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Community Advisory Board Zoom Meeting
December 9, 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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PBS



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Welcome and Introductions

Guests: **Christopher Conover**
AZPM Interim News Director

Lisa Rulney
University of Arizona Senior Vice President, Business Affairs and CFO

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2021
Emmy®
Awards

NATAS • ROCKY MOUNTAIN SOUTHWEST CHAPTER

Congrats to AZPM Staff !

The Emmy Award is presented to individuals in recognition of television programming excellence in a variety of Program categories, as well as several Craft (editing, writing, etc.) categories. The entries are judged by media professionals outside of the Rocky Mountain region.

On November 6th AZPM staff members, including one student employee, were honored to receive 15 Emmy awards in six categories — more than all other Tucson stations combined, and more than any public broadcaster in the 4-state region.

Enjoy the reel...

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15

Individual
Awards

Meet An AZPM Employee



Christopher Conover
Interim News Director

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Review and Acceptance of Minutes

September 30, 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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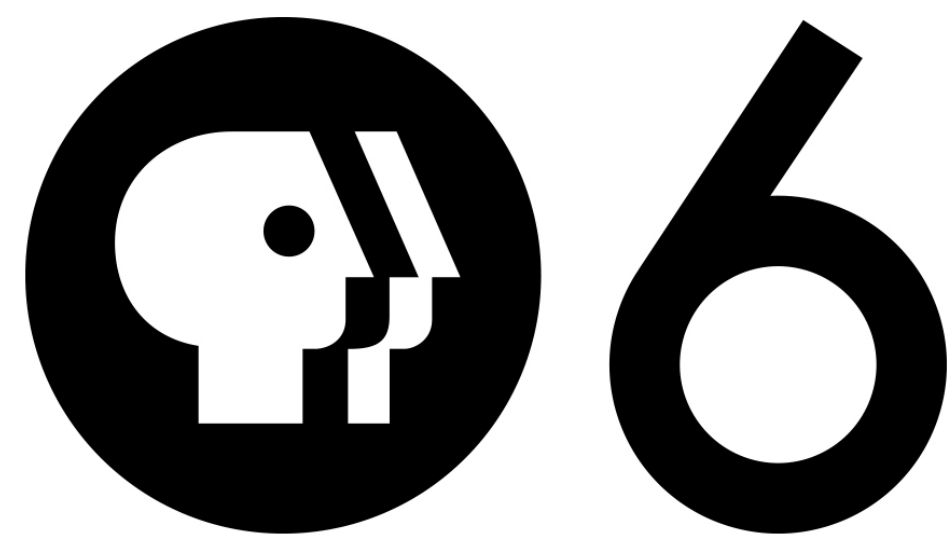
Management Report

Audience Development

Television

1Q FY2022 vs. FY2021

(July 1 - Sep 30)



Full Week	2021	2020	% change
Weekly Cume (Unduplicated Audience)	23	25	-9 %
Viewership (Gross Rating Points)	713	725	-1,5 %

Prime Time	2021	2020	% change
Weekly Cume (Unduplicated Audience)	13	15	-9 %
Viewership (Gross Rating Points)	237	254	-6,4 %



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Management Report

Audience Development



AZPM Passport Quarterly Overview

1Q FY2022 vs. 1Q FY 2021 (July 1-Sept 30)

<i>Members</i>	<i>Minutes Watched</i>	<i>Streams</i>
16.742	4.953.934	159.384
% change YoY	32 %	34 %

Most Popular Shows Oct 2021

- Grantchester
- Baptiste
- Call the Midwife
- PBS NewsHour
- NOVA
- Seaside Hotel
- Frankie Drake Mysteries
- Muhammad Ali
- American Experience
- American Masters



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Management Report

Audience Development

Radio

Summer 2021 vs. 2020



89.1 FM 1550 AM

Listeners 50+

	2021	2020	% change
Weekly Cume (Unduplicated Audience)	60.500	53.600	12,9 %
TSL (Hr:Min) (Time Spent Listening)	8:00	8:30	-5,9 %
Market Rank	1	2	

Listeners 12+

	2021	2020	% change
Weekly Cume (Unduplicated Audience)	112.100	103.300	8,5 %
TSL (Hr:Min) (Time Spent Listening)	6:00	8:45	-31,4 %
Market Rank	4	1	



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Management Report

Audience Development

Radio

Summer 2021 vs. 2020

Classical
90.5 FM 89.7 FM

Listeners 50+

	2021	2020	% change
Weekly Cume (Unduplicated Audience)	26.400	23.900	2,9 %
TSL (Hr:Min) (Time Spent Listening)	11:00	8:15	33,3 %
Market Rank	7 (tie)	8 (tie)	

Listeners 12+

	2021	2020	% change
Weekly Cume (Unduplicated Audience)	37.500	34.400	9,0 %
TSL (Hr:Min) (Time Spent Listening)	8:30	7:00	21,4 %
Market Rank	11 (tie)	17 (tie)	

nielsen
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Management Report

Community Engagement

*Gene Robinson
Chief Operating Officer*

Fall 2021 Educational Outreach Events

131 teachers trained at 7 educational workshops:

- Pima County Superintendent's Office (2)*
- Arizona Science Teachers' Association Annual Conference*
- Arizona Teachers of Technology Conference*
- TUSD Professional Development Day (3)*

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Management Report

Community Engagement

Coming This Sunday...



Season 2 - Virtual Preview Event

- *Live Q&A with cast and crew*
- *Sunday, December 12, 1:00p MST*
- *Registration required*
- *Look for 12/7 Zoom invitation in your email*

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Management Report

Community Engagement

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2020-2021
**REPORT TO THE
COMMUNITY**



A student engages with
PBS LearningMedia

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Management Report

Sustainability

Deb Dale
Chief Development Officer

End of Calendar Year Fundraising Update

- *Radio Spot Campaign - Nov. 15-Dec. 31*
- *TV Pledge Campaign - Nov. 27-Dec. 12*
- *End of Calendar Year Mail Campaign*
- *Radio/TV EOCY Countdown Campaign*

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CAB Check-In Meetings

Thanks to ad-hoc committee members:

Hope Hennessey

Mary Ann Dobras

Ed Frisch

Susan Tarrence

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Management Report

Sustainability

Kimberly Heath
Chief Financial Officer

FY'22 First Quarter Financial Recap

- *Revenue exceeded budget by \$654,660 (28.2%)*
- *Expenses favorable to budget by \$1,559,186 (39.7%)*
- *Revenue exceeded expenses by \$545,947 (18.3%)*
- *FY22 revenue exceeded FY21 by \$ 514,610 (20.9%)*
- *FY22 expenses exceeded FY21 by \$1,272,650 (34.4%)*



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Management Report

Sustainability

<i>FY22 Q1 (7/1/2021-9/30/2021)</i>	<i>Budget</i>	<i>Actual</i>	<i>% Diff</i>
Auxiliary Services	252.295	236.396	-6,3 %
State Appropriation	197.635	180.337	-8,8 %
CPB CSG	0	0	0
New Facility Capital Gifts	0	833.927	N/A
Capital Gifts	50.000	200.000	300 %
Major Gifts	94.410	107.241	13,6 %
Program Gifts	0	(1.468)	
Membership	1.417.423	1.219.419	-14 %
Underwriting	242.385	199.420	-17,7 %
Revenue Total	2.320.613	2.975.273	28,2 %
Expense Total	4.028.512	2.429.325	39,7 %



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Management Report

Sustainability

Staffing Update - Open Positions

Kimberly Heath
Chief Financial Officer

Content Production	Radio	Development	Production Services
Executive Producer	Sr. Announcer*	Director of Membership	Sr. Videographer/Editor
Series Producer, <i>AZ Illustrated</i>	Marketing	Sr Assoc Dir of Development	*Targeted 4Q FY22
Health/Medicine Producer	MarComm Manager	ML Donor Research Coord	
News	Community Events Coord*	Major Gifts Officer*	
News Director	Copy Writer*	Underwriting	
Senior News Reporter (2)	Creative Services	General Sales Manager	
Series Producer, <i>Arizona 360</i>	On-Air Promotion Producer	Account Executive*	
Border Reporter	On-Air Fundraising Producer		

*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

Technology

Mt. Bigelow Projects

New Replacement Classical 90.5 Transmitter

PBS 6 TV Transmitter Repairs

Ian MacSpadden
Chief Technology Officer

Tumamoc Hill Proposed Project

Socializing Tower Migration Concept with Key Stakeholders

Virtual Reality Set Update

AZPM Radio Stations FCC Licenses Renewed

New NCE Radio Applications Filed with FCC

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Management Report

Jack Gibson
Chief Executive Officer

Q & A

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Old Business

Jack Gibson

New Facility Construction Project Update

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- Design/Build Search Committee meetings with potential contractors next week
- Ad hoc CAB committee led by Paul Lindsey to be convened after contractor is chosen
- Appropriate community will be sought. More to come...
- Please email Jack with your thoughts/ideas for community engagement

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Old Business

Deb Dale
Chief Development Officer

Building Capital Campaign Update

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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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AZPM Campaign Financial Goals and Timeline

Accepted best practice plan for major private fundraising campaigns

October – December 2021 Phase I – Pre-Campaign Marketing & Planning Study (Abbreviated)

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

Financial Goal: \$0

November 2021 – January 2022 Phase II – Organization

Execution Time: Three months

Financial Goal: \$10m Lead + \$3m Internal Gifts (CAB/Emeritus/Cabinet/ Staff)

February – November 2022 Phase III – Solicitation

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

Financial Goal: \$5m

December 2022 – March 2023 Phase IV – Culmination

Execution Time: Four months

Financial Goal: \$2m

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

Execution Time: Four months

Financial Goal: Any outstanding requests

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Capital Campaign Study Interviews still in progress

- *13 Interviews Completed or Scheduled*
- *21 Requests Pending*

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Lisa Rulney
University of Arizona SVP, Business Affairs & CFO

University of Arizona Update

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New Business

Lisa Rulney
University of Arizona SVP, Business Affairs & CFO

Questions?

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New Business

Ron Carsten
Strategic Planning Committee Chair

Strategic Plan Presentation of Five Pillars and Objectives

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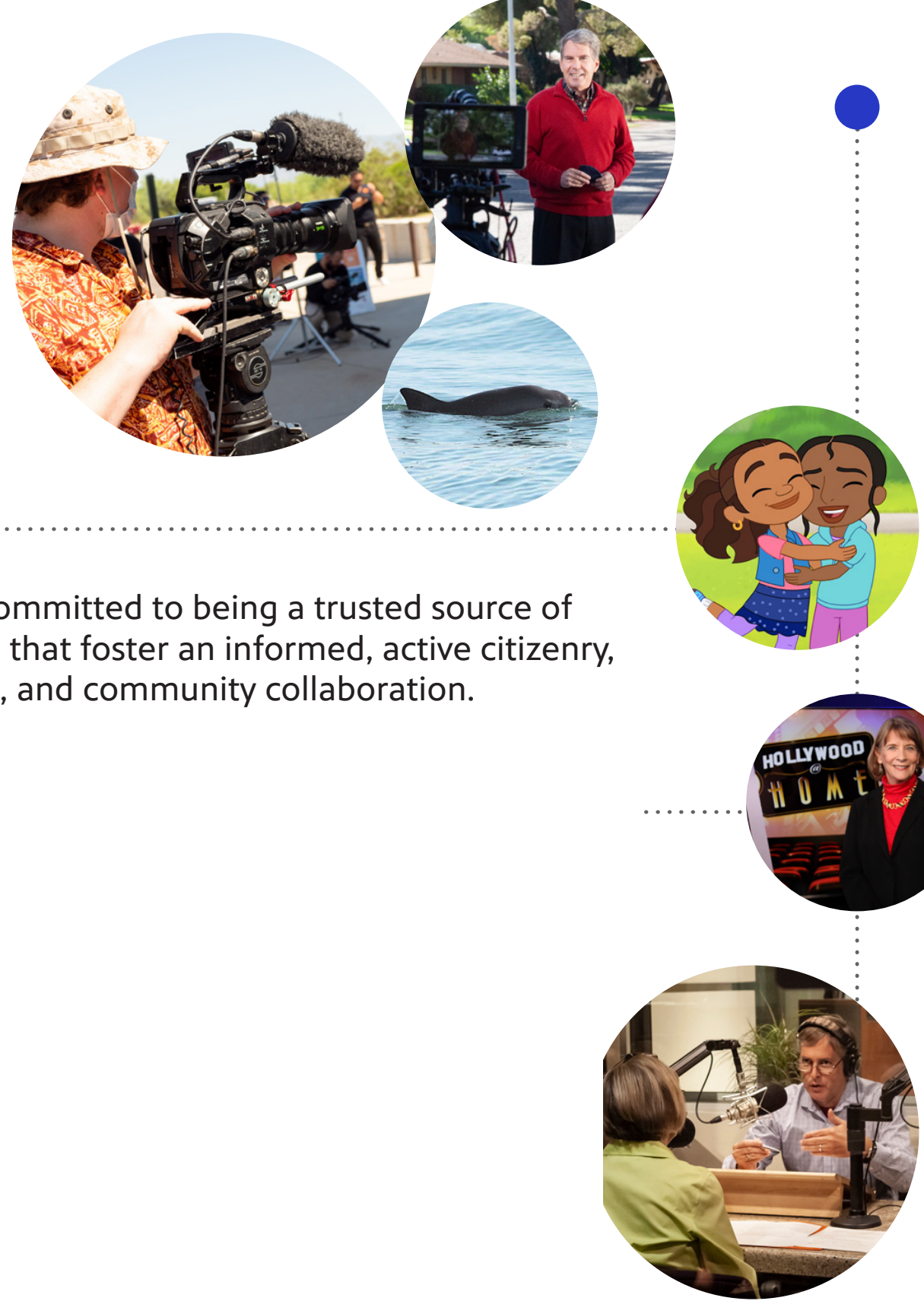


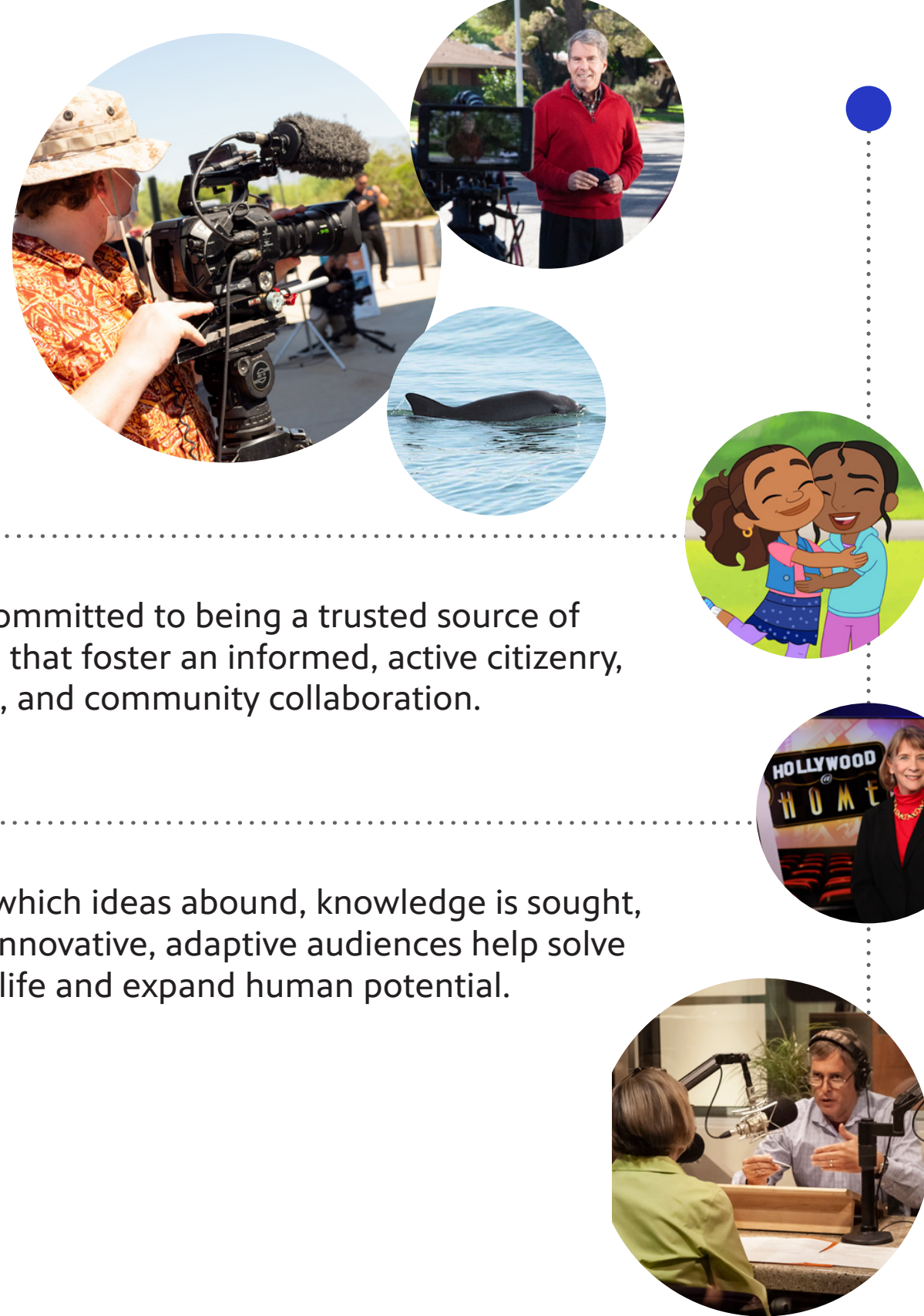
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● MISSION

Arizona Public Media (AZPM) is committed to being a trusted source of content and educational services that foster an informed, active citizenry, civil and thoughtful conversation, and community collaboration.





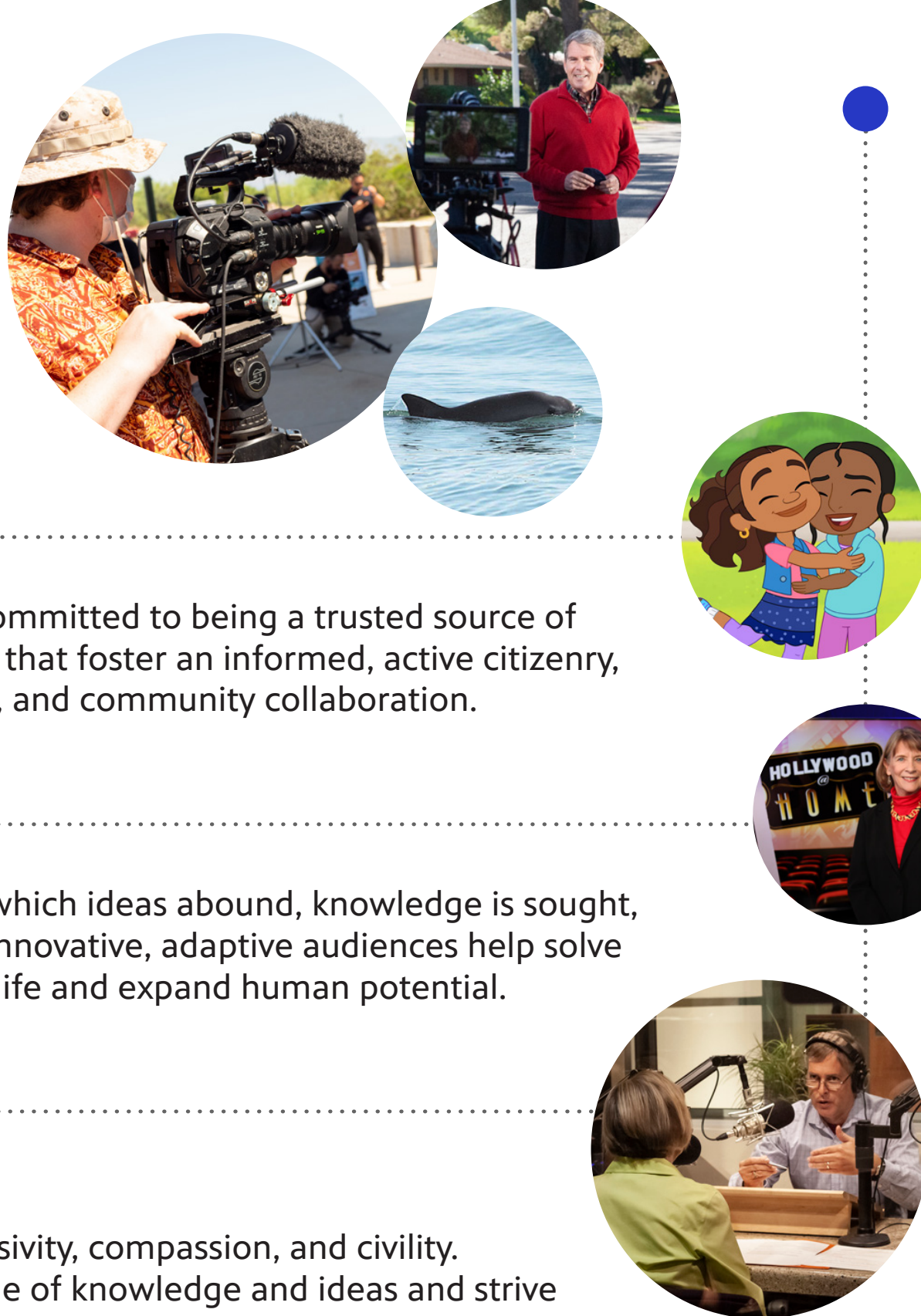
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AZPM envisions a community in which ideas abound, knowledge is sought, learning never ends, and where innovative, adaptive audiences help solve community challenges to enrich life and expand human potential.





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● VALUES

Respect

We value honesty, integrity, inclusivity, compassion, and civility. We encourage the open exchange of knowledge and ideas and strive to maintain a respectful and safe environment that supports diversity of opinion.

Trust

We are committed to earning trust through adherence to professional standards, and by building and sustaining equitable, mutually beneficial internal and external relationships.

Service

We are committed to using our creative, technical, financial, and human capital to deliver exceptional, high-quality, resilient services to diverse audiences in Southern Arizona and beyond.

Accountability

We embrace our responsibility to be professional, equitable, and transparent to the extent possible in our interactions with each other and the community.

Initiative

We strive to be agile, encouraging internal professional growth and innovation for the benefit of the community.





STRATEGIC PILLARS

Strategic Pillar 1

Audience Development

- Maintain and Increase Radio and Television Audiences
- Develop and Increase Digital Audiences
- Increase Quality and Quantity of Original Productions

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Strategic Pillar 2

Community Engagement

- Increase Awareness of AZPM and Programs & Services
- Expand Event Participation & Partnerships
- Educational/Community/Facility Planning Outreach



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Strategic Pillar 3

Financial Sustainability

- Optimize Operating Expenses
- Increase Net Operating Revenue
- Fund Capital Projects



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Strategic Pillar 3

Financial Sustainability

- Optimize Operating Expenses
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- Fund Capital Projects

Strategic Pillar 4

Organizational Advancement

- Address Diversity, Equity, and Inclusion
- Recruit, Retain and Develop Staff
- Ensure Staff and CAB Reflect Community



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Strategic Pillar 3

Financial Sustainability

- Optimize Operating Expenses
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- Fund Capital Projects

Strategic Pillar 4

Organizational Advancement

- Address Diversity, Equity, and Inclusion
- Recruit, Retain and Develop Staff
- Ensure Staff and CAB Reflect Community

Strategic Pillar 5

Technology & Innovation

- Increase Signal Quality, Resilience, and Reach
- Support Content Production for All Platforms
- New Facility Planning with UA



New Business

Q & A

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New Business

Ron Carsten
Strategic Planning Committee Chair

Motion to Endorse Strategic Plan

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Announcements

AZPM Food Drive for Campus Pantry

- *Drop off non-perishable food items at AZPM or at the Information Desk on the main level of the Student Union*
- *Special seasonal needs: pancake mix, bread mix, baking supplies and mixes, seasonings, and oils*

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Other Business

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Other Business

- Other business from the floor...
- Next CAB Meeting:
Thursday, January 20, 2022 via Zoom
12 noon-1:30p
- Meeting evaluations will be emailed to you via *Survey Monkey*

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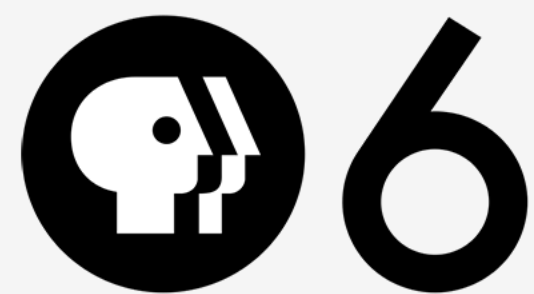
Adjourn

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happy holidays



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A Community Service of the University of Arizona

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Questions?

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New Business

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New Business

Pillar 1 - Audience Development

Strategic Issue: Audience Growth

- *Maintain and increase television audiences*
- *Maintain and increase radio audiences*
- *Develop digital audiences*

Strategic Issue: Original Content Production

- *Increase quality and quantity of AZPM original productions*
- *Increase quality and quantity of AZPM Radio News & Public Affairs productions*
- *Increase quality and quantity of AZPM original digital productions*

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New Business

Pillar 2 - Community Engagement

Strategic Issue: Brand

- *Increase awareness of AZPM brand*
- *Increase awareness of AZPM programs and services*

Strategic Issue: AZPM Events

- *Expand participation*
- *Utility of new building*
- *Community partnerships*
- *Communication/relationship-building with event attendees*

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New Business

Pillar 2 - Community Engagement

Strategic Issue: Outreach

- *Educational*
- *Community issues*
- *Audience engagement*
- *New facility planning*

Strategic Issue: Research

- *Broadcast*
- *Digital*
- *Donor*

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New Business

Pillar 3 - Financial Sustainability

Strategic Issue: Expense Control

- *Continuously optimize operating expenses*

Strategic Issue: Increase Net Operating Revenue

- *Corporate support (Underwriting)*
- *Major Gifts revenue and Planned Estate Gift commitments*
- *Fee-for-service production revenue*
- *Leasing (facility/spectrum)*

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New Business

Pillar 3 - Financial Sustainability

Strategic Issue: Capital Projects Funding

- *Secure new facility construction funding*
- *Secure NextGen TV transition funding*
- *Build program trust fund*
- *Develop technology trust fund*

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New Business

Pillar 4 - Organizational Advancement

Strategic Issue: Diversity, Equity & Inclusion (DEI)

- *Increase diversity of applicants for all open positions*
- *Increase staff awareness & appreciation of DEI*

Strategic Issue: Recruiting, Retention, Employee Development

- *Recruit and retain staff that reflects AZPM shared values*
- *Increase opportunities for staff advancement*
- *Reflect area demographics in staff composition where possible*

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Pillar 4 - Organizational Advancement

Strategic Issue: Community Advisory Board

- *Reflect area demographics in CAB composition*
- *Engage communities outside of Tucson metro area*
- *Communicate CAB's work to community*

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New Business

Pillar 5 - Technology & Innovation

Strategic Issue: Broadcast Signal Distribution

- *Increase quality, resilience, and reach of radio, television, and digital signals*

Strategic Issue: Content Production Support

- *Increase technical quality and quantity of AZPM original productions (radio, television, digital content)*

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New Business

Pillar 5 - Technology & Innovation

Strategic Issue: New Facility Planning

- *Plan new facility with University of Arizona*
- *Community input*
- *Future readiness*

Strategic Issue: Emerging Technology

- *NextGen TV implementation timeline*
- *Migration to an internet protocol-based facility*

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