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Community Advisory Board Zoom Meeting  
July 21, 2022

# Call to Order

*Steven Eddy, CAB Chair*

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# Meeting Logistics

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## Zoom Call

- Please **Mute** your microphone 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.
- CAB members 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 “**Reactions**” 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.

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# Welcome and Introductions

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New CAB

Member: Joseph Howell  
*VP Public Affairs & Communication, Citi*

Guest: Andrew Brown  
*AZPM Content Manager*

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# Meet An AZPM Employee

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Andrew Brown  
*Original Content Manager*

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# Review and Acceptance of Minutes

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May 12, 2022 CAB Annual Meeting

Ed Frisch  
CAB Secretary

*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*



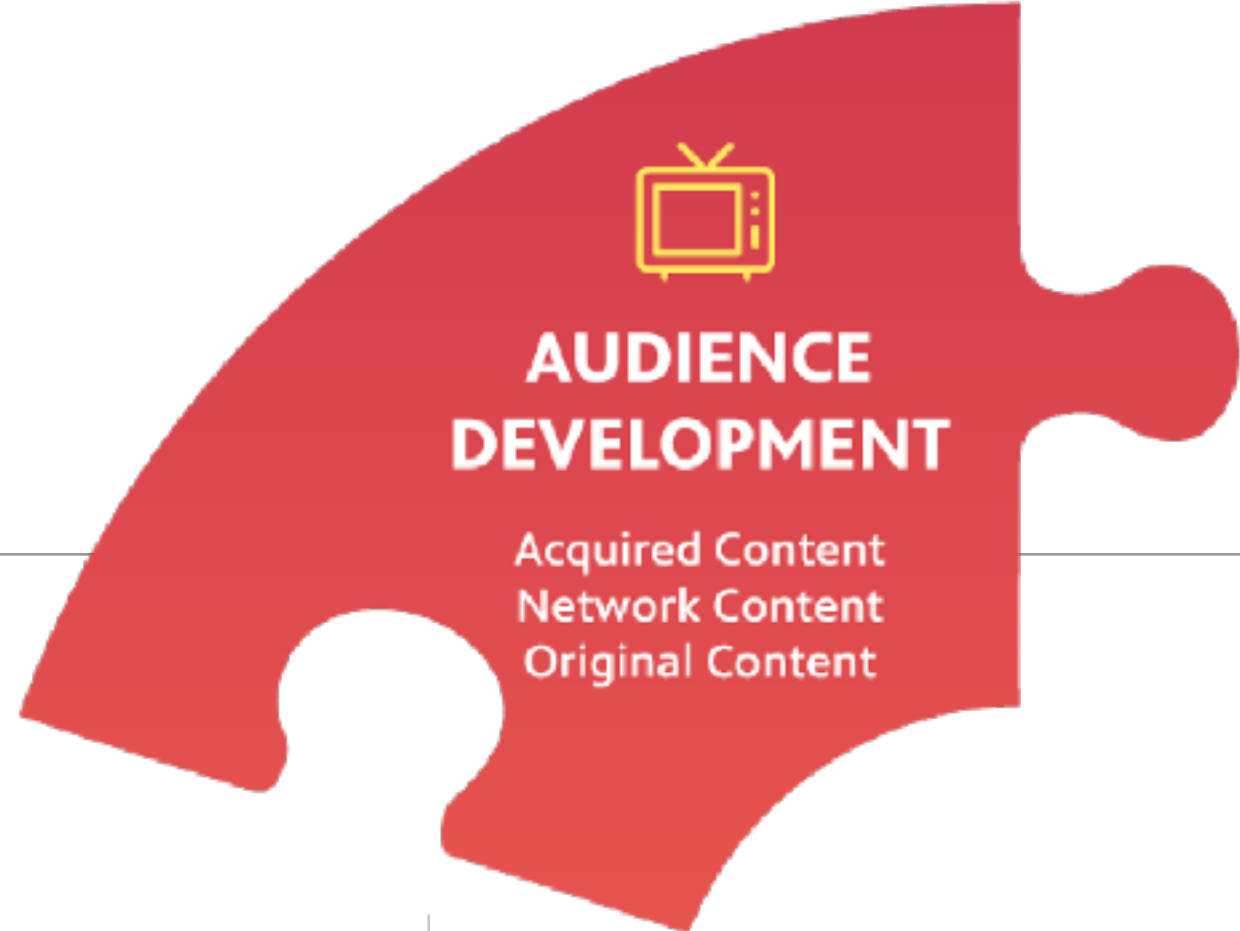
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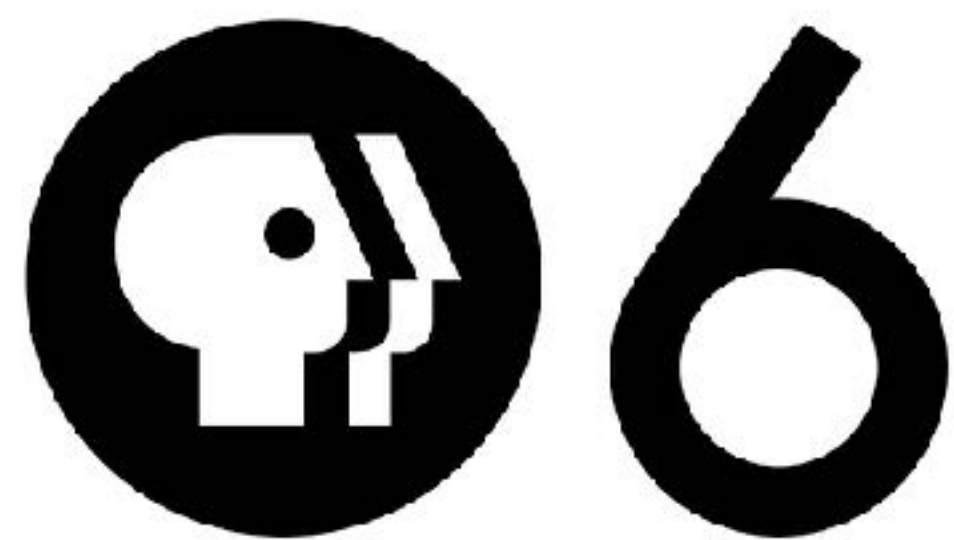
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# Management Report



## Television May 2022 vs. 2021



Full Week	2022	2021	% change
Weekly Cume (Unduplicated Audience)	28	25	12%
Viewership (Gross Rating Points)	843	782	7.8%

Prime Time	2022	2021	% change
Weekly Cume (Unduplicated Audience)	17	16	6.25%
Viewership (Gross Rating Points)	344	284	21%





# Management Report



## AZPM Passport Monthly Overview

June 2022 vs. 2021

*Members*

18,977

% change YoY

*Minutes Watched*

2,659,505

87.8%

*Streams*

44,142

52.2%

*Most Popular Shows June 2022*

*Endeavour*

*PBS NewsHour*

*Hotel Portofino*

*Broadchurch*

*NOVA*

*Annika*

*Downton Abbey*

*Antiques Roadshow*

*Jamaica Inn\**

*American Masters*

*\*AZPM Passport exclusive*



  
**AUDIENCE  
DEVELOPMENT**

Acquired Content  
Network Content  
Original Content

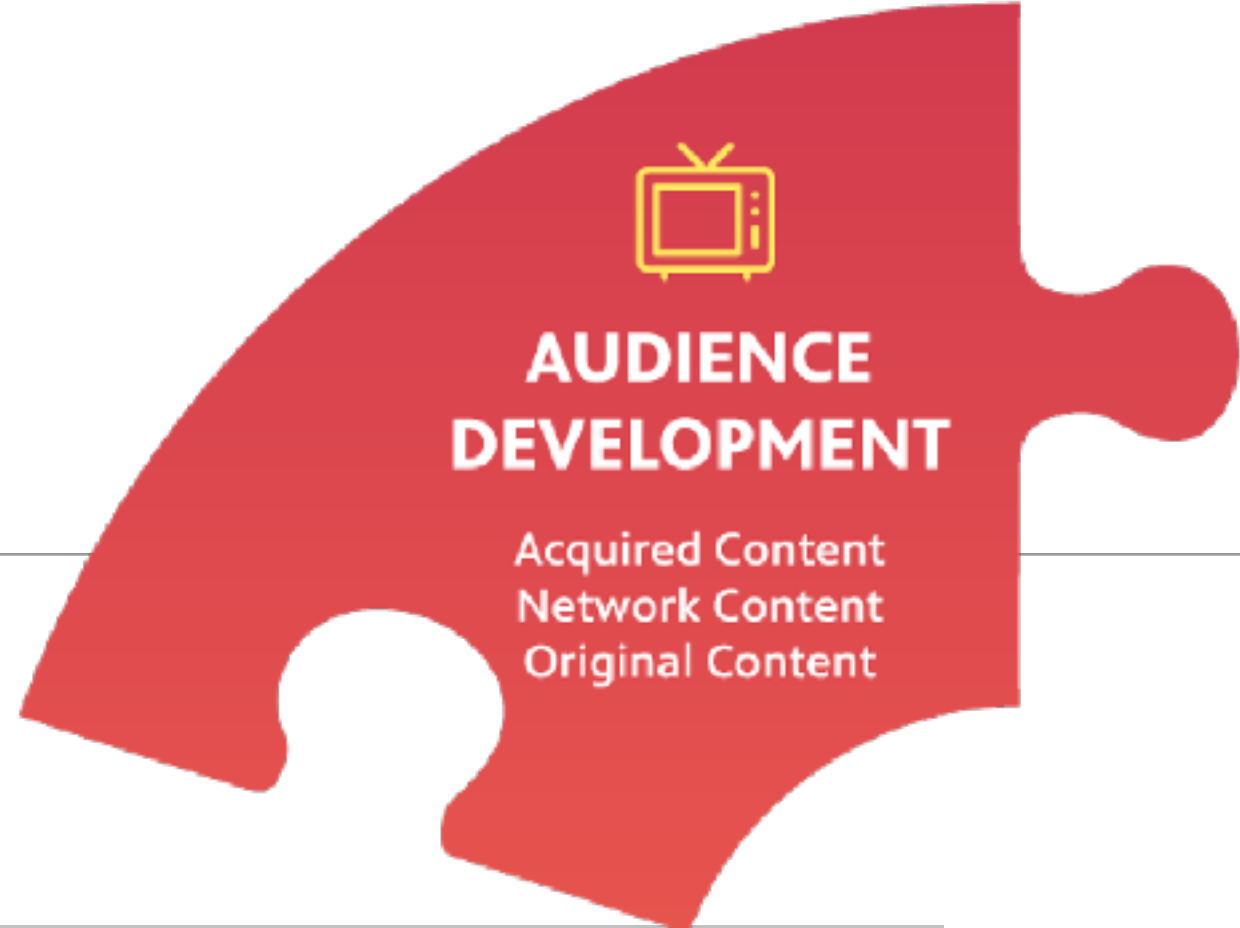
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# Management Report



## Radio

May 2022 vs. May 2021

Nielsen CDM Trends

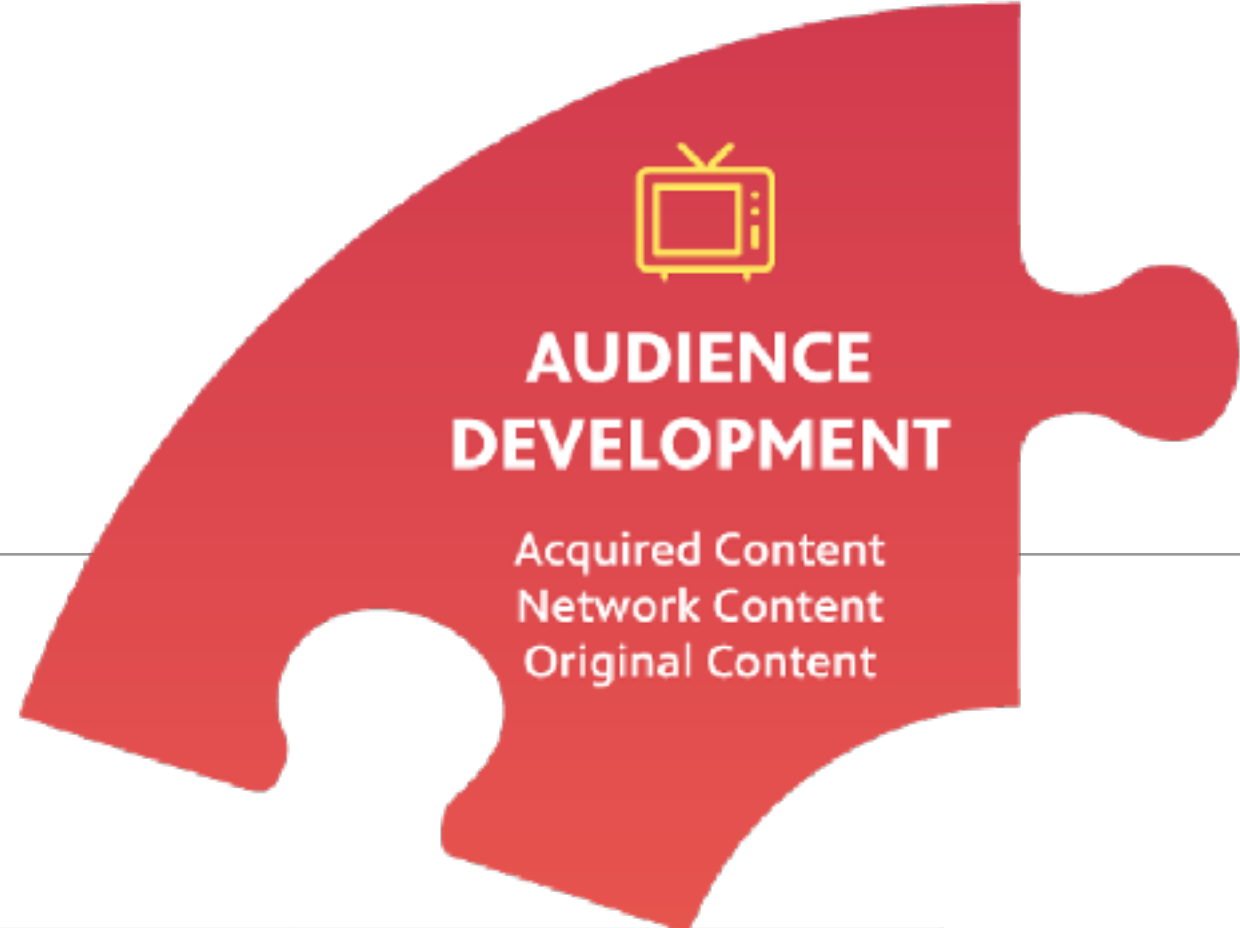


<i><b>Listeners 50+</b></i>	<i>2022</i>	<i>2021</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	57,600	60,300	-4.5%
TSL (Hr:Min) (Time Spent Listening)	7:30	7:30	N/C
Market Rank	1	1	

<i><b>Listeners 12+</b></i>	<i>2022</i>	<i>2021</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	90,800	108,300	-16.2%
TSL (Hr:Min) (Time Spent Listening)	6:45	6:00	12.5%
Market Rank	4	4	



# Management Report



## Radio

May 2022 vs. May 2021

Nielsen CDM Trends



Listeners 50+	2022	2021	% change
Weekly Cume (Unduplicated Audience)	18,500	24,800	-25.4%
TSL (Hr:Min) (Time Spent Listening)	8:30	7:15	17.2%
Market Rank	12	10	



Listeners 12+	2022	2021	% change
Weekly Cume (Unduplicated Audience)	27,100	34,300	-21%
TSL (Hr:Min) (Time Spent Listening)	7:00	6:30	7.7%
Market Rank	17 tie	17 tie	

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# Management Report

## Radio - Television - Online

### *United States House Select Committee on the January 6th Attacks*

AZPM continues to provide live coverage of the hearings on three platforms:

- Online: *azpm.org*
- Television: *PBS 6 PLUS*  
(Broadcast Channels: 6-3 & 27.3/Comcast 396/Cox 82)
- Radio: *KUAZ-AM 1550*
- [Today on PBS 6](#): 4p PBS Newshour  
5p House Select Committee Coverage  
(special primetime coverage)



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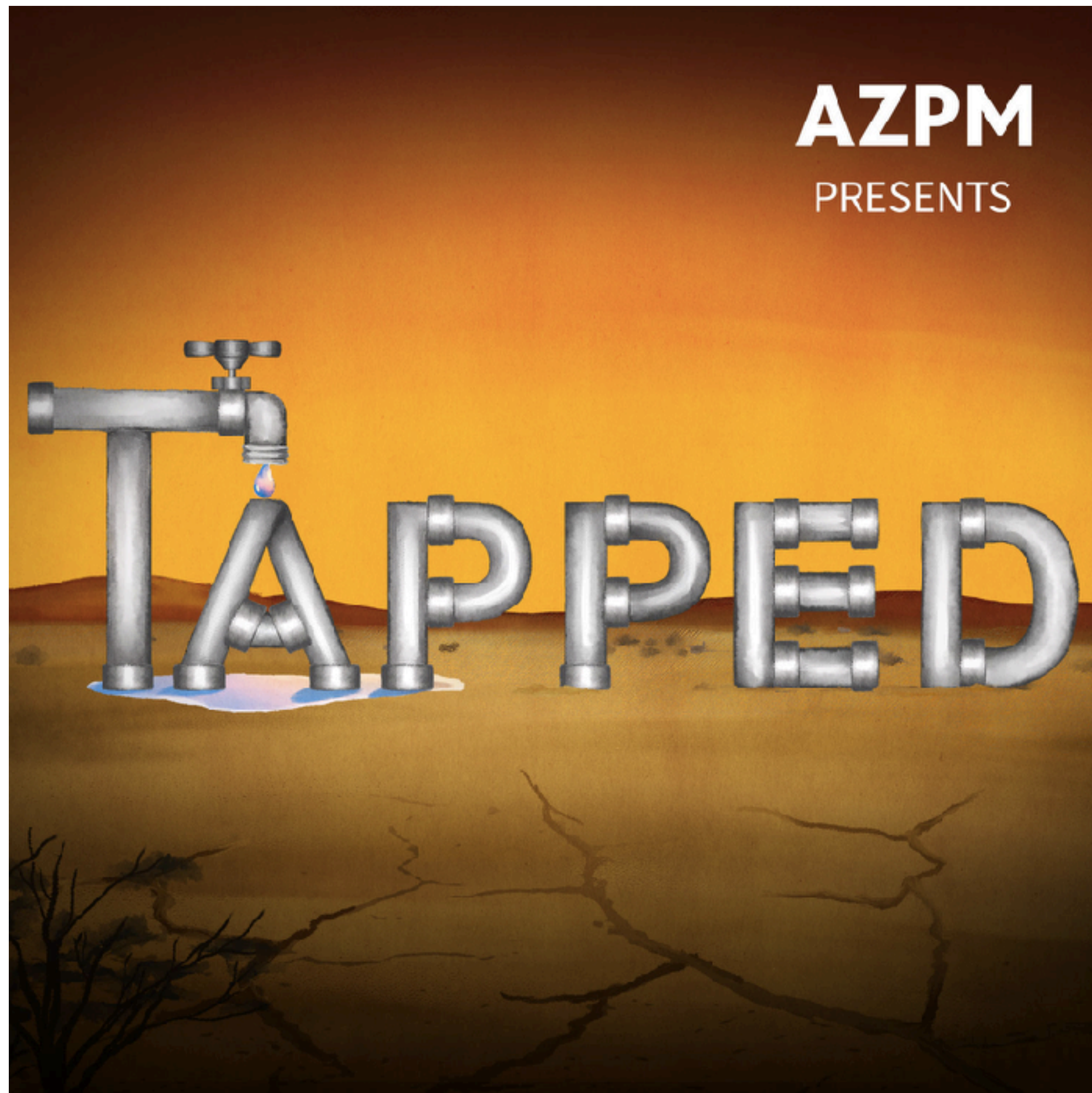


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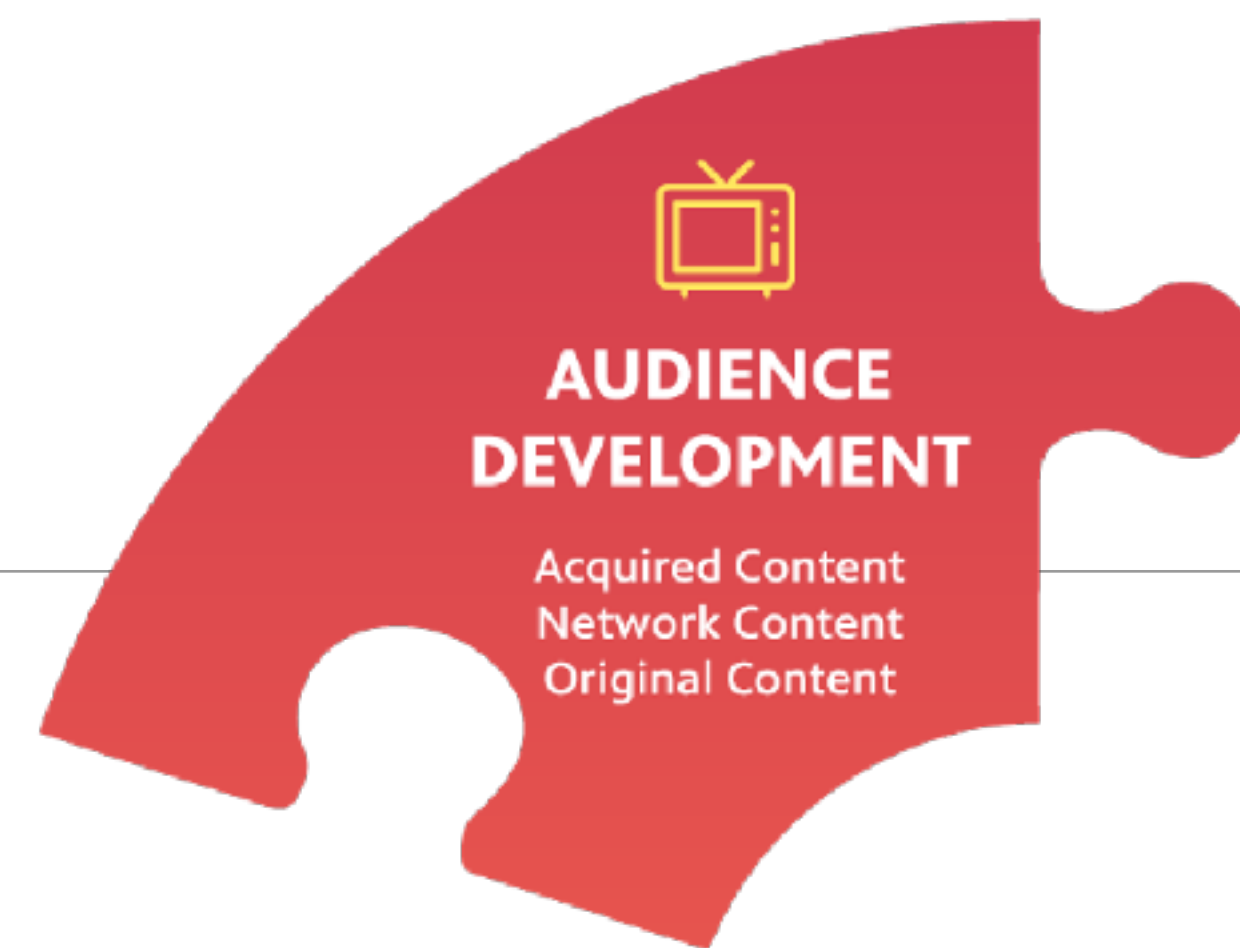
# Management Report

## New Original Podcast



*Stories of people living with the cost of drought in the Southwest, and what we can do to mitigate it.*

- Launched July 18
- 8 episodes
- New episodes available Mondays
- Available on *Apple Podcasts*, *Spotify*, *iTunes*, *NPR One*, *Stitcher*, and wherever you get your Podcasts



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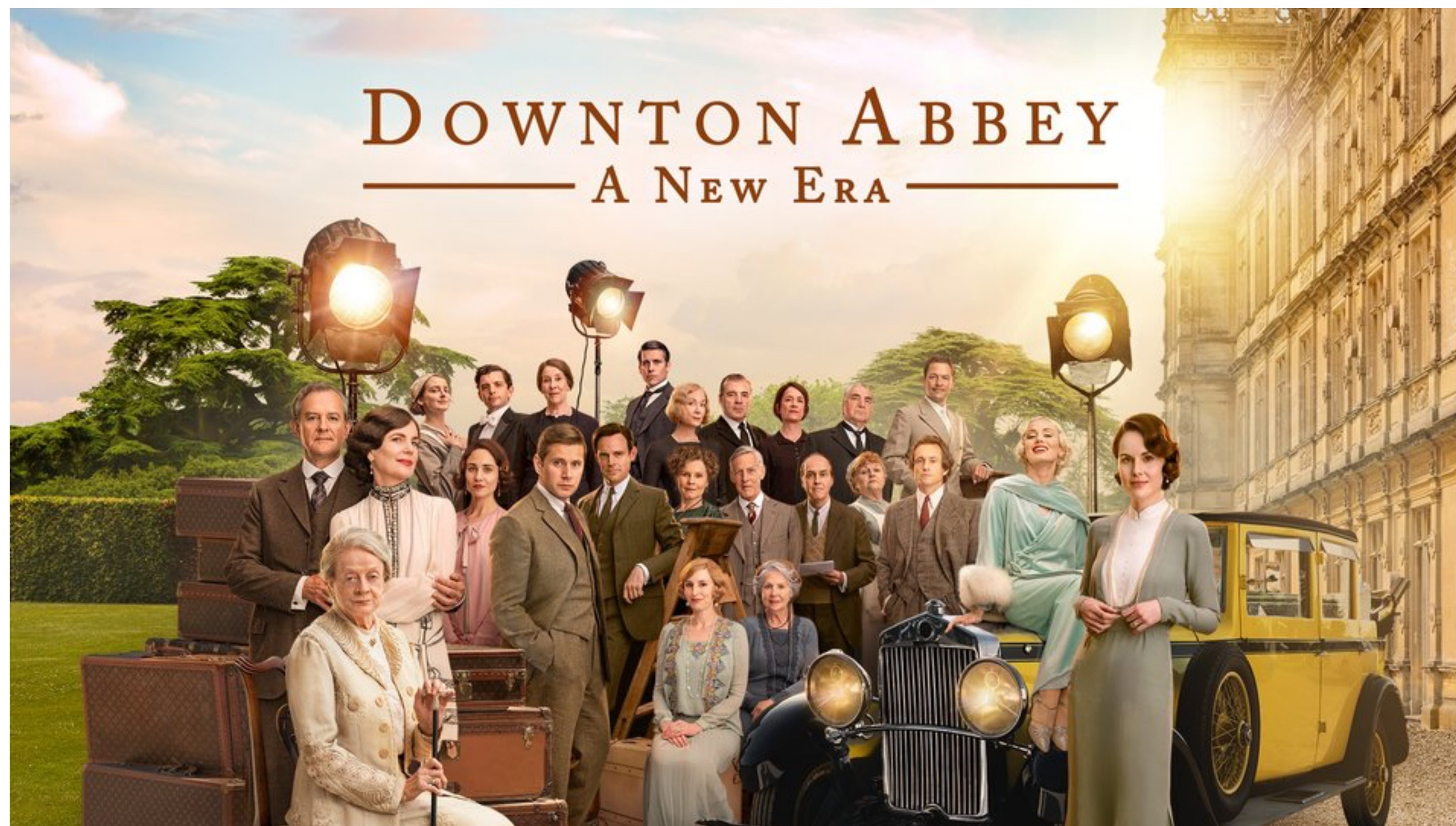
# Management Report

## *Downton Abbey: A New Era*

Gene Robinson  
Chief Operating Officer

COMMUNITY  
ENGAGEMENT

Brand  
Events  
Outreach



Donor Screening held May 22  
Approximately 90 attendees

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# Management Report



[education.azpm.org/biosphere2/](http://education.azpm.org/biosphere2/)



*Biosphere 2  
Rainforest  
Virtual Field Trip  
launched on  
PBS  
Learning Media*

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# Management Report



Get Out the Vote  
Spot Production  
in Progress

*Our sincere thanks to those of you who already recorded or signed up to record a spot:*

*Judith Brown*

*Joyce Finkelstein*

*Dan Cavanagh*

*Paul Lindsey*

*Steven Eddy*

*Slots still available Monday, July 25...*

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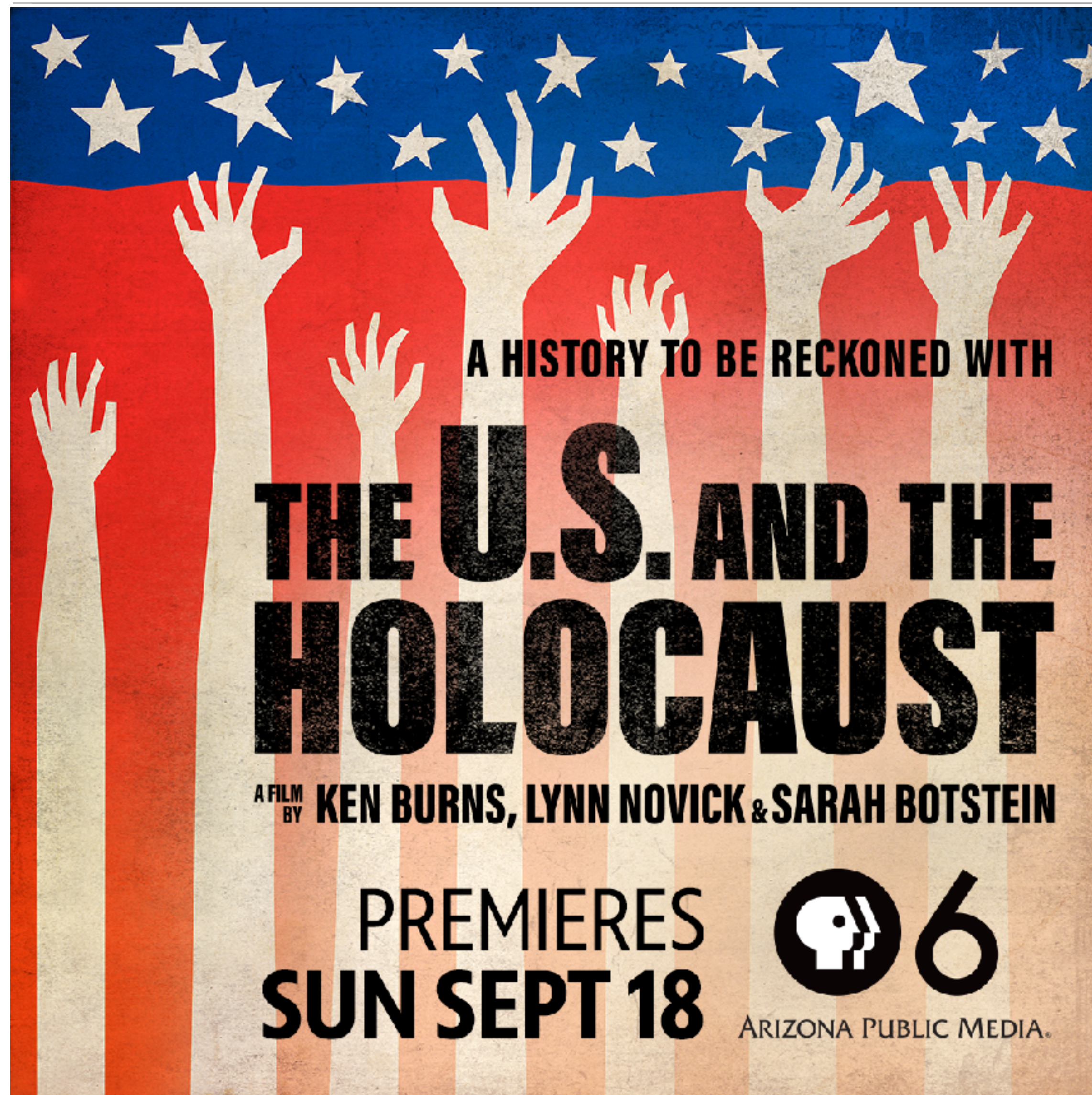
PBS



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# Management Report



## ***New from Ken Burns' The U.S. and the Holocaust***

- 6-hour series premieres  
September 18 at 8p on *PBS 6*
- Community preview events are  
in the planning stages for:  
Green Valley  
Tucson  
Saddlebrook
- Companion podcasts and  
other content planned
- More to come....stay tuned!

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# Management Report

## *University of Arizona School of Journalism* **Zenger Award for Press Freedom**

- Awarded to a journalist who fights for freedom of the press and the people's right to know.
- The 2022 recipient is **Yamiche Alcindor**, host of PBS' *Washington Week* and Washington correspondent for NBC
- Award dinner is date is TBA; tickets available at: <https://register.uafoundation.org/Zenger2022>



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# Management Report

## FY'22 Financial Recap

*Kimberly Heath*  
*Chief Financial Officer*



- *4Q/FY2022 Recap to be reported at the September 15 CAB meeting*
- *University of Arizona year-end reconciliation still in progress*
- *UA Foundation year-end reconciliation still in progress*



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# Management Report

## Fiscal Year-End Fundraising Campaigns

*Enrique Aldana*  
*Director of Development*



Television: **PBS 6** June 4-12

Goal: \$110,000 Raised: \$95,961

Up Next: *August Pledge Drive*

Radio: **NPR 89.1 & Classical 90.5** June 23-24 and June 27 (NPR via Zoom)

Goal: \$40,000 Raised: \$41,612

Stewarded and Major Donor Mail Campaign:

Sent May 27 to 988 recipients; response rate 6% (62 gifts).

Raised: \$76,760

**Campaigns Raised:**  
**\$214,333**

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# Management Report

## Current Open Positions:

### News Group:

*Multimedia Journalist 1*

*Senior Journalist & Producer (Border)*

*Senior Reporter (General Assignment)*

### Operations:

*Broadcast Traffic Coordinator, Senior*

### Original Content:

*Producer, Social & Community Issues*

### Technology:

*Senior Broadcast Transmission Engineer*

## Upcoming Positions:

### MarComm:

*Community Outreach/Events Coordinator*

### Administration:

*HR Assistant/Volunteer Coordinator*

*Jack Gibson*



## Careers with Arizona Public Media and the University of Arizona

World-class benefits include:

- 4+ weeks paid vacation
- Retirement savings plans
- Health, dental, vision care
- Health benefits costs covered 88%
- 24 weeks parental leave
- Childcare reimbursement
- Qualified tuition reduction (employee & dependents)

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# Management Report



AZPM joined the  
National Educational Telecommunications Association (NETA)

- *Extensive professional development opportunities*
- *Virtual Library*
- *In-person training opportunities*
- *Mentorship*

## NETA PROFESSIONAL DEVELOPMENT

Webinars • Peer Learning • Career Development • Leadership

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# Management Report

## Mt. Bigelow TX Site Update *KUAT Channel 6 Transmitter*

*Ian MacSpadden*  
Chief Technology Officer



- Insurance claim status: inspection with umbrella coverage holder this week
- Backup transmitter purchase process initiated. Space cleared, pre-installation setup in progress.
- Backup transmitter will provide similar coverage (50%), will bridge transition between old and new transmitters, and can be used as a translator or SFN for ATSC 3.0 transition.

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# Management Report

## New FM License in Safford *Planning Status*

- FCC issued new NCE (Non-Commercial/Educational) license for *KUAE 91.7 FM*, Safford, AZ
- Upgrading service from Translator to Full Power FM station with coverage expected to reach I-10
- Transmitter/antenna package estimated to be approximately \$90K
- No capacity on current Translator tower; options being investigated included adjacent tower lease, Mt. Graham (to be collocated with UA observatory) requiring land lease from U.S. Forest Service and tower construction at additional expense.



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# Management Report

## Tumamoc Hill Site Cleanup Update

- TUSD has vacated last UA site on southern end and is now housed in AZPM building.
- UA to clear abandoned research sites and remove defunct observatory.
- Once site structures are removed, AZPM will hopefully partner with TEP in removing poles, power, & cabling.
- Ultimately, KUAZ-FM *NPR 89.1* and KUAS Channel 27 will relocate to the community tower on Tumamoc Hill and remove two AZPM towers.



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# Management Report

## ATSC 3.0/NextGen TV Update

*Proposed planning by Tucson stations*



- AZPM exploring partnerships.
- Univision (Phoenix host) discussing options; located on tower next to KUAT.
- PEARL Group reached out to discuss AZPM participating or hosting (NBC might fund).

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# Management Report



## Questions?

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# Old Business



*Jack Gibson*

## New Facility Construction Project Update



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# Old Business



Floor plans and layout are nearing completion.

Planning to shell remainder of 3rd floor for future expansion adding ~6,300 sq ft.

Mechanical, electrical, plumbing, and systems integration design is in progress.

AZPM staff feedback has been super helpful.

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# Old Business



Floor plans and layout are nearing completion.

Planning to shell remainder of 3rd floor for future expansion adding ~6,300 sq ft.

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AZPM staff feedback has been super helpful.

Capital Campaign Brochure



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# Old Business



Lynne Wood Dusenberry  
John Pedicone  
*Capital Campaign Committee*

## Capital Campaign Update



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# Old Business



Lynne Wood Dusenberry  
John Pedicone  
*Capital Campaign Committee*

## Capital Campaign Update

Total Campaign Goal:  
\$65,000,000  
(Includes Design, Construction,  
Production/Broadcast Equipment)

Funds Pledged/Secured:  
\$40,667,495

Balance to be Funded:  
\$24,332,505





# Old Business

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## Gifts Confirmed:

17 gifts totaling \$16,222,495

## Prospects “In Closure”

Support requested/decision pending - 24

High estimate total - \$2,978,000

Low estimate total - \$510,000

## Prospects to Visit

7-figure gift prospects remaining to solicit - 8

6-figure gift prospects remaining to solicit - 18

## “High Gift Likelihood” Prospect Mailing

2,700 prospects with HIGH major gift likelihood but LOW current giving

Mailed this week asking for a 5x, 10x or more Capital Campaign gift

## Informational Volunteer Meetings

Two Zoom meetings to inform volunteers and invite to participate

July 27 at 12:00p and August 5 at 3:00p - all welcome



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# New Business

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Ed Frisch  
*CAB Secretary*

## FY23 Meeting Schedule

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# New Business

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## FY23 Meeting Schedule

September 15, 2022 - virtual

*Fall social event (in person, date TBD)*

November 10, 2022 - in person, location TBD

*Holiday social event (in person, date TBD)*

January 19, 2023 - virtual

March 16, 2023 - virtual

May 11, 2023 - in person, location TBD

*All meetings at 12:00p*

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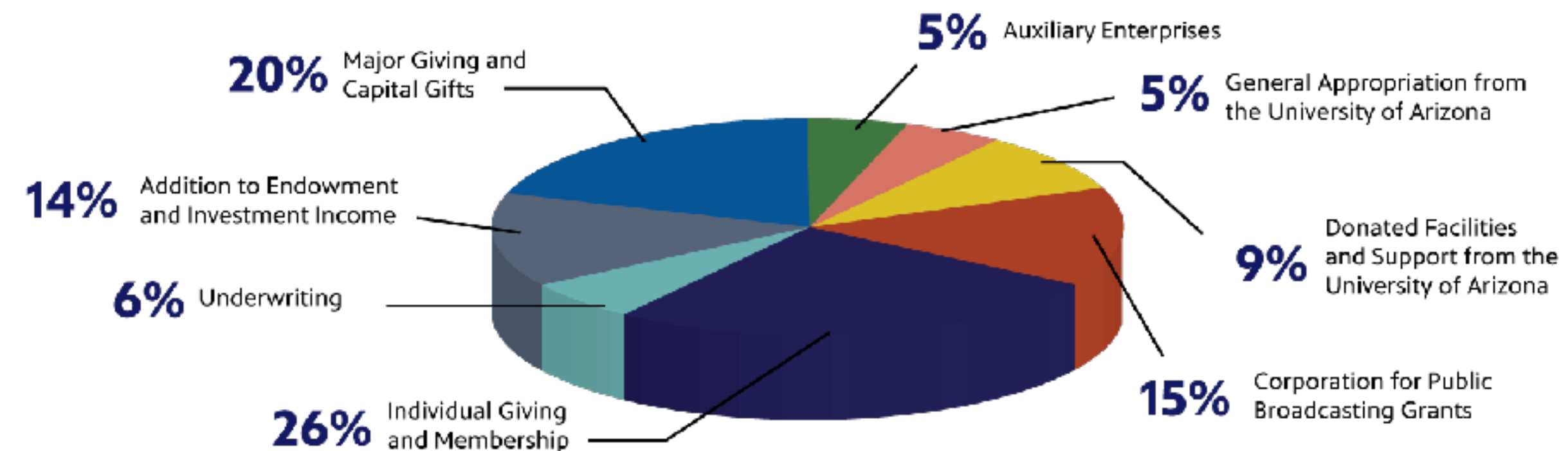
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# Presentation

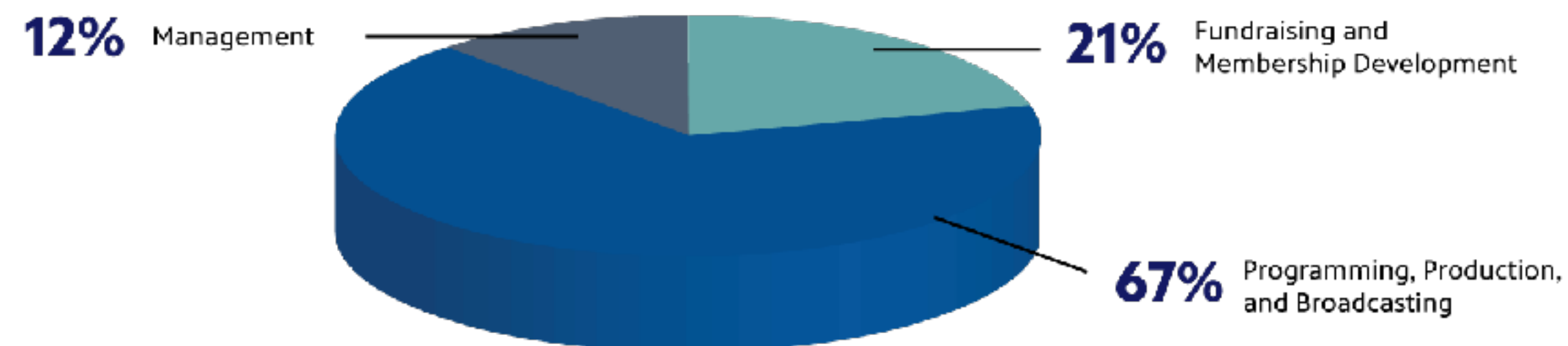
## AZPM Financials: The Deep Dive

*Kimberly Heath*  
*Chief Financial Officer*

### OPERATING & NON-OPERATING REVENUES



### OPERATING & NON-OPERATING EXPENSES



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# Presentation

## AZPM FY23 Budget (July 1, 2022-June 30, 2023)

	FY23 BUDGET
<b>REVENUE</b>	
State/UA	989,283.00
CPB	1,697,000.00
Production Services	1,058,921.00
Membership	5,198,902.00
Underwriting	1,180,644.00
Major Gifts	1,192,201.00
Program Gifts	230,000.00
Insurance (Transmitter)	1,500,000.00
Endowment Interest	335,964.00
Fund Balance	510,000.00
	<b>13,832,915.00</b>
<b>EXPENSE</b>	
Personnel	6,740,182.00
Operations	2,306,571.00
Dues PBS/NPR	2,606,162.00
Capital (Incl Transmitter)	1,950,000.00
Program	230,000.00
Total	<b>13,832,915.00</b>

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# Presentation

## AZPM FY23 Budget (July 1, 2022-June 30, 2023)

### FY23 BUDGET

#### REVENUE

State/UA	989,283.00
CPB	1,697,000.00
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Major Gifts	1,192,201.00
Program Gifts	230,000.00
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Endowment Interest	335,964.00
Fund Balance	510,000.00

Base Revenue  
Budget  
\$11,316,951

**13,832,915.00**

Recurring  
Expense  
\$11,652,915

#### EXPENSE

Personnel	6,740,182.00
Operations	2,306,571.00
Dues PBS/NPR	2,606,162.00
Capital (Incl Transmitter)	1,950,000.00
Program	230,000.00
Total	<b>13,892,915.00</b>

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# Presentation

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### FY23 BUDGET

#### REVENUE

State/UA	989,283.00
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13,832,915.00

#### EXPENSE

Personnel	6,740,182.00
Operations	2,306,571.00
Dues PBS/NPR	2,606,162.00
Capital (Incl Transmitter)	1,950,000.00
Program	230,000.00

Total 13,832,915.00

Non-Recurring  
Revenue  
\$2,345,964

Non-Recurring  
Expense  
\$2,180,000

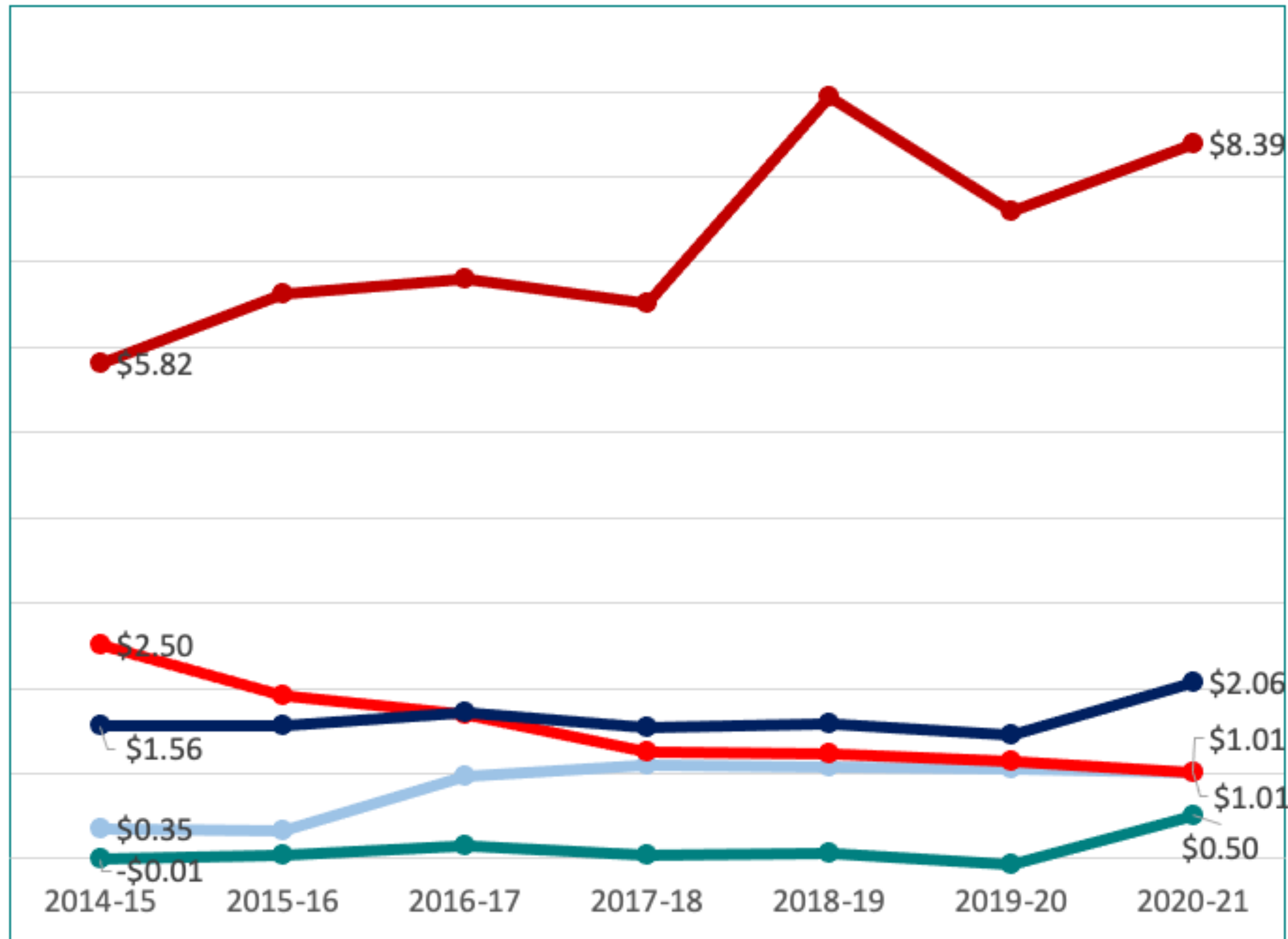
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# Presentation

## Revenue Trends



Since FY2014, the University's allocation to AZPM has been reduced by 60% from \$2,800,000 in FY 2013 to \$1,100,000 in FY2021.

- Federal Grant via CPB
- Individual Giving
- Production Services
- UArizona Appropriation
- Other Sources

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# Presentation

## AZPM: Top Priority Strategic Needs (5-year Forecast) FY23-28

<i>Fiscal Year</i>	<i>CapEx Project</i>	<i>Estimated Expense.</i>	<i>FY Subtotal</i>
FY23	KUAT-TV Main & Backup Transmitters	\$1,650,000	
FY23	AZPM at The Bridges Design/Project Management/Soft Costs	\$10,225,000	\$11,875,000
FY23-FY24	KUAE-FM 91.7/Safford Transmitter/Antenna Package	\$90,000	
FY23-FY24	KUAE-FM 91.7/Mt. Graham Tower Construction	\$180,000	
FY23-FY24	KUAT-TV Channel 20/Duncan Transmitter/Antenna Relocation	\$80,000	
FY23-FY24	AZPM at The Bridges Construction	\$48,775,000	\$49,125,000
FY25	AZPM at The Bridges - Systems Integration/Equipment	\$6,000,000	
FY25	KUUA-FM 89.1/St. Johns Transmitter/Antenna Package	\$150,000	\$6,150,000
FY27	KUAS-TV Channel 27 Upgrade to NextGen TV	\$1,520,000	\$1,520,000
FY28	KUAT-TV Channel 6 Upgrade to NextGen TV	\$1,985,500	
FY28	KUAZ-AM Relocation to UA Tech Park at Rita Rd./I-10	\$900,000	\$2,885,500

\$71,555,500

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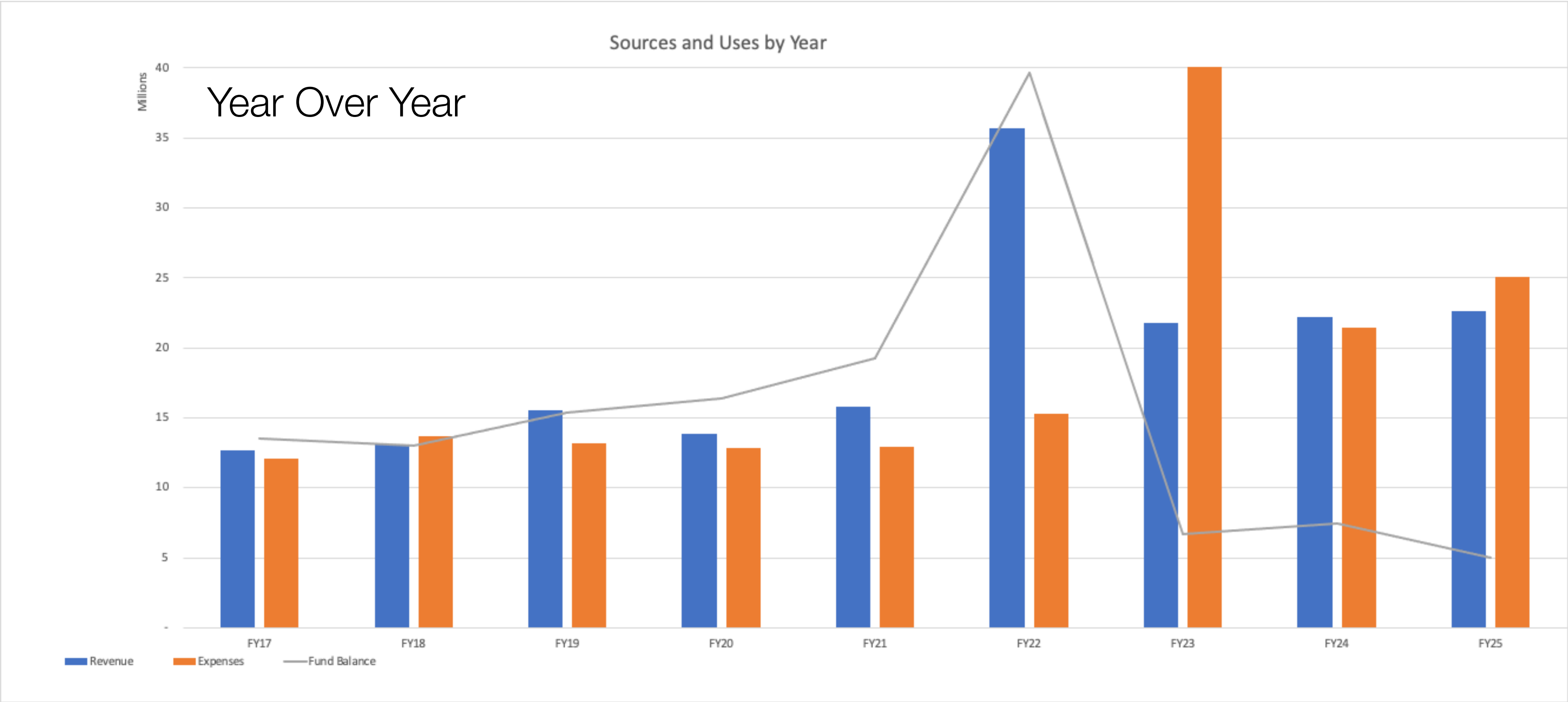
A Community Service of the University of Arizona





# Presentation

## Fund Balance



	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25
Revenue	12,653,468	13,131,110	15,533,101	13,877,606	15,759,981	35,716,154	21,798,719	22,237,534	22,586,231
Expenses	12,108,392	13,661,412	13,151,940	12,817,186	12,925,625	15,305,540	54,786,522	21,428,223	25,058,730
Fund Balance	13,509,632	12,979,330	15,360,491	16,420,910	19,255,266	39,665,880	6,678,077	7,487,388	5,014,889

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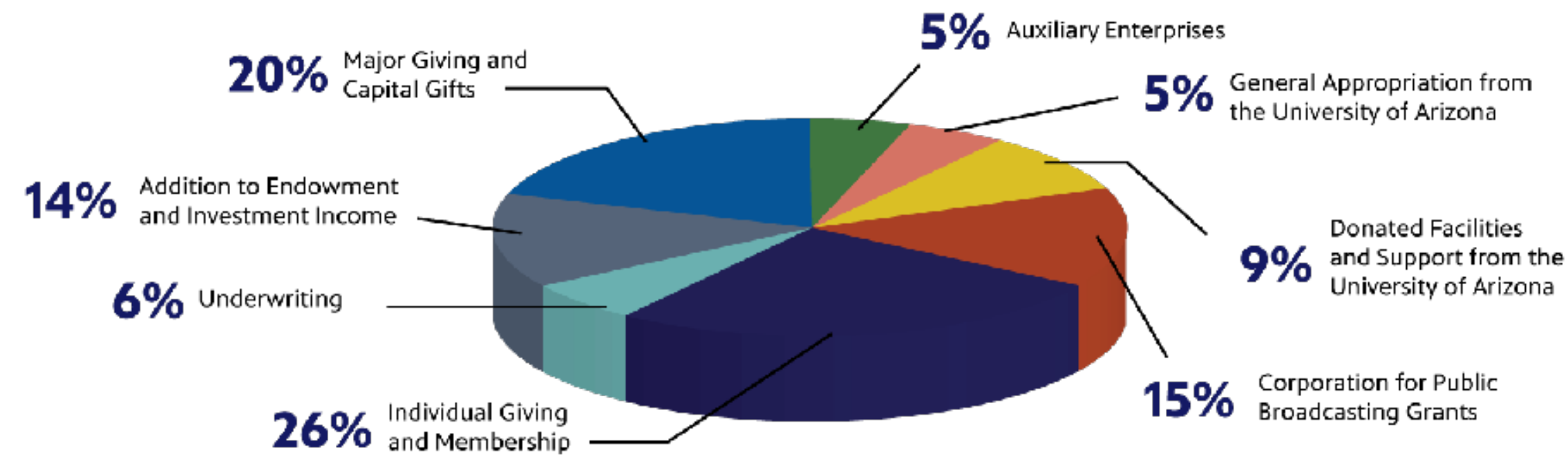


# Presentation

*Kimberly Heath*  
*Chief Financial Officer*

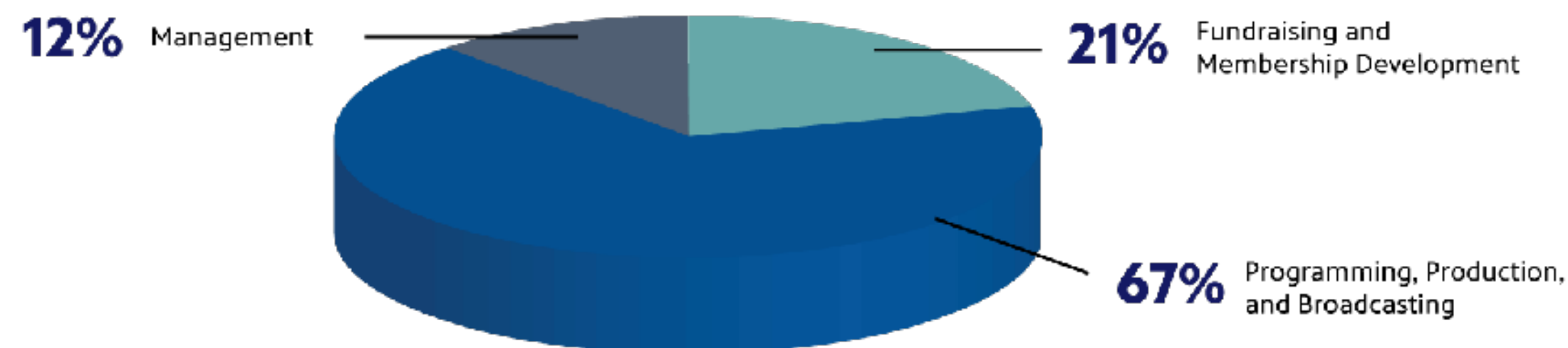
*Ed Frisch*  
*Chair, CAB Financial Info Committee*

## OPERATING & NON-OPERATING REVENUES



# Questions?

## OPERATING & NON-OPERATING EXPENSES



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# Announcements

*Steven Eddy, CAB Chair*

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# Announcements



Mary Paul has been Promoted  
Manager, Administrative Services  
and Executive Assistant

*Congratulations!*

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# Announcements

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## CAB Leadership

At the September CAB Meeting...

New leadership transition:

*Hope Hennessey, Chair*

*Jill Perrella, Vice-Chair*

*Ed Frisch, Secretary*

*Steven Eddy, Immediate Past Chair*



## FY23 Meeting Schedule

Most meetings on Zoom; 2 meetings in-person

In-person social events being planned

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# Announcements

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Changes coming to the CAB Meeting Format...  
Stay tuned!

Please share thought and ideas with

Hope Hennessey

Jill Perrella

Ed Frisch

Steven Eddy

as the ExecComm works to improve CAB meeting  
agendas and interactivity.



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# Other Business

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# Other Business

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- Other business from the floor...
- Up Next...CAB Meeting  
Thursday, September 15, 2022 - Zoom  
12 noon - 1:30p
- 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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