

Community Advisory Board Annual Meeting

May 10, 2024



Call to Order & Welcome

Hope Hennessey, CAB Chair



A Community Service of the University of Arizona

New CAB Members

Estevan Azcona, Assistant Research Social Scientist, Assistant Professor, Mexican American Studies, University of Arizona Southwest Studies Center

Thomas Bogart, CFO, Pima JTED (thru 6/30)/CFO, Marana School District (7/1)

George Davis, Ph.D., Regents Professor Emeritus, Geosciences, University of Arizona

Clint Mabie, Senior Relationship Manager, Northern Trust

Andrea Reyes-David, Student Representative, Film & Television Major, AZPM student staff



Guests

Willie Blake, Western Hills Neighborhood Resident, Community Activist

James Christopher, Pueblo Gardens Neighborhood Association

Rosie Garcia, Sunnyside Unified School District Teacher (retired), Community Leader

Larry Lucero, Senior Director, Government & External Affairs, UNS Energy Corporation, Tucson Electric Power, UniSource Energy (retired)

Gloria McMillian, Women's International League for Peace and Freedom

Ferrum Wallace, General Counsel, Larsen Baker



Review and Approval of Minutes

Ed Frisch, CAB Secretary



A Community Service of the University of Arizona



Management Report

Jack Gibson, Chief Executive Officer



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Management Report

Jack Gibson, Chief Executive Officer



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Audience Development

Gene Robinson, Chief Operating Officer



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Audience Development – Digital



AZPM PASSPORT MONTHLY OVERVIEW

April 2024 vs. 2023

<i>Active Users</i>	<i>Minutes Watched</i>	<i>Streams</i>
19,610 (+.6% MoM)	3,598,767 -1% YoY	93,597 +4% YoY

MOST POPULAR SHOWS April 2024

1. PBS NewsHour
2. Mr. Bates vs The Post Office
3. Call the Midwife
4. A Brief History of the Future
5. All Creatures Great & Small
6. NOVA
7. Finding Your Roots
8. The Paris Murders
9. Alice & Jack
10. Antiques Roadshow
11. The Nordic Murders
12. Astrid



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Audience Development – Television

3rd Quarter FY'24

January 1, 2024 – March 31, 2024



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	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	21.7	25.3	-14.45%
Viewership (Gross Rating Points)	668.9	673.5	-0.7%
Prime Time	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	13.3	16.7	-20.04%
Viewership (Gross Rating Points)	255.8	281.6	-9.18%



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Audience Development – Radio

March 2024 vs. March 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 (12+) <small>M-Su 6a-12m</small>	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	93,300	93,100	+0.2%
TSL(Hr:Min) (Time Spent Listening)	6:15	6:45	-7.41%
Full Week (35+) <small>M-Su 6a-12m</small>	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	79,100	78,300	+1.02%
TSL(Hr:Min) (Time Spent Listening)	7:00	7:15	-3.6%
AM Drive Time (12+) <small>M-F 6-10a</small>	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	63,200	58,700	+7.7%
TSL(Hr:Min) (Time Spent Listening)	2:30	2:45	-9.1%
PM Drive Time (12+) <small>M-F 3-7p</small>	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	46,700	48,400	-3.5%
TSL(Hr:Min) (Time Spent Listening)	2:00	2:30	-20%

Audience Development – Radio

March 2024 vs. March 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 (12+) <small>M-Su 6a-12m</small>	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	35,000	33,300	+5.1%
TSL (Hr:Min) (Time Spent Listening)	4:15	9:45	-54%
Full Week (35+) <small>M-Su 6a-12m</small>	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	28,100	26,800	+4.85%
TSL (Hr:Min) (Time Spent Listening)	4:45	10:00	-52.5%
AM Drive Time (12+) <small>M-F 6-10a</small>	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	16,200	17,700	-8.5%
TSL (Hr:Min) (Time Spent Listening)	2:30	3:15	-23%
PM Drive Time (12+) <small>M-F 3-7p</small>	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	13,000	19,500	-33%
TSL (Hr:Min) (Time Spent Listening)	1:30	2:30	-40%



Community Engagement

Gary Bell, Director of Marketing & Communications



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Community Engagement

Recent AZPM Events and Community Activities:

- April 27 – *Arizona Illustrated* screening event at UA's ENR2
- May 8 – *Happiest Place in the World* virtual screening event

YOUR VOTE 2024

Upcoming Events:

- May 16 - *Your Vote 2024* Virtual Town Hall – Minimum Wage
- May 20 – *Where to Live? The Buzz* Live Event
- May 30 – *Your Vote 2024* Virtual Town Hall – Abortion in AZ
- June 1 – *Masterpiece “Grantchester”* screening
- June 6 – *Your Vote 2024* Virtual Town Hall – Elections
- June 15 – *Buffalo Soldiers* screening
- June 29 – *Disco: Soundtrack of a Revolution* screening





Financial Sustainability: Operations

Kimberly Heath, Chief Financial Officer



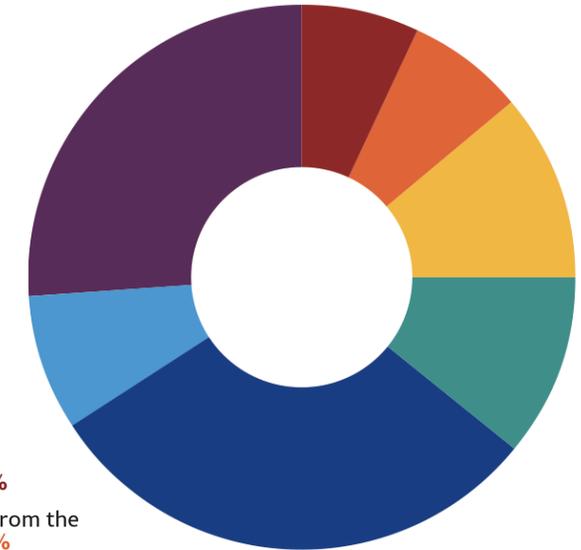
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Financial Sustainability - Budget

FY24 OPERATING & NON-OPERATING REVENUE

3Q: July 1, 2023 - March 31, 2024

Line Item	YTD Budget	YTD Actual	vs. Budget
State Appropriation	\$598,477	\$568,401	(\$29,045)
CPB Comm Service Grant	\$2,018,853	\$1,739,878	(\$278,975)
Auxiliary	\$794,192	\$710,603	(\$83,588)
Membership	\$4,679,898	\$4,389,729	(\$290,168)
Corporate Support	\$1,197,833	\$1,161,375	(\$36,457)
Major Gifts	\$913,569	\$876,082	(\$37,496)
Planned Gifts	0	\$564,213	\$564,213
Program Gifts	\$200,000	\$29,000	(\$171,000)
Capital Gifts	0	0	0
Use of Fund Balance	\$2,071,608	0	0
Operating Revenue Total	\$12,474,400	\$10,040,283	(\$362,508)
Operating Expense Total	\$10,692,115	\$8,437,199	\$2,254,915



- 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%**



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*Excludes use of AZPM Fund Balance <Reserves>

Financial Sustainability - Budget

CAPITAL CAMPAIGN REVENUE/EXPENSE

As of April 29, 2024

Revenue	Gifts Received	Commitments	Total Revenue
AZPM Building Fund	\$24,500,000		\$24,500,000
Bridging Communities	\$21,244,756	\$10,983,315	\$32,228,071
		Total:	\$56,728,072

Expenses	Facility Expense	Campaign Expense	Total Expense
Design/Build	\$7,605,690	\$168,793	\$7,774,484

CAMPAIGN GOAL \$65,000,000

FUNDS SECURED \$56,728,072

FUNDS TO RAISE \$8,271,928



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Financial Sustainability: Fundraising

Deb Dale, Chief Development Officer



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Financial Sustainability - Fundraising

Annual Operating Fundraising

Membership

- Building more **digital fundraising** into the FY25 budget (YouTube, podcasts, social media, PBS App, NPR+)
- Will always have **on-air pledge** but fewer eyes and ears on legacy broadcast channels now, and that will only increase
- “**Loyalty Group**” of 20+ year and 30+ year donors coming soon
- Constant “**BC CC**” drumbeat and multiple mini-campaign efforts (1959 Club, Sponsor a Seat, annual re-invites, etc.)



Financial Sustainability - Fundraising

Annual Operating Fundraising

Major Donor and Planned Gifts

- Launch of **Saddlebrooke Ambassadors Council**, BC CC house party in May and two more councils coming: Green Valley and Hacienda at the Canyon
- **Planned Giving Outreach Campaign** – 10,000 (mail and email); so far identified and secured 5 gifts valued at \$325k
- **Personalized Donor Impact Reports** are being well received by major donors and expanding to mid-level (\$750-\$2,499)



Financial Sustainability - Fundraising

Annual Operating Fundraising

Corporate Support/Underwriting

- Added a support person so 2.5 sales reps can sell/raise more
- **New places to underwrite!** Radio traffic breaks, streaming on smart speakers, iPads, computer, iPhones, podcasts
- **Soon even more!** Passport national programs, YouTube, etc. (see "digital fundraising above")
- **Community event company sponsorships** – minor on-air presence; e.g., \$25k Title Sponsor for PBS Kids Day



Financial Sustainability - Fundraising

Capital Campaign

- Donor Appreciation Event April 29, 2024

Thank you, Paul Lindsey & Kathy Alexander!

- 12.8% left to raise = \$8.3M
- Current CC donors: make an additional gift/pay off your pledge early
- Non-CC donors: **double your investment** with a second gift for the new facility
- **Leadership Givers Event** 25 donors of \$100k+ (\$20k/year) = \$30.5M total
- **Challenge** – folks think the building is done



Financial Sustainability - Fundraising

Capital Campaign

- “Next Tier” House Parties for \$50k+ Campaign Donors (\$10k/year)
- AZPM identifies prospects
- House party hosting information today after the CAB meeting
- Stay for 15-20 minutes; anyone interested is welcome





Organizational Advancement

Jack Gibson



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Organizational Advancement

Organizational Climate and Culture Work Continues

Monthly All-Staff Lunch Meetings (w/SLIDO polls)

Weekly Department Head Meetings (w/strategic focus)

Teambuilding Community Service Projects

UA Human Resources (based on work with Axiom Solutions last year)

Two Staff Led “Change Circles”

Staff Selected Topics: Participation

Communication

CAB Governance

Working to fill open seats: Current Year

Next Year



Organizational Advancement

The Baker Center for Public Media

- Project is on target
- Building will be topped out in June (last beam set)
- Skin will be complete in August
- One year for interior construction
- Electric turned on by December
- AC available by February
- Substantial completion: September 2025
- Systems Integration: Summer 2025 - 1Q 2026
- Hope to host 1st CAB Mtg there in November 2025
- Fully transitioned by April 1, 2026







Technology & Innovation

Ian MacSpadden, Chief Technology Officer



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Technology & Innovation

ATSC 3/NextGen TV

Tucson Market Launch!

1.0 Host:	KVOA Allen Media	KOLD Gray	KUAT/KUAS AZPM (PBS)	KGUN Scripps	KMSB Tegna	KUVE Univision
HD 1:	NBC 1080i	CBS 1080i	PBS 1080i	ABC 720p	Fox 720p	Univision 720p
HD 2:		AZ Family Sports 720p	Telemundo 1080i	Scripps News 720p ION 720p		UniMas 720p
HD 3:						
SD 1:	Cozi 480i	Me-TV 480i	Kids 24/7 480i	Laff 480i	Movies! 480i	Get TV 480i
SD 2:	ION Mystery 480i	Defy 480i	Six Plus 480i	Antenna TV 480i	True Crime 480i	ION Mystery 480i
SD 3:	This TV 480i	Outlaw 480i	TeleXitos 480i	Bounce TV 480i	Quest 480i	Digi-TV 480i
SD 4:	Grit 480i	Charge 480i			Shop LC 480i	
SD 5:	LX 480i	Oxygen 480i			Comet 480i	
SD 6:					QVC 480i	
SD 7:					Unsold Hold 480i	



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Technology & Innovation

ATSC 3/NextGen TV

Tucson Market Launch!

Launch date for all Tucson
Stations: May 23, 2024

Short term goals/benefits

Long term goals/plans



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Management Report: Q & A

Jack Gibson



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New Business

The New York Times

April 24, 2024 – *“Inside the Crisis at NPR”*



April 16, 2024 – *“The Real Story Behind NPR’s Current Problems...”*

NEWS FOR PEOPLE IN PUBLIC MEDIA
Current

April 25, 2024 *“How Public Radio Can Serve Listeners From Across the Political Spectrum”*



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New Business

Ed Frisch, CAB Secretary

Proposed Changes to Bylaws

Bylaws last reviewed in 2017

Proposed changes:

- Update committee charges to reflect current committees
- Update nomenclature to reflect current branding and titles
- Align member and officer terms with fiscal year
- Update communications options to include digital



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New Business

Jim Murphy, for Jodi Bain, Chair, CAB Governance

Election of CAB Officers for 2024-26

*Governance Committee respectfully submits the following
Slate of Candidates for CAB Officers (2024-26):*

Chair, Paul Lindsey

Vice Chair, Jodi Bain

Secretary, Ed Frisch



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New Business

Jim Murphy, for Jodi Bain, Chair, CAB Governance

Election of CAB Officers for 2024-26

Additional nominations from the floor, if any.

Call the question.



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New Business

Jack Gibson

Retiring CAB Member Recognition

Thanks to our outgoing (term-limited) CAB Members:



Lynne Wood Dusenberry

*Co-chair, AZPM Bridging Communities Capital Campaign and
UA Sr. Vice President, Legal Affairs & General Counsel (retired)*



Magdalena Verdugo

CEO, Tucson YWCA



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New Business

Jack Gibson

Outgoing Officer Recognition



*Thanks to CAB Chair Hope Hennessey,
for her service!*



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New Business

Outgoing Officer Recognition

Remarks from outgoing CAB Chair, Hope Hennessey



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New Business

2024-25 Meeting Schedule for Approval

Thursday, August 15, 2024 11:45a – 1p via Zoom

Friday, November 14, 2024 11:45a – 1p @ The Refinery, UA Tech Park, The Bridges

Friday, February 21, 2025 “

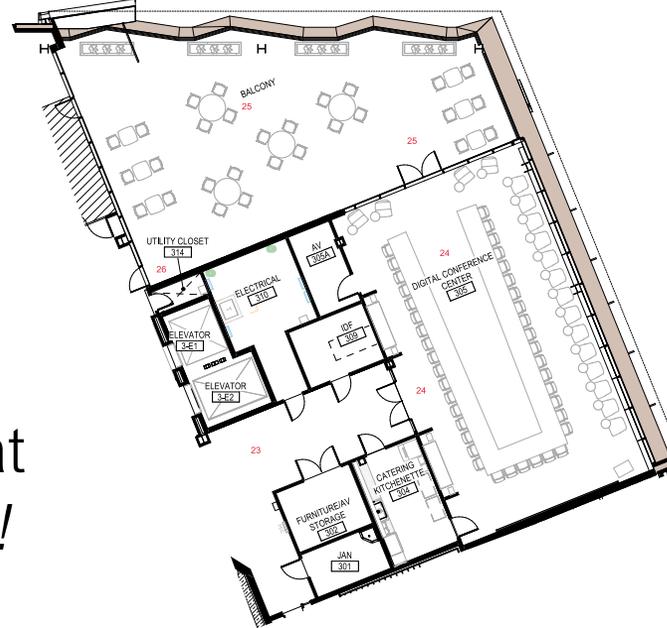
Friday, May 9, 2025 “

(agenda begins at noon sharp)

Looking ahead...

Thursday, November 13, 2025*
**AZPM Digital Conference Center at
*The Baker Center for Public Media!***

**tentatively planned*



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10:00 Break for: Contributor Thank You Calls/Notes

Hope Hennessey



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Presentation for Discussion: AZPM Original Local Productions

Gene Robinson, Chief Operating Officer

Andrew Brown, Original Series Content Manager



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Original Local Productions

Gene Robinson

OVERVIEW

“Where to Live?”

Cross-platform, cross-media deep dive into the housing insecurity crisis in Southern Arizona

AZPM News Daily

Daily news podcast

Your Vote 2024 Election Plan

Platforms, content sharing



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Original Local Productions

Andrew Brown



Cross-platform, cross-media deep dive into the housing insecurity crisis in Southern Arizona

- Similar format as *“Arizona Addicted”*
- Stories and features on all AZPM original programs plus digital content, a website landing page, community engagement event, etc.



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Original Local Productions

Gene Robinson

AZPM News Daily

Daily news podcast featuring the latest headlines, issues, and in-depth stories that affect everyone in Southern Arizona. New episodes each weekday afternoon.



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YOUR **V**OTE 2024

Strategic Plan



Election 2024 Coverage

Primary Coverage

YOUR  VOTE 2024

- Campaign Finance (federal and state) News Coverage – April/July 2024 (Radio/Web)
- Virtual Townhalls on expected ballot issues – May / June 2024 (Web)
- AMA/Clean Election Debates – May/June (Web)
- Voter Guide on Voting (English/Spanish) – June 2024 (Web)
- Legislative Voter Guide (English/Spanish) – June 2024 (Web)
- Fact Check Podcast – Begins June 2024 (Podcast/TV)
- News Coverage of any race decided in the primary – June/ July 2024 (Web/Radio)
- Live Results (Web/Radio)
- Continuing News coverage of Events and Issues as they arise (Web/Radio)



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Virtual Town Halls

YOUR ✓ VOTE 2024

AZPM will present a series of virtual town halls this spring on key initiatives that are expected to be on the ballot. This early in the election year, many are still not aware of the issues that they may be voting on in the fall. The purpose of these town halls is to provide that information to the public.

Open Primaries – May 23

Abortion – May 30

Minimum Wage – June 6



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General Election

YOUR  VOTE 2024

- Candidate Voter Guide Updates – August/Sept 2024 (Web)
- Campaign Finance News Coverage Sept/Oct/Nov (Web/Radio)
- Candidate/Issue Profiles – Sept/Oct 2024 (Web/Radio)
- Candidate Interviews (Federal) - Sept/Oct 2024 (TV/*The Buzz*)
- Ballot Questions w/Audience – Sept/Oct 2024 (TV/*The Buzz*)
- General Election Debates (TV/Radio/Web)
- Continuing News Coverage of Events and Issues as they arise
- Live Results - (Radio/TV/Web)



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Candidate Interviews **YOUR VOTE 2024**

- These will not be public events like the townhalls but can be used as TV, radio, and web programs. Participants will be determined after the conclusion of the July 30 primary.
- Unlike traditional debates, we will strive to do interviews that result in more substantive answers. We will also strive to present these in a more creative manner along the lines of the “El Tour de Mayor” episode of *The Buzz*.
- We are working with AMA/Clean Elections and may air their General Elections debates. We may also consider working with KAET.
- The races we know (as of April 2024) we will highlight are US Senate, US House District 6 (Ciscomani), US House District 7 (Grijalva).
- As the campaign progresses and races take shape will likely add to this list. Races that are not handled in this manner will still be covered by the news department for inclusion on radio and web.



Radio Programs

The Buzz: Democracy 101

Overview

We will spend three episodes of the show looking very specifically at the mechanics of voting and how to get information that voters can trust.

These episodes will rely on experts in the field and listener generated questions and content.

Episode 1- *“How We Vote & Count Votes”* – June 2024

Episode 2- *“How to Spot Fake News”* – July/Aug 2024

Episode 3- *“Role of Journalism in Elections”* – Sept/Oct 2024



Ballot Questions

YOUR  VOTE 2024

- AZPM News has been (and will continue) collecting names and contact information from community members interested in being involved with election coverage. Their role will be to suggest questions, act at focus groups, and help us fill in blind spots.
- In this case, they will be asked to record questions (horizontal on phone) for us regarding ballot questions. Those questions will then be vetted and rolled into the taping of the shows on those topics. That group of people will also be invited to watch the show from Studio B and then we will do an on-camera focus group Q and A with them after the guests have made their case. That will all get edited down into the show that will air.
- It allows us a controlled way to do public outreach and involvement while also getting answers to questions that actual voters want to know.



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Arizona Illustrated

YOUR VOTE 2024

- There is an opportunity for *Arizona Illustrated* to tell the “human story” side of issues that will be on the ballot this fall.
- Conversations are currently underway to determine specifics on what that content will be.
- It may take the form of a story in every show in October, or a half-hour special episode.
- All election coverage will be done in conjunction with the News Department to ensure coverage is consistent and conforms to the highest journalistic standards.



Election Night

YOUR  **VOTE 2024**

Primary:

Radio newsbreaks with results. Realtime web updates. On TV will use graphics to push to radio and web.

General Election:

Radio: Live news during breakaways provided by NPR. Breaks will include latest numbers and reports/interviews from the field.

TV: Live news during breakaways provided by PBS. Breaks will include latest numbers and reports/interviews from the field.

Web: Live numbers & updates throughout the counting.



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**FACT
CHECK
ARIZONA**

YOUR  VOTE 2024

Podcast

YOUR VOTE 2024

Launch date: June 2024

Hosts/Reporters: Steve Jess (Podcast Host), Zac Ziegler (producer/reporter), News Student (reporter)

of Episodes: Will run until Election Day but could go longer depending on recounts/lawsuits

Television: Christopher Conover will host a TV interstitial version

Episode Lengths: Podcast ~10 minutes TV ~3 minutes

Description:

The ***Fact Check*** podcast will return during the campaign season. We will add a TV element to our already successful work on this during the last campaign. The TV version can be used as an interstitial around public affairs and news programming and as a recurring feature on ***Arizona Illustrated***. KAET is also interested in the TV version. KJZZ is interested in the podcast, which will be offered to all public stations in Arizona.



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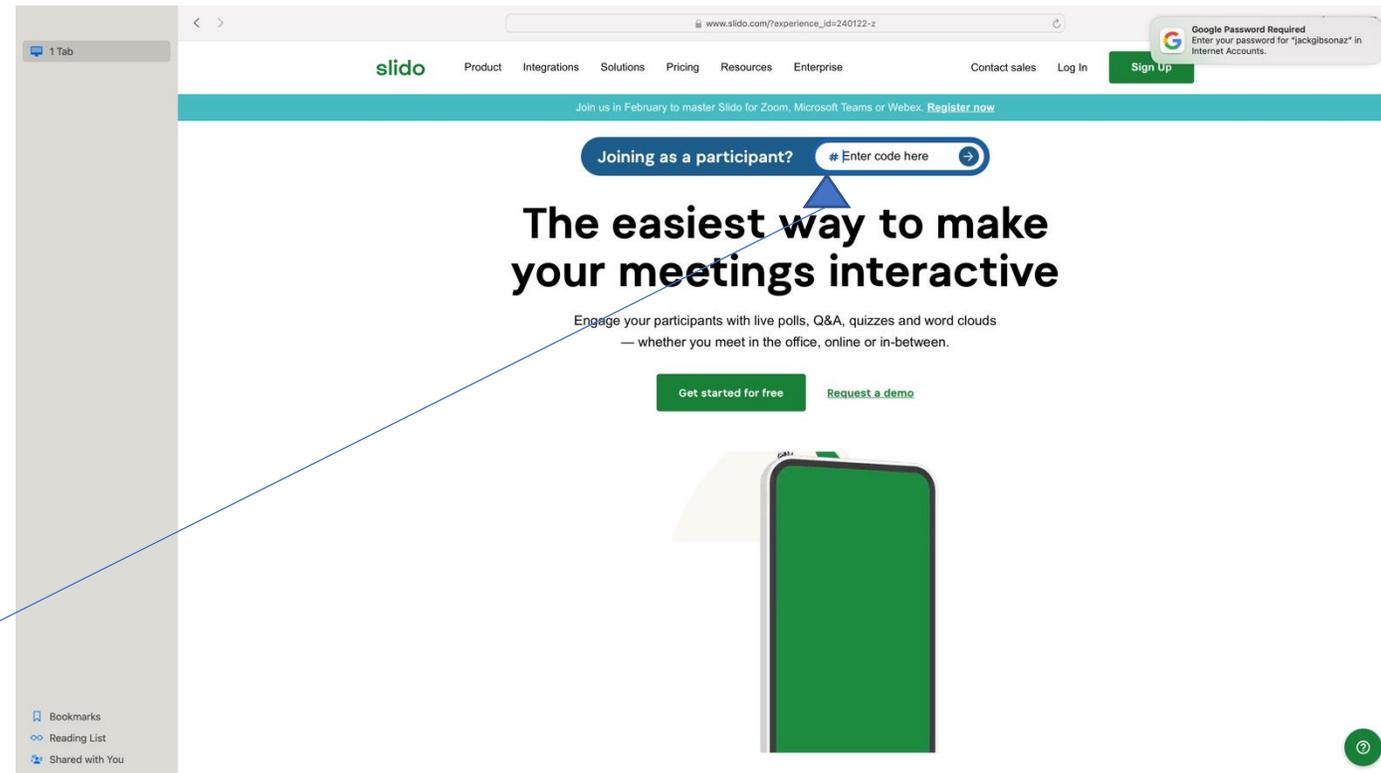


YOUR *V*OTE 2024

News & Election Coverage Survey

SLIDO.com

Meeting ID: **4019919**



The screenshot shows the Slido website interface. At the top, there is a navigation bar with the Slido logo and links for Product, Integrations, Solutions, Pricing, Resources, Enterprise, Contact sales, Log In, and Sign Up. A Google Password Required notification is visible in the top right corner. Below the navigation bar, a teal banner contains the text "Join us in February to master Slido for Zoom, Microsoft Teams or Webex. Register now". The main content area features a blue button labeled "Joining as a participant?" with a text input field containing "# Enter code here" and a right-pointing arrow. Below this, the headline reads "The easiest way to make your meetings interactive", followed by the subtext "Engage your participants with live polls, Q&A, quizzes and word clouds — whether you meet in the office, online or in-between." Two green buttons, "Get started for free" and "Request a demo", are positioned below the text. A green smartphone icon is shown at the bottom right. On the left side of the browser window, a sidebar contains links for "Bookmarks", "Reading List", and "Shared with You". A blue line connects the meeting ID "4019919" from the text on the left to the input field in the screenshot.



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Announcements

Jack Gibson



A Community Service of the University of Arizona

Announcements



Winner:

Christopher Conover, AZPM News Director

The Buzz “El Tour de Mayor”



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In Memoriam

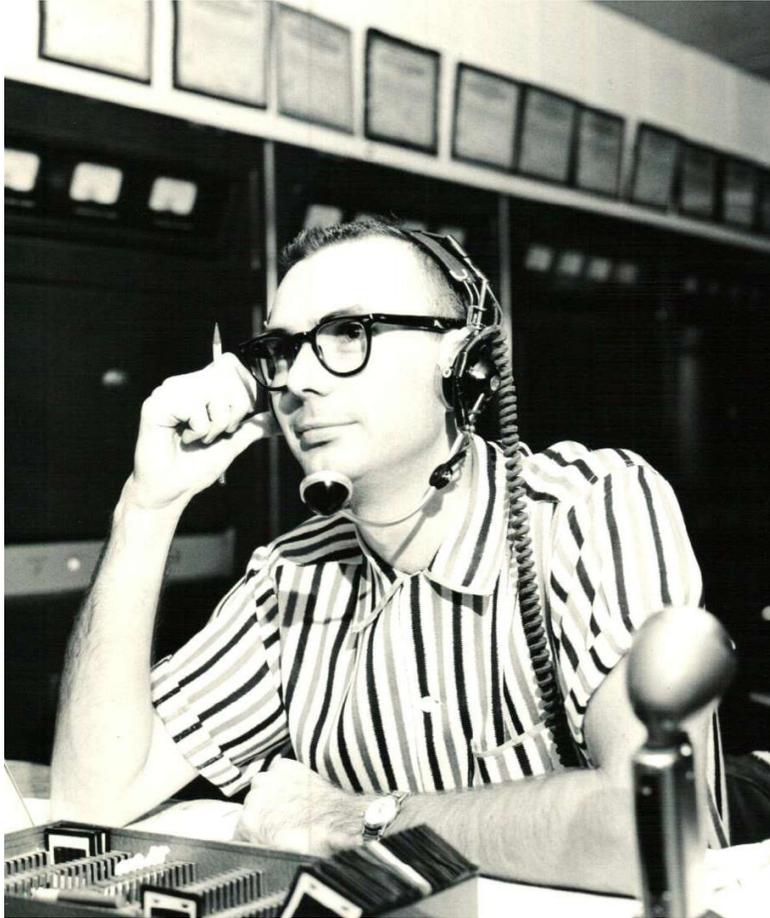


Former CAB member and CAB emeritus member Ron Bornstein passed away February 23 at age 91.

A public broadcasting executive and higher education administrator, Ron was acclaimed as “the man who saved NPR” from bankruptcy in the 1980s. He was also founding partner of NETA Consulting and served on the boards of Association of Public Television Stations, PBS, and NPR.



In Memoriam



Former KUAT Communications Group General Manager Jack Parris passed away March 8 at age 90.

Mr. Parris moved to Tucson in 1978 to help run KGUN-TV, first as station manager then as general manager.

He served as General Manager of the KUAT Communications Group (predecessor to AZPM) for 8 years.



Other Business

Hope Hennessey, CAB Chair



A Community Service of the University of Arizona

Other Business

Other business from the floor.

Next CAB Meeting will be on **Zoom**: Thursday August 15 at 11:45a

Please take a moment to complete a brief evaluation of today's meeting at:

[SLIDO.com](https://www.slido.com)

Meeting ID: 1061528



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CAB Meeting Survey

SLIDO.com

Meeting ID: **1061528**

1 Tab

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Bookmarks
Reading List
Shared with You

Google Password Required
Enter your password for "jackgibsonaz" in Internet Accounts.



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Adjourn

Hope Hennessey, CAB Chair



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azpm



azpm.org

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