



ARIZONA
PUBLIC MEDIA®



www.azpm.org

*"...Bringing People
and Ideas Together."*

FISCAL YEAR 2011 ANNUAL REPORT

STRATEGIC INTENT

ARIZONA PUBLIC MEDIA®



Arizona Public Media (AZPM) is a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire, and distribute distinctive and relevant content for, with, and about Southern Arizona, the University of Arizona, and the Southwest.

AZPM will achieve this strategic intent through focused efforts in five (5) key areas: Audience Development, Financial Sustainability, Developing People & Culture, Strategic Partnerships, and Technology.

VALUES

Accountability:

AZPM staff, volunteers, and students are committed to meeting the needs and exceeding the expectations of our audiences and colleagues with honesty and integrity. We are dedicated to uncompromising journalistic values, high-quality production, and the best use of technology.

Growth:

We believe that meaningful long-term impact comes through innovation and through mutually beneficial relationships with production partners. We accept reasonable risk in our strategic investments and reward performance, in order to foster sustained growth.

Ideas:

Through our work we promote an open exchange of knowledge, ideas, and experiences. We value individual contributions and respect the differences of our staff and partners. Diversity of opinion and constructive, open debate are encouraged and appreciated. As we are an operating unit of the University of Arizona, continual learning and education are at the core of our culture.

Results:

We set challenging goals and achieve measurable results working together as members of a unified team striving daily to improve performance in service to our community. Our decisions will be guided by what best serves audiences. We are committed to using our combined financial, technical, and human capital, and our multiple stations, to create more value for audiences together as a system than as individual stations.

Dear Friends,

Arizona Public Media (AZPM) completed its five-year strategic plan this year (see previous page) and experienced sustained growth in several key areas. These successes continue to establish AZPM as a premier source of news and entertainment on television, radio, and online.

AZPM improved the sonic quality and signal strength of KUAZ-AM with the installation of a new 50,000 watt digital transmitter which was brought online early in the calendar year. The Spring Radio Audience Research¹ arrived and the growth of AZPM's stations is impressive. KUAZ (AM/FM) is the #5 morning drive radio station in the market and the #1 news/talk format station in Tucson. PBS-HD Channel 6 increased prime time viewership by five percent in a very competitive TV season and beat the PBS national average for prime time viewing by 8.5 percent. KUAT6 is consistently ranked among the Top 5 PBS stations for prime time viewership.¹

One key strategic priority is to expand local production; especially in-depth local news. In January, AZPM launched a new weekly TV series, *Arizona Week*, the first-ever statewide, weekly public affairs series which also airs in Phoenix. Michael Chihak, former publisher of the *Tucson Citizen* is the host and producer. AZPM also added a number of reporters to the ranks to focus on local news.

The coming year provides AZPM with exciting programming opportunities to strengthen the connection with the community and the University of Arizona.



Stephen MacCarthy, Anne Maley, Jack Gibson

Sincerely,

Stephen J. MacCarthy
Vice President, External Affairs
The University of Arizona

Anne Maley
Chair, Arizona Public Media
Community Advisory Board

Jack Gibson
Director & General Manager
Arizona Public Media

- PBS-HD Channel 6 consistently ranks among the top 10 public stations with regard to prime time cumulative audience, viewing frequency and dollars raised per million households.

- PBS-HD Channel 6 is the top station nationally for ratings of *PBS NewsHour*¹ and continues to provide in-depth analysis of current events with the *NewsHour*'s team of seasoned and highly regarded journalists.

- PBS Kids viewership is up 44 percent since ratings for this channel became available in February '09.

- Create TV increased prime time viewing by 37 percent in FY'11.

- AZPM production staff has trained University of Arizona students to produce and edit content for the UA Channel, *Arizona Illustrated*, *Arizona Spotlight*, and azpm.org.

Top 5 PBS-HD Channel 6 Programs

1. *Masterpiece Mystery!* tied with *A Capitol Fourth*, July 4, 2010
2. *Keeping Up Appearances*
3. *Antiques Roadshow*
4. *As Time Goes By*
5. *Nature* tied with *American Masters: LENNON NYC*, Nov. 22, 2010





Top Programs per Channel

PBS World: *Global Voices*

PBS Kids: *Thomas & Friends*

Create: *Cooks Country*

V-Me: *Comisario Rex*

UA Channel: *Arizona Connection*

Channel Guide

Television	Broadcast	Comcast	Cox	DirecTV	Dish
PBS-HD	KUAT 6-1	6* & 220	6* & 706	6	6
V-me	KUAT 6-2	202	81	N/A	N/A
Create	KUAT 6-3	201	82	N/A	N/A
PBS-HD	KUAS 27-1	220	706	6	6
PBS Kids	KUAS 27-2	200	80	N/A	N/A
PBS World	KUAS 27-3	203	83	N/A	N/A
UA Channel	(CATV only)	76	116	N/A	N/A

*Standard Definition

KEEPING UP APPEARANCES



Patricia Routledge as Hyacinth

NATURE



Revealing the Leopard

- NPR affiliate KUAZ-AM/FM reached 102,600² listeners per week tuning in, the highest number ever. NPR 89.1FM/1550AM is the top rated news/talk format station in Tucson, and was voted the best radio station for news by the *Tucson Weekly* for the ninth consecutive year.
- KUAZ-AM/FM increased audience share by 33 percent since the Winter measurement period and increased by 51.4 percent over the same period last year. The classical station KUAT-FM increased its audience share by 3.2 percent since the Winter measurement period, and is up by 52.4 percent over the same period last year.³

Top 5 NPR Programs:

1. *Morning Edition*
2. *All Things Considered*
3. *Talk of the Nation*
4. *The Diane Rehm Show*
5. *Marketplace*



Diane Rehm
Photo Credit: Glogau Photography



Mark Duggan



Michelle Norris
Photo Credit: 2007 NPR by Stephen Weiss

Classical

90.5 FM 89.7 FM

ARIZONA PUBLIC MEDIA®

Top 5 Classical Programs:

1. Evening Concerts
2. Saturday Operas
3. *Exploring Music*
4. *A Prairie Home Companion*
5. *From the Top*

- Classical 90.5-FM/89.1FM reached 62,100² listeners per week tuning in, the highest number since Fall 2007.
- The non-duplicated weekly cume for all radio (KUAT-FM, KUAZ-AM, KUAZ-FM) also achieved an all-time high, 138,600 listeners.²
- New Classical program – *From the Top*, hosted by acclaimed pianist Christopher O’Riley, presents high-caliber performances and interviews revealing the heart and soul behind extraordinary young musicians.



from NPR® NEWS

The Diane Rehm Show

from NPR® & WAMU

**A
Prairie Home
Companion®**

With GARRISON KEILLOR



from NPR® NEWS



James Reel



Renée Montagne
Photo Credit: 2006 NPR



Steve Shadley

ONLINE & NEW MEDIA

- azpm.org is a trusted source and destination for news, information, and features.
- AZweek.org was launched in FY'11.
- azpm.org achieved its largest number of simultaneous online viewers to date during streaming of the *Together We Thrive* event in the aftermath of the January 8, 2011 shootings.
- Website page views increased 48 percent in FY'11.
- In March 2011 *The Arizona Board of Regents Annual Tuition Hearing* was streamed by azpm.org reaching the largest ever number of unique visitors.
- In March 2011, azpm.org's *Arizona Connection* page went live, providing a single online location where visitors can stream at any time a multitude of educational videos, lectures, debates, guest speakers, and public forums that have taken place on the UA campus in Tucson.





Fans increased 53 percent from FY'10.

- AZPM Facebook page has more fans than any other public media organization in Arizona.



Increased followers by 15 percent from FY'10.

Top 5 Stories on azpm.org:

1. *Gunman Identified in Giffords Shooting*, Jan. 8, 2011
2. *Valley Fever Common Yet Misdiagnosed*, Feb. 24, 2011
3. *The US vs. Loughner* (web feature), Jan. 20, 2011
4. *Aging and Memory*, March 14, 2011
5. *The Myths and Facts of Fire* (videoshort), June 14, 2011



ORIGINAL PROGRAMMING

Providing more in-depth local news coverage is a key part of AZPM's strategic plan. The organization is proud of its achievements this past year with new locally produced original news content and inspiring educational programs. In FY'11 AZPM was recognized with 30 Emmy® Award nominations – more than any other public station in the Rocky Mountain region – and was the third station overall in the number of nominations in recognition of programming excellence.

TV

- AZPM launched a new weekly TV series, *Arizona Week*, with host Michael Chihak, the first ever statewide weekly public affairs series. This series airs in Tucson and Phoenix on Friday evenings and again on Sunday mornings in Tucson
- *The Desert Speaks* aired its final season after 19 years of creative, educational, and exciting programs. Previous seasons continue to air on PBS stations nationally.
- *Secrets of the Divine* – The Emmy® nominated series which was produced in collaboration with the UA Museum of Art, premiered nationally on PBS World on Easter Sunday and repeated heavily through the spring. The show was carried on 67 percent of PBS stations nationally.

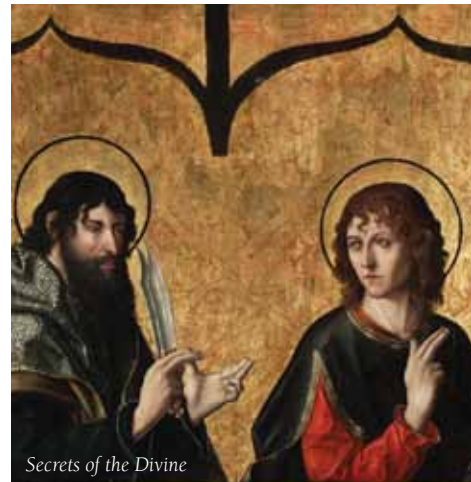
WAVE
LENGTHS

PHOENIX
MARS MISSION
ONTO THE ICE

*The
Desert
Speaks*

SECRETS OF THE DIVINE
THE ALTARPIECE OF CIUDAD RODRIGO

- *Southwest Gems: Our Desert National Parks* was carried on 54 percent of PBS stations across the country.
- *Phoenix Mars Mission: Onto the Ice's* encore presentation was carried on 78 percent of PBS stations.
- *WaveLengths*, AZPM's science magazine series, increased the number of episodes by 50 percent and airs in Tucson and Phoenix. National distribution is in the works.



Secrets of the Divine

Radio

- *Arizona Spotlight* – Host Mark McLemore delivers a diverse range of stories each week about subjects that matter to the residents of Southern Arizona.
- AZPM expanded radio news coverage of Southern Arizona and the Southwest through participation in the Corporation for Public Broadcasting funded *Fronteras: The Changing America Desk* project, with eight southwestern NPR stations. Locally, several new reporters were hired to support implementation of AZPM’s strategic plan.
- AZPM produced 42 original concert programs to run in the *Community Concerts* series; extraordinary performances of classical music performed and recorded in Southern Arizona, including 14 programs from the Arizona Friends of Chamber Music Festival.
- Two local Christmas concerts were recorded and aired: *The Holiday Card to Tucson Concert* presented by the UA Choral Department, and the *Tucson Boys Chorus Christmas Concert*.

ARIZONA WEEK

azweek.com

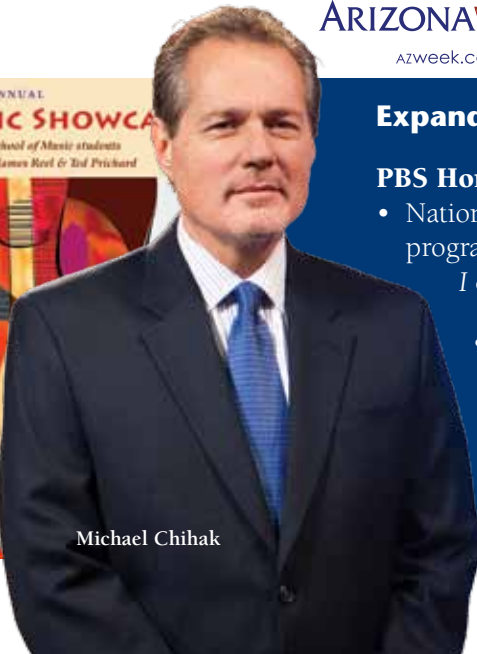
Expanding Sources of Revenue

PBS Home Video Distribution

- National distribution for the following AZPM programs; *Secrets of the Divine*, *Phoenix Mars Mission I & II* and *Unforgettable: The Korean War*.
- International distribution for *Phoenix Mars Mission I & II*.

Mastering Production Services

- Commercial CD mastering projects increased 267 percent.



Michael Chihak



COMMUNITY ENGAGEMENT & EDUCATIONAL OUTREACH

- *Now Showing at Your Library* – In partnership with the Pima County Library and Community Cinema, AZPM continued *Now Showing at Your Library*, which features screenings of films from the Emmy® Award-winning PBS Series, *Independent Lens*. This free film series features a minimum of eight films a year in four branches in the greater Tucson community. UA library science students participate in a discussion after each program and assist the librarians with the events. The entire event series is managed and presented by volunteers, with hundreds attending the screenings this season.
- AZPM sizzled again in the third annual Festival of Books event held in March. The AZPM tent was located in the Culinary Area to promote CreateTV and delighted attendees with tasty treats from public television chefs Steven Raichlen and Daisy Martinez.
- *StoryTime* at UA Bookstore – What's better than reading a story with your favorite PBS character and doing a fun craft? Doing it for free! The first Saturday of each month, AZPM volunteers help kids and families make learning fun at *StoryTime*. This year's characters included *Cat in the Hat*, *Sid the Science Kid*, the talking dog *Martha*, and many more.



- *Healthy Kids Day*, March 27th – AZPM in partnership with the YMCA, Cyclovia, and the Pima County Library participated in the nation's largest health day for kids and families to promote year-long wellness and healthier living. As part of the national *Healthy Kids Initiative*, *Sesame Street* multilingual healthy food kits were distributed to help children make healthier food choices.
- *Teachers' Voices* is produced through a strong partnership between Tucson Values Teachers, Wells Fargo, the UA College of Education, and Arizona Public Media. The year-long series consists of three-minute segments modeled after NPR's highly successful *StoryCorps*. The segments feature a teacher, a student, superintendent, business leader, elected official, or parent. In short, these stories capture the alchemy and professionalism of teaching.
- This past year, the Community Engagement Committee was established through the Community Advisory Board. The focus for FY'11 centered on Education/Literacy/Children and engaging Hispanic audiences.



Janice Takagi, math teacher, Tucson High School
Daniel Schneider, former math tutor, University of Arizona



Storytime at UA Bookstore

PEOPLE MAKE A DIFFERENCE

Members

Membership is the backbone of AZPM's revenue, generating 70 percent of funding during FY'11. This year more than 104 unique community members volunteered to lend their voices to AZPM's on-air fundraising efforts.

Robyn Austin, a Spanish major at the UA, spent most of her time in classrooms in the Modern Language's building. As she waited for a class, she decided to visit the first floor to see what was down there and it was then that she discovered Arizona Public Media. Visiting with the employees and hearing their stories fascinated her and she appreciated their work even more. Now, as a member, she truly understands its role in her

life. Robyn says, "Arizona Public Media represents programming that encourages us to explore and question, analyze and reflect, and most importantly, to engage in lifelong learning. Arizona Public Media touches me at the core of my being, and each time I hear a broadcast, watch a program, or help with a campaign, I feel a sense of gratitude for the positive experiences that public broadcasting has brought to my life."



Robyn Austin



Preview, the redesigned twice-monthly E-newsletter has proven to be an effective low-cost membership communication method. *Preview* provides readers with advanced notice on upcoming TV, radio, and online programs and specials.

Volunteers

Throughout AZPM's history, volunteers have enjoyed a rich and rewarding partnership. AZPM volunteers use their talents to participate in the station's on-air pledge drives and assist in many important administrative and production areas. This past year 50 volunteers contributed a total of more than 450 hours each month. Each volunteer brings a unique contribution to the AZPM family and all share a belief that AZPM plays an essential role in the educational and cultural life of the community.

Chris Johnson began volunteering for Arizona Public Media after realizing that NPR 89.1 FM had become his regular in-the-car listening station. Aside from getting up-to-date, unbiased news, he enjoys many of the entertaining programs KUAZ has to offer including *Wait, Wait, Don't Tell Me*, *Car Talk*, and *A Prairie Home Companion*. These shows are so much a part of his weekend he felt volunteering was a great way of paying KUAZ back. He was asked to do a pledge drive for KUAT and realized there were even more ways to help Arizona Public Media. As his volunteer relationship with AZPM grew beyond pledge drive work, he realized how fun and fulfilling it is to interact with supporters and other like-minded volunteers that have committed their time to support AZPM and who understand the value of public media in the community. Chris is now a Volunteer Manager, which allows him to interact with even more AZPM supporters.



Chris Johnson

Student Worker Program

AZPM employs a student crew to work in various aspects of radio and television production for the news magazine, *Arizona Illustrated*, the weekly public affairs program, *Arizona Week*, and the radio series, *Arizona Spotlight*. These student workers receive valuable hands-on experience learning professional production technique and are held to professional standards.



Alexandra Salazar

Alexandra Salazar, a sophomore journalism major at UA, has dedicated her spare time training in TV production at AZPM. She has worked her way up to Assistant Director starting as a Teleprompter Operator. She started without any experience in mass media and commented, "I have learned so much about what goes on in television and how much teamwork is involved. I love being here and view this not as a job but as a window to new opportunities and professional growth."



Your Support is AZPM's Strength

Arizona Public Media is deeply grateful to the tens of thousands of members and donors who give generously each year.

Individual Donors

Below are just a few names representing some of the donors of Leadership gifts to Arizona Public Media. Due to space limitations, we regret that we are unable to print the names of all of the members and individual donors who gave so generously. Thanks to all of the other donors who remembered Arizona Public Media during the past year:

Kay and Darwin Afdahl
Lawrence and Wendy Aldrich
Steve Alley and Helaine Levy
Kristin T. Almquist
John and Laura Almquist
Dabney and Katherine Altaffer
Donald and Phyllis Anderson
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 Everett and Lenoma Wyers
 Mel and Enid Zuckerman

Estate Gifts

Each year viewers and friends remember Arizona Public Media in their estate plans. Thanks to the following people for their generous bequest gifts during the past fiscal year:

Betty Holesapple
 Gladys Klingenberg
 Marian L. Mikesell
 Frances and Floyd Tetreault

Foundations

Arizona Public Media thanks these organizations for their generous support this fiscal year:

Shirley and David Allen Foundation
 Allyn Family Foundation
 Arizona Community Foundation
 Lon D. & Lucille Barton
 Charitable Foundation
 Berning Family Charitable Trust
 Bowermaster Family Fund
 Frances Chapin Foundation
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Planned and Leadership gifts offer tax and income advantages to donors as they support Arizona Public Media. For assistance and information on how to include Arizona Public Media in your estate and financial plans, please contact Ann-Eve Cunningham, 520- 239-6723 or acuningham@azpm.org.

COMMUNITY ADVISORY BOARD

The Arizona Public Media Community Advisory Board is comprised of citizens who represent the diverse interests of the communities served by AZPM. Members serve as a means for public media consumers in Southern Arizona to participate in the planning and decision making process for the public service stations of the University of Arizona. The board advises Arizona Public Media management on a variety of programming, fundraising, and public policy activities as they affect their respective communities.

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Chris Helms, Vice-Chair
Jim Murphy, Secretary

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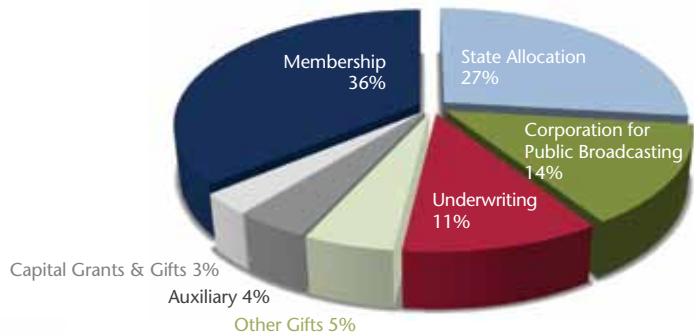


FINANCIALS

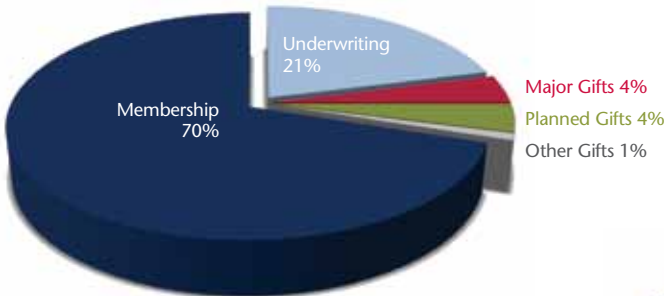
This annual report was completed before the annual financial audit. The complete Audited Financial Report for FY'11 will be available on or before December 15, 2011 at www.about.azpm.org/financials.

AZPM has included below the FY'11 budgeted revenue and expenditures, which are based on cash projections, as well as estimated donated facilities. AZPM's goal as a nonprofit organization is to manage its cash flow so that expenses balance revenues.

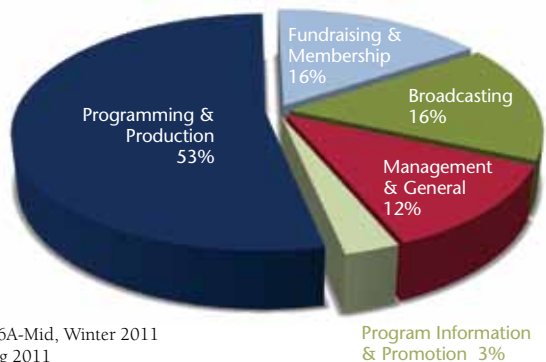
FY'11 Budgeted Revenue \$10,814,831



FY'11 Budgeted Sources of Revenue



FY'11 Budgeted Expenditure \$10,814,723



¹ Source, Nielsen Company, Tucson (Sierra Vista), AZ, July 2010 to May 2011

² Source, RRC from Data © 2011 Arbitron, Inc. Tucson MSA Cume 12+, M-Su, 6A-Mid, Winter 2011

³ Source, RRC from Data © 2011 Arbitron, Inc. Tucson, Metro AQH, 12+, Spring 2011

MANAGEMENT STAFF

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Cheech Calenti
Manager, Information Systems

Patricia Callahan
Director, Member Services

Michael Chihak
Director, Online Programming and
Producer/Host of *Arizona Week*

Ann-Eve Cunningham
Director, Development

Frank Fregoso
Chief Engineer

Kimberly Heath
CFO and Director, Finance

Susie Hernandez
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Dana Horner
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John Kelley
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Ed Kesterson
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Peter Michaels
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Fran Sherlock
Director, Production Services

Wendy Erica Werden
Director, Marketing
and Strategic Partnerships



NPR's Frank Deford and Scott Simon at the Festival of Books, 2011
James S. Wood Photography, for the Tucson Festival of Books

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