



CHARITY EFFECTIVENESS POLICY

The mission of Friends of Public Radio Arizona (“FPRAZ”) is to help 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.

This Policy 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 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 will provide 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. The report will be assembled by the Leadership Assessment Team, as defined below, and will focus on the following goals and areas for strategic improvement.

Leadership Assessment Team

The Leadership Assessment team will include the Immediate Past Chair, Chair-Elect, Chair of the Governance Committee, members of KJZZ and KBAQ’s executive staff as appointed by the Chair-Elect, and other Directors from the Board as appointed by the Chair Elect. Every two years, the Leadership Assessment team will compile a report that reviews FPRAZ’s progress toward meeting its goals and implementing its core strategies, with an eye toward achieving FPRAZ’s above-stated mission.

FPRAZ Goals

- 1) Help raise financial resources to adequately fund KJZZ, KBAQ, and other associated projects, and act as responsible stewards of these resources.
- 2) Ensure the future vitality of KJZZ and KBAQ by broadening awareness within the community, state, region, and nation, and by increasing sources of support.
- 3) Act entrepreneurially on behalf of public radio KJZZ and KBAQ to engage, develop and channel future audience and members.
- 4) In partnership with KJZZ and KBAQ’s officers and employees, will advise, KJZZ and KBAQ public radio to provide indispensable and exceptional journalism, educational programs, music, and entertainment services and expand access to these sources through digital innovation.

Adopted by Board Resolution on March 21, 2019.

FPRAZ Strategies

- 1) **Generate Revenue** – FPRAZ seeks to provide the leaders of KJZZ and KBAQ with a variety of proven tools and techniques for maximizing revenue, while also serving as an incubator for potential revenue streams.
- 2) **Heighten Awareness** – FPRAZ in conjunction with KJZZ and KBAQ, 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.
- 3) **Enhance Value** – FPRAZ in conjunction with KJZZ and KBAQ 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.
- 4) **Good Governance** – FPRAZ seeks to meet the highest standards of good governance, in accordance with its Fiduciary Responsibility Policy, Conflict of Interest Policy, and other applicable internal policies and legal authorities.

The report compiled by the Leadership Assessment Team should do the following:

- 1) Describe the ways that FPRAZ, KJZZ and KBAQ have implemented the above-listed strategies in the prior two years to achieve its goals and objectives as related to the mission of ensuring the future vitality of public radio.
- 2) Identify the measures and cite specific actions and initiatives used to assess the FPRAZ's, KJZZ and KBAQ's effectiveness in achieving its goals and objectives.
- 3) Analyze the effectiveness of the FPRAZ's, KJZZ and KBAQ's initiatives and activities in helping public radio provide greater service to our community.
- 4) Recommend a course of future actions which includes continuance or non-continuance of initiatives and activities and/or new recommendations to increase FPRAZ's, KJZZ and KBAQ's effectiveness.