

# Community Advisory Board Meeting

August 15, 2024 via Zoom



# Call to Order & Welcome

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Paul Lindsey, CAB Chair



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# New CAB Members

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**Steve Bossé**, CFO, Port of Tucson

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

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

**Merrill Kemp-Wilcox**, Director of Research and Development, Pima JTED

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

**Ferrum Wallace**, General Counsel, Larsen Baker



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# Guests

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**Gloria McMillian**, Research Associate, University of Arizona English Department

**Emily Ricketts**, Women's International League for Peace and Freedom



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# Review and Approval of Minutes

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Ed Frisch, CAB Secretary



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# Management Report

Jack Gibson, Chief Executive Officer



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# Organizational Advancement

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Jack Gibson



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# Organizational Advancement

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## Organizational Climate and Culture Work Continues

Evaluating All-Staff Lunch Meetings (surveying staff for direction)

Weekly Department Head Meetings (w/new strategic focus)

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

Two Staff Led “Change Circles”

Staff Selected Topics: Participation & Communication

Weekly Staff E-newsletter

Series of *Lunch & Learn* Gatherings

## CAB Governance

Working to fill 2 open seats: Current Year

Confirm Committee Assignments



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# Organizational Advancement

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## The Baker Center for Public Media

- Construction project is on time and budget
- Exec/Tech staff time continues to be significant
- Building "skin" will be complete this summer
- One year for interior construction
- Substantial completion target: September 2025
- Systems Integration: Summer 2025 - 1Q 2026
- First CAB Mtg there targeted for November 2025
- Phased transition (systems/people) from MLB
- Fully transitioned by April 1, 2026

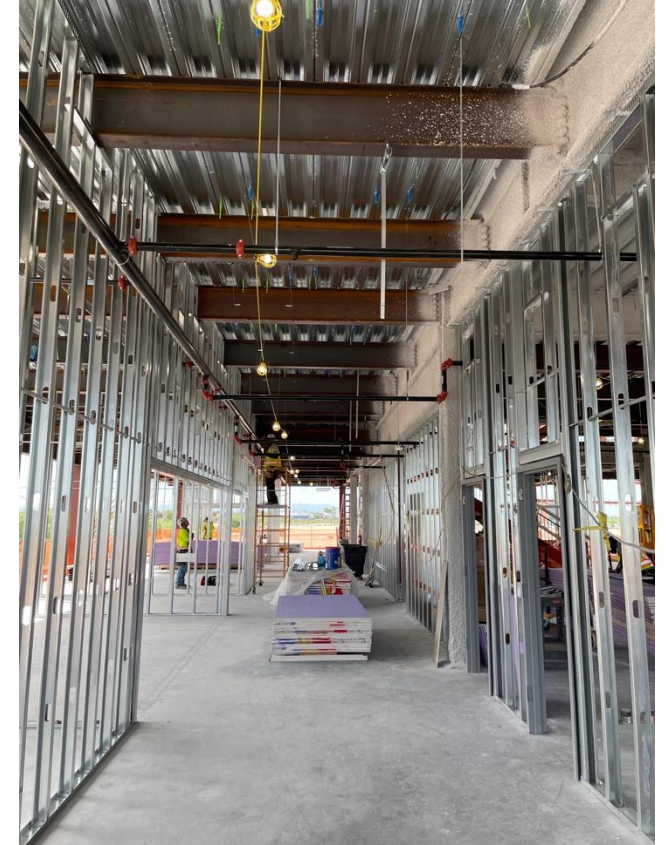


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<https://pdc.arizona.edu/project/22-9576?tab=camera>



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# Organizational Advancement

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## The Baker Center for Public Media

- *Double Your Gift Spots* featuring Paul Lindsey or Jack Gibson

Encouraging contributors to support operations and make an additional gift in the same amount for the next 3 years.

- **Challenges:**

- UA Finances and Leadership
- Election Year
- Economy/Inflation
- Crisis in Middle East
- Ongoing Operational Needs
- Naysayers (Built at the Expense of Staff/Content; Unnecessary; Too: [Big/Expensive/Nice])



# Organizational Advancement

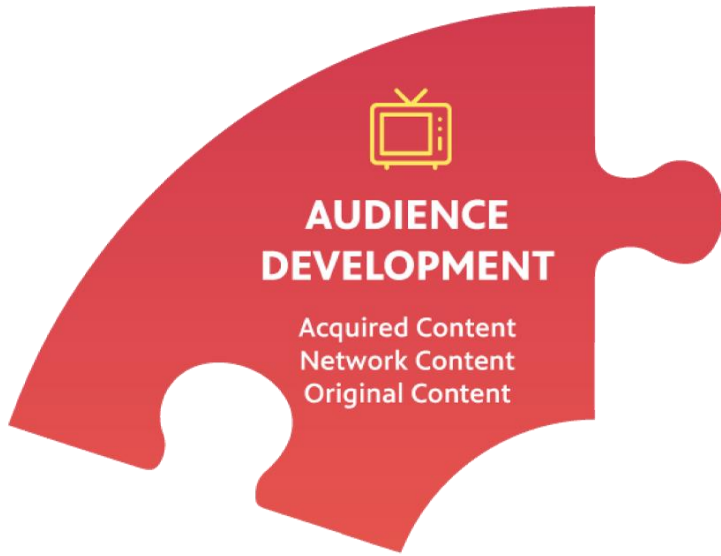
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## Next Generation Warning System (NGWS)

- Grant Application Underway
- Requesting ~\$990K in support from FEMA via CPB
- Ian will address benefits under tech report today
- Asking CAB to sign a letter endorsing application

*Will provide ability for real time Amber, Silver and WX alerting in English, Spanish, and Tohono O'odham and ability to manage how and where these appear on screen, etc.*





# Audience Development

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Gene Robinson, Chief Operating Officer



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# Audience Development



## Original Production

New season begins  
Sunday, September 15<sup>th</sup> @ 6:30pm  
featuring all-new episodes!

Encore broadcasts:  
Saturdays @ 6:30pm  
Sundays @ 11:00am



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# Audience Development

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## Original Production



Season 3 of the popular AZPM Podcast that explores the issues of water in the Southwest, from how we get it to what it means for those who have it... or those who don't.

*Look for **Tapped** on Apple Podcasts, the NPR App, Spotify, Amazon, YouTube, and wherever you find your podcasts.*



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# Audience Development

## Original Production



AZPM News Podcast  
Weekdays beginning at 6pm

AZPM News partnership in new  
statewide news recap program  
Weekdays at 2pm on **NPR 89.1**



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# Audience Development

Original Production

## THE PRESS ROOM

Premieres Friday, September 6<sup>th</sup> @ 8:30pm



Public Affairs Series  
Journalists' Roundtable  
Broadcast Fridays at 8:30p



azpm.org



89.1 FM 1550 AM



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# Audience Development

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## Original Production

# THE PRESS ROOM



Steve Goldstein, host



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# Audience Development

Date	Time	Debate
Tuesday, September 3, 2024	6:00-7:00pm	AZ Corporation Commission
Thursday, September 5, 2024	6:00-7:00pm	U.S. House CD2
Monday, September 9, 2024	6:00-7:00pm	U.S. House CD3
Thursday, September 12, 2024	6:00-7:00pm	U.S. House CD5
Wednesday, September 18, 2024	6:00-7:00pm	U.S. House CD7
Thursday, September 19, 2024	6:00-7:00pm	Ballot Issue: Immigration
Tuesday, September 24, 2024	6:00-7:00pm	U.S. House CD8
Wednesday, September 25, 2024	6:00-7:00pm	U.S. House CD9
Thursday, September 26, 2024	6:00-7:00pm	Ballot Issue: Open Primaries
Tuesday, October 1, 2024	6:00-7:00pm	Ballot Issue: Abortion Access
Monday, October 7, 2024	6:00-7:00pm	U.S. House CD6
Tuesday, October 8, 2024	6:00-7:00pm	U.S. House CD1
Wednesday, October 9, 2024	6:00-7:00pm	U.S. Senate
TBA	6:00-7:00pm	U.S. House CD4

**YOUR  VOTE 2024**

in partnership with

**CLEAN  ELECTIONS**



azpm.org



89.1 FM 1550 AM



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# Audience Development

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## Original Production

### Election Night

# YOUR VOTE 2024

**Radio:** Live news during breakaways provided by NPR. Breaks will include latest numbers and reports/interviews with AZPM news staff reporting live from the field on key statewide races and ballot issues.

**TV:** Live news during breakaways provided by PBS News Hour. Breaks will include latest numbers and in-depth reports/interviews and analysis.

**Web:** Live numbers & updates throughout the vote counting.



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# Audience Development

## Digital

**AZPM Passport**

**EXTENDED ACCESS TO YOUR FAVORITE PBS PROGRAMS**

Stream tens of thousands of hours of your PBS & AZPM favorites on the PBS app with AZPM Passport. Watch anytime, on any device, all while supporting AZPM. For as little as \$5 a month, you can get AZPM Passport and start streaming today. Get started at [azpm.org/passport](https://azpm.org/passport)



### AZPM PASSPORT MONTHLY OVERVIEW

July 2024 vs. 2023

<i><b>Passport Members</b></i>	<i><b>Minutes Watched</b></i>	<i><b>Streams</b></i>
19,602	3,907,326	98,937
-2% MoM	-8.5% YoY	-1.2% YoY

### MOST POPULAR SHOWS June 2024

1. Masterpiece “Grantchester”
2. PBS News Hour
3. Masterpiece “Professor T”
4. Masterpiece “DI Ray”
5. Seaside Hotel
6. Masterpiece “Sherlock”
7. The Paris Murders
8. NOVA
9. Masterpiece “Hotel Portofino”
10. Antiques Roadshow
11. Hope in the Water
12. Dynamic Planet



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# Audience Development

## Television

June 2024 vs. June 2023



**Broadcast:** KUAT-TV Channel 6 (Tucson)  
KUAT-LP Channel 6 (Duncan, AZ)  
KUAT-NG Channel 6 (Tucson)  
KUAS-TV Channel 27 (Tucson)  
**CATV:** Comcast Channel 6 Std Definition  
Channel 220 HDTV  
Cox Channel 6  
**DBS:** Dish Channel 6  
DirecTV Channel 6



Full Week	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	19	27	-30%
Viewership (Gross Rating Points)	628.5	580.4	8%
Prime Time	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	12	16	-25%
Viewership (Gross Rating Points)	227.9	219.6	4%



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# Audience Development

## Radio

June 2024 vs. June 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 (age 12+) M-Su 6a-12m	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	79,900	80,700	-1%
TSL(Hr:Min) (Time Spent Listening)	7:00	6:30	+7.7%
Full Week (age 35+) M-Su 6a-12m	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	73,800	68,000	+8.5%
TSL(Hr:Min) (Time Spent Listening)	7:15	7:15	n/c
Full Week (age 50+) M-Su 6a-12m	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	60,100	52,100	+15.4%
TSL(Hr:Min) (Time Spent Listening)	7.5	7:45	-3.2%

# Audience Development

## Radio

June 2024 vs. June 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 (age 12+) M-Su 6a-12m	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	36,800	26,200	+40.5%
TSL(Hr:Min) (Time Spent Listening)	5:45	7:45	-25.8%
Full Week (age 35+) M-Su 6a-12m	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	28,800	21,300	+35.2%
TSL(Hr:Min) (Time Spent Listening)	6:15	8:30	-26.5%
Full Week (age 50+) M-Su 6a-12m	2024	2023	% diff
Weekly Cume (Unduplicated Audience)	26,300	17,700	+48.6%
TSL(Hr:Min) (Time Spent Listening)	6:15	10	-37.5%



# Community Engagement

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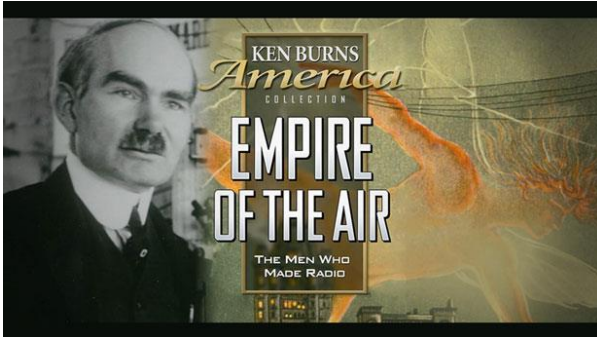
Gary Bell, Director of Marketing & Communications



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# Community Engagement



## Upcoming Events:

- Aug 17 To celebrate National Radio Day:  
*Empire of the Air: The Men Who Made Radio*  
Screening and Panel with AZPM Radio Staff

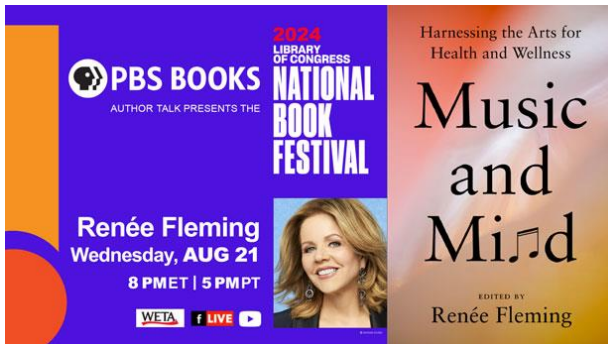


- Late Aug Quincie Douglas Library:  
*PBS Kids Corner <Reveal>*



Weeks of:

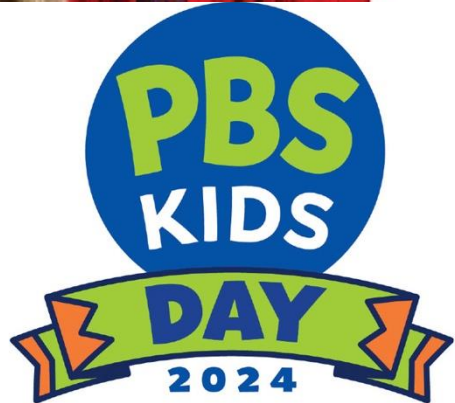
- Aug 12 *Story Corps' Military Voices Initiative - Virtual*
- Aug 21 *Story Corps' Military Voices Initiative - Virtual*



- Aug 21 PBS Books: 2024 Library of Congress  
*National Book Festival* (Livestream)  
Music and Mind with Renée Fleming

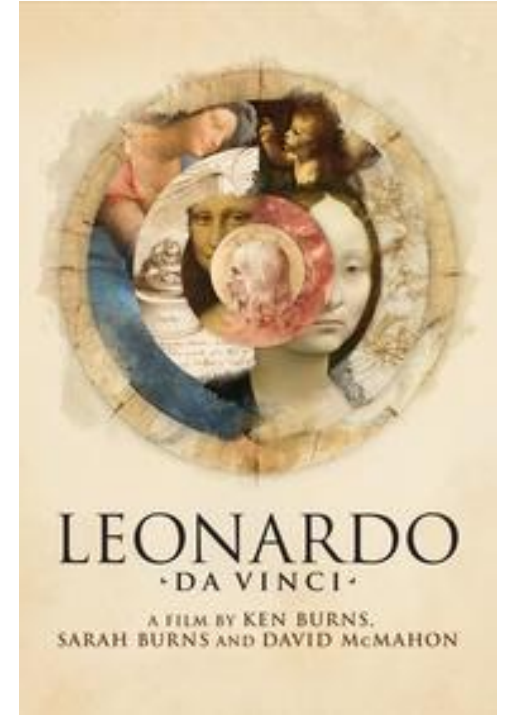


# Community Engagement



## Upcoming Events:

- Sept 3 Public Screening:  
*Arizona Illustrated – New Season*
- Late Sept/  
Early Oct Preview Screening:  
*"Marlowe Murder Club"*
- Oct 19 *AZPM at Doggie Shorts*
- Late Oct-  
Early Nov Preview Screening: Ken Burns'  
*Leonardo da Vinci* (Tucson/Green Valley)
- Oct-Nov *Mister Rogers' Sweater Drive*
- Nov 16 *PBS Kids Day at  
Children's Museum Tucson*
- Now-Nov 5 *Your Vote Matters 2024*



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# A special thanks to:

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*Hank Peck*

*Paul Lindsey*

*Sylvia Lett*

*Pat Lopez*



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# Financial Sustainability

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Kimberly Heath, Chief Financial Officer



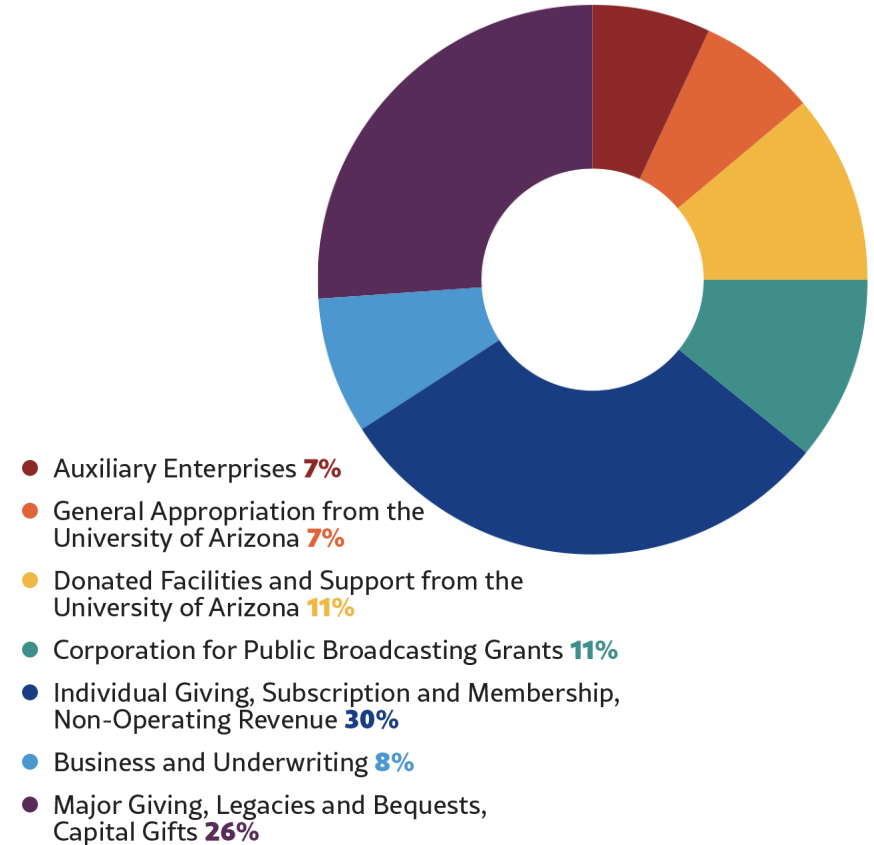
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# Financial Sustainability

## FY24 OPERATING & NON-OPERATING REVENUE

1-4Q: July 1, 2023 – June 30, 2024

Line Item	YTD Budget	YTD Actual	vs. Budget
State Appropriation	\$841,060	\$708,743	(\$132,317)
CPB Comm Service Grant	\$2,018,853	\$2,462,387	\$443,534
Auxiliary	\$1,058,921	\$1,040,602	(\$18,319)
Membership	\$5,739,846	\$5,423,746	(\$316,100)
Corporate Support	\$1,550,000	\$1,465,483	(\$84,517)
Major Gifts	\$1,330,608	\$1,248,151	(\$82,457)
Planned Gifts*	0*	\$797,382	\$797,382
Program Gifts	\$230,000	\$29,000	(\$201,000)
Capital Gifts	0	0	0
Use of Fund Balance	\$879,710	0	0
<b>Operating Revenue Total</b>	<b>\$13,648,998</b>	<b>\$13,175,494</b>	<b>(\$406,206)</b>
<b>Operating Expense Total</b>	<b>\$13,648,998</b>	<b>\$10,998,239</b>	<b>\$2,650,759</b>



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\*Excludes use of AZPM Fund Balance <Reserves>

All Unrestricted Bequest Targeted to TBC Equipment Fund until 2026

# Financial Sustainability

## CAPITAL CAMPAIGN REVENUE/EXPENSE

As of July 31, 2024

Revenue	Gifts Received	Commitments	Total Revenue
AZPM Building Fund	\$24,500,000		\$24,500,000
Bridging Communities	\$22,047,266	\$10,232,991	\$32,280,258
		May Total:	\$56,728,072
		New Gifts (May-Jul):	\$52,186
		Aug. 1 Total:	\$56,780,258

Expenses	Facility Expense	Campaign Expense	Total Expense
Design/Build (May 10)	\$7,605,690	\$168,793	\$7,774,484
” “ (Jul 31)	\$14,793,950	\$174,650	\$14,968,601

CAMPAIGN GOAL \$65,000,000

FUNDS SECURED \$56,780,258

FUNDS TO RAISE \$8,219,742



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# Financial Sustainability

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Deb Dale, Chief Development Officer



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# Financial Sustainability

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## Annual Operating Fundraising

### Membership

Goals: Q1 \$1,388,899 Q2 \$1,561,639 Q3 \$1,512,329 Q4 \$1,037,133

- Mid-Q1 capital campaign push (email, text, digital, mail); Dual ask in Q1 mail lapsed and add gift efforts.
- Launching digital fundraising effort including Google Ads, Roku ads, and social media boosts. Early efforts seeing 8:1 ROI.
- Revamping emails for 'Welcome' new donor series and for prospective members via PBS, NPR, and AZPM events leads.
- Internal working group focused on launching NPR Plus as an additional opportunity to increase revenue, acquire new members, and steward current members.



# Financial Sustainability

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## Annual Operating Fundraising

### Major Donor and Planned Gifts

Goals: Q1 - \$133,556    Q2 - \$539,777    Q3 - \$230,812    Q4 - \$395,855

- Anonymous donor gift of \$300K to close/start fiscal year on strong footing
- Closing \$1M+ in Planned Gift intentions
- New 45-day, 5-touch process to qualify/disqualify 500+ prospects the fiscal year
- Launching an end of August digital campaign for Planned Gifts
- Hosting a SaddleBrooke screening of Ken Burn's documentary on Leonardo Da Vinci with newly formed SaddleBrooke Ambassador's Council

# Financial Sustainability

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## Annual Operating Fundraising

### Corporate Support/Underwriting

Goals:    Q1 \$318,664    Q2 \$452,711    Q3 \$428,593    Q4 \$350,032

- Added administrative position so 2.5 account executives can sell/raise more.
- New platforms: Total Traffic Network, streaming on NPR & Classical 90.5 via phones, desktop, and smart speakers; national Passport programs can now have local underwriting spots.
- Launching Event Sponsorships with modest on-air presence; \$25K TMC Health Title Sponsorship for PBS Kid's Day in October
- Modest rate increase in radio underwriting rates to keep up with market.

# Financial Sustainability

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## Capital Campaign

FY25 Q1 'Close the Gap!' Push

- Digital: Text/email multi-touch series; targeted online ads
- Heavily segmented: One-time givers; never-givers, new donors, high-wealth score...
- On-air Television and Radio: Paul & Jack video and audio asking to 'double your support'

**GOALS: Pay More & Pay Early!**



# Technology & Innovation

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Ian MacSpadden, Chief Technology Officer




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# Technology & Innovation

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*ATSC 3/NextGen TV*

Tucson Market Launch!



KUAT-NG Channel 6.1  
Launched May 23, 2024  
Short term goals/benefits  
Long term goals/plans



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# Technology & Innovation

## Signal Transmission

### Crazy Monsoon

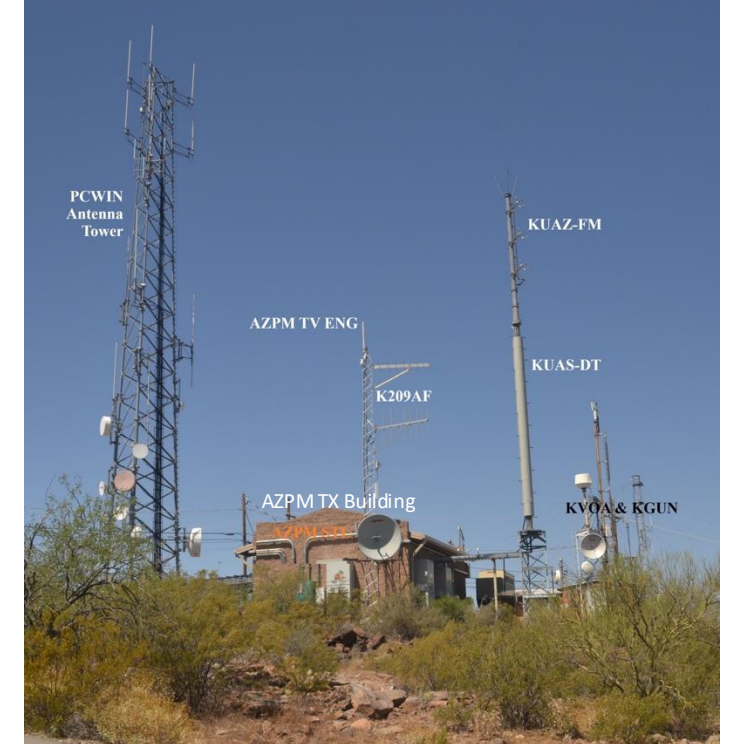
- Tower & Fence Damage
- Lightning Strikes
- EAS Alerts

### Classical Translator Move

- 89.7 translator displaced; to become 90.9 FM

### NGWS Grant

- FEMA dollars to help resiliency, service, and expand/protect coverage



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# Technology & Innovation

## The Baker Center Equipment Selection

### Technologies

- SMPTE 2110 IP Video
- UDH & HDR capable
- Networked radio, TV, and AV systems

### Hardware

- 4k cameras (TV & radio)
- SSL audio boards (professional mixing for TV & radio)
- Dolby Atmos and Surround mastering rooms
- New satellite and microwave dishes





# Management Report: Q & A

Jack Gibson



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# New Business

Paul Lindsey

## CAB Committees Updated

**Audit & Financial Information** – review quarterly financials and annual audit report

**Community Engagement** – liaison between AZPM and the communities served by AZPM

**Development** <new> – member, donor, corporate support fundraising & assessment

**Executive** – coordinates all Board work, sets meeting agendas & committee assignments

**Facilities & Infrastructure** – funding, maintenance & marketing related to AZPM physical facilities, including transmitter sites, towers, etc.

**Governance** – CAB member recruitment/recognition, maintains bylaws, administers biennial CAB self-assessment surveys

**Strategic Planning** – assist with development & periodic assessment of AZPM strategic plans

All committees, except Executive & Governance, are open to non-CAB members.



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# New Business

Paul Lindsey

## CAB Committee Assignments

CAB members may self-select onto committees or be recruited. Look for an email confirming current committee assignments and requesting preferences.



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# New Business

Jodi Bain, Chair, Governance Committee  
for Sylvia Lett, Governance Committee

## Proposed Changes to Bylaws

Bylaws last reviewed in May 2024

### Proposed changes:

- Add new Development Committee
- Address gender syntax: update from gender-specific pronouns (he, she, his, hers, him, her) to gender-neutral pronouns (they, their, them).



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# New Business

Paul Lindsey

## Resolution Endorsing NGWS Grant Application

Grant would provide funding from CPB to implement Next Generation Warning System (NGWS) emergency alert system

- Real-time emergency alerts and warnings
- Tri-lingual (Spanish, English, Tohono O'odham)
- No program interruption
  - Multiple viewer/listener complaints recently
- Benefit rural/tribal communities and underserved areas
- Enable communication to those with disabilities, limited access, and functional needs



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# New Business

Paul Lindsey & Jack Gibson

## Discussion Items

### Agenda for upcoming CAB Meetings

*What are the topics you want to discuss with staff or have staff report on in November and February at the CAB Meeting?*



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# New Business

Paul Lindsey & Jack Gibson

## Discussion Items

### Agenda for upcoming CAB Meetings

*What are the topics you want to discuss with staff or have staff report on in November and February at the CAB Meeting?*

### Original Content Focus in 2025

*What are the most pressing issues for our community that you believe AZPM coverage could help to shine a light on?*



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# New Business

Jodi Bain, Chair, Governance Committee

## CAB Emeritus Member Consideration



The Governance Committee nominates  
**Lynne Wood Dusenberry**

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

**Vote of CAB Members required**



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# Announcements

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Jack Gibson



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AZPM's PBS 6 again ranked #1 for per capita viewership among largest 57 PTV stations!

PBS 6 also led the peer group:  
KAET/Phoenix  
KNME/Albuquerque  
KLRU/Austin  
KLRN/San Antonio

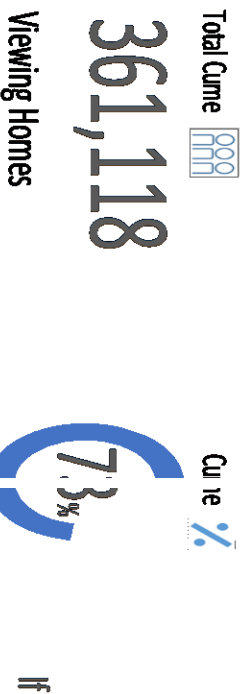


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## Annual Proof of Performance Dashboard FY 2023

### Reach

All Household  
24/7 Viewing

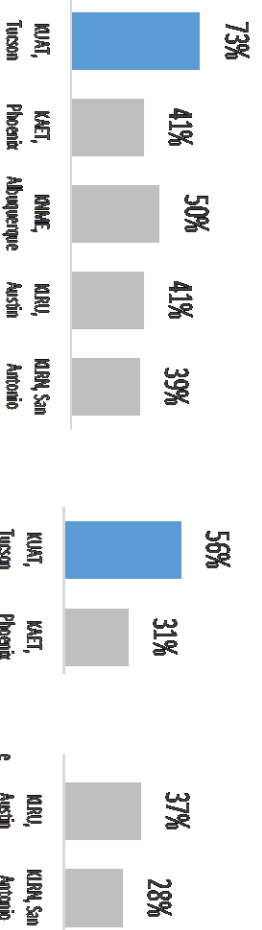


ed Against  
arkets

### Cohorts

24/7 Household Cumes %

Prime Time Cumes



### Characteristics

Underserved  
24/7 Cumes %

9,958



Up-Market  
Jmes %

49,887



TRAC  
MEDIA SERVICES

# In Memoriam



AZPM's former Director of Membership Pat Callahan passed away on July 6<sup>th</sup> at TMC following a brief illness. She had worked in public media since the early 1970's.

Pat served for 15-years at AZPM and retired in 2023 at age 80. Gifts to memorialize her in the Baker Center are welcome and encouraged.



Early 1970's at KQED/San Francisco



Dir of Membership at KERA/Dallas



Early 1980's at PBS with  
PBS President, Larry Grossman



VP Development at KERA/Dallas



Early 2000's at  
WETA/Washington, DC



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# Other Business

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Paul Lindsey, CAB Chair



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# Other Business

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Contributor calls/notes

Other business from the floor

Next CAB Meeting will be on: Friday, November 15<sup>th</sup> at 11:45a  
*The Refinery* at UA Tech Park at The Bridges

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

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

Meeting ID: 2382528

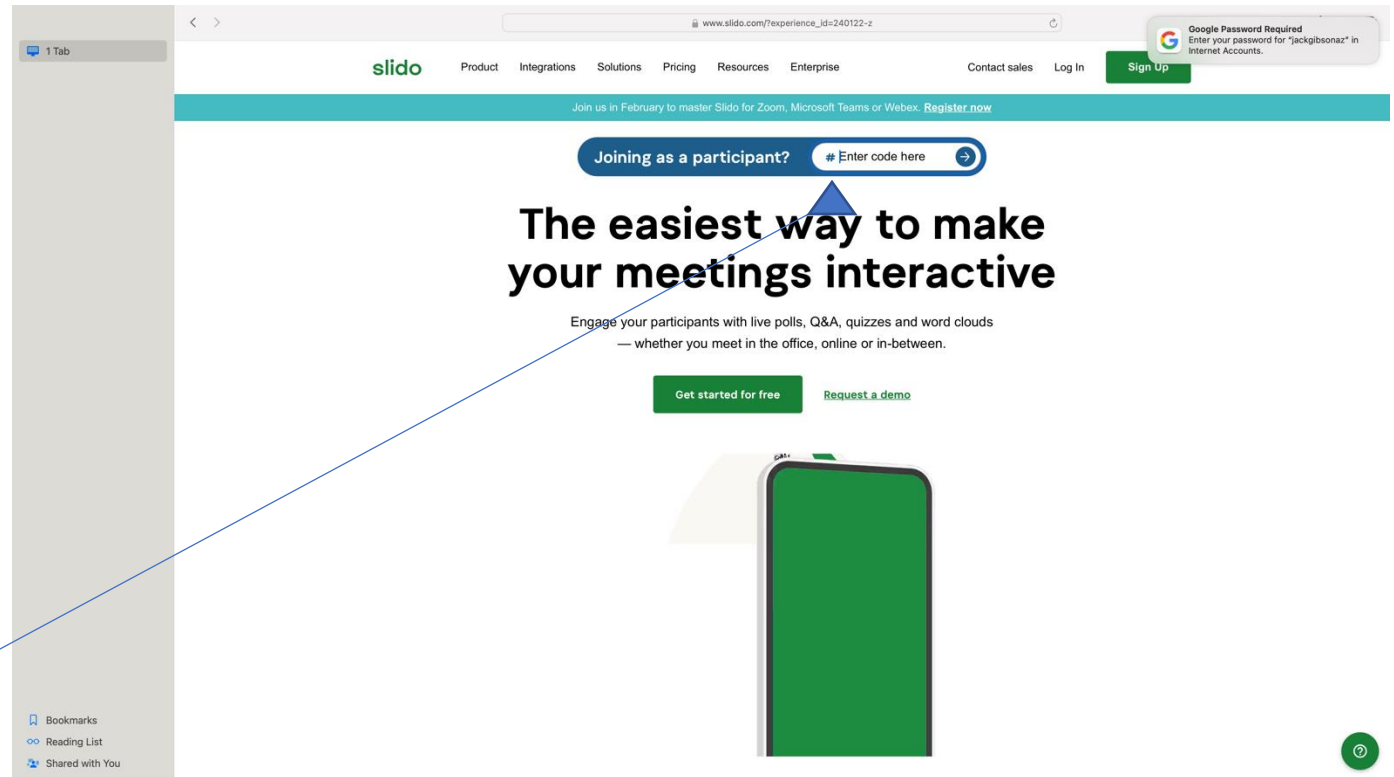


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# CAB Meeting Survey

SLIDO.com

Meeting ID: 2382528



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# Adjourn

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Paul Lindsey, CAB Chair



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

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