

Start @ 11:40A



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Community Advisory Board Zoom Meeting
January 20, 2022

Meeting Logistics

Zoom Call

- Participants will be muted during the presentation to reduce distractions. Please mute yourself if you are not presenting or asking a question to minimize background noise.
- 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 Hand” via Zoom “Reactions” tab at bottom of screen 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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Call to Order

Steven Eddy, CAB Chair

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Welcome and Introductions

Steven Eddy, CAB Chair

Guests: David Iaconis, CPA
BeachFleischman PC

Elena Lopez
AZPM Graphic Designer

Tanya Gonzales
AZPM HR Generalist

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A Community Service of the University of Arizona

Meet An AZPM Employee



Elena Lopez
AZPM Graphic Designer

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Review and Acceptance of Minutes

December 9, 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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Audit Committee Report

Paul Lindsey, Chair

*The CAB Audit Committee met today with
David Iaconis, CPA
Senior Advisor and COO Consulting
and
Lydia Hunter, CPA
both representing BeachFleischman, PC
AZPM's independent auditor, to review
AZPM's FY2021 audited financial report.*



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Audit Committee Report

Audit Results

- Unmodified opinion on the financial statements
- Unmodified opinion on the annual financial reports required by CPB
- No written internal control recommendations
- Upcoming pronouncements

Audit Results Summary

Description	Assets and deferred outflows of resources	Liabilities and deferred inflows of resources	Net position	Revenues and other support	Expenses
Pre-audit Balances	\$ 39,004,000	\$ 8,178,000	\$ 30,826,000	\$ 16,948,324	\$ 10,649,324
Adjusting Journal Entries:					
Prepared by Client:					
Adjust indirect admin support	-	-	-	1,653,676	1,653,676
Reclassifying Journal Entries:					
Prepared by Auditor:					
Reclassify expendable net position			1,845,000 (1,845,000)		
Reclassify nonexpendable net position			4,134,000 (4,134,000)		
Total Adjustments	-	-	-	1,653,676	1,653,676
Net Position Effect			-		
Audited Balances	\$ 39,004,000	\$ 8,178,000	\$ 30,826,000	\$ 18,602,000	\$ 12,303,000

Audit Committee Report

Q & A

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Management Report

Jack Gibson
Chief Executive Officer

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Management Report

Strategic Plan Pillars

1. Audience Development
2. Community Engagement
3. Financial Sustainability
4. Organizational Advancement
5. Technology & Innovation

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Management Report

Audience Development

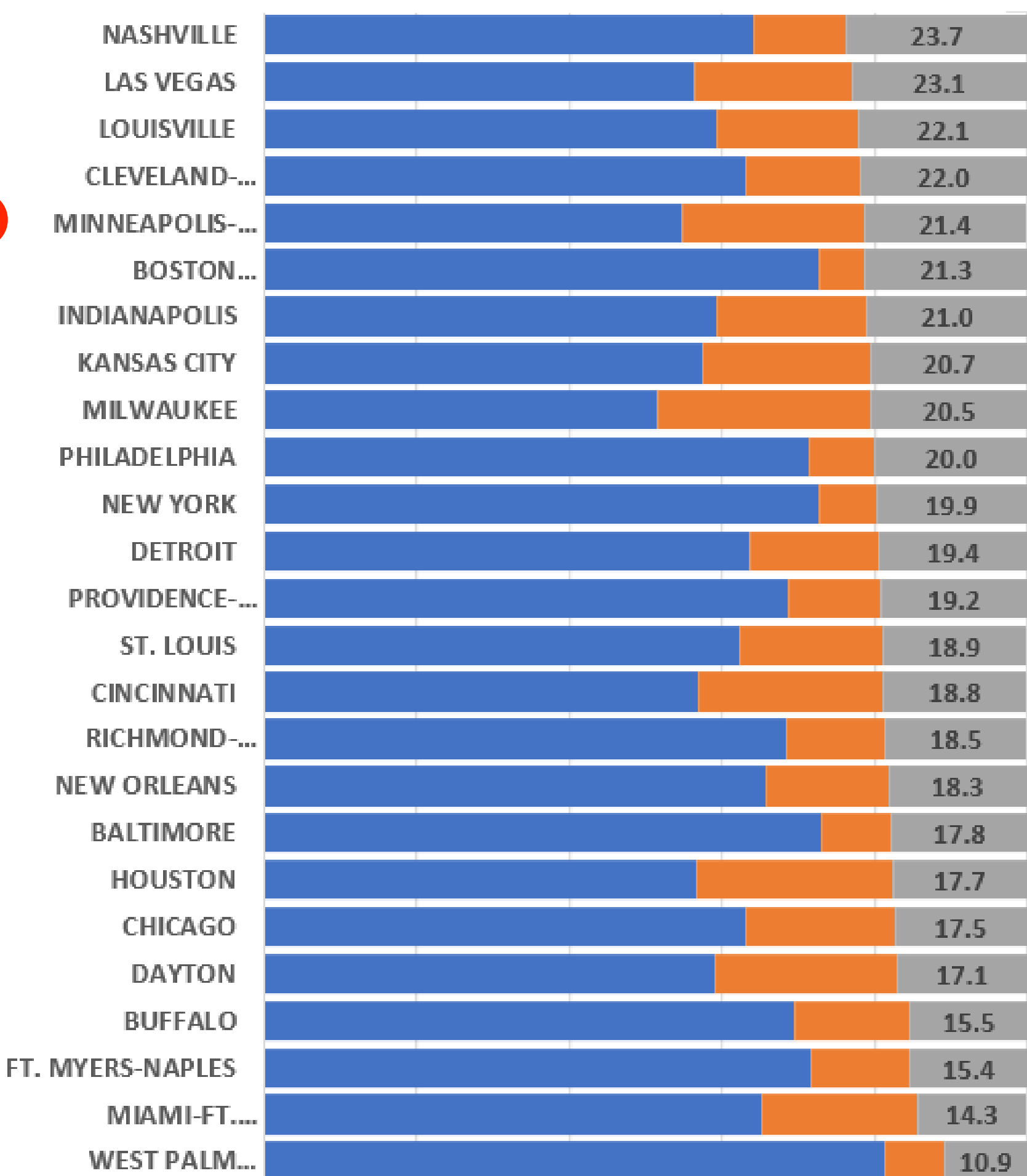
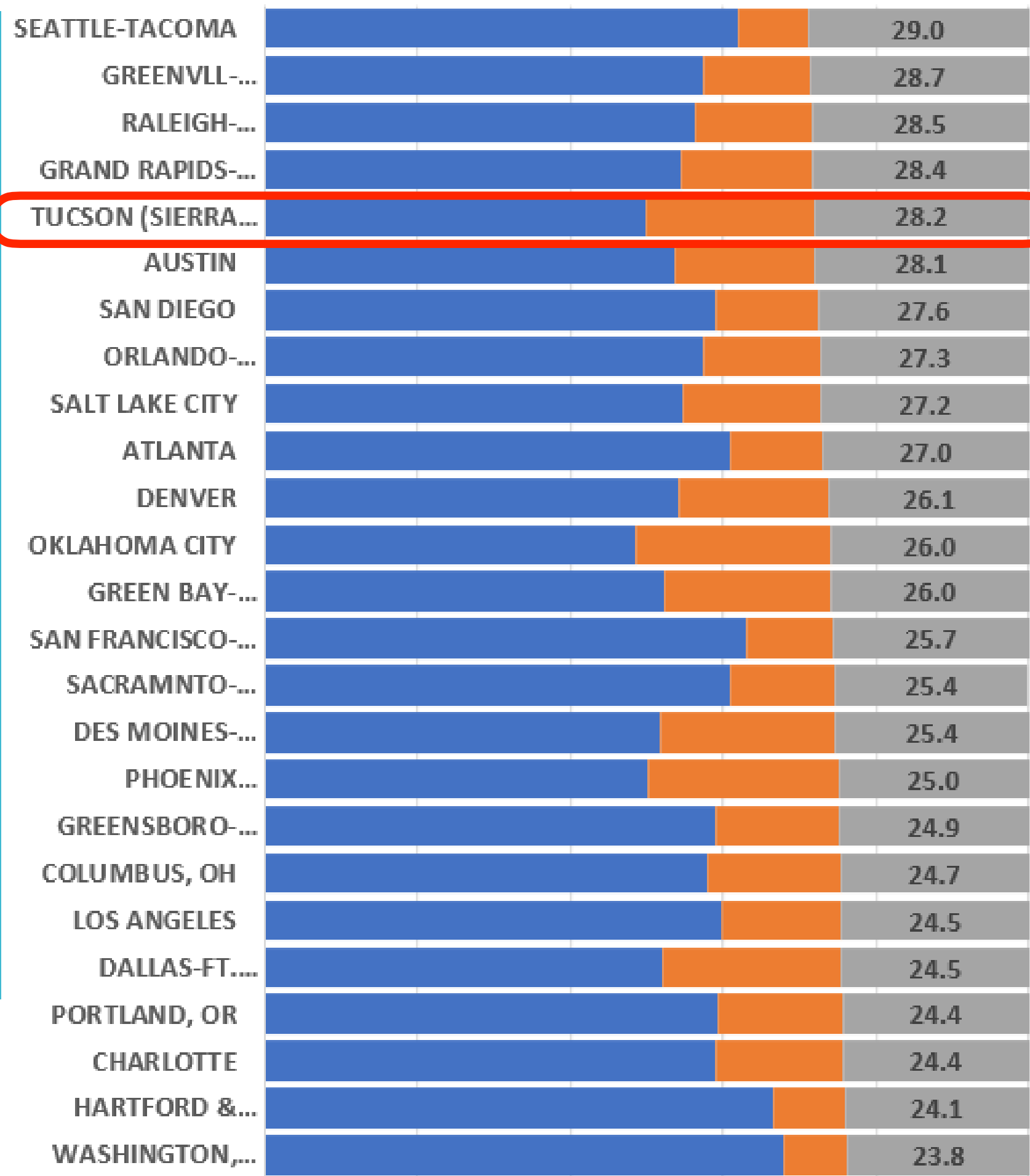
Television



2021-22 Universe Estimates

% BBO
by DMA

■ Cable/ADS
■ Bcast Only
■ BBO



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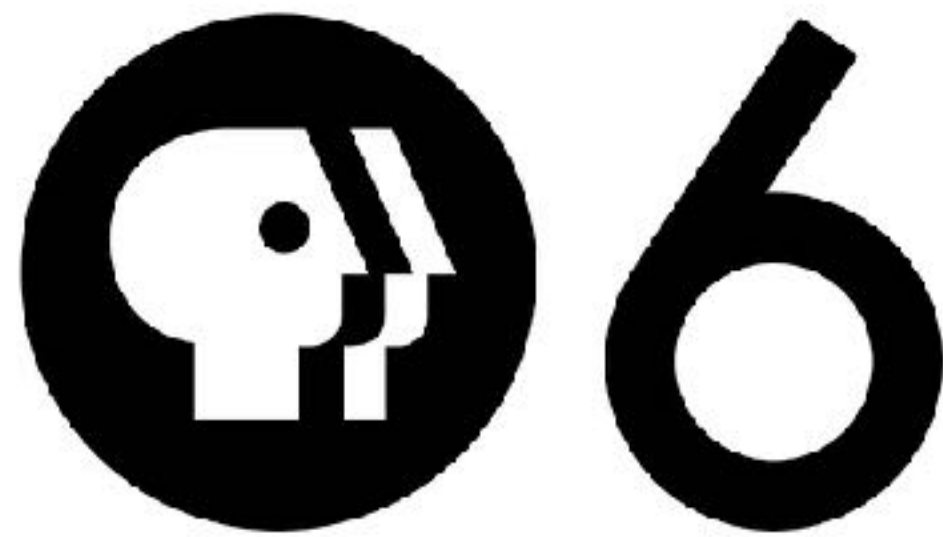
Management Report

Audience Development

Television

Nov. 2021 vs. 2020

Gene Robinson
Chief Operating Officer



<i>Full Week</i>	<i>2021</i>	<i>2020</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	26	28	-7%
Viewership (Gross Rating Points)	896	793	13%



<i>Prime Time</i>	<i>2021</i>	<i>2020</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	16	16	N/C
Viewership (Gross Rating Points)	314	258	22%

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Management Report

Audience Development

Original Podcast Production



Gavel to Gavel: The Arizona Legislature podcast

Between the gossip, scandals and posturing at the state Legislature are decisions that will impact the lives of every Arizonan. Each week, Arizona Public Media tunes out the noise and puts into context the issues that matter.

radio.azpm.org

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Management Report

Audience Development



AZPM Passport Monthly Overview

December 2021 vs. 2022

<i>Members</i>	<i>Minutes Watched</i>	<i>Streams</i>
16,279	1,963,028	53,828
% change YoY	102%	57,4%

Most Popular Shows Dec 2021

- PBS NewsHour*
- Broadchurch*
- Land Girls*
- Call the Midwife*
- Grantchester*
- NOVA*
- All Creatures Great & Small*
- Nature*
- RFDS: Royal Flying Doctor Service*
- Downton Abbey*



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Management Report

Audience Development

Radio

Fall 2021 vs. Fall 2020

Nielsen CDM Surveys



89.1 FM 1550 AM

Listeners 50+

	<i>2021</i>	<i>2020</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	60,300	97,900	-11.2
TSL (Hr:Min) (Time Spent Listening)	7:00	7:45	-9.7
Market Rank	1	2 (tie)	

Listeners 12+

	<i>Year</i>	<i>Prev Year</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	99,600	117,500	-15.2
TSL (Hr:Min) (Time Spent Listening)	6:45	6:45	0
Market Rank	3	2	



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Management Report

Audience Development

Radio

Fall 2021 vs. Fall 2020

Nielsen CDM Survey

Classical
90.5 FM 89.7 FM

Listeners 50+

	2021	2020	% change
Weekly Cume (Unduplicated Audience)	30,400	25,000	21.6
TSL (Hr:Min) (Time Spent Listening)	6:00	7:30	-20
Market Rank	12	9	

Listeners 12+

	Year	Prev Year	% change
Weekly Cume (Unduplicated Audience)	35,900	33,900	5.9
TSL (Hr:Min) (Time Spent Listening)	5:30	7:15	-24.1
Market Rank	18	16	

nielsen
.....

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Management Report

Community Engagement

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2020-2021

**REPORT TO THE
COMMUNITY**



A student engages with
PBS LearningMedia

AZPM Annual Report
to the Community

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Management Report

Community Engagement



AZPM Campus Food Pantry
Thanks to CAB members who
donated non-perishables.

Campus Clothing Bank
accepts gently used professional
wear to equip students for
interviews.

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Management Report

Community Engagement



School in the Time of COVID : Community Conversations

COVID-19 has disrupted life for everyone, but the impact on our schools has been especially felt throughout the community. The ongoing pandemic has interrupted conventional learning and forced...

www.facebook.com

<https://www.facebook.com/events/347605770516311/>

January 26th, 6:30-7:15pm MST: Student Voices

February 1st, 6:30-7:15pm MST: Educator Voices

February 16th, 6:30-7:15pm MST: Community Expert Voices

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Management Report

Financial Sustainability

FY'22 Winter Fundraising Campaign

Deb Dale
Chief Development Officer

Television: (*PBS 6*) Nov 27 - Dec 12

Radio (spots only): *Classical 90.5* Dec 13-17

NPR 89.1 Nov 15 - Dec 22

Campaign Goal: \$405,000

Actual: \$533,404

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Management Report

Organizational Advancement

Kimberly Heath
Chief Financial Officer

Hybrid Work Modality

Salary Compression Project

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Management Report

Organizational Advancement

Open Positions

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

*Targeted 4Q FY22

*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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PBS



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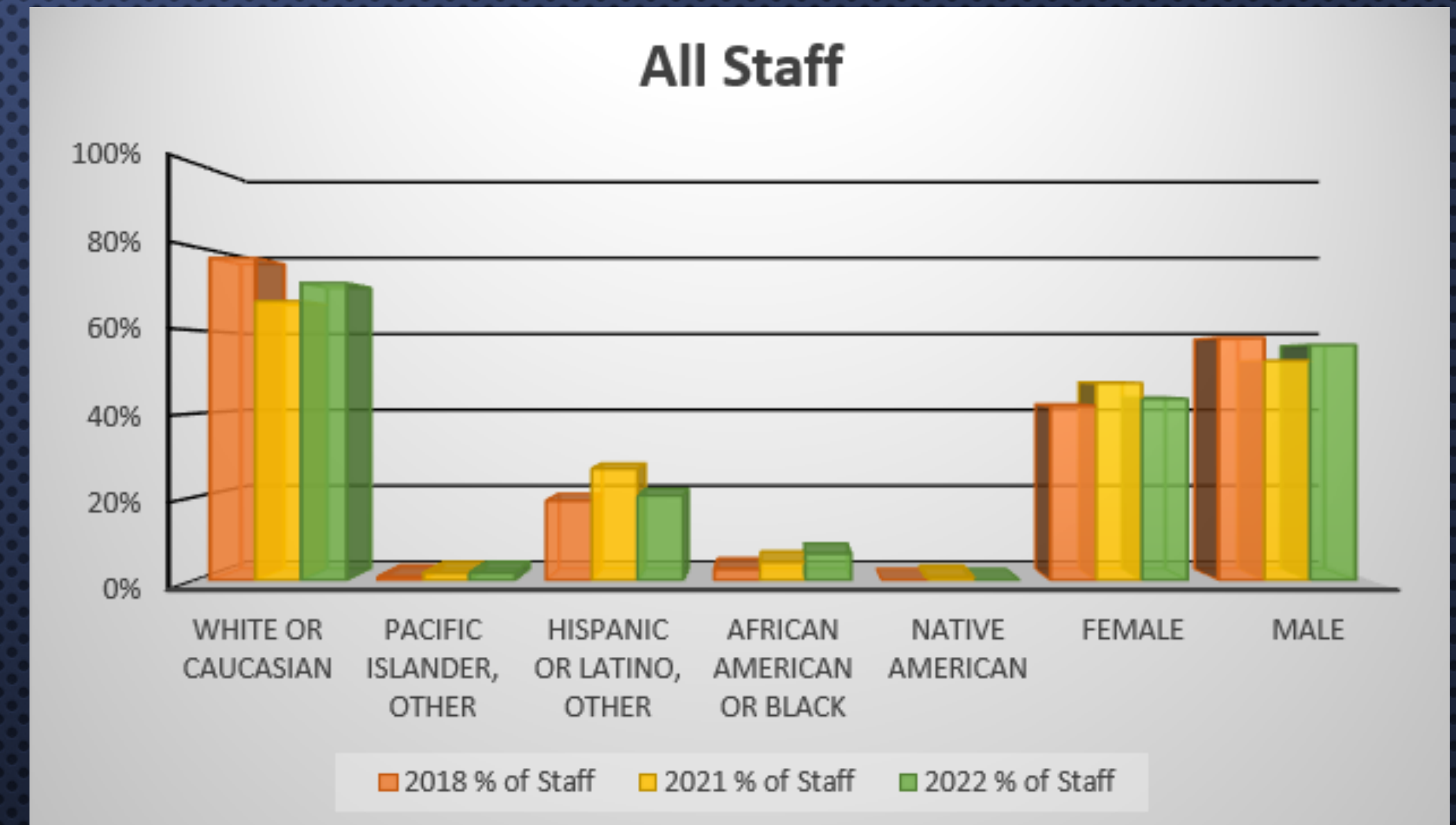


ARIZONA PUBLIC MEDIA DIVERSITY REPORT 2022

By Tanya Gonzales, HR Generalist

ALL STAFF REVIEW

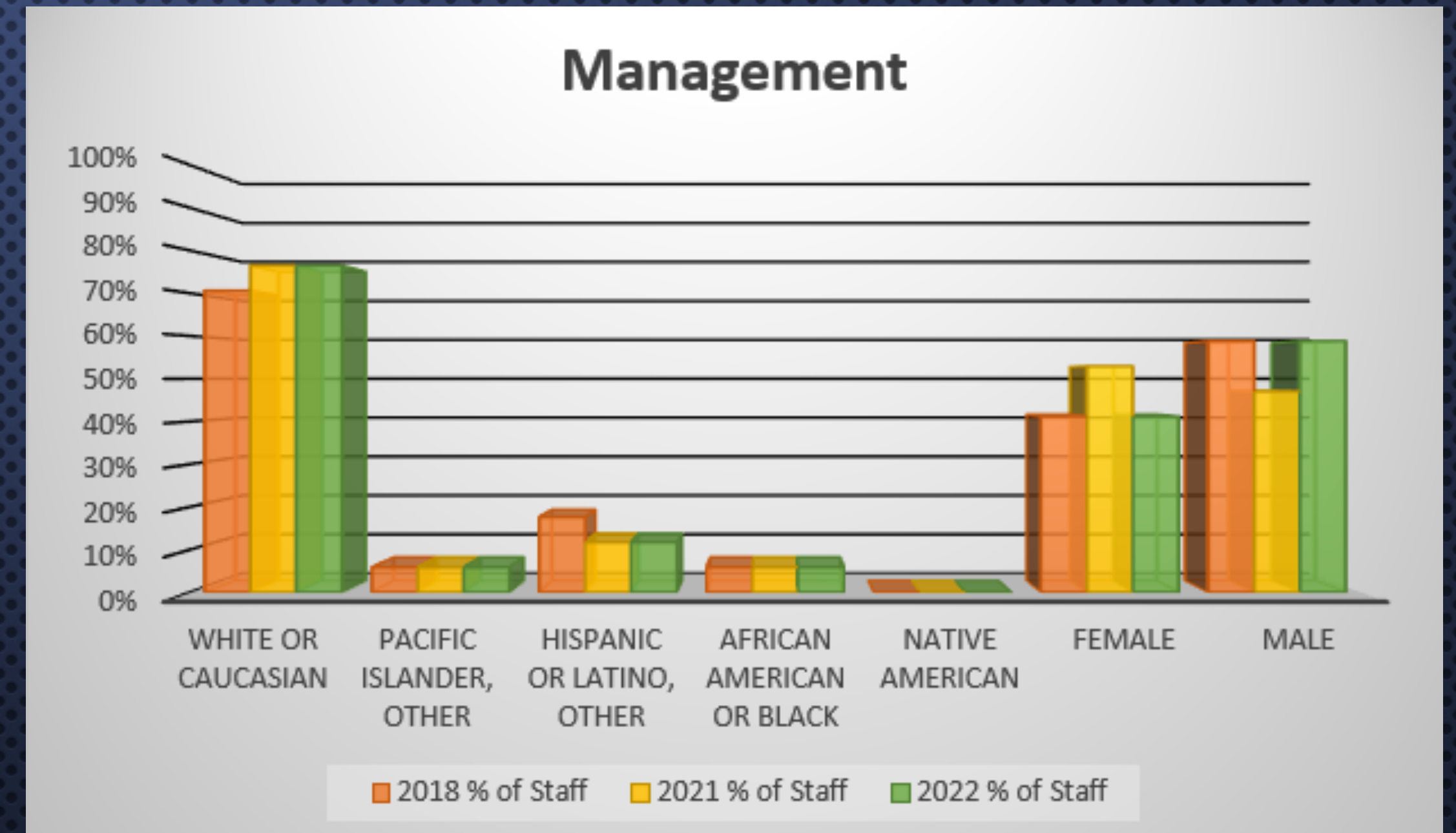
	2018		2021		2022	
	# of Staff	% of Staff	# of Staff	% of Staff	# of Staff	% of Staff
White or Caucasian	85	77%	75	67%	77	71%
Pacific Islander, Other	1	1%	2	2%	2	2%
Hispanic or Latino, Other	21	19%	30	27%	22	20%
African American or Black	3	3%	5	4%	7	6%
Native American	0	0%	1	1%	0	0%
Female	46	42%	53	47%	47	44%
Male	64	58%	59	53%	61	56%
Total Staff	110		112		108	



- All Staff includes all full-time, part-time, ancillary, and student employees
- Efforts continue in increasing diversity for all staff
- Efforts continue to close gaps between genders

MANAGEMENT REVIEW

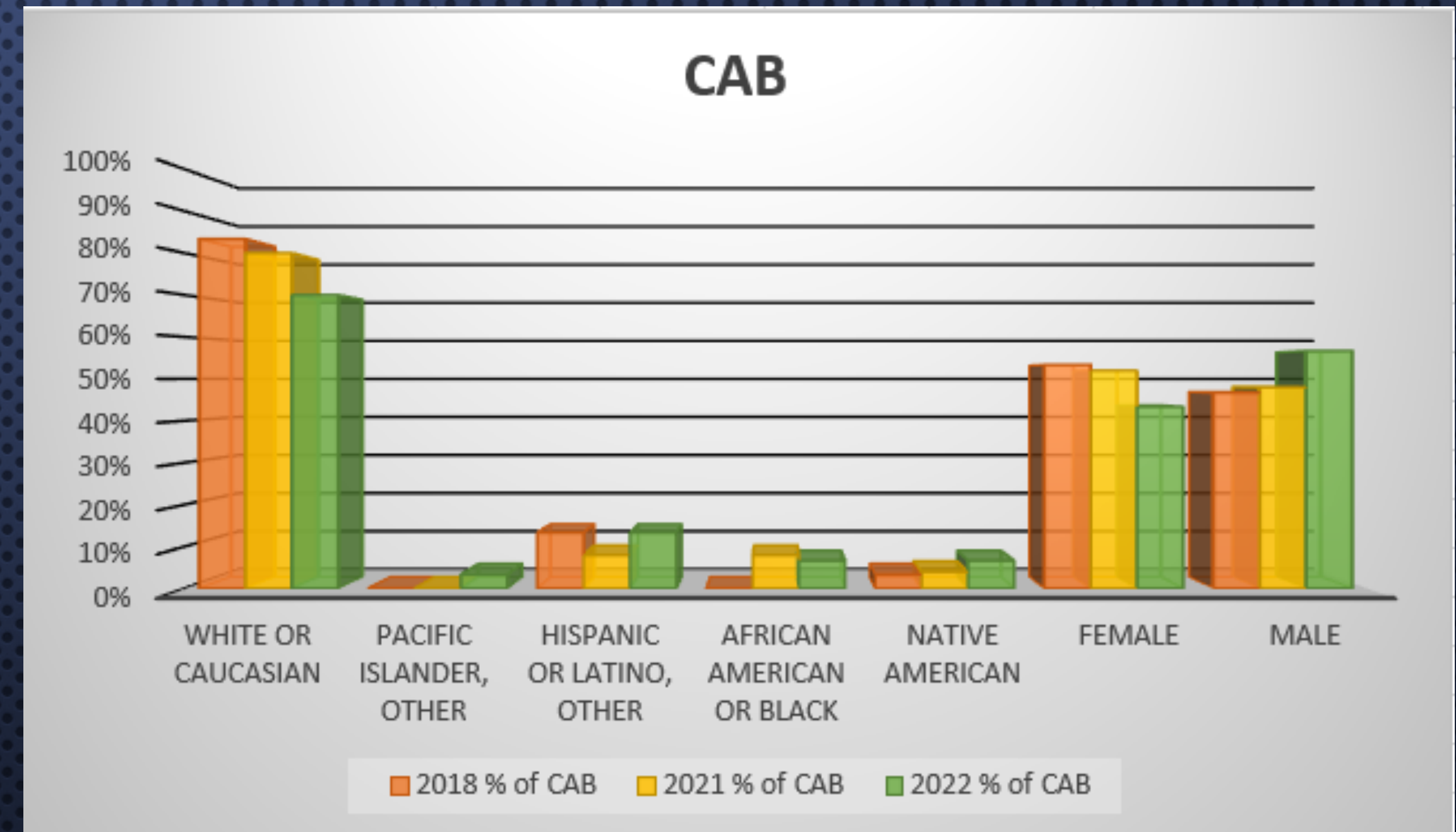
	2018		2021		2022	
	# of Staff	% of Staff	# of Staff	% of Staff	# of Staff	% of Staff
White or Caucasian	12	71%	13	76%	13	76%
Pacific Islander, Other	1	6%	1	6%	1	6%
Hispanic or Latino, Other	3	18%	2	12%	2	12%
African American or Black	1	6%	1	6%	1	6%
Native American	0	0%	0	0%	0	0%
Female	7	41%	9	53%	7	41%
Male	10	59%	8	47%	10	59%
Total Staff	17		17		17	



- Efforts continue to close gaps between genders

COMMUNITY ADVISORY BOARD REVIEW

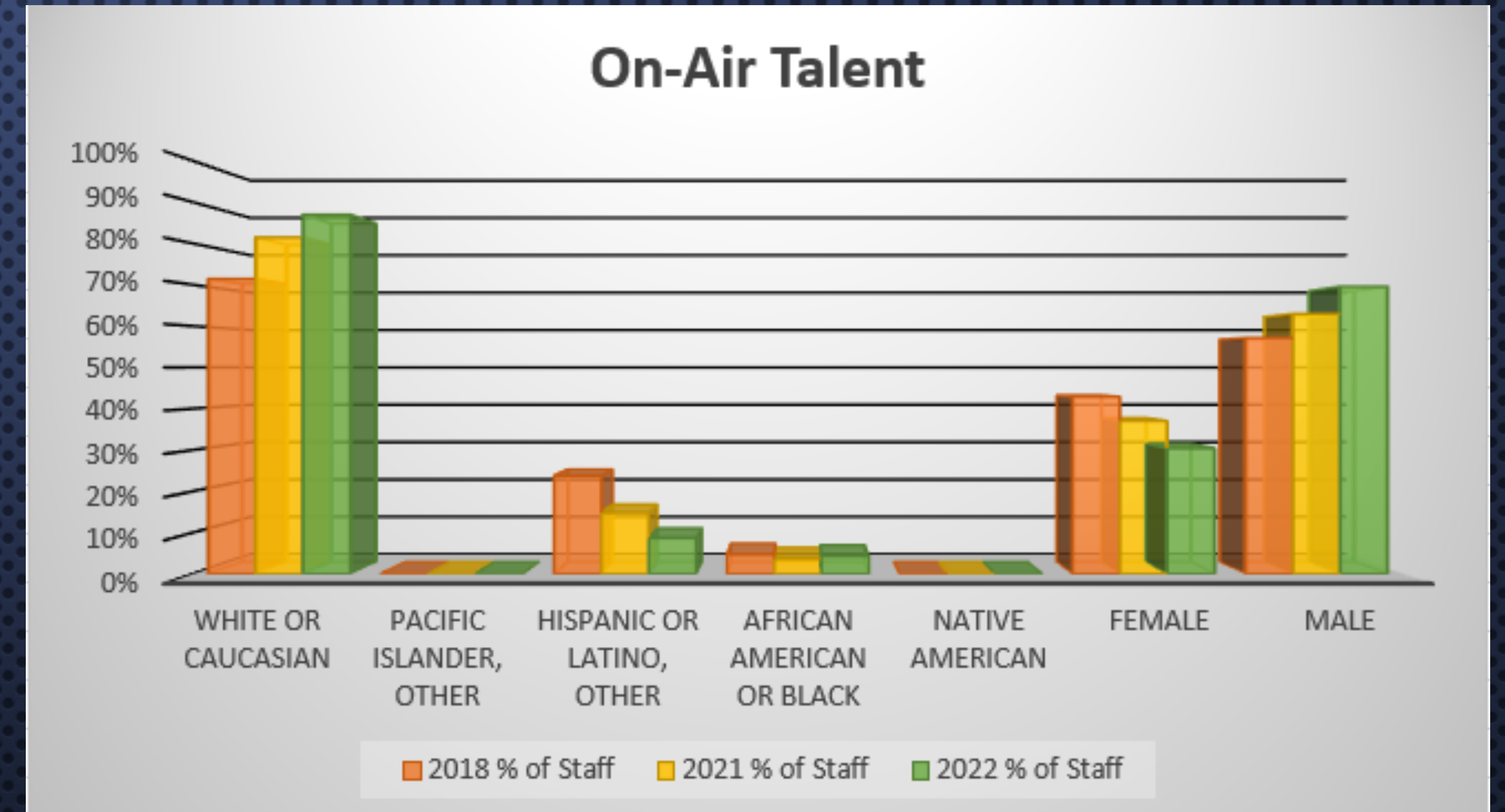
	2018		2021		2022	
	# of CAB	% of CAB	# of CAB	% of CAB	# of CAB	% of CAB
White or Caucasian	25	83%	20	80%	21	70%
Pacific Islander, Other	0	0%	0	0%	1	3%
Hispanic or Latino, Other	4	13%	2	8%	4	13%
African American or Black	0	0%	2	8%	2	7%
Native American	1	3%	1	4%	2	7%
Female	16	53%	13	52%	13	43%
Male	14	47%	12	48%	17	57%
Total Staff	30		25		30	



- Increased diversity in CAB members

ON-AIR TALENT

	2018		2021		2022	
	# of Staff	% of Staff	# of Staff	% of Staff	# of Staff	% of Staff
White or Caucasian	15	71%	22	81%	20	87%
Pacific Islander, Other	0	0%	0	0%	0	0%
Hispanic or Latino, Other	5	24%	4	15%	2	9%
African American or Black	1	5%	1	4%	1	4%
Native American	0	0%	0	0%	0	0%
Female	9	43%	10	37%	7	30%
Male	12	57%	17	63%	16	70%
Total Staff	21		27		23	



- Vacant positions have impacted diversity, we continue to strive to bring diverse voices to our on-air talent.

CHALLENGES & SUCCESSES

- The Great Resignation has impacted AZPM
- Diversity for On-Air Talent
- COVID
 - Hiring Freeze (FY20/21)
 - Broader competition for companies recruiting employees who want to be on permanent or on long-term remote-work agreements

- Shifting recruitment strategies to interview and on-board new employees virtually.
- Increased participation in virtual job fairs; Brazen, AZ Daily Star and Handshake
- Efforts to increase diversity all staff
- Efforts to close gaps between genders
- Continue to provide training opportunities to search committee members to be aware of bias opinions and how to provide opportunities to a wider range of candidates.

RECRUITMENT RESOURCES



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HigherEdJobs®

Jobing.com

indeed®

brazen

CAREERBUILDER®
We're Building For You®

LinkedIn

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS
NAHJ
ASOCIACIÓN NACIONAL DE PERIODISTAS HISPANOS

cpb Corporation
for Public
Broadcasting

NEWS FOR PEOPLE IN PUBLIC MEDIA
Current

THE UNIVERSITY
OF ARIZONA®

NATIONAL
ASSOCIATION OF
BLACK JOURNALISTS
WWW.NABJ.ORG **NABJ**

Arizona
Daily Star
Tucson.com

Diversity
A World of Change



PROJECT INSIGHT®

JournalismJobs.com

ALLIANCE FOR
WOMEN IN MEDIA

Poynter.

THE ARIZONA
REPUBLIC
azcentral.com

arizonadiversity.com
Live here. Work here.™

Management Report

Technology & Innovation

Mt. Bigelow Projects

New *Classical 90.5* Transmitter

PBS 6 TV Transmitter Repairs

Ian MacSpadden
Chief Technology Officer

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Management Report

Technology & Innovation

Mt. Bigelow Projects

New *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

- *Propose increasing height of existing community tower by 70'*
- *Move AZPM antennas to community tower and remove three towers from site*
- *Will improve coverage for **NPR 89.1** and **PBS 6** (via KUAS Channel 27)*
- *Will improve visual aesthetic of Tumamoc Hill*
- *CAB support with members of the community would be helpful*

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Management Report

Technology & Innovation

Mt. Bigelow Projects

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Ian MacSpadden
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Virtual Reality Set Update

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Management Report

Q & A

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Old Business

Jack Gibson

New Facility Construction Project Update

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- UA's Search Committee met with five potential contractors in mid-December
- A Design-Build contract awarded to DPR Construction partnered with the Smith Group/Phoenix, Swaim Associates/Tucson for Architecture.
- Appropriate community input will be sought during design phase. More to come...
- Contracting underway with UA PD&C

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Deb Dale, Chief Development Officer

AZPM Capital Campaign Update

Two Projects; One Campaign.

- New Facility Completion Funding
- *NextGen TV* Conversion Funding

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Old Business

Project Budget and Community Campaign Goal

Phase I - New Facility		Investment
Facility Construction and Soft Costs		\$40,800,000
Pre-Construction Planning and Development Costs		\$4,200,000
Production Equipment, Technology, and Broadcast Systems Integration		\$5,970,000
Facility Campaign Total		\$50,970,000
Phase II - New Technology		Investment
NextGen TV Conversion and Transmitter Replacements		\$6,330,000
Technology Campaign Total		\$6,330,000
Total Project		\$57,300,000
Current Facility Funding Commitments		Secured
AZPM Facility Capital Fund		\$24,000,000
Private Lead Giving		\$15,500,000
Secured to Date (77.5% of Facility; 69% of Total)		\$39,500,000
Community Campaign Balance		\$17,800,000

* Funding sources include the AZPM Facility Capital Fund (\$24,000,000) and Lead Capital Gifts (\$15,500,000)

Total Project:
\$57.3M

Community
Campaign:
\$17.8M

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Old Business

Capital Campaign Study Interviews

- ▶ *14 Interviews Completed*
- ▶ *3-4 Requests Pending*

Online Survey

- ▶ *Sent last week to 17,300 Members and 201 Major Donors*
- ▶ *Reminder email today*
- ▶ *Sending to 10,700 General Audience today*

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Old Business

Capital Campaign Next Steps

Campaign Committee

Requirements:

- *1-2 Committee Meetings*
- *2-5 Personal Visits with AZPM Staff to Request Financial Support*
- *Well-prepped and paired with Jack, Deb, or Enrique*
- *Susan's Testimonial*
- *Interested...?*

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Old Business

Ron Carsten, SP Committee Chair

Strategic Planning Update

- Strategic Pillar Tri-Fold Produced and Sent
- Draft Tactical Plan in Progress
- Staff will provide periodic updates at CAB Meetings and an 18-month performance update (January 1, 2022-June 30, 2023) at the August 2023 CAB Meeting.



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Discussion Item

Ian MacSpadden
Chief Technology Officer

NextGen TV Presentation & Discussion

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Discussion Item: *ATSC 3.0 NextGen TV*

IOT transmitter ecosystem



Two transmitter cabinets and four racks



Two AC to DC transformers



Coolant System

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Discussion Item: ATSC 3.0 *NextGen TV*

Maxiva™ ULXTE with PowerSmart® Plus

We did it again.
GatesAir has once again shattered the expectations of what is possible with high-power, solid-state transmitters in terms of efficiency, power density, and performance.

- High-efficiency Power Amplifiers, optimized for equal power levels with either ATSC 1.0, ATSC 3.0, DVB-T2, ISDB-T, and other OFDM modulations
- Lighter power amplifier (PA) module - 1/3 of the weight of other products currently available
- Simpler spares handling, easy one-person task
- Separate, hot-swappable, compact power supply for each PA
- Optimized higher performance Real-Time Adaptive Correction. Ensures maximum transmitter performance continuously, under varying operating conditions, without the need for manual adjustment

More services usually means higher expenses. Higher operating expenses challenge the bottom line. Maxiva ULXTE transmitters with PowerSmart® Plus technology drive down total cost of ownership while allowing broadcasters to get the most out of their spectrum. Optimized designs that increase bandwidth while simplifying maintenance. Superior power density that maximizes TV coverage while reducing transmitter size and weight. Unparalleled performance that enhances picture quality while lowering utility bills. GatesAir has once again shattered the expectations of what is possible with high-power, solid-state transmitters.



Solid State transmitter ecosystem

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Discussion Item: ATSC 3.0 *NextGen TV*



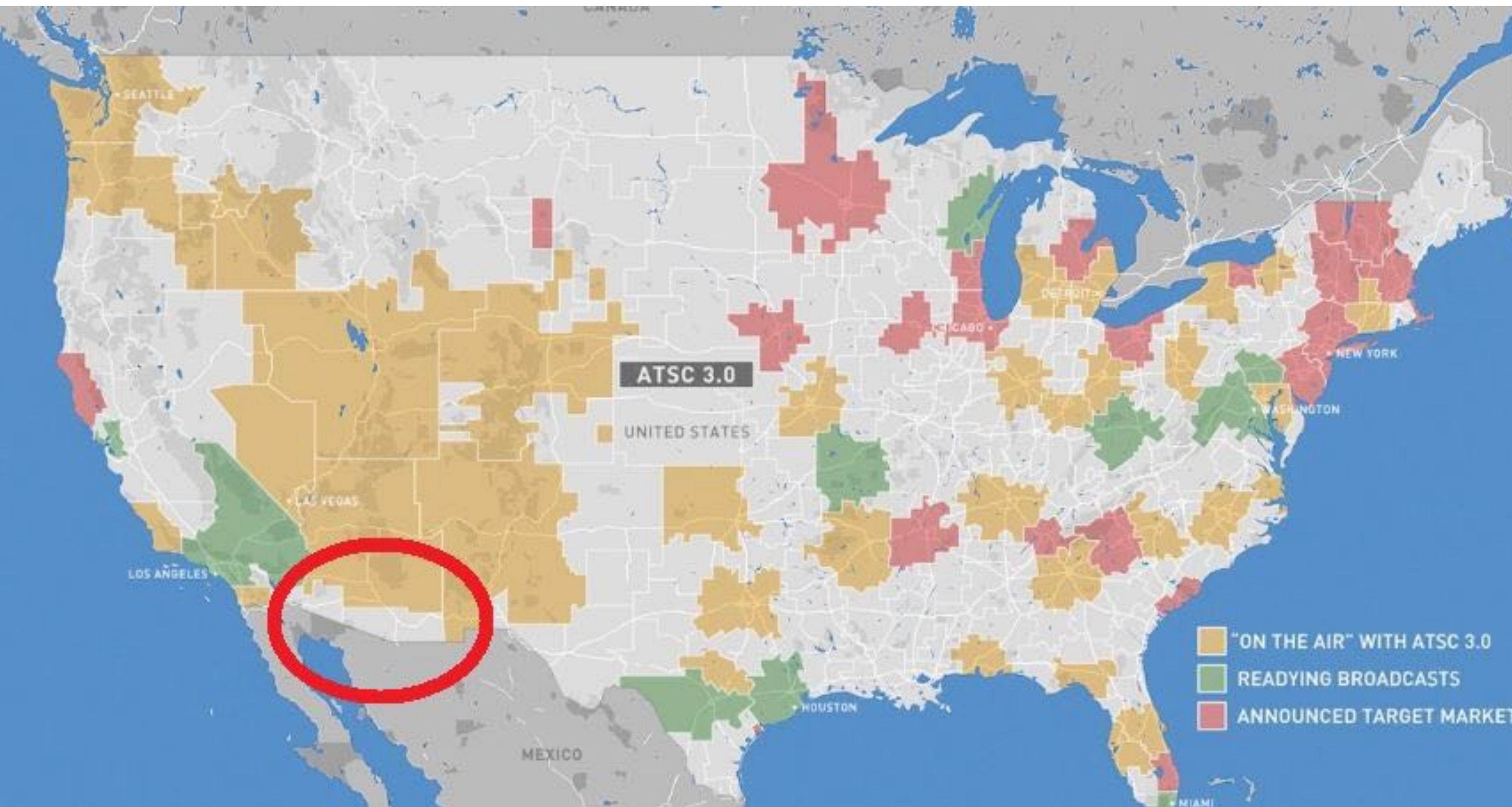
Fried 400VDC power cables

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Discussion Item: *ATSC 3.0 NextGen TV*



AZPM can help fill this need...

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Discussion Item: *ATSC 3.0 NextGen TV*

Considering a new TV set...

- Look for  logo on box
- Look for ATSC 1 & 3 tuner under specs
- BHPHOTO.COM (best)
- BestBuy and Amazon (be careful)
- Consider a dongle or home gateway

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NextGenTV

Q & A

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PBS



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In Memoriam



Christopher Lee Helms
December 24, 1939 - December 24, 2021
CAB Member 2007-16
Chair, 2013-14
Emeritus Member 2016-21

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Other Business

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Other Business

- Other business from the floor...
- Next CAB Meeting:
Thursday, March 17, 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 New Year
2022



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Community Advisory Board

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