

## Friends of Public Radio Arizona Charity Effectiveness Policy

FPRAZ measures our effectiveness toward helping our community's public radio stations; KJZZ and KBAQ meet their goals of growing listenership, community support and engagement of audiences through the Metropolitan Phoenix area, State of Arizona, and the Southwest Region.

The adoption of this policy by the FPRAZ Board of Directors sets forth guidelines and processes to be implemented in concurrence with the two-year term limits for position of Chair of the Board of Directors. This policy recognizes that FPRAZ will conduct bi-annual reviews in accordance with the change of the Board Chair to measure our progress in meeting the specific goals of the organization. The resulting report provides guidance and instruction for a process of continuous improvement to help FPRAZ be an effective charity and accountable for meeting the goals and expectations of the community in which we live and serve.

### *FPRAZ goals:*

- 1) Help raise financial resources to adequately fund public radio stations KJZZ and KBach.*
- 2) Ensure the future vitality of public radio stations KJZZ and KBach through broadening their support and awareness within the community, state, region, and nation.*
- 3) Act entrepreneurially on behalf of public radio KJZZ and KBach to engage, develop and channel future audience and members.*
- 4) In partnership with Station Executive Staff, collaboratively guide, advise and lead the efforts of KJZZ and KBach public radio in providing indispensable and exceptional journalism, educational programs, music and entertainment services and expanding access to these sources through digital innovation.*

### *FPRAZ Strategies:*

*Vision for revenue generation –FPRAZ seeks to provide the Station Executive Team with a variety of proven tools and techniques for maximizing revenue, while also serving as an incubator for potential revenue streams.*

*Vision for broadening audience – FPRAZ seeks to broaden awareness of public radio the programs, services, and content through entrepreneurial services, traditional broadcast, marketing and engagement of innovation social and multi-media platforms.*

*Vision for enhanced value – FPRAZ seeks to build upon the existing value of broadcast service by convening opportunities through in-community events, digital platforms, and strategic initiatives to encourage existing and new audiences to share their insights, knowledge, cultures and communities with each other.*

*Leadership Assessment Team will include:*

The Immediate Past Chair, Chair Elect, Chair of the Governance Committee, members of the Stations Executive Staff Team and appointed Directors from the Board, will review goals, achievements and objectives as relating to the mission of Friends of Public Radio Arizona.

*Measuring the Effectiveness of FPRAZ:*

*Board of Directors & Station Executive Staff will receive a written report which reviews the goals, visions and strategies of FPRAZ and provides a bi-annual assessment based upon the following four steps:*

- a. Describe the activities that FPRAZ undertook in the prior two years to achieve its goals and objectives as related to the mission of ensuring the future vitality of public radio.*
- b. Identify the measures and cite specific actions and initiatives used to assess the FPRAZ's effectiveness in achieving its goals and objectives.*
- c. Analyze the effectiveness of the FPRAZ's initiatives and activities in helping public radio provide greater service to our community.*
- d. Recommend a course of future actions which includes continuance or non-continuance of initiatives and activities and/or new recommendations to increase FPRAZ's effectiveness.*