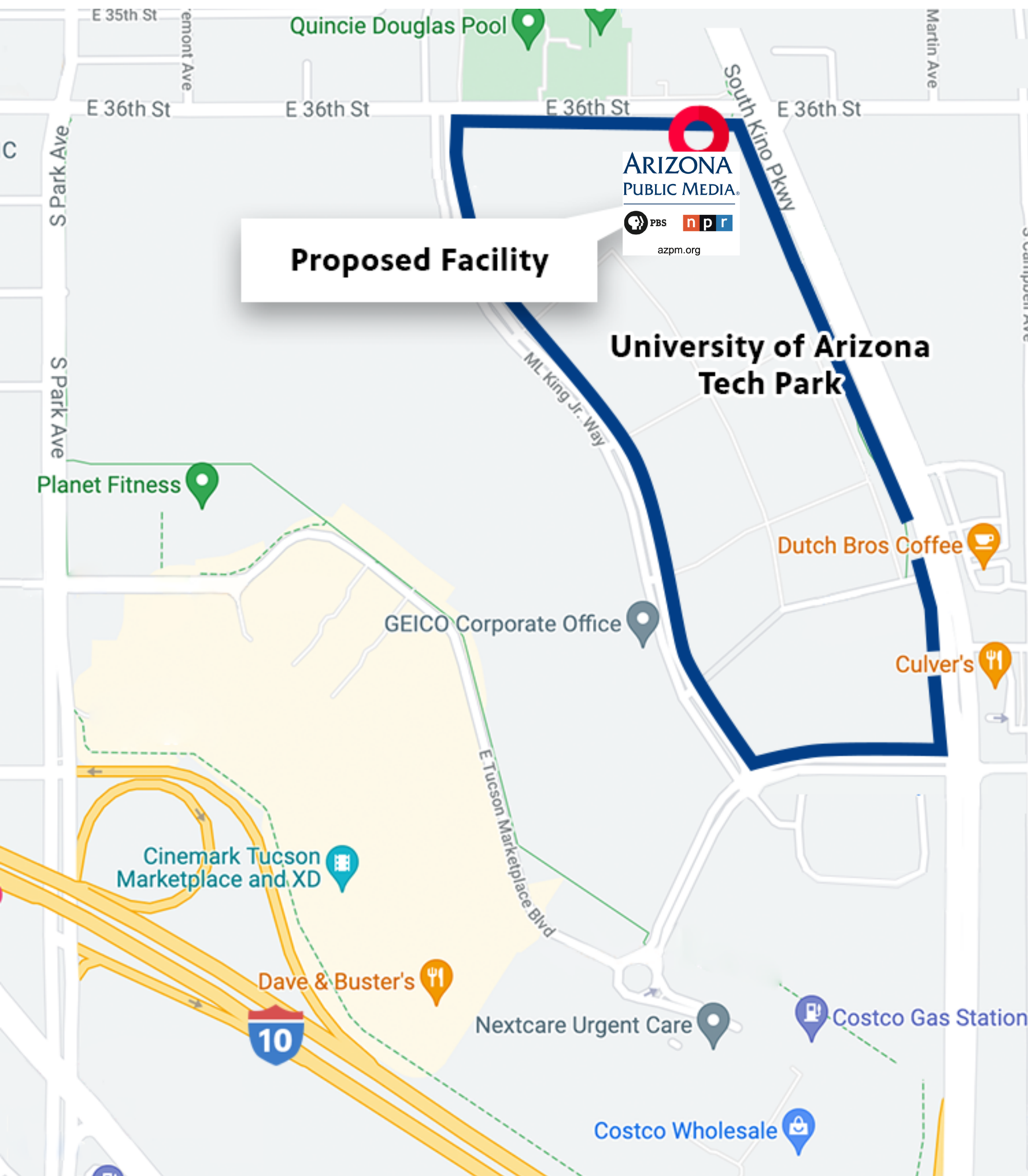


- The Arizona Board of Regents (ABOR) officially approved the University of Arizona's capital facility plan, which includes the new building for AZPM.
- UA/AZPM have been approved to design and develop the project.
- UA will need additional approval from ABOR to actually construct the building based on final cost and AZPM securing the requisite funding.
- No state funds are being utilized for this project.

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New Business



- The approved location is the *UA Tech Park at The Bridges*.
- The AZPM facility is to be located at the NE corner of S. Kino Parkway and E. 36th Street.
- The land is owned by ABOR and is being provided to AZPM for this project.

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New Business



- The new facility will add 70% more workspace and will feature a large performance studio with retractable seating for a variety of productions and community events.



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New Business



- While office space will generally increase modestly, major increases are planned for editorial and production work spaces, especially for radio and news.



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New Business

The Timeline

Oct-Dec 2021	UA Initiates Request for Qualifications to Prospective Contractors for the Design and Construction
Jan 2022- Jun 2023	Capital Campaign to Secure Completion Funding Building Design & Architecture
1Q-2Q 2023	ABOR to Approve Construction
Jul 2023- Dec 2024	Facility Construction Systems Integration
Jan 2025	Initial (Phased-in) Occupancy Tech Systems Installation
Jul 2025	Transition from MLB to <i>The Bridges</i> Complete

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New Business

The Cost

Phase I - The New Building

Design & Construction	\$45MM
Technical Equipment	\$4.3MM
<hr/>	
Building Total	\$49.3MM
Funds Committed	\$34.0MM
Funding Required to Complete	\$15.3MM

- Targeted (facility) completion date: Jan. 1, 2025
- Paul Lindsey to chair ad-hoc Facility Planning Committee. That committee will report back to the CAB on our progress with project over the next three years.

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New Business

The Cost

Phase II - The ATSC 3.0/NextGen TV Conversion

KUAT Channel 6 - Transmitter/Antenna Pkg.	\$3.44MM
KUAS Channel 27 - Transmitter/Antenna Pkg.	\$2.86MM
Project Total	\$6.3MM

Funds Committed \$0

Funding Required to Complete \$6.3MM

- Targeted (KUAT Channel 6) completion date: Jan. 1, 2026
- Targeted (KUAS Channel 27) completion date: Jan. 1, 2027
- Deb Dale is working to put together a Capital Campaign Committee.

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New Business

New Facility Construction Project

Questions?

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New Business

Deb Dale
Chief Development Officer

AZPM New Technology and Facility Capital Campaign

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New Business

Project Budget and Community Campaign Goal

	Cost	Amount Funded	Percent of Cost Funded to Date
Phase I - New Facility	\$49,300,000	\$34,000,000*	69%
Facility Construction and Soft Costs	\$40,800,000		
Pre-Construction Planning and Development Costs	\$4,200,000		
Production, Technology, and Systems Integration	\$4,300,000		
Phase II - Transition to Advanced Television Standard	\$6,300,000	\$0	0%
NextGen TV Conversion and Transmitter Replacements	\$6,300,000		
Total Project	\$55,600,000	\$34,000,000	61%
Community Campaign Balance	\$21,600,000	\$0	0%

* Funding sources include the AZPM Facility Capital Fund (\$24,000,000) and a Lead Capital Gift (\$10,000,000)

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New Business

AZPM Campaign Financial Goals and Timeline

Aug – Sept 2021 Phase I – Pre-Campaign Marketing & Planning Study (Abbreviated)

Execution Time: Three Months (AZPM Abbreviated Study = two months)

Financial Goal: \$0

Oct 2021 – Jan 2022 Phase II – Organization

Execution Time: Three months

Financial Goal: \$10MM Lead + \$5MM Internal Gifts (CAB/Emeritus/Cabinet/ Staff)

Feb – Nov 2022 Phase III – Solicitation

Execution Time: Nine months (Major Gift personal meetings, then Membership and Public campaigns)

Financial Goal: \$10MM

Dec 2022 – Mar 2023 Phase IV – Culmination

Execution Time: Three months

Financial Goal: \$5MM

Apr – July 2023 Phase V – Continuation and Close-Out

Execution Time: Three months

Financial Goal: \$1.6MM from any outstanding requests or last gifts

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New Business

AZPM New Technology and Facility Capital Campaign

Questions?

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Discussion Item

Ron Carsten
Strategic Planning Committee Chair

Strategic Planning Update

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Strategic Planning

- Strategic Planning Committee has met with staff working group leaders to review the strategic objectives for *Financial Sustainability, Community Engagement, Audience Development, and Technology*.
- *Organizational Culture* staff working group is re-defining core values and drafting objectives. The Committee will not review *Organizational Culture* objectives.

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Strategic Planning

Strategic Planning Retreat

Confirmed for 8:00-11:00a on two consecutive Fridays:

October 29 and November 5

Pre-Retreat Preparation Session on Audience Measurement
is being scheduled

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Strategic Planning

AZPM Mission, Vision, Purpose Statements

Current statements (last revised in 2017):

Mission: Arizona Public Media 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.

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Strategic Planning

AZPM Mission, Vision, Purpose Statements

Revised and simplified by CAB and Senior Staff

Who We Are

What We Do

Why We Do It

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Strategic Planning

Revised AZPM Mission, Vision, Purpose Statements

Who We Are

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

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Strategic Planning

Revised AZPM Mission, Vision, Purpose Statements

Who We Are

AZPM is 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.

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Strategic Planning

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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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Strategic Planning

Draft Values Statements

Revised based on staff brainstorm results

Previous Values Statements created in 2014; outward-facing, focused on organizational growth

Draft Values Statements more inward-facing, geared toward encouraging aspirational behaviors to inform culture

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Strategic Planning

Group Activity - Revised AZPM Values Statements

Previous Values

Accountability

Growth

Impact

Ideas

Quality

New Values

Respect

Accountability

Initiative

Relationships

Service

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Breakout Group Activity

Discussion (20 minutes):

1. Mission, Vision, Purpose - are they complete? Accurate?
2. Values - do they reflect who we want to be to ourselves, each other, our community?

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Breakout Group Activity

Summary and Next Steps

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Announcements

CAB Meeting Schedule Updates:

Strategic Planning Retreat:

October 29 (8:00-11:00a)

Pillars: “Community Engagement”/“Financial Sustainability”

November 5 (8:00-11:00a)

Pillars: “Audience Development”/“Technology & Innovation”

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Announcements

CAB Meeting Schedule Updates:

Board Meetings (all at noon via Zoom)

- ***December 9***
- ***January 20***
- ***March 17***
- ***May 19*** (*Annual Meeting and Election of Officers*)
- ***July 21***

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Announcements

FY22 Committee Assignments have been sent.
Meetings to be scheduled as necessary.

Our late colleague Harry Paxton's wife Ann, suffered a mild stroke last week. She is recovering at LaPosada in Green Valley. We are sure that she would appreciate a note or card wishing her well. Mary can provide contact info.

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Other Business

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Other Business

- Other business from the floor...
- Next CAB Meeting:
Thursday, December 9th via Zoom
12 noon-1:30p
- Strategic Planning Retreat:
October 29 and November 5, 2021 via Zoom
8:00-11:00a
- Meeting evaluations will be emailed to you via *Survey Monkey*

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Adjourn

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A Community Service of the University of Arizona