

# ARIZONA PUBLIC MEDIA®



Community Advisory Board Zoom Meeting  
March 18, 2021

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## Meeting Logistics

### Zoom Call

- Participants will be muted during the presentation to reduce distractions.
- 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*  
*Hope Reed, Vice Chair*  
*AZPM Community Advisory Board*

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## Welcome and Introductions

- Guests: **John Booth**  
AZPM Executive Producer
- Stephen Golden**  
CAB Alumnus; Strategic Planning Committee
- Amanda Gormley**  
<New> AZPM Marketing & Communications Manager
- Ken Kay**  
Education Consultant; Strategic Planning Committee Facilitator
- Ed Kesterson**  
AZPM Radio Program Director
- Nancy Sharkey**  
UA School of Journalism Adjunct Faculty; Strategic Planning Committee

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## Welcome and Introductions

Guests: **Gabriela Cervantes**  
Marketing and Diversity Coordinator, Snell & Wilmer

**Joyce Finkelstein**  
Executive Director, Green Valley/Sahuarita Volunteer Clearinghouse;  
Green Valley Community Coordinating Council

**Kerri Lopez-Howell**  
Executive Director, Sunnyside Foundation

**Lauren Ortega**  
Deputy Director, Pima County Development Services

**Rui Wang**  
Assistant United States Attorney

## Meet An AZPM Employee



Ed Kesterson  
("Ed K")  
Radio Program Director

## Review and Acceptance of Minutes

### January 14, 2020 CAB Meeting

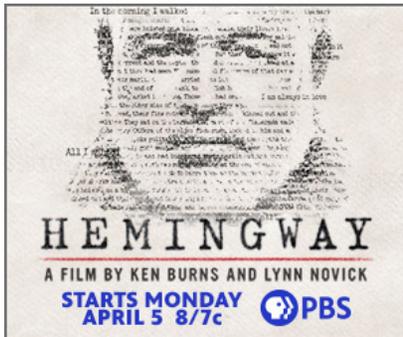
*Per Robert's Rules of Order, A formal motion to approve minutes of a previously held meeting is usually not necessary; approval can be handled by unanimous consent.*

*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*

## Program Highlights - Jack's Picks

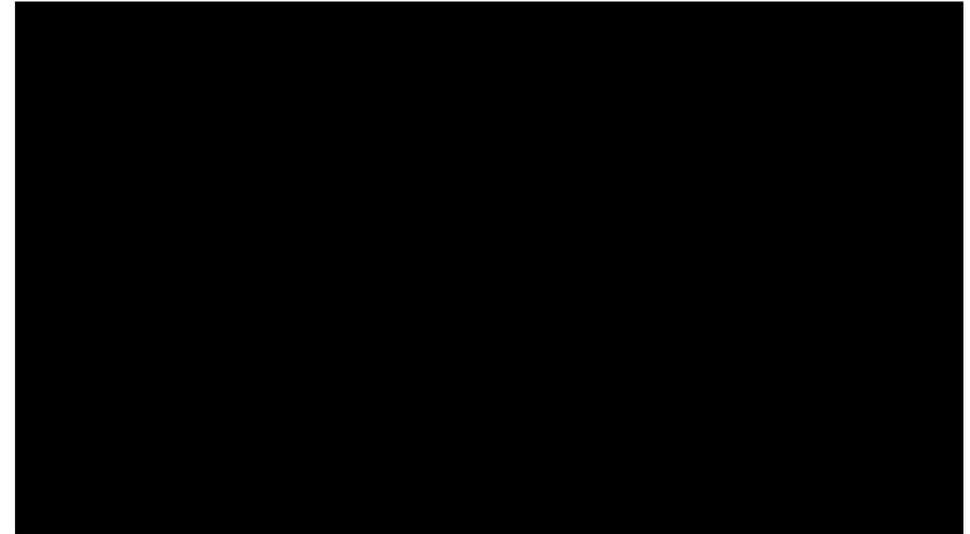


## Program Highlights - Jack's Picks



An intimate six-hour mini-series from America's Storyteller Ken Burns and Lynn Novick that profiles the man behind the myth of one of America's greatest and most complicated writers.

Premieres April 5 at 9:00p on **PBS 6**  
Program information and promo video have been posted on [www.azpm.org/cab.news](http://www.azpm.org/cab.news)



## Management Report

Jack Gibson  
Chief Executive Officer



## 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>).



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Today: 2nd Qtr FY'21  
Oct. 1 - Dec. 31, 2020



## Audience Development

### Television

Oct-Dec 2020 vs 2019



Full Week	2020	2019	% change
Unduplicated Viewers % all viewers	27	29	-7%
Full Week Gross Ratings	2166	2590	-16%
Top Program:	<i>Your Vote 2020: Arizona U.S. Senate Debate Martha McSally vs. Mark Kelly</i>		
Prime Time	2020	2019	% change
Unduplicated Viewers % all viewers	16	15	7%
Prime Time Gross Ratings	737	844	-13%
Top Program:	<i>Last Tango in Halifax</i>		



## Audience Development

### Radio

Oct-Dec 2020 vs 2019



89.1 FM 1550 AM

Listeners age 12+	2020	2019	% change
Unduplicated Listeners	115,600	104,300	10.8%
Time Spent Listening (HH:MM)	6:30	6:15	4%
Market Rank	3	5	
Listeners age 50+	2020	2019	% change
Unduplicated Listeners	67,900	67,500	0.6%
Time Spent Listening (HH:MM)	7:30	6:30	15.4%
Market Rank	2	4	



## Audience Development

### Radio

Oct-Dec 2020 vs 2019



Listeners age 12+	2020	2019	% change
Unduplicated Listeners	33,900	38,400	-11.7%
Time Spent Listening (HH:MM)	7:15	6:30	11.5%
Market Rank	15	15	
Listeners age 50+	2020	2019	% change
Unduplicated Listeners	25,000	25,200	-0.8%
Time Spent Listening (HH:MM)	7:30	7:30	0%
Market Rank	8	10	



## Audience Development



### AZPM Passport Monthly Overview

January-February 2021 vs. January-February 2020

Members	Minutes Watched	Streams	Most Popular Shows
16,090	3,038,682	100,029	<i>All Creatures Great and Small</i>
+24.5% YoY	+46.6% YoY	+ 65% YoY	<i>PBS NewsHour</i>



- Miss Scarlet and the Duke*
- Finding Your Roots*
- The Long Song*
- NOVA*
- The Black Church*
- Nature*
- Seaside Hotel*
- Frontline*

## Community Engagement

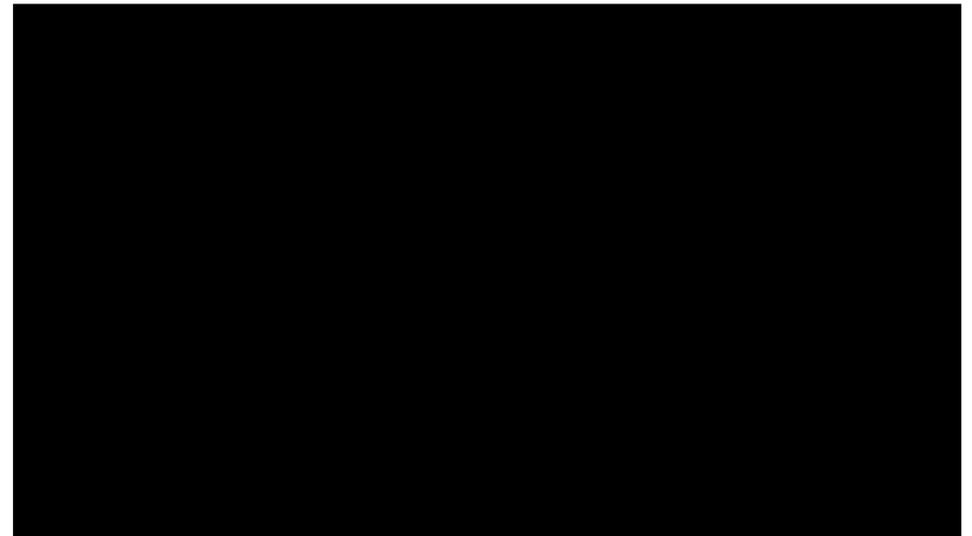
Gene Robinson  
Chief Operating Officer

### The New Normal



## Community Engagement

AZPM  
COVID-19 PSAs



## Accountability

Kimberly Heath  
Chief Financial Officer

### FY'21 Second Quarter Financial Recap

(7/1/2020-12/31/2020)	Budget	Actual	% Diff
Auxiliary Services	\$523,500	\$552,080	5.46%
State Appropriation/UA	\$446,137	\$447,315	0.26%
Fed: CPB Comm Service	\$0	\$0	N/C
Bequests	\$132,930	\$643,207	383.87%
Capital Gifts	\$150,000	\$485,000	223.33%
Major Gifts	\$484,065	\$515,947	6.59%
Program Gifts	\$32,000	\$57,750	80.47%
Membership	\$2,331,394	\$2,776,979	19.11%
Underwriting	\$488,302	\$458,187	-6.17%
<b>Revenue Total</b>	<b>\$4,588,328</b>	<b>\$5,936,465</b>	<b>29.38%</b>
<b>Expense Total</b>	<b>\$6,463,501</b>	<b>\$5,879,686</b>	<b>9.03%</b>



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## Sustainability

Deb Dale  
Chief Development Officer

### FY'21 Spring Fundraising Campaign

Television: **PBS 6 & PBS 6 PLUS** (Feb 27-Mar 14)  
Goal: \$195,000 TV  
Actual: \$238,393 (+22.25%) 1,348 pledges



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Radio: **Classical 90.5** (Mar 15-21 spots only)  
**NPR 89.1** (Mar 15-22 via Zoom)  
Goal: \$115,000/Currently at \$52,662 (10:20a today)



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**Campaign Goal: \$310,000/Currently at \$291,055**



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CAB Check-In Meetings Continue...



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♥ Thank you for supporting

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## Management Report

Jack Gibson  
Chief Executive Officer

### Q & A

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## New Business



### New Facility Exploratory Committee

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## New Business



### New Facility Exploratory Committee

- Identify requirements of new facility: location/size
- Explore: Build, Lease, Purchase & Renovate options
- Identify funding requirements: UA, AZPM, community
- Support capital campaign feasibility study
- Provide leadership to capital campaign
- Please let Steven, Hope or Jack know if you are interested in serving on this committee.

## Strategic Planning

Ron Carsten  
Committee Chair

Today:

- Review of Strategic Pillars
- Breakout Sessions
  - Strategic Pillar: Audience Development
- Small Group Report Out

## Strategic Planning

### 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 and Original Content Production
- Community Engagement and Visibility
- Financial Sustainability, Accountability and Transparency
- Organizational Culture, Diversity, Equity and Inclusion
- Production & Distribution Technology/Innovation, Facilities

## Strategic Planning

### Small Group Breakout Sessions

- Today's meeting attendees will break out into small groups via Zoom. Each group will focus the Audience Development strategic pillar: with the challenge of maintaining current audience and growing new audiences.
- 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.

## Briefing

Gene Robinson  
Chief Operating Officer

### Strategic Priority - Audience Development

#### Recap of AZPM's Current Activities

- Television: *PBS 6, PBS Kids, PBS 6 PLUS*
- Radio: *NPR 89.1, Classical 90.5, Jazz 89.1 HD2, BBC World*
- Digital: *Facebook Live, YouTube*

## Briefing

John Booth  
Executive Producer

### Strategic Priority - Original Production

#### Recap of AZPM's Original Local Productions

- Television: *Arizona Illustrated, Arizona 360, Newsbreak, Spotlight on the Arts, and documentary specials*
- Radio: *Newscasts, Arizona Spotlight, The Buzz*
- Digital: *UA+*
- Community: *Community Interactive*

## Strategic Planning

### Small Group Breakout Session

*What should AZPM do in the next 3-5 years to improve and/or increase audience engagement and the number of different viewers and listeners who regularly utilize its services?*

*This is a brainstorming exercise. Beyond the timeframe limit of 5 years, any idea is welcome.*

*Each group should identify their top 5 ideas for maintaining current and attracting new audiences to AZPM media platforms.*

## Discussion

Small Group Breakout Sessions

40:00

## Discussion

### Small Group Report Out

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

## Next Steps

Jack Gibson

- ➔ **March 30:** 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: ATSC 3.0 Primer
- May 25:** Strategic Priority 5a - Technology & Innovation/Prod & Broadcast - Staff Exercise
- July 15 CAB Mtg:** Strategic Priority 5 - Technology & Innovation/Facilities w/Committee
- July 20:** Strategic Priority 5b - Technology & Innovation: ATSC 3.0 Primer - Staff Exercise
- July/August - Working Draft of SP Developed by Management Staff w/SP Committee**
- Aug 23:** Strategic Priority 5b - Technology & Innovation/Facilities - Staff Exercise
- September 16 CAB Mtg:** Strategic Priority 4a & 4b - CAB Culture/CAB DEI
- October TBD:** CAB Strategic Planning Retreat <see: *Doodle Poll for Dates*>
- November 18:** Strategic Plan Presented by SP Committee for Endorsement
- January 2022: Strategic Plan Operationalized**

## Strategic Planning

Ron Carsten  
Jack Gibson

### Q & A

## In Memoriam



Harold "Harry" W. Paxton, Ph.D.  
1929-2021

CAB Member 2011-21

- *Executive Committee*
- *External Relations Committee*
- *Financial Information Committee*
- *Governance Committee*
- *Strategic Planning Committee*
- *Elected Emeritus in 2019*



## Congratulations!



*Josephine Louise Katterhenry*

*March 10, 2021*

*7 lbs. 5 oz.*

*Jason & Laura Katterhenry*

## Announcements

- *Donor Thank-You Calls/Notes*
- *Thanks to Susan Tarrence for her service on the MarCom Manager search committee*
- *Thanks to Stephen Golden for his service on the News Director search committee*
- *Thanks to Ron Carsten and Simon Rosenblatt for their service on the CTO search committee*

## Other Business

## Other Business

- Other business from the floor...
- Next CAB Meeting is the Annual Meeting:  
Thursday, May 25th via Zoom  
12 noon - 2:00 p.m.
- Strategic Planning Retreat:  
To be Determined: Tentatively October 2021  
Please complete the Doodle poll to help clear a best date for the majority.
- Meeting evaluations will be emailed to you via Survey Monkey

Adjourn

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## Audience Development

Gene Robinson  
Chief Operating Officer

Original Local Productions  
Oct-Dec 2020 vs 2019

Television	#Produced 2020	#Produced 2019	2Q Audience	Audience Growth
Arizona 360	11	12	31,690	-13.86%
Arizona Illustrated	10	9	40,170	-13.33%
Specials	6	9		
Radio	#Produced 2020	#Produced 2019	2Q Audience	Audience Growth
Arizona Spotlight	8	12	23,300	11.5%
The Buzz	11	12	26,100	38.1%