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Community Advisory Board Zoom Meeting
January 14, 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: **Kassandra Lau**
Series Producer, *Arizona 360*

Lydia Hunter
BeachFleischman, P.C.

Stephen Golden
CAB Alumnus; Strategic Planning Committee

Ken Kay
Education Consultant; Strategic Planning Committee Facilitator

Mehta (“Minna”) Shah

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Meet An AZPM Employee



Kassandra Lau
Series Producer, Arizona 360

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Review and Acceptance of Minutes

November 19, 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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Program Highlights - Jack's Picks



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Program Highlights - Jack's Picks



An intimate four-hour series from Henry Louis Gates, Jr. *The Black Church: This Is Our Story* will explore the 400-year-old story of the black church in America, the changing nature of worship spaces, and the men and women who shepherded them from the pulpit, the choir loft, and church pews.

Premieres February 16, 9:00p on **PBS 6**

Program information and promo video have been posted on www.azpm.org/cab.news

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Management Report

Jack Gibson
Chief Executive Officer

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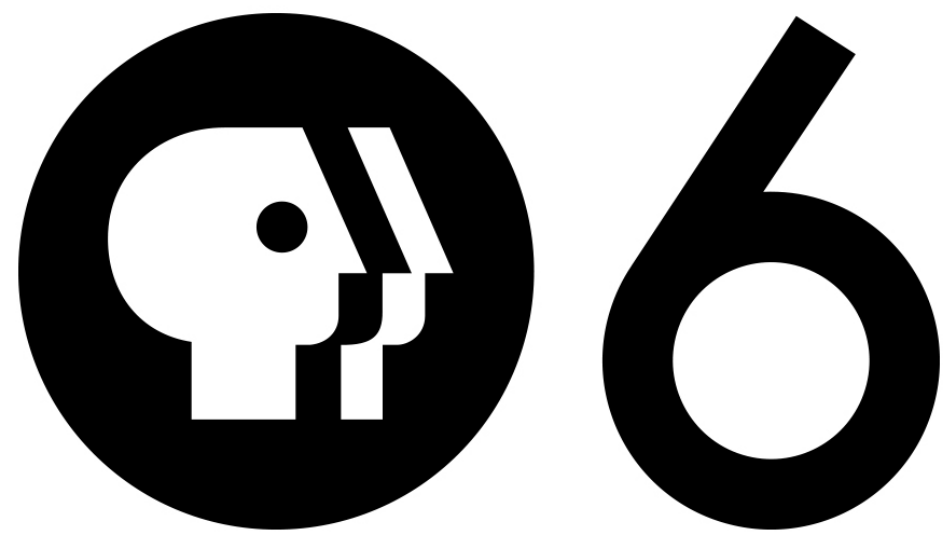
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Management Report

Audience Development

New in 2021: **Audience Reports** will be produced and delivered Quarterly to coordinate both radio and TV results comparable timeframes.

CAB members can access our most current audience data on the Dashboard link on the CAB website (<https://about.azpm.org/cab.news>).



Management Report

Audience Development



AZPM Passport Monthly Overview

December 2020 vs. December 2019

<i>Members</i>	<i>Minutes Watched</i>	<i>Streams</i>	<i>Most Popular Shows</i>
15,389	971,712	34,197	<i>PBS NewsHour</i>
+ 25.3%YoY	+ 44.9% YoY	+ 79.8% YoY	<i>NOVA</i>



- Thou Shalt Not Kill*
- American Masters*
- Call the Midwife*
- Sanditon*
- Nature*
- Roadkill*
- Great Performances*
- Grantchester*

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Management Report

Community Engagement

Gene Robinson
Chief Operating Officer

AZPM Annual Report
to the Community



2019-2020
REPORT
TO THE
COMMUNITY

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Management Report

Accountability

FY'21 Second Quarter Financial Recap

Kimberly Heath
Chief Financial Officer

(7/1/2020-12/31/2020)	Budget	Actual	% Diff
Auxiliary Services			
State Appropriation			
CPB CSG			
Bequests			
Capital Gifts			
Major Gifts			
Program Gifts			
Membership			
Underwriting			

Revenue Total

Expense Total

2Q Report will be made at the
March CAB Mtg.
FY'20 Recap will be provided
by Audit Committee



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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

Radio (spots only): *Classical 90.5* Dec 7-13

NPR 89.1 Nov 16 - Dec 31

Campaign Goal: \$530,000

Actual: \$588,720 (+11% over goal and +11.2% over last year)

CAB Check-In Meetings Continue...



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Management Report

Jack Gibson
Chief Executive Officer

Q & A

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New Business

Paul Lindsey
Audit Committee Chair

Audit Committee Report



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New Business

Paul Lindsey
Audit Committee Chair



- *Unmodified opinion on the financial statements*
- *Unmodified opinion on the financial reports required by the Corporation for Public Broadcasting*
- *No internal control recommendations*
- *Upcoming pronouncements*
- *Lydia Hunter from BeachFleischman here today to respond to questions*

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New Business

Steven Eddy, Chair
AZPM Community Advisory Board

CAB Member Information Privacy Policy

It is the policy of the Community Advisory Board (CAB) that personal and confidential information, including email addresses, phone numbers and/or CAB member profiles, should not be distributed, shared, or used for purposes other than those authorized by AZPM and/or the CAB.

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New Business

Strategic Planning

Ron Carsten, Committee Chair

Today:

- *Review of Strategic Pillars*
- *Breakout Sessions*

Strategic Pillar 2: Community Engagement

Strategic Pillar 3: Financial Sustainability

- *Small Group Report Out*

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New Business

Strategic Pillars

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

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

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

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Discussion

Small Group Breakout Sessions

- *Today's meeting attendees will break out into small groups via Zoom. Each group will focus on one of two strategic pillars: Financial Sustainability or Community Engagement. CAB Members have been pre-assigned to one or the other pillar.*
- *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.*
- *We will begin with a staff briefing on the two pillars.*

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Discussion

Small Group Breakout Session

Gene Robinson
Chief Operating Officer

Strategic Priority - Community Engagement

Recap of AZPM's Current Engagement Activities

- *Community Outreach*
- *Educational Outreach*
- *Major Donor Events*

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Discussion

Kimberly Heath
Chief Financial Officer

Small Group Breakout Session

Deb Dale
Chief Development Officer

Strategic Priority - Financial Sustainability

Recap of AZPM's Revenue Sources and Financial Challenges

Recap of AZPM's Current Earned Revenue Activities

- *Major & Planned Gifts*
- *Membership*
- *Production Services (fee-for-service production projects)*
- *Underwriting*

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Discussion

Small Group Breakout Session

Strategic Priority - Community Engagement

What should AZPM do in the next 3-5 years to improve and/or increase engagement, visibility, and/or investment in the community? This is a brainstorming exercise. Beyond the time frame limit of 5 years, any idea is welcome.

Each group should identify their top 5 ideas for improving Community Engagement.

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Discussion

Small Group Breakout Session

Strategic Priority - Financial Sustainability

What should AZPM do in the next 3-5 years to improve and/or increase sustainable net operating revenues for the organization? This is a brainstorming exercise. Beyond the time frame limit of 5 years, any idea is welcome.

Each group should identify their top 5 ideas for improving Financial Sustainability.

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Discussion

Small Group Breakout Sessions

30:00

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Discussion

Small Group Report Out

- *Group spokespersons will share groups' top 5 ideas for increasing/improving Community Engagement or Financial Sustainability*
- *Mary Paul will compile results and distribute to the SP Committee.*

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Next Steps

Jack Gibson

January 19: Strategic Priority 3a - Audience Development Staff Exercise

February 23: Strategic Priority 3b - Audience Development/Original Prod Staff Exercise

March 18 CAB Mtg: Strategic Priority 3 - Audience Development

March 23: Strategic Priority 4a - Organizational Culture Staff Exercise

April 20: Strategic Priority 4b - Organizational Culture/DEI Staff Exercise

May 20 CAB Annual Mtg: Strategic Priority 5 -Technology & Innovation

May 25: Strategic Priority 5a - Technology & Innovation/Prod & Broadcast Staff Exercise

June 22: Strategic Priority 5b - Technology & Innovation/Facilities Staff Exercise

July - August - Working Draft of SP Developed by Staff

September 16 CAB Mtg: <Draft> Strategic Plan Presented

October/November TBD: CAB Strategic Planning Retreat & Plan Endorsed

January 2022: Plan Operationalized

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Strategic Planning

Ron Carsten
Jack Gibson

Q & A

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Announcements

Committee Assignments

- Thanks for your responses; assignments have been made.
- Community Engagement Committee on hiatus until in-person events resume.
- Marketing & Brand Management on hiatus pending Marketing Manager joining the team.

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Announcements



*Thank you and best wishes
to departing CAB member
Maria Marin!*

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Announcements



*Congratulations to
Karen Christensen and
Ken Kay on the birth of
their new grandchild.*

*Baby Rye
Born Wed. Jan. 6th in
San Francisco*

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Announcements



Hohenzollern Castle, Germany

*Postcard offering
best regards from
former CAB Chair
Kent Laughbaum*

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Other Business

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Other Business

- Other business from the floor...
- Next CAB Meeting:
Thursday, March 18th via Zoom
12 noon-1:30p
- Strategic Planning Retreat:
To be Determined 4Q 2022
- Meeting evaluations will be emailed to you via Survey Monkey

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2021

HAPPY NEW YEAR

Adjourn

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