



The Classroom That Never Goes Dark

DEB DALE, CFRE  
CHIEF DEVELOPMENT OFFICER  
AUGUST 2024

Thank you!



Members....???

Extra thank you!

Capital Campaign donors...???

Triple big thank you!!!

# A Community Service of the University of Arizona



azpm.org





# TELEVISION

## LOCAL SHOWS

Arizona Illustrated  
Sundays at 6:30pm



Episode 1046 [More](#)

Hollywood at Home  
Saturday Nights



Hollywood At Home: A Fish Called Wanda  
(1988): Saturday at 8PM [More](#)

State of the ArtZ  
Quarterly



State of the ArtZ: Episode 104: Quarterly [More](#)

FRONTLINE

Secrets  
of the Dead

MASTERPIECE  
Grantchester

PBS  
NEWS  
HOUR

GODS OF TENNIS

AR  
ANTIQUES  
ROADSHOW

IRELAND  
Made with Love

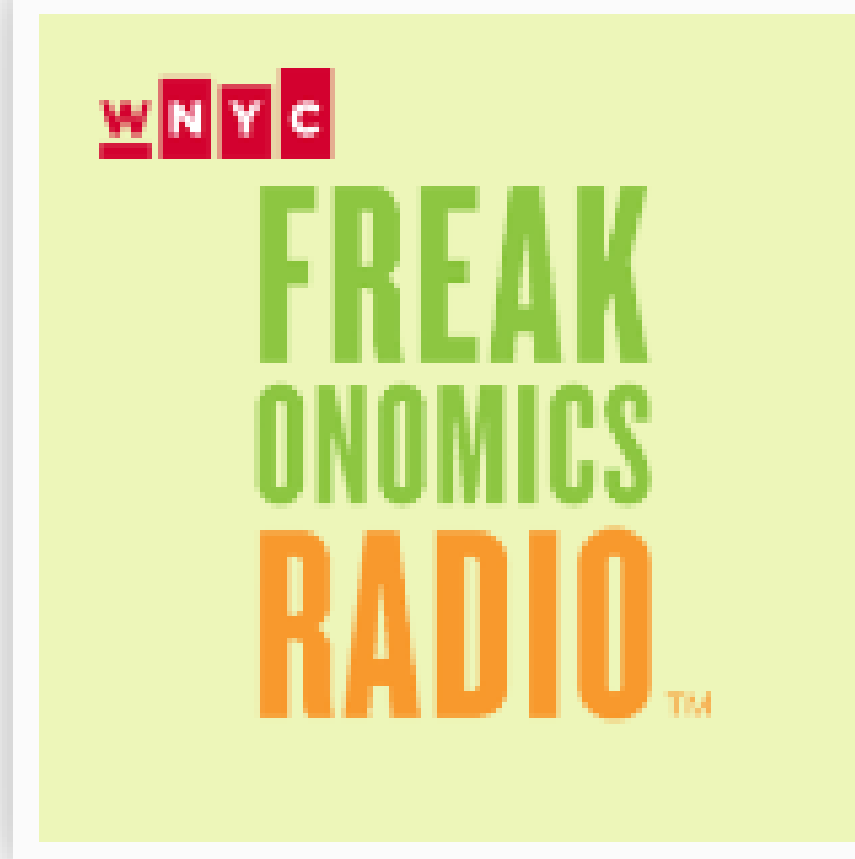
AMERICAN  
MASTERS



# RADIO



TED Radio Hour



Freakonomics



Planet Money and  
How I Built This



Morning Edition



Weekend Edition



Marketplace



A Way With Words

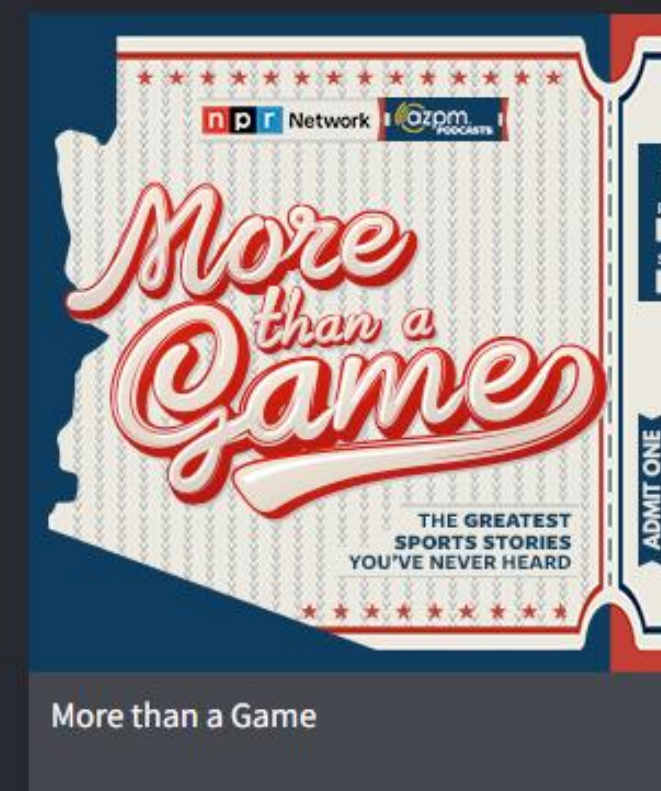


Fresh Air

# AZPM PODCASTS

## Podcasts

ACTIVE



# Quick Presentation:

1. The 'What' and 'Why' of public media
2. How can things be THIS exciting???



# Part One

The 'What' and 'Why' of public media

When President Johnson signed the  
**PUBLIC BROADCASTING ACT**  
into law on November 7, 1967, he said:

**“It announces to the world that our nation wants more than just material wealth; our nation wants more than a 'chicken in every pot.' We in America have an appetite for excellence, too. While we work every day to produce new goods and to create new wealth, we want most of all to enrich man's spirit. That is the purpose of this act.”**

Public Media reaches more than  
98% of the U.S. population  
with FREE programming and services.



# Kids Programming





Research has shown that PBS KIDS' content helps:

- Increase math and literacy scores,
- Improves school readiness, and
- Fosters interest in learning.

PBS KIDS also increases parent and teacher engagement.

~ American Academy of Pediatrics

**Which is good because...**

**FOR 50% OF THE CHILDREN IN THE U.S.,**

**PBS IS THE ONLY  
PRE-K EDUCATION  
THEY GET.**



# AZPM Stations and digital platforms are nationally known among peers for:

- Emmy & Murrow Awards
- Hispanic, Black, and 'Under \$25k' Income Households
- You Tube Subscribers
- Pledge Successes



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

## Part Two

How can things be **THIS** exciting???

# Fasten Your Seatbelts!



ATSC 3.0 ('NextGenTV')  
I.P. (internet) backbone  
is ideally positioned to  
help bridge the digital divide,  
since television itself is virtually  
a ubiquitous service.

How do we ensure everyone in Southern Arizona has access to the latest broadcast technology and the highest-quality education, news, and entertainment, for generations to come?



Well... it's not happening  
in a basement and sub-basement  
built as a bomb shelter  
in the 1960s.



# The Paul & Alice Baker Center for Public Media!





# Leadership

## HONORARY CAMPAIGN CHAIRS

Alice & Paul Baker

## CAMPAIGN CHAIRS

Lynne Wood & Bruce Dusenberry

## CAMPAIGN STEERING COMMITTEE

Judith Brown

Karen Christensen

Mary Ann Dobras

Joyce Finkelstein

Louise Glasser

Helaine Levy

John Pedicone

## EXECUTIVE STAFF

Jack Gibson, Chief Executive Officer

Deb Dale, CFRE, Chief Development Officer

Kimberly Heath, Chief Financial Officer

Ian MacSpadden, Chief Technology Officer

Gene Robinson, Chief Operating Officer

# Location



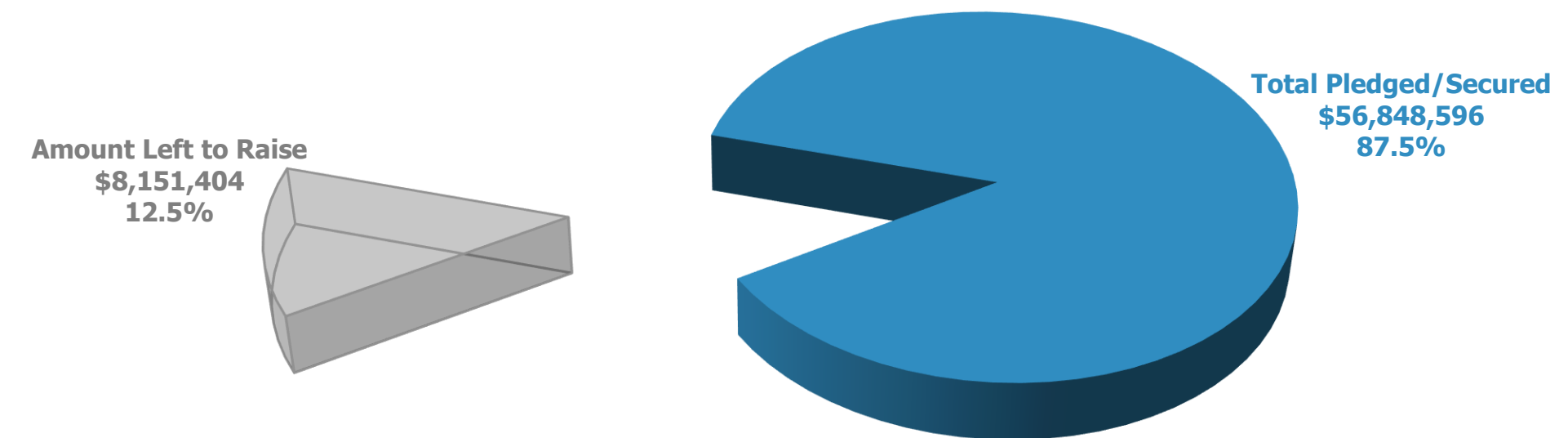
## AN INVESTMENT IN THE FUTURE

### PROJECT BUDGET

|                     |  |
|---------------------|--|
| \$48,775,000        | Construction 'Hard' Costs (Building materials and labor including finishing, landscape, etc.)          |
| \$10,225,000        | Building 'Soft' Costs (Design fees; project management, accounting and fundraising costs, taxes, etc.) |
| \$6,000,000         | Production, Technology & Systems Integration in Facility   |
| <b>\$65,000,000</b> | <b>PROJECT TOTAL</b>   |

**\$65M** CAPITAL CAMPAIGN FUNDRAISING BUDGET

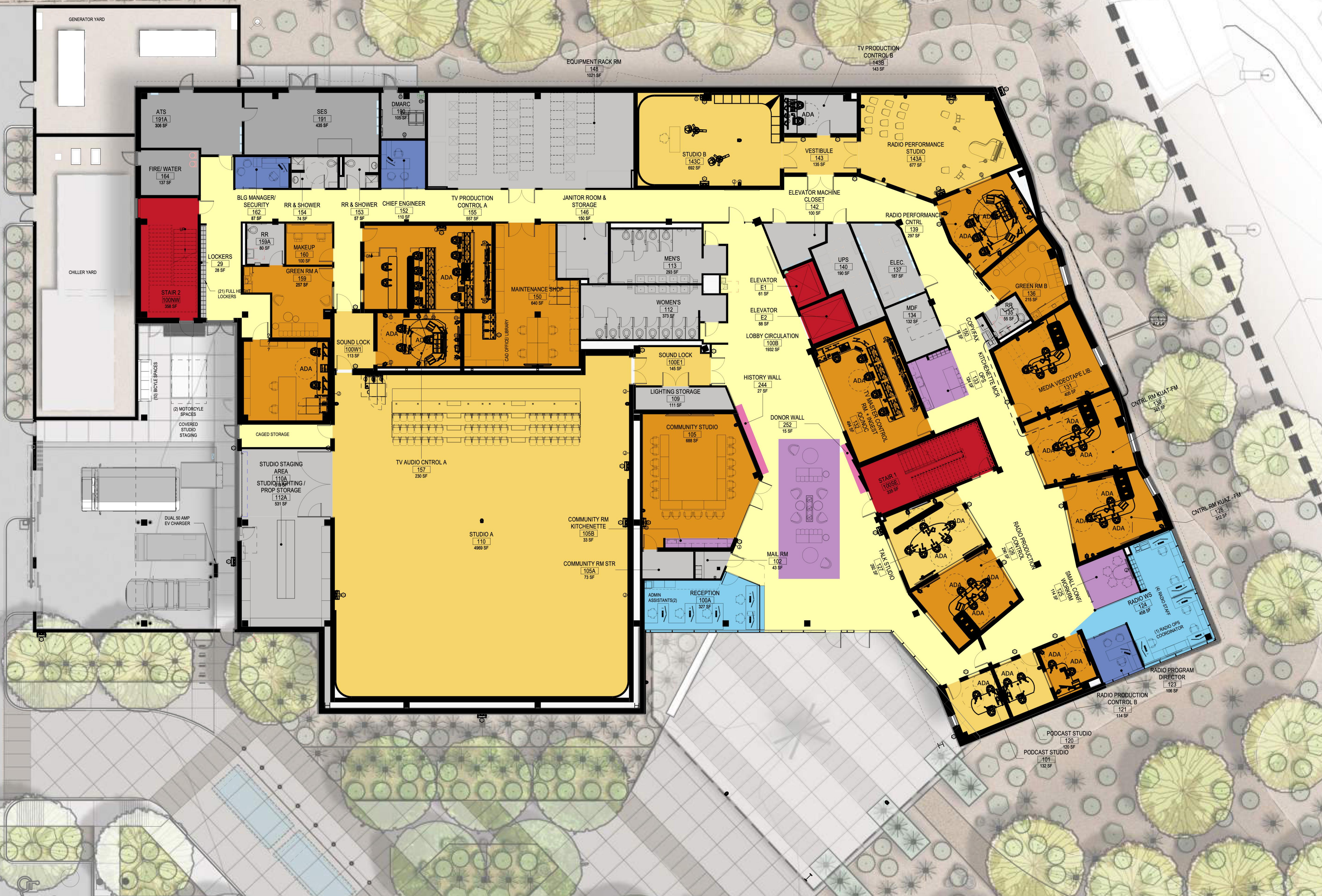
## CURRENT FUNDING STATUS



## FUNDS BY SOURCE







# 1st Floor

Lobby/Reception

Radio Operations  
Radio Performance Studio  
Talk Radio Studio

TV Master Control  
TV Performance Studio  
TV Production Studio

Podcast Studios  
Community Studio

Production Control Rooms  
Equipment/Server Room

Facility Support Rooms



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**ARIZONA  
PUBLIC MEDIA**

community studio

ARIZONA  
PUBLIC MEDIA

1st Floor Lobby/Reception Area





1st Floor Radio Performance Studio





1st Floor TV Performance Studio (with retractable seating)





1st Floor TV Performance Studio (with hard cyclorama)





2nd Floor Newsroom





3rd Floor Digital Conference Center





3rd Floor Digital Conference Center Covered Deck



# Questions?

The background of the slide is a dense field of 3D-rendered question marks. Most are dark grey and recede into the background, while one bright yellow question mark stands out prominently in the center. The lighting creates shadows and highlights on the 3D shapes, giving them a sense of depth.

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