

# ARIZONA PUBLIC MEDIA®

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Community Advisory Board Annual Meeting  
May 20, 2021

# Meeting Logistics

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## 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

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Guests: **Lili Bell**

*Arizona Public Media  
Broadcast Schedule Manager*

**Alejandro Higuera**

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

**Lisa Rulney**

*University of Arizona  
Senior Vice President, Business Affairs & CFO*

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# Welcome and Introductions

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New CAB **Joyce Finkelstein**

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

**Kerri Lopez-Howell**

*Executive Director, Sunnyside Foundation, Tucson*

**Lauren Ortega**

*Deputy Director, Pima County Building & Site Development Services*

**Minna Shah**

*Architecture, Marketing; Dun & Bradstreet/Moody's (Retired)*

Introducing **Ian MacSpadden**

New Staff *AZPM Chief Technology Officer*

Member:

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*A fiscal year in review...*



# Meet An AZPM Employee

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Lili Bell

*Broadcast Schedule Manager*

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# Review and Acceptance of Minutes

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## March 18, 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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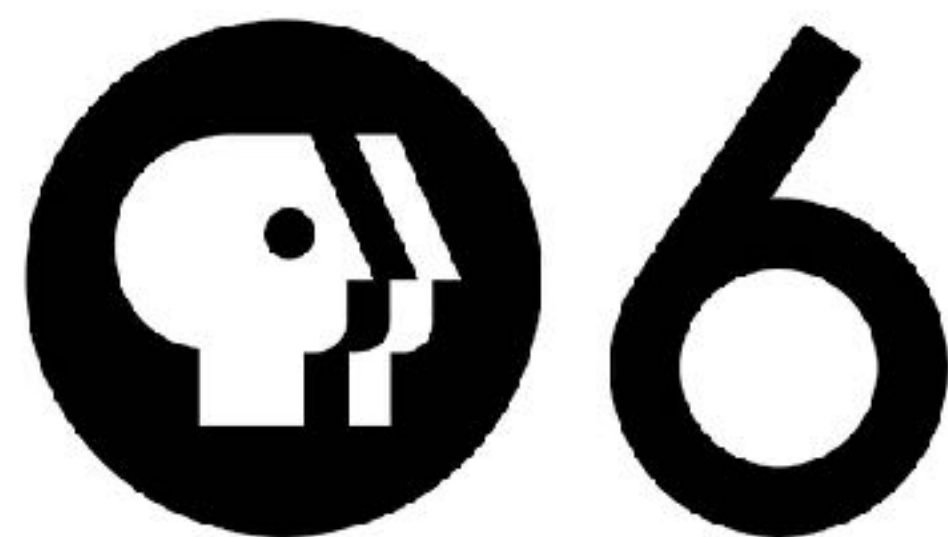
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# Management Report

## Audience Development

### Television

3Q FY21 vs. FY20  
(January 1 - March 31)



Full Week	2021	2020	% change
Weekly Cume (Unduplicated Audience)	25%	29%	-13.8%
Viewership (Gross Rating Points)	803.06	767.06	4.75%

Prime Time	2021	2020	% change
Weekly Cume (Unduplicated Audience)	15.33%	15.66%	-2.1%
Viewership (Gross Rating Points)	301.67	271.1	11.27%



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# Management Report

## Audience Development



### AZPM Passport Monthly Overview

March 2021 vs. March 2020

Members	Minutes Watched	Streams	Most Popular Shows
16,288	1,363,597	41,786	PBS NewsHour
+ 24.99%YoY	+ 148.75% YoY	+ 20.62% YoY	Downton Abbey
			All Creatures Great and Small
			NOVA
			American Masters
			Miss Scarlet and The Duke
			No Second Chance
			Finding Your Roots
			Independent Lens
			Antiques Roadshow



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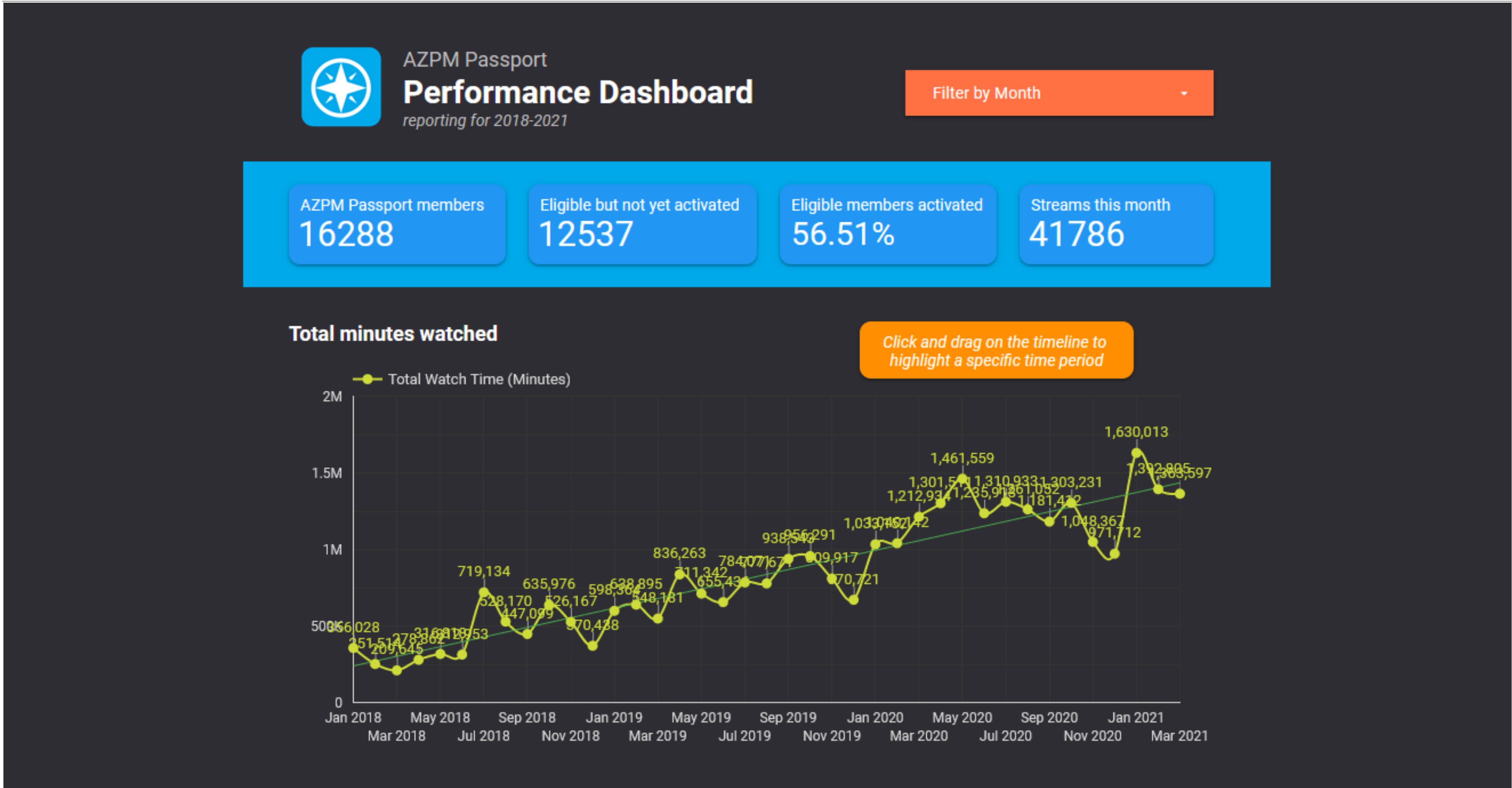


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# Management Report

## Audience Development



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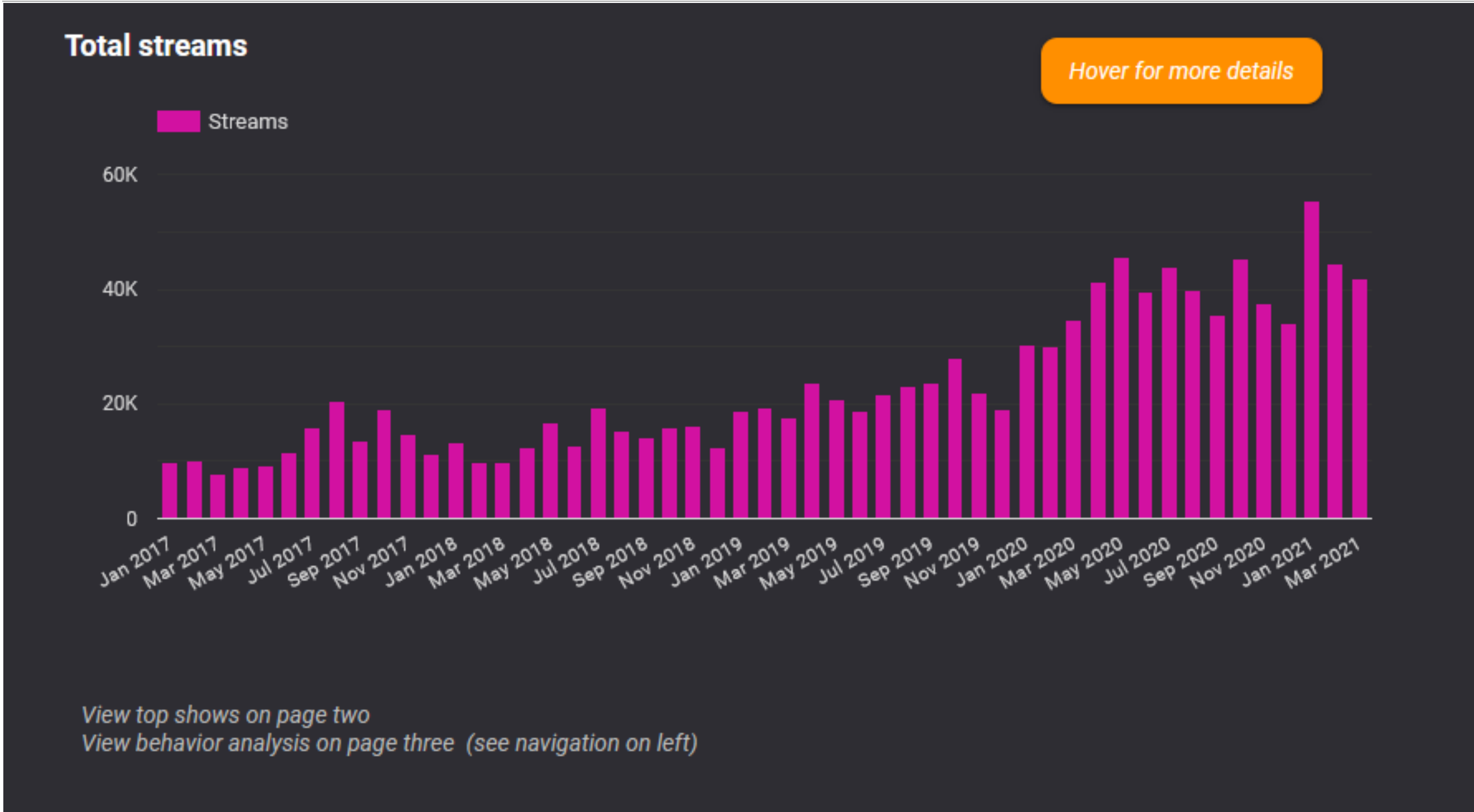
 PBS 

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# Management Report

## Audience Development



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# Management Report

## Audience Development



AZPM Passport

### Performance Dashboard

Please wait. This report takes a long time to load.

Month: Mar 2021

(1) ▾

AZPM Passport members

16288

Eligible but not yet activated

12537

Eligible members activated

56.51%

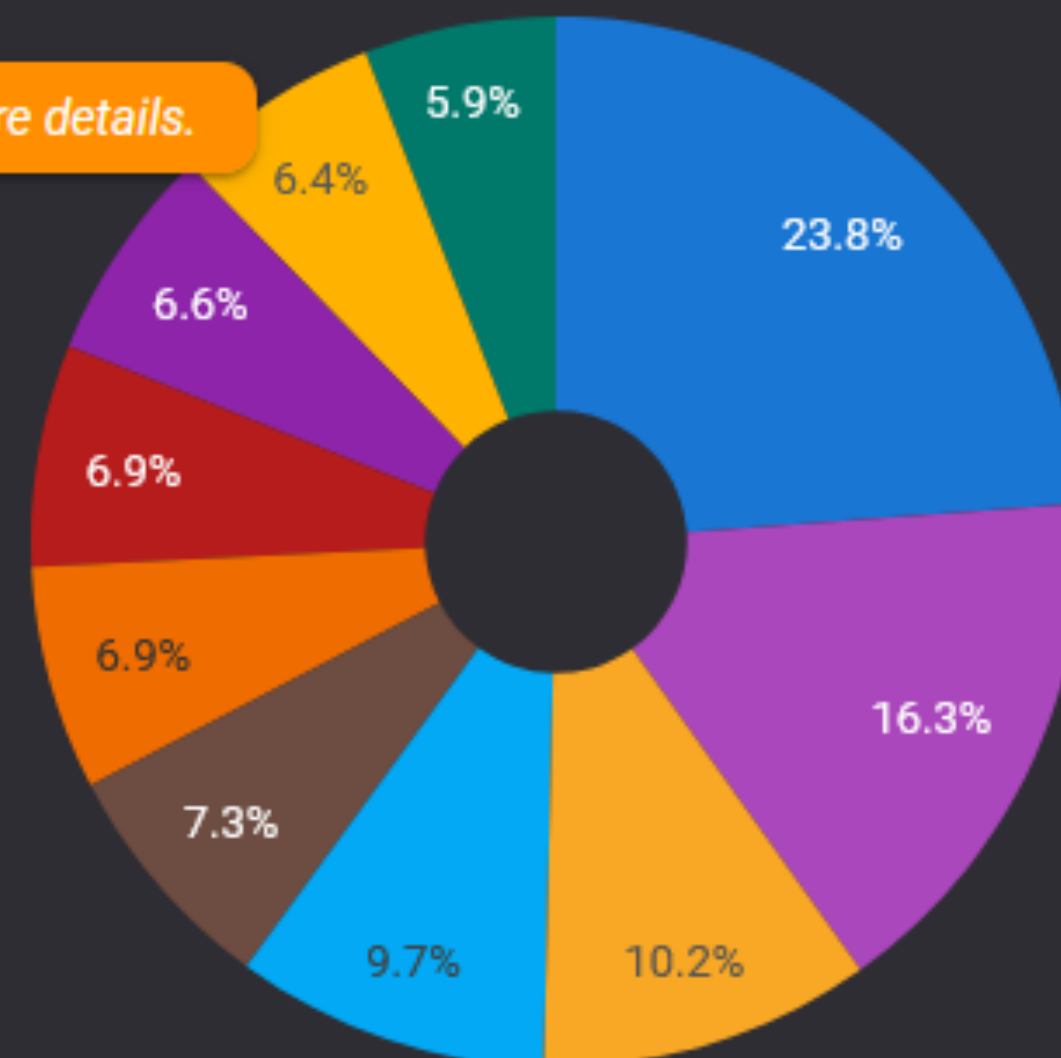
Streams this month

41786

### Most popular shows by minutes watched

Filter by month using the drop-down on the top-right

Hover for more details.



- PBS Newshour
- Downton Abbey
- All Creatures Great and Small
- NOVA
- American Masters
- Miss Scarlet & The Duke
- No Second Chance
- Finding Your Roots
- Independent Lens
- Antiques Roadshow

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# Management Report

## Audience Development

### Radio

3Q FY21 vs. FY20  
(January 1 - March 31)



<i><b>Listeners 50+</b></i>	<i>2021</i>	<i>2020</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	62,300	53,700	16%
TSL (Hr:Min) (Time Spent Listening)	8:30	7:30	13.3%
Market Rank	2	3	

<i><b>Listeners 12+</b></i>	<i>2021</i>	<i>2020</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	105,200	95,800	9.8%
TSL (Hr:Min) (Time Spent Listening)	7:15	6:00	20.8%
Market Rank	2	4	



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# Management Report

## Audience Development

### Radio

3Q FY21 vs. FY20  
(January 1 - March 31)



<i><b>Listeners 50+</b></i>	<i>2021</i>	<i>2020</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	32,900	30,200	8.9%
TSL (Hr:Min) (Time Spent Listening)	6:00	6:30	-7.7%
Market Rank	9	9	

<i><b>Listeners 12+</b></i>	<i>2021</i>	<i>2020</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	41,400	40,800	1.5%
TSL (Hr:Min) (Time Spent Listening)	5:45	6:00	-4.2%
Market Rank	17	16 (tie)	





# Management Report

## Community Engagement

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### Virtual Events

*Gene Robinson*  
*Chief Operating Officer*

**March 30** - *One Year Live* an exclusive “behind the scenes” conversation with AZPM talent about what it has been like to live, work, and report during the COVID-19 pandemic.

**April 8** - *When My Time Comes* - National Virtual Screening featuring a conversation with Peabody Award-winning journalist Diane Rehm and *PBS NewsHour* Anchor and Managing Editor Judy Woodruff.

**April 18** - *MASTERPIECE “Atlantic Crossing”* - National Virtual Event featuring a “behind the scenes” discussion and Q&A with the stars and producers of the new *MASTERPIECE* series “*Atlantic Crossing*.”

**May 18** - *Disrupted: How COVID-19 Changed Education* - *PBS NewsHour* Student Reporting Labs virtual event about how the pandemic changed education for millions of middle and high school students - and what comes next. Hosted by Amna Nawaz, senior national correspondent for *PBS NewsHour*.

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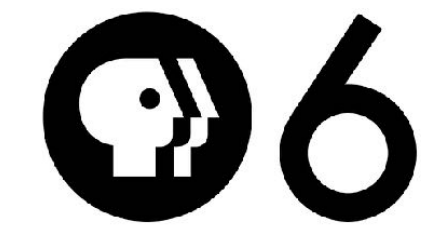
## Community Engagement

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### Upcoming Virtual Event

(screening and panel discussion)

**Today, May 20 at 4p MST**



Broadcast

**May 31  
9pm**

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# Management Report

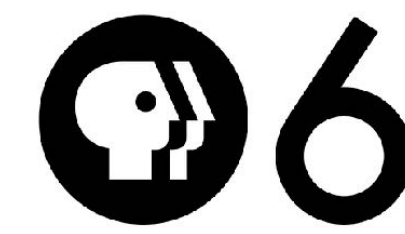
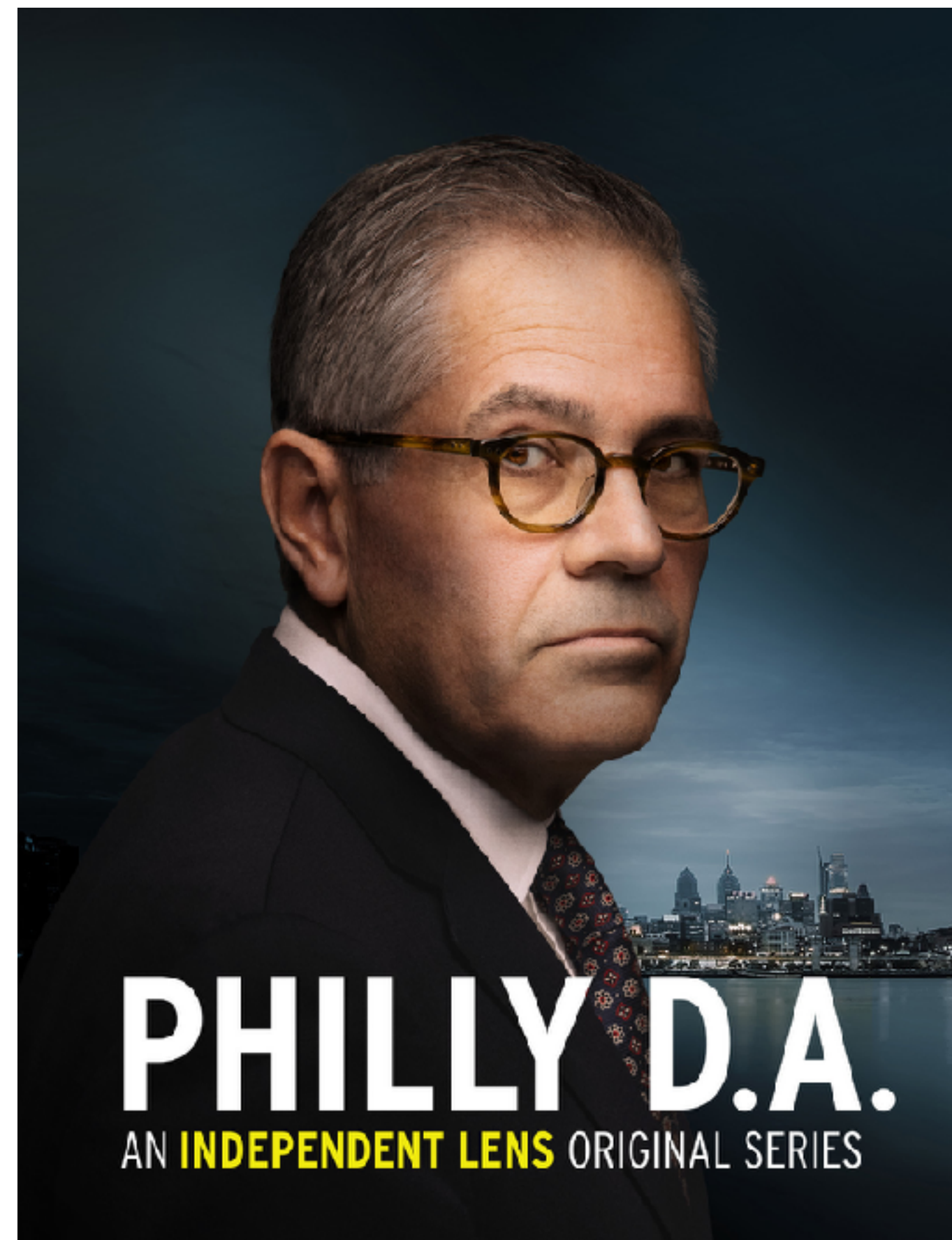
## Community Engagement

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### Upcoming Virtual Event

(screening and panel discussion)

**Date/Time, TBD**



Broadcast

**April 20 - May 18th**  
**9pm**

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# Management Report

## Community Engagement

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### Educational Outreach

#### *PBS LearningMedia Workshops*

- AZPM staff led six workshops in March and April. Participating schools included: Sierra Vista School District, Pima County Superintendent's Office, and the Arizona Science Teachers Association.
- Seven upcoming workshops scheduled: workshops are scheduled through September with Arizona Science Teachers Association, the UA Community and School Garden program, Pima County Superintendent's Office and Manzo Elementary in TUSD.

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# Management Report

## Sustainability

### Financial Performance

*Kimberly Heath*  
*Chief Financial Officer*

<i>FY21 Q3 (7/1/2020-3/31/2021)</i>	<i>Budget</i>	<i>Actual</i>	<i>% Diff</i>
Auxiliary Services	\$785,250	\$714,326	-9.03%
State Appropriation	\$655,264	\$681,967	4.07%
CPB CSG	\$1,765,401	\$1,966,876	11.41%
Bequests	\$199,395	\$1,355,347	579.72%
Capital Gifts	\$200,000	\$535,000	167.5%
Major Gifts	\$676,467	\$745,032	10.13%
Program Gifts	\$200,000	\$57,750	-71.12%
Membership	\$3,581,875	\$4,310,431	20.34%
Underwriting	\$901,302	\$748,977	-16.9
<i>Revenue Total</i>	<i>\$8,964,953</i>	<i>\$11,115,706</i>	<i>23.99%</i>
<i>Expense Total</i>	<i>\$8,905,743</i>	<i>\$7,883,600</i>	<i>11.47%</i>

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# Management Report

## Sustainability

### Fundraising

*Deb Dale*  
*Chief Development Officer*

### Fiscal Year-End Campaigns

Television: *MASTERPIECE “Atlantic Crossing”*  
(Season Finale on May 23)

***PBS 6 & PBS 6 PLUS*** June 5 - June 13

Radio: ***Classical 90.5*** and ***NPR 89.1*** May 28 - June 30 (spots only)

Goal: \$155,000 for combined Radio/TV pledge

On-Air Year-End Countdown Campaign - June 17-30

June Goal: \$381,196 (includes pledge + countdown)

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# Management Report

## Sustainability

### Audience Services

Encouraging:

- EFT Payments
- Text-to-Give
- Fire TV one-click
- Passport donations



### Underwriting

Summer Rate Packages Promotion:  
Discounts to push TV, web, e-blasts

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# Management Report

## Sustainability



## *Planned Giving Virtual Seminar*

Tuesday, May 25, 4-5 p.m.

Featuring:

**Christina Noz, JD**

*Moeller & Conway, PLLC*

**Jim Krogmeier, JD, CFA**

*Associate VP Planned Giving  
UA Foundation*

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# Management Report

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*Jack Gibson*  
*Chief Executive Officer*

Q & A

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# Old Business

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*Jill Perrella*  
*Governance Committee Chair*

## Governance Committee Recruitment & Diversity Update

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# Old Business

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- Committee recommended four candidates for appointment
- One seat remains open
- Diversity is being analyzed and recruitment factors weighted (Gender, Age, Ethnicity, Professional Experience, Location)
- Ethnic/age/geographic diversity is improving; gender balance maintained

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# Old Business

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*Ron Carsten*  
*Strategic Planning Committee Chair*

## Strategic Planning Update

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# Old Business

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- Strategic Planning Committee has reviewed results of CAB and staff brainstorming sessions on *Financial Sustainability*, *Community Engagement*, *Audience Development* pillars
- *Mission, Vision, Purpose*, and *Strategic Intent* statements have been consolidated and simplified
- Meetings with staff working group leaders to refine strategic objectives are being scheduled
  - *Community Engagement* - May 27

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# Old Business

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*Hope Reed  
CAB Vice Chair*

## Community Engagement Update

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# Old Business

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- Community Engagement Committee preparing to resume activities
- New Chair: Christina Noz
- Committee Mission Statement under review
- Recruitment in progress; contact Christina with interest

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# New Business

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*Ian MacSpadden*  
*Chief Technology Officer*

## ATSC 3.0 / NextGen Television Standard

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# Why ATSC 3.0 is our future

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Going by the commercial name *NextGen TV*, the broadcast industry is migrating to a new standard that allows it to compete in today's media landscape.

Why...

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# It's all about the viewers

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Digital TV brought us multiple channels and HD quality content to our homes free of charge.

*NextGen TV* is IP-based, so basically speaks the common language of the internet, and has all the benefits and interactivity of being online.

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# NextGen TV Use Cases

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- In-home viewing
- On-the-go viewing
- Reaching all viewers
- Member subscription model
- Public safety
- Improved audience alerting
- B2B (support first responders)
- Interactivity

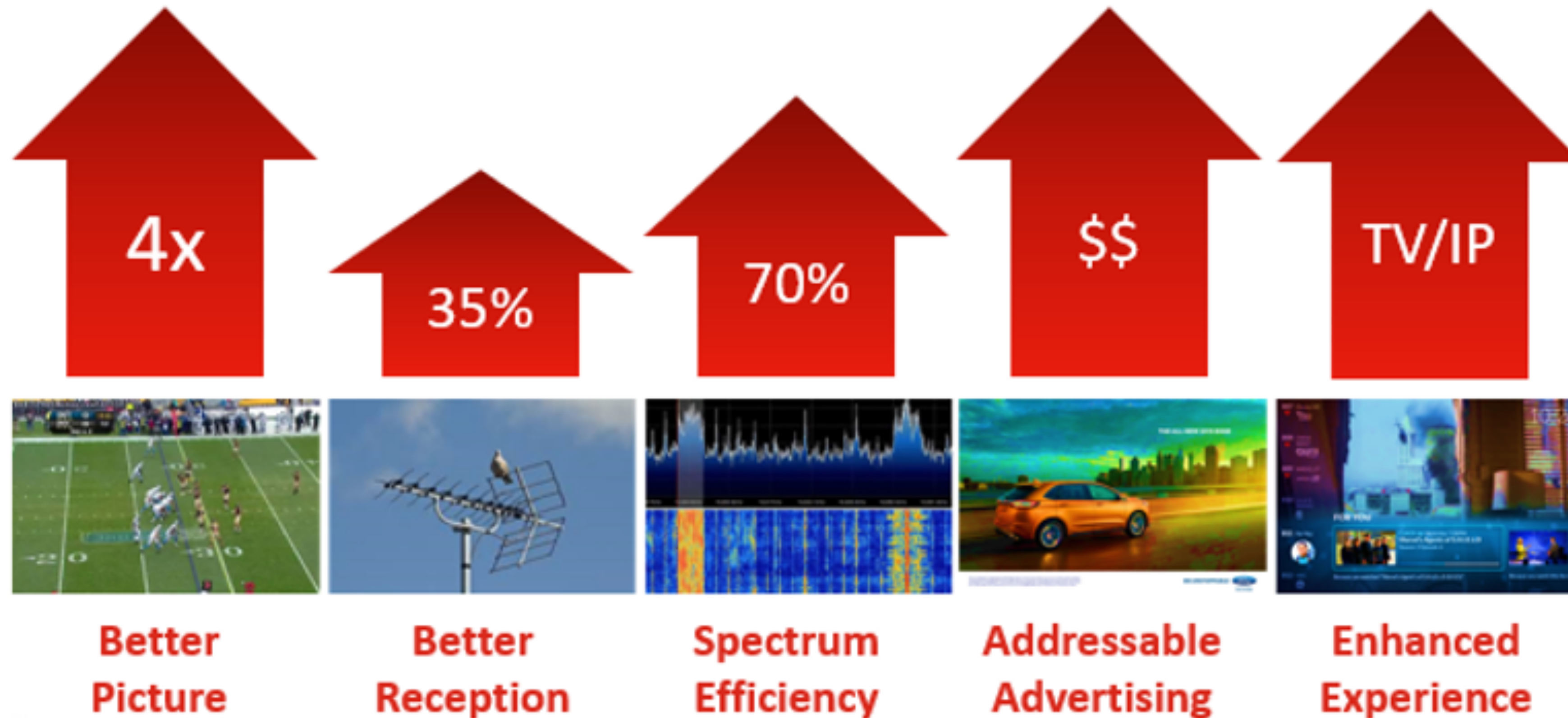
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# NextGen TV Benefits



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# NextGen TV Features

- PBS is Excited - I presented the results of the Phoenix tests to PBS staff in 2019
- The FCC is Excited - FCC Chairman visited Phoenix and was wowed by the features *NextGen TV* potentially offers
- Enhanced Audio/Better Picture Options
- Targeted Underwriting Opportunities
- More Channels and Types
- Interactive
- OTA, OTT, Mobile all covered



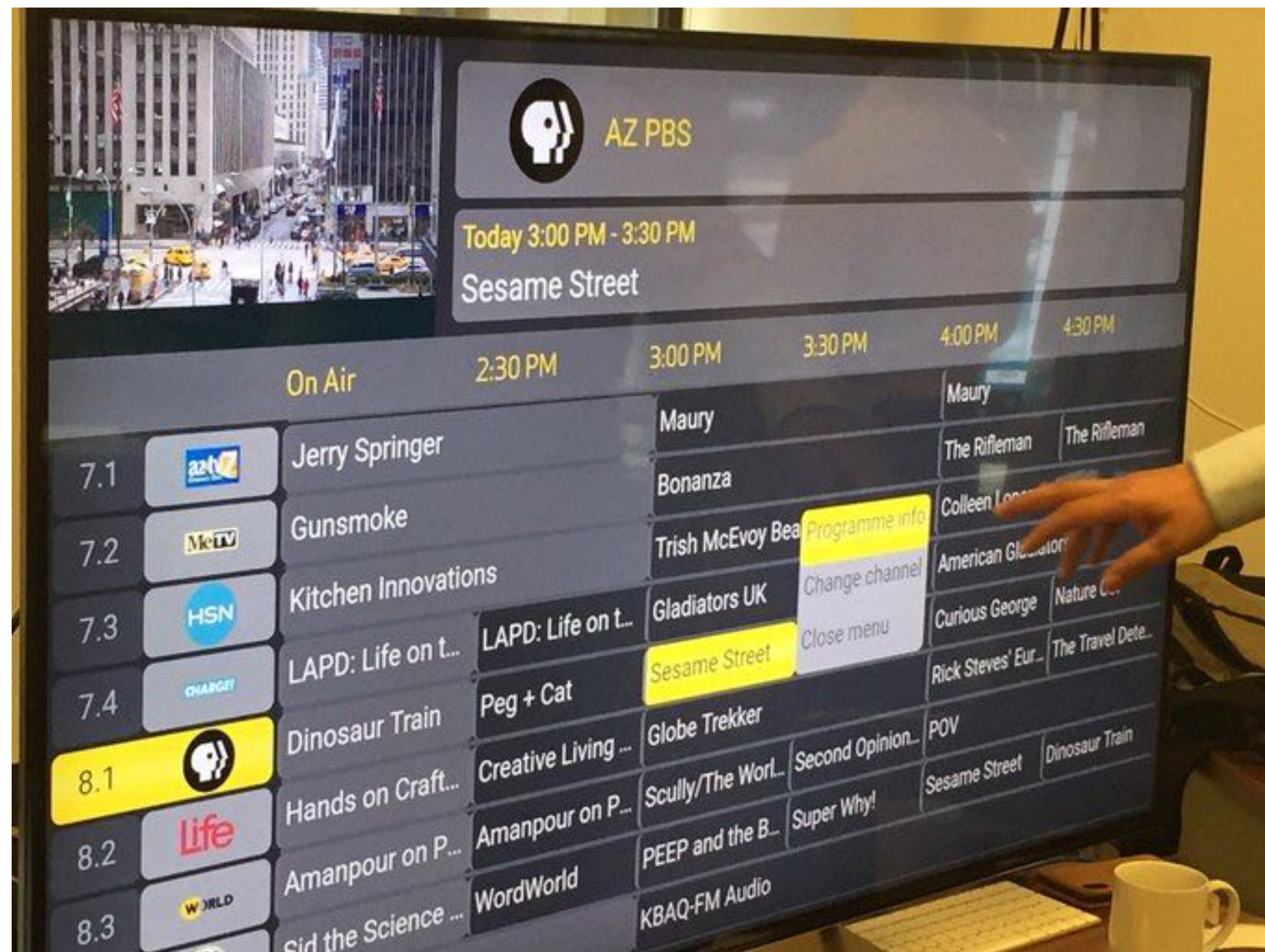
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# AZPM NextGen TV Goals



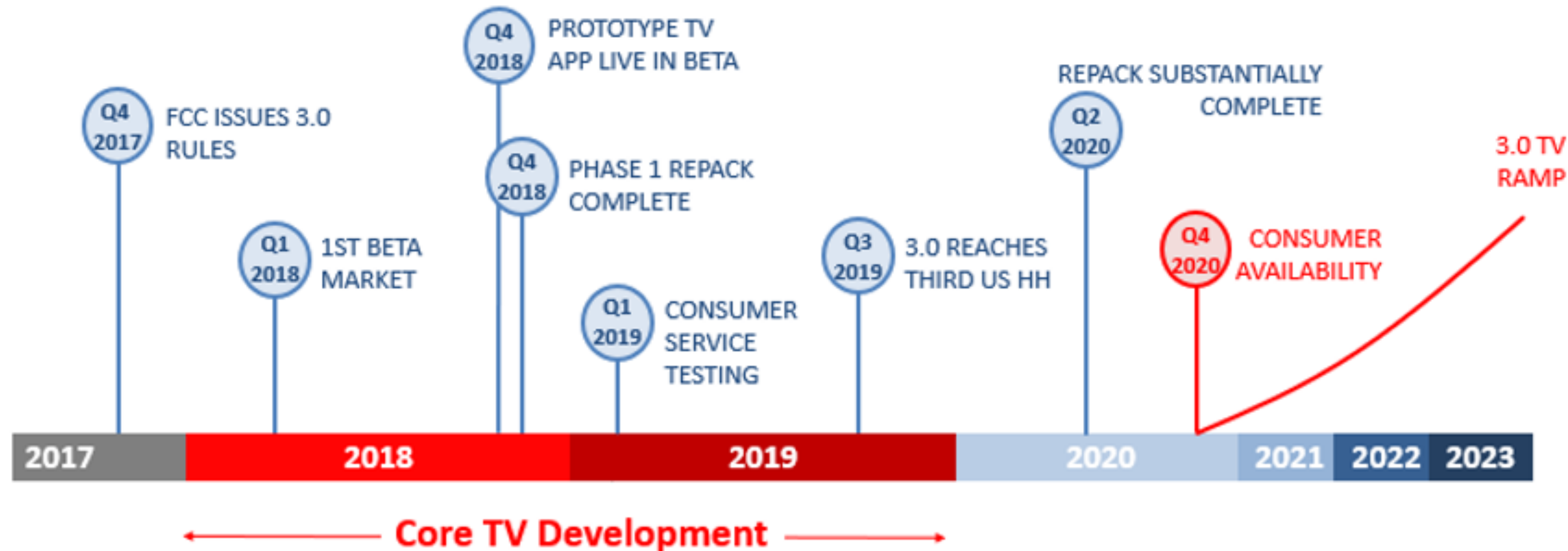
- Remain competitive by providing better quality picture and sound
- Increase ability to support education and the community
- Provide better alerting for WX and emergencies
- Offer simplified program guide
- Increase opportunities to securely support public safety and first responders
- Enhance revenue-generating

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# NextGen TV Timeline



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# *NextGen TV*

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## Q & A

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# New Business

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*Lisa Rulney*

*University of Arizona Senior Vice President,  
Business Affairs & Chief Financial Officer*



## University of Arizona Business Affairs Update

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# Announcements

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John Booth  
*Executive Producer*  
Effective May 21



Frank Fregoso  
*Chief Engineer*  
Effective May 14



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# Announcements

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Harold W. (Harry) Paxton  
1927 - 2021

Celebration of Life  
June 12, 2021 @ 11:00a  
*Community Performance & Arts Center*  
*Green Valley*  
*Please RSVP to Mary Paul*

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# Announcements

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NATIONAL ACADEMY OF SCIENCES

## *Congratulations!*

UA Regents Professor Emeritus  
Lynn Nadel, Ph.D. elected to the  
National Academy of Sciences

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# Announcements

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## AZPM Received 6 Regional Murrow Awards

Excellence in Diversity, Equity & Inclusion

***Arizona Illustrated: Two Spirit Powwow***

Excellence in Video

***Arizona Illustrated: Wildlife and the Bighorn***

News Documentary

***La Vaquita***

Feature Reporting

***OSIRIS-REx: Touch and Go***

Hard News

***Arizona 360: Police program offers drug treatment instead of arrest***

Continued Coverage

***Quitobaquito Springs Protests***



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# Announcements

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## CAB Biennial Evaluation

### Self-evaluation:

- CAB member evaluation
- Evaluate CAB as a group in general

Evaluation via *Survey Monkey*. Please respond by June 30th so that we can report out at July CAB Mtg.

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# Other Business

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# Other Business

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- Other business from the floor...
- Next CAB Meeting:  
Thursday, July 15th via Zoom  
12 noon-1:30p
- Strategic Planning Retreat:  
October 2021 @ CFSA (date to be determined)
- 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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