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PBS



Community Advisory Board Meeting
May 12, 2022

Call to Order

Steven Eddy, CAB Chair

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Welcome & Introductions

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Welcome & Introductions

New CAB

Member: Patrick Robles

President-Elect, Associated Students of the University of Arizona

New AZPM
Management

Staff: Gary Bell

Director, Marketing & Communications

Andrew Brown

Content Manager, Arizona Illustrated

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Welcome & Introductions

Guests: Nicole Cox

AZPM Morning Edition Host & Radio Operations Coordinator

Taylor Fulkerson

Project Manager, DPR Construction/Tucson

Joseph Howell

VP, Public Affairs & Communications, Citi Financial Services

Mark Kranz, FAIA

Vice President and Design Director, SmithGroup/Phoenix

Will McCrory, AIA

Design Principal, SmithGroup/Phoenix

Phil Swaim, AIA

Principal, Swaim Associates/Tucson

Laura Vertes, AIA

Principal, Swaim Associates/Tucson

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Welcome & Introductions

Board
Officers



CAB
Members



Let's get reacquainted...

Ex-Officio



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Sizzle reel

Meet An AZPM Employee



Nicole Cox

*AZPM Host, "Morning Edition"
and Radio Operations Coordinator*

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Community Advisory Board Meeting
May 12, 2022

Review and Acceptance of Minutes

March 17, 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]."

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Management Report

Jack Gibson

Chief Executive Officer

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Management Report



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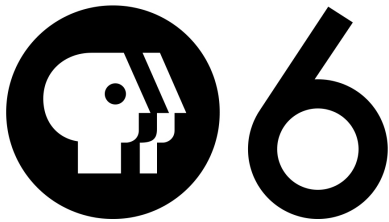


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Management Report

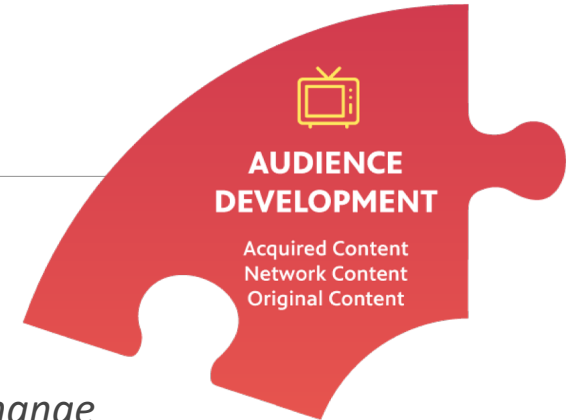
Television

1Q 2022 vs. 1Q 2021 (Jan 1-Mar 31)



<i>Full Week</i>	<i>2022</i>	<i>2021</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	26	25	5%
Viewership (Gross Rating Points)	905	803	13%

<i>Prime Time</i>	<i>2022</i>	<i>2021</i>	<i>% change</i>
Weekly Cume (Unduplicated Audience)	17	15	11%
Viewership (Gross Rating Points)	362	302	20%



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Management Report



AZPM Passport Monthly Overview

March 1 - April 30, 2022 vs. 2021

Members

19,354

% change YoY

Minutes Watched

5,249,869

58.6%

Streams

138,987

45.2%

Most Popular

Sanditon

PBS NewsHour

Benjamin Franklin

Call the Midwife

Annika

Nature

Before We Die

All Creatures Great/Small

Around the World/80 Days

NOVA



AUDIENCE DEVELOPMENT

Acquired Content
Network Content
Original Content

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Management Report

Radio

1Q 2022 vs. 1Q 2021 (Jan 1-Mar 31)



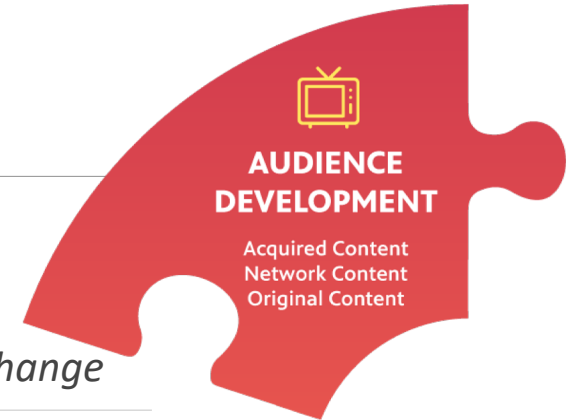
89.1 FM 1550 AM

Listeners 50+

	2022	2021	% change
Weekly Cume (Unduplicated Audience)	70,800	62,300	13.6
TSL (Hr:Min) (Time Spent Listening)	7:30	8:30	-11.8
Market Rank	1	2	

Listeners 12+

	2022	2021	% change
Weekly Cume (Unduplicated Audience)	103,300	105,200	-1.8
TSL (Hr:Min) (Time Spent Listening)	6:15	7:15	-13.8
Market Rank	3	4	



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Management Report

Radio

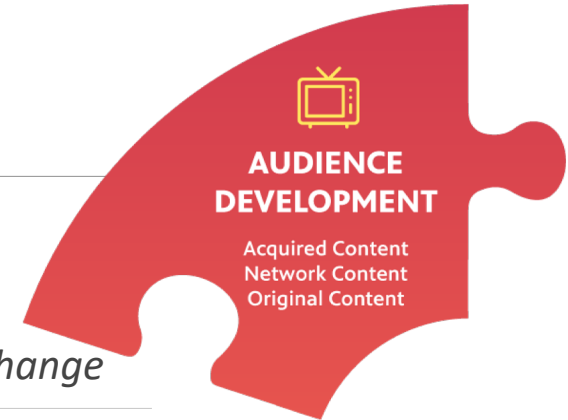
1Q 2022 vs. 1Q 2021 (Jan 1-Mar 31)

Classical
90.5 FM 89.7 FM

Listeners 50+	2022	2021	% change
Weekly Cume (Unduplicated Audience)	22,400	32,900	-31.9
TSL (Hr:Min) (Time Spent Listening)	7:15	6:00	-20.8%
Market Rank	9 (tie)	9	

Listeners 12+	2022	2021	% change
Weekly Cume (Unduplicated Audience)	31,500	41,400	-23.9%
TSL (Hr:Min) (Time Spent Listening)	6:45	5:45	17.4%
Market Rank	17	16	

nielsen
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Management Report



Gene Robinson
Chief Operating Officer

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Management Report

Education Events

- TUSD Workshops - 150 teachers trained on PBS LearningMedia and Media Literacy.
- Participated in the REFORMA Library Group event in collaboration with Pima County Public Library for Día del Niño April 30.



- Biosphere 2 Virtual Field Trip project nearing completion. Working with the Pima County Superintendent's office to do two (2) different launch events for the project in June.



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Management Report

FY'22 Third Quarter Financial Recap

- Revenue under budget by \$1,748,521 (-17.6%)
- Expenses favorable to budget by \$2,017,824 (21.7%)
- Revenue exceeded expenses by \$889,840 (12.4%)
- FY22 revenue under FY21 by \$2,932,289 (-26.4%)
- FY22 expenses under FY21 by \$600,031 (7.6%)



Kimberly Heath
Chief Financial Officer

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Management Report

<i>FY22 Q3 (7/1/2021-3/31/2022)</i>	<i>Budget</i>	<i>Actual</i>	<i>% Diff</i>
Auxiliary Services	\$771,479	\$810,894	5.1%
State Appropriation	\$612,030	\$595,802	-2.7%
CPB Community Svc Grant	\$1,590,000	\$0	<Timing>
Bequests	\$199,395	\$265,860	33.3%
Capital Gifts	\$200,000	\$256,622	28.3%
Major Gifts	\$846,787	\$892,201	5.4%
Program Gifts	\$200,000	\$256,622	28.3%
Membership	\$4,580,230	\$4,294,535	-6.2%
Underwriting	\$932,008	\$867,494	-6.9%
Revenue Total	\$9,931,939	\$8,183,408	-17.6%
Expense Total	\$9,301,393	\$7,283,568	21.7%



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Management Report

Q3 FY22 (7/1/2021-3/31/2022)



Capital Campaign

Capital Gifts Received	\$15,505,000
Capital Gift Commitments	\$0
CapTargeted Planned Gifts	\$897,395
Total Campaign Revenue	\$16,402,395

Campaign Expenses	\$370,417
Campaign Encumbrances	\$16,031,977
Total Campaign Expenses	\$16,402,395



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Management Report

Fiscal Year-End Campaigns



- Pledge Drives:

PBS 6 / PBS 6 PLUS - June 4-12

Classical 90.5 - June 13-17

NPR 89.1 - June 23-24



Deb Dale

Chief Development Officer

- Year-End Countdown: June 17-30 on all AZPM platforms
- Major Donors: Letters
- CAB/Emeritus: Last chance to give toward FY totals!

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Management Report

- Staff Compensation Improvements
 - ✓ 2022 yields 3.5% in ATB Increases
 - ✓ UCAP, Merit, and Market Equity Increases Additional
 - ✓ FY22 to FY23 Payroll Increases by 5.14% (\$354,965)

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Jack Gibson
Chief Executive Officer

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- Two New Department Heads: Gary Bell, MarComm
Andrew Brown, Content Production



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Management Report

Safford, Arizona FM Upgrade Plans

- Format: *Classical Music (currently on 89.5 FM)*
KUAE 91.7 FM (36-month launch window)
HD1 NPR / HD2 Classical Music (future)
- Working on strategies to migrate Classical to a new translator frequency
- Budget estimate \$50k includes HD services
- ERP increases from 51W to 120W for increased coverage over I-10
- Population Served: The new Non-Commercial Educational (NCE) facility will encompass 4,874 sq km and serve a total of 34,200* potential listeners

*source: 2010 US Census



Ian MacSpadden
Chief Technology Officer

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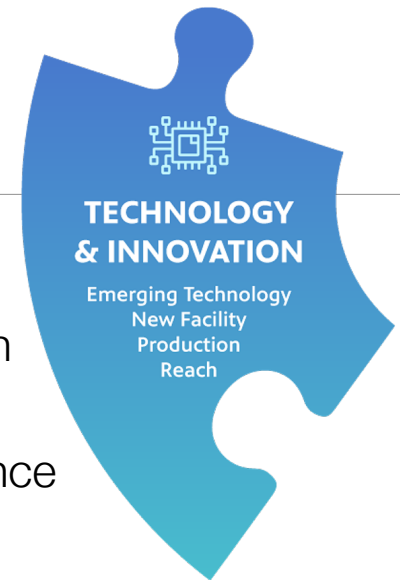
Management Report

Mt. Bigelow Channel 6 TV Transmitter



System has served us well for 20 years

- Power surge damaged Channel 6 main transmitter beyond repair
- UA Risk Management pursuing insurance claim for loss
- Transmitter currently operating at half power with FCC authorization
- New low-power backup transmitted planned
- New transmitter system will cost \$1.5M+ and will require RFP to purchase, install, and operationalize
- Target installation before Winter 2022
- New transmitter will be ATSC 3.0 Ready



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Management Report

AZPM FCC License Renewals for TV

- AZPM TV stations Channel 6 & 27 in Tucson and Channel 20 in Duncan, Arizona will come up for license renewal in November.
- Working with legal and engineering teams to file in June for all three renewals.
- No issues thus far; no issues expected with filing and renewal process.
- 8-year FCC broadcast licenses; next renewal will take place in 2030. ATSC 3.0 broadcast license filings targeted for FY25 and FY26, respectively. Current rules indicate that stations must run both ATSC 1.0 (HDTV) and ATSC 3.0 (NextGen TV) in tandem for 5 years.



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Presentation: AZPM at *The Bridges*

Design/Build Leadership Team

Jack Gibson
Chief Executive Officer



Taylor Fulkerson
Project Manager, DPR Construction/Tucson

SMITHGROUP

Mark Kranz, FAIA
Vice President and Design Director, SmithGroup/Phoenix

Will McCrory, AIA
Design Principal, SmithGroup/Phoenix



Phil Swaim, AIA
Principal, Swaim Associates/Tucson

Laura Vertes, AIA
Principal, Swaim Associates/Tucson



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Old Business

Capital Campaign Update

Campaign Leadership

- Honorary Chairs: *Alice and Paul Baker*
- Campaign Chairs: *Lynne Wood Dusenberry and Bruce Dusenberry*
- Steering Committee

CAB Emeritus: *Judith Brown, Karen Christensen*

CAB Members: *Mary Ann Dobras, Joyce Finkelstein, John Pedicone*

Community Supporters: *Louise Glasser, Helaine Levy*

Staff: *Jack Gibson, Deb Dale, Enrique Aldana*

Deb Dale
Chief Development Officer



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Old Business

Current Effort

- “Family First!” request for capital campaign support from:
 - AZPM and UA Leadership
 - AZPM staff
 - Volunteers
 - CAB, CAB Emeritus, and CAB Alumni Members

*Lynne Wood Dusenberry
John Pedicone*



Next Steps

- Steering Committee Kickoff Meeting: Thursday, May 26th @ 4p
- Assignment of top-tier prospects visits to “Go forth and invite!”

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New Business

CAB Recruitment Update

Hassan Hijazi
Governance Committee

- Recruiting for four open seats; Terms start September 2022.
- Per CPB requirements, CAB composition should reflect community composition as closely as possible
- Governance committee considers community composition and DEI efforts in recruiting new board members utilizing Board matrix
- Recruitment activities being planned to target the four geographic neighborhoods around the new building
- Informational meeting being organized to brief prospective CAB Members

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New Business

Election of Officers

(two-year terms beginning September 2022)

CAB Officer Positions: Chair
Vice Chair
Secretary

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New Business

The CAB Governance Committee respectfully offers the following slate of candidates for your consideration:

Chair: Hope Hennessey

Vice-Chair: Jill Perrella

Secretary: Ed Frisch

Are there any additional nominations from the floor?

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New Business

Steven Eddy

Retiring CAB Member Recognition

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New Business



Paul Lindsey

- CAB member since 2013
- Ad-Hoc Facility Committee Chair
- Committees: Audit (current chair)
Development
External Relations (past chair)
Financial Information (past chair)
- Holiday Tea Host (multiple years)

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New Business

Jack Gibson



Recognition of Steven Eddy

Chair, AZPM Community Advisory Board
2020-22

Steven will continue to serve on the Executive Committee as Immediate Past Chair.

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New Business



Remarks from Steven Eddy

Chair, AZPM Community Advisory Board
2020-22

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Announcements



John Hildebrand
Regents Professor,
University of Arizona
Department of Neuroscience

Congratulations, John!

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Announcements

THANK YOU!

for all that you do for
AZPM and for our
Community!



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In Memoriam



Jill Rosenzweig

May 12, 1942 – March 18, 2022

CAB member since 2013

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Other Business

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Other Business

- Other business from the floor...
- Next CAB Meeting:
Thursday, July 21, 2022 on Zoom
12 noon-1:30p
Topic: *AZPM Financials: The Deep Dive*
- Meeting evaluations will be emailed to you via *Survey Monkey*

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Adjourn

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