

# Community Advisory Board Meeting

November 9, 2023



# Call to Order & Welcome

Paul Lindsey, CAB Vice-Chair



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# New CAB Member

Ashland Johnson, Student CAB Member



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# Review and Approval of Minutes

Ed Frisch, CAB Secretary



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# Management Report

Jack Gibson, AZPM Chief Executive Officer



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# 2023 Rocky Mountain Emmy® Awards

AZPM staff honored with five awards for three projects (more projects than any other public broadcaster in the region):

*R/O* (Diversity/Equity/Inclusion Short Form Content)

Cáit NíSíomón, Producer

Nathan Huffman, Editor

*COMIC BOOK CHEMISTRY* (Education/Schools Short Form Content)

Bryan Nelson, Producer/Editor/Videographer

John DeSoto, Videographer/Editor

*FAVORITE PLACES: SAN RAFAEL VALLEY* (Photographer Short/Long Form)

David Fenster, Videographer



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# Audience Development

Gene Robinson, AZPM Chief Operating Officer



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# Audience Development – Original Local Production

Gene Robinson  
Chief Operating Officer

## AZPM Original Quarterly Specials



Three original quarterly specials to air in rotation  
One per month  
*New Frontiers* launched spring 2023  
*State of the ArtZ* launched October 18  
*Arizona Field Guide* (w.t.) to launch in February 2024

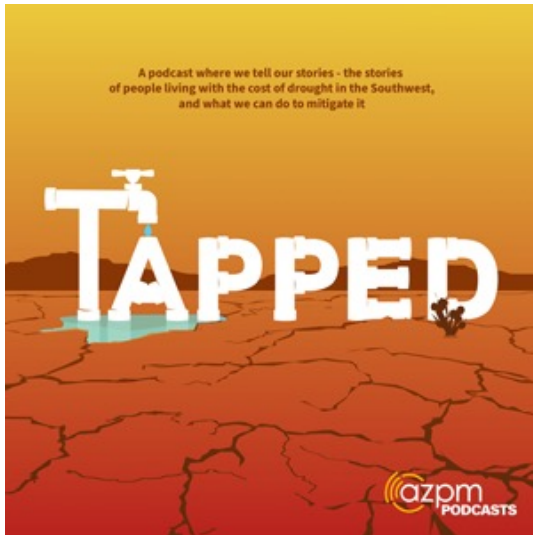


## Audience Development – Original Local Production



*AZPM News Daily*  
Debuted October 16  
4,022 downloads to date

*The Buzz*  
70,000 downloads in 2022  
68,000 downloads YTD



*Tapped* Season 2  
158,577 downloads in Oct  
255<sup>th</sup> in the world  
200,000 downloads in Sept/Oct  
100% increase over 2022





# *OSIRIS REx: To Bennu and Back*

Premieres November 22 at  
8:00p on PBS 6





# Audience Development - Digital



## AZPM PASSPORT MONTHLY OVERVIEW

October 2023 vs. 2022

Active Users	Minutes Watched	Streams
18,543	4,269,508 +32.9% YoY	108,611 +26.7% YoY

## MOST POPULAR SHOWS October 2023

- |                         |                      |
|-------------------------|----------------------|
| 1. Annika               | 6. PBS NewsHour      |
| 2. World On Fire        | 7. Hotel Portofino   |
| 3. Unforgotten          | 8. Van der Valk      |
| 4. The American Buffalo | 9. The Paris Murders |
| 5. Professor T          | 10. Inspector Lewis  |



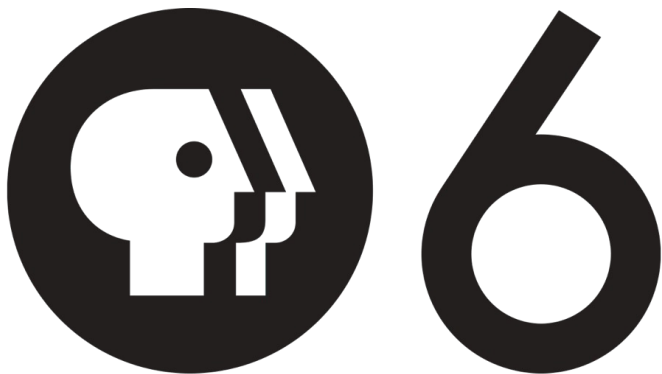
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# Audience Development – Television

## FY24 1st Quarter

July 1, 2023 - September 30, 2023



**Broadcast:** Channels 6 & 27 (Tucson)  
Channel 6 (Duncan, AZ)  
**CATV:** Comcast Channel 6 SD/220 HD  
Cox Channel 6 SD/1006 HD  
**DBS:** Dish/DirectTV Channel 6

Full Week	2023	2022	% Change
Weekly Cume (Unduplicated Audience)	25.6	25	+2.4%
Viewership (Gross Rating Points)	642	723.6	-11.3%
Prime Time	2023	2022	% Change
Weekly Cume (Unduplicated Audience)	15	16	-6.25%
Viewership (Gross Rating Points)	233	282	-17.3%



Audience Development – Television

# THE PROGRAMMING SERVICE FOR PUBLIC TELEVISION



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# Audience Development – Radio

September 2023



89.1 FM 1550 AM

Tucson 89.1 FM/1550 AM  
Catalina 104.5 FM  
Nogales 91.1 FM  
Sierra Vista 88.9 FM



Full Week	2023	2022	% Change
Weekly Cume (Unduplicated Audience)	91,600	86,300	+1.06%
TSL(Hr:Min) (Time Spent Listening)	6:30	6:00	+1.08%
Prime Time M-F 6-10a, 3-7p	2023	2022	% Change
Weekly Cume (Unduplicated Audience)	76,000	74,500	+1.02%
TSL(Hr:Min) (Time Spent Listening)	3:45	3:15	+1.15%



# Audience Development – Radio

September 2023

*Classical*  
90.5 FM 89.7 FM

Tucson 90.5 FM  
NW Tucson 87.7 FM  
Bisbee 88.3 FM  
Safford 89.5 FM  
Sierra Vista 88.9 FM

Full Week	2023	2022	% Change
Weekly Cume (Unduplicated Audience)	31,100	25,400	+1.22%
TSL (Hr:Min) (Time Spent Listening)	9:45	8:00	+1.22%
Prime Time M-F 6-10a, 3-7p	2023	2022	% Change
Weekly Cume (Unduplicated Audience)	23,400	17,600	+1.33%
TSL (Hr:Min) (Time Spent Listening)	4:30	3:30	+1.29%



# Community Engagement

Gene Robinson, Chief Operating Officer



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# Community Engagement

Gene Robinson  
Chief Operating Officer

## Recent Events:

- *Native America* screening
- Fuel Wonder/Homecoming
- Tucson Children's Museum
- *American Buffalo* screening
- *Pati Jinich* virtual event
- Station tours



*Many thanks to CAB member volunteers Pat Lopez, Betsy Bolding, Jim Murphy, Paul Lindsey, and Jodi Bain!*

# Community Engagement



Screening Sunday, November 12, 6:00p  
University of Arizona Environmental & Natural Resources 2 Building



# Financial Sustainability

Kimberly Heath, AZPM Chief Financial Officer



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# Financial Sustainability: Budget

Kimberly Heath  
Chief Financial Officer

## FY24 OPERATING & NON-OPERATING REVENUE 1Q Month July 1, 2023-September 30, 2023

	Budget	Actual	Vs. Budget
State Appropriation	\$177,917.00	\$114,757.19	-35.5%
CPB CSG	\$0	\$0	0%
Auxiliary	\$264,729.00	\$247,143.26	-6.6%
Membership	\$1,423,260.00	\$1,377,620.25	-3.2%
Corporate Support	\$310,385.00	\$254,238.80	-18.1%
Major Gifts	\$108,086.00	\$219,224.03	102.8%
Planned Gifts	\$0	\$68,821.76	%
Program Gifts	\$0	\$0	%
Capital Gifts	\$0	\$0	%
Use of Fund Balance	\$219,928.00	\$0	%
<b>Revenue Total</b>	<b>\$2,504,305.00</b>	<b>\$2,281,805.29</b>	<b>-0.1%</b>
<b>Expense Total</b>	<b>\$4,931.994.00</b>	<b>\$3,584,598.16</b>	<b>27.3%</b>



- Auxiliary Enterprises **7%**
- General Appropriation from the University of Arizona **7%**
- Donated Facilities and Support from the University of Arizona **11%**
- Corporation for Public Broadcasting Grants **11%**
- Individual Giving, Subscription and Membership, Non-Operating Revenue **30%**
- Business and Underwriting **8%**
- Major Giving, Legacies and Bequests, Capital Gifts **26%**

# Financial Sustainability: Fundraising

# Organizational Advancement

Jack Gibson, Chief Executive Officer



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## AZPM Staff Updates - FY24 1Q

### Service Awards

Mark McLemore – 20 years

Andrew Brown – 10 years

Michael Dauphinais – 10 years

### Retiree Recognition

Ben Nead – 26 years

Colleen Greer – 19 years

Hildy Ko – 7 years

7 new hires since July 2, 2023

# Organizational Advancement

Change Circles have been established as an outgrowth of AZPM's effort to assess and advance its work culture. Change Circles are groups of staff who engage with each other and with management to learn and create change together to improve organizational culture. AZPM's Change Circles focus on Communication and Participation.

AZPM managers participated in a FourSight assessment and workshop facilitated by University of Arizona Human Resources as part of its annual Strategic Planning Retreat.

# Technology

Ian MacSpadden, AZPM Chief Technology Officer

# Technology

- New radio automation and playback system going online this week
- Classical CD library and *Arizona Illustrated* archive being digitized
- Tower work for 90.5 on Mt. Bigelow
- Tumamoc Hill and AM site updates
- \$2M grant application for NCE equipment to support emergency alerting



Ian MacSpadden  
Chief Technology Officer





# Management Report: Q & A

Jack Gibson, AZPM Chief Executive Officer



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# Baker Center Design Update

Jack Gibson, AZPM Chief Executive Officer



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# Thank-You Calls & Notes

Deb Dale, Chief Development Officer



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# Presentation for Discussion: AZPM Capital Campaign

Deb Dale, AZPM Chief Development Officer



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Deb slides

# Announcements

Paul Lindsey, CAB Vice-Chair



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# Announcements

Holiday Open House for CAB, Volunteers, Staff – Sunday, December 17

*Look for your e-vite soon!*



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# CAB Resignations

Todd Hanley

Alba Rojas-Sukkar

*Thank you for your service!*



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# In Memoriam



Frank R. Barreca, **KUAT Channel 6's first General Manager**, passed away peacefully in his sleep with a smile on his face the morning of September 26, 2023.

Frank was born to Jennie and Christopher on December 20, 1925, in Pittsfield, MA. He enlisted in the US Navy at age 17, training and flying as a pilot in WWII. The impact and intensity of Frank's service compelled him to join the naval reserves acting as LCDR until retirement in 1985.

He returned to the University of Arizona after active duty ultimately becoming an associate Professor **creating and leading the Department of Radio and Broadcasting**. His love for public broadcasting blossomed from Director at KVOA Radio and News TV to General Manager of KUAT-TV Channel 6. He received a National Award for Development from the Cooperation of Public Broadcasting.

He would ask that all memorial contributions be made to AZPM, a part of KUAT-TV Channel 6: <https://giving.arizona.edu/support/azpm>

Private Memorial services will be held on a later date at Veterans Memorial Cemetery in Marana.

# Adjourn

Paul Lindsey, CAB Vice-Chair



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

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