

ARIZONA PUBLIC MEDIA®



Community Advisory Board Zoom Meeting
March 17, 2022

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Call to Order

Steven Eddy, CAB Chair

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Call to Order

Steven Eddy, CAB Chair

HAPPY
St. Patrick's
DAY

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Moment of Silence

Our thoughts and prayers are with
the people of Ukraine.

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Meeting Logistics

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 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.

Welcome and Introductions

Guests: **Betsy Leader**
AZPM General Sales Manager (Underwriting)

Andrew Oxford
AZPM Online Reporter/Producer

Marsha Reardon
AZPM Director of Membership & Audience Services



Meet An AZPM Employee



Andrew Oxford
AZPM Online Reporter/Producer

Review and Acceptance of Minutes

January 20, 2022 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]."

Management Report

Jack Gibson
Chief Executive Officer

Management Report

Audience Development

Television

January 2022 vs. 2021



nielsen
.....

Full Week	2022	2021	% change
Weekly Cume (Unduplicated Audience)	28	27	3.7
Viewership (Gross Rating Points)	976	906	7.73
Prime Time	2022	2021	% change
Weekly Cume (Unduplicated Audience)	19	17	11.76
Viewership (Gross Rating Points)	385	332	15.96

Management Report

Audience Development



AZPM Passport Monthly Overview

January 2022 vs. 2021

Members	Minutes Watched	Streams	Most Popular Shows Jan 2022
19,030	3,254,975	87,704	All Creatures Great and Small
% change YoY	99.69%	58.06%	Vienna Blood
			Around the World in 80 Days
			Seaside Hotel
			PBS NewsHour
			Finding Your Roots
			NOVA
			Broadchurch
			Antiques Roadshow
			Grantchester



Management Report

Audience Development

Radio

January 2022 vs. January 2021

Nielsen CDM Surveys



89.1 FM 1550 AM

Listeners 50+	2022	2021	% change
Weekly Cume (Unduplicated Audience)	60,700	65,100	-6.8
TSL (Hr:Min) (Time Spent Listening)	8:30	8:30	0
Market Rank	1	2	

Listeners 12+	2022	2021	% change
Weekly Cume (Unduplicated Audience)	98,400	116,700	-15.7
TSL (Hr:Min) (Time Spent Listening)	6:45	6:45	0
Market Rank	3	3	

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Management Report

Audience Development

Radio

January 2022 vs. January 2021

Nielsen CDM Surveys



Listeners 50+	2022	2021	% change
Weekly Cume (Unduplicated Audience)	28,500	29,800	-4.4
TSL (Hr:Min) (Time Spent Listening)	6:30	5:30	18.2
Market Rank	9 (tie)	9	

Listeners 12+	2022	2021	% change
Weekly Cume (Unduplicated Audience)	35,400	37,600	-5.9
TSL (Hr:Min) (Time Spent Listening)	5:45	6:00	-4.2
Market Rank	16 (tie)	17	

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Management Report

Audience Development

Radio - Television - Online

The U.S. Senate Judiciary Committee will hold hearings next week to consider President Biden's nominee to fill Supreme Court Justice Steven Breyer's seat upon his retirement. Confirmation hearings for Supreme Court nominee Ketanji Brown Jackson will start on Monday.

AZPM will provide live television coverage on our website azpm.org and on **PBS 6 PLUS** (Broadcast Channels: 6-3 & 27.3/Comcast 396/Cox 82). You can also listen to special gavel-to-gavel coverage on **KUAZ-AM 1550**. Live special coverage is expected to start at noon on Monday the 21st, and earlier Tuesday and Wednesday.

NPR 89.1 will provide hearing coverage in its regular newscasts on *Morning Edition* and *All Things Considered*.



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Management Report

Community Engagement

Conversations on Franklin

- AZPM members and community invited to join Ken Burns and special guests for a series of live conversations featuring clips from his new 2-part documentary, *Benjamin Franklin*.
 - March 3, 8, 23, and 29

MASTERPIECE "Sanditon"

- AZPM members were invited to join the cast and creators for a special Season 2 preview and Q&A
 - March 13

PBS Learning Media Training

- TUSD Professional Development Day
 - 140 teachers trained on PBS Learning Media & Media Literacy
- MEAD Mathematics Conference - 2 presentations to 30 teachers

Gene Robinson
Chief Operating Officer



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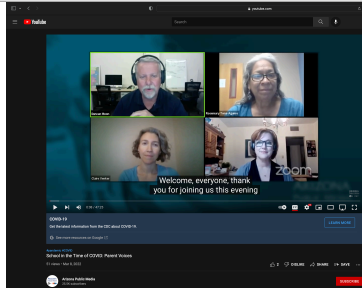
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Management Report

Community Engagement

Other Education Events

- Media Literacy Cohort with Pima County Superintendent's Office
 - 5 educators
 - 3-month community of practice model
 - Monthly meetings & guest speakers
- School in the Time of COVID
 - Student, Teacher, Parent, Community sessions on Facebook Live
- Biosphere 2 Rainforest Virtual Field Trip
 - Collaboration between UA Digital Learning Dept, AZPM, Biosphere 2



Management Report

Financial Sustainability

2Q FY'22 Financial Recap*

Kimberly Heath
Chief Financial Officer

- Revenue favorable to budget by \$183,280 (3.4%)
- Expenses favorable to budget by \$923,870 (13.6%)
- Expenses exceeded revenue by \$256,733 (4.6%)
- FY22 revenue vs FY21 **-\$346,222 (-5.8%)**
- FY22 expenses vs FY21 **-\$32,709 (-0.6%)**

**Does not include Capital Campaign Gifts, Expenses, or Encumbrances*

Management Report

Financial Sustainability

FY22 Q2 (7/1/21-12/31/21)	Budget	Actual	% Diff
Auxiliary Services	511,636	546,590	6.8%
State Appropriation	420,771	401,803	-4.5%
CPB CommService Grant	0	0	0
Bequests	132,930	265,860	100%
Capital Gifts	150,000	200,000	33.3%
Major Gifts	542,703	651,872	
Program Gifts	32,000	256,621	
Membership	3,021,796	2,707,887	-10.4%
Underwriting	595,127	559,608	-6.0%
Revenue Total	5,406,963	5,590,241	3.4%
Expense Total	6,770,847	5,846,976	13.6%

Management Report

Financial Sustainability

Spring Fundraising Campaign

Deb Dale
Chief Development Officer

Television: **PBS 6** Feb. 26 - Mar. 13

Goal: \$240,000 Raised \$177,00 to date

Up Next: **MASTERPIECE "Sanditon" Marathon**
March 19 & 20 (1-5p)

Radio: **NPR 89.1** March 14-21 (live via Zoom)

Goal: \$80,000 Raised \$22,000 to date

Classical 90.5 April 4-10 (pre-recorded spots only)

Goal: \$15,000 Raised \$0 to date

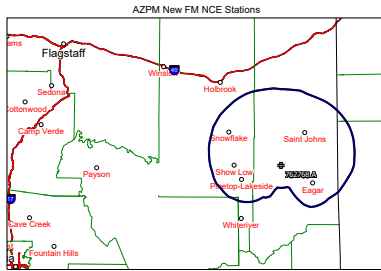


Management Report

Technology

Non-Commercial Educational (NCE) FCC Filing for New FM Frequencies

Ian MacSpadden
Chief Technology Officer

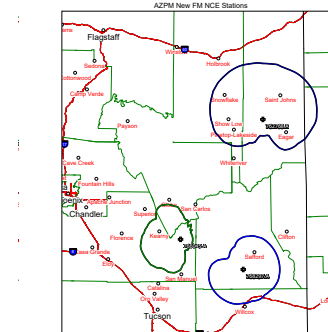


- Signal expansion a strategic priority
- Working on costs for tower lease and TX equipment
- New station call letter assignment TBD 89.1 FM/St. Johns, AZ
- FCC construction permit provides 3-years to initiate service

Management Report

Technology

Non-Commercial Educational (NCE) FCC Filing for New FM Frequencies

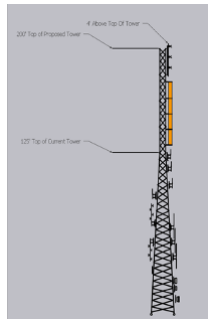
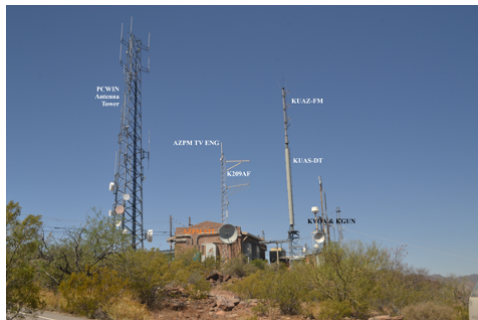


- Signal expansion a strategic priority
- Two additional FM applications pending:
 - 91.7 FM/Safford, AZ
(Defensive Strategy wrt Classical 90.5 Translator)
 - 89.3 FM/Kearny, AZ
- We expect to have both of these applications approved or denied by the end of 2022.

Management Report

Technology

Tumamoc Hill Site Update *Proposed Signal Improvement for KUAS Channel 27 and NPR 89.1*



Management Report

Technology

Tumamoc Hill Site Update *Community Engagement and Site Cleanup*



Management Report

Technology

Mt. Bigelow Site Update

KUAT Channel 6 Transmitter

- Winter storm did extensive damage to power and main TV transmitter for **PBS 6**
- Over \$20,000 in repairs thus far. New TX estimated at \$1.5M.
- Requested insurance assistance from State
- **PBS 6** currently running at 50% of licensed power which will affect coverage area
- Received FCC authority to reduce TX power for 6-months until repairs are completed or replacement TX is installed.

Management Report

Questions?

Old Business

Jack Gibson

New Facility Construction Project Update

Old Business



- Construction labor, material, and supply chain issues are adversely affecting budget and cost/sq. ft.
- Ultimately may affect when we break ground...
- We may need an additional year to raise funds
- CAB Ad-Hoc Facilities Committee attended one planning session
- March 30-31 is scheduled for third of five planning sessions
- Community engagement will be sought once construction timeframe has been identified.

Old Business

*Paul Lindsey
Committee Chair*

Ad-Hoc Facility Committee Report

Old Business

Facility Committee

- Committee met March 3 with Design/Build Team members.
- UA Planning, Design & Construction Project Manager, DPR Construction, Smith Group and Swaim Associates (Architects).
- Reviewed plan overview, high-level design process, construction schedule context, site concept, and energy plan.
- Program validation workshops with AZPM staff in progress.
- Committee's role: represent and report to CAB, provide input/feedback on design development, determine needs/interests of community, identify missing components.
- A design team representative will be invited to present initial sketches to the CAB at the May 12 Annual CAB Meeting.

Old Business

*Deb Dale
Chief Development Officer*

Capital Campaign Update

Old Business

Total Campaign Goal: \$55,000,000

# Gifts Confirmed	Gift Level	Source	5 Annual Payments	Total	Cumulative Total
1	\$24,000,000	AZPM Fund	N/A	\$24,000,000	\$24,000,000
1	\$10,000,000	Anonymous	N/A	\$10,000,000	\$34,000,000
1	\$5,500,000	Anonymous	N/A	\$5,500,000	\$39,500,000
7	\$897,000	Bequests	N/A	\$897,000	\$40,397,000
1	\$5,000	CAB Member	N/A	\$5,000	\$40,402,000

New Business

Capital Campaign Feasibility Study Recap

New Business

Capital Campaign Feasibility Study Recap

Conclusion:

Study shows those interviewed and surveyed are generally in support of AZPM's intention to raise and invest \$55M in a new facility and technology upgrades.

Questions?

New Business

Next Steps:

- *Name honorary committee chairs*
- *Build cabinet to do preliminary legwork*
- *Confirm larger committee*

Discussion Item

Talking about AZPM in the Community

Group Activity

- *How to Gauge Interest?*
- *How to Move from Interest to Excitement?*
- *How to Set the Stage for Financial Engagement?*
- *Remembering Capacity and Connection?*

Group Activity

Breakout Groups Practice Discussion

What motivates your group members to support AZPM?
Can you get them more engaged?

Group Activity

Report Out

Any "Aha!" moments?
What worked/was meaningful to you?
What didn't work?

Announcements

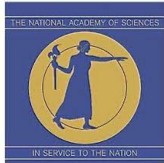
Steven Eddy, CAB Chair

Announcements

Regents Professor John Hildebrand, Ph.D.

Elected to third term as:

International Secretary,
National Academy of Sciences



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Announcements

Regents Professor John Hildebrand, Ph.D.

Elected to third term as:

International Secretary,
National Academy of Sciences



Congratulations, John!



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Announcements

CAB Leadership:

At the May Annual CAB Meeting...

Agenda includes: Election for CAB Chair, Vice Chair, Secretary

If interested in serving in a leadership capacity, please reach out to Steven or any member of the CAB Governance Committee.

Governance Committee: Nicola Finley, Chair

Karen Christensen

John Hildebrand

Sylvia Lett

Jim Murphy

Hassan Hijazi

Jim Jutry

Rose Lopez



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Announcements

Feedback Sought:

Considering an In-person CAB Annual Meeting

Date: Thursday, May 12

Time: 12n - 2p (lunch will be provided)

Duration: 2 hrs.

Location: TBD

Agenda: CAB Chair, Vice Chair and Secretary Elections

Presentation by Design/Build Contractors

Any concerns?

Requirements desired? (e.g. Proof of Vax, Testing, Masking, etc.)



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Announcements

Celebration of Life for Past CAB Chair, Chris Helms

Celebration Held: March 10th @ The Loft Cinema

Event was recorded.

Duration: 80 min.

Location: Mary will send a link for those who were not able to attend and would like to screen the recording.

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Other Business

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Other Business

- Other business from the floor...
- Up Next... CAB Annual Meeting and 2022-24 Leadership Election
Thursday, May 12, 2022 - Location TBA
12 noon - 2:00p
- Meeting evaluations will be emailed to you via *Survey Monkey*

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Adjourn

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