

ARIZONA PUBLIC MEDIA®



FY2013 annual report



Mission

Arizona Public Media informs, inspires, and connects our community by bringing people and ideas together.

Vision

We connect you to the community and the world through the intellectual and creative resources of the University of Arizona. We are leaders within the community and industry, embracing new technologies, ideas, and partnerships. Our efforts in service to the community are sustained by the investment of individual supporters in partnership with the University of Arizona, the business community, and the Corporation for Public Broadcasting.

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®) serves our diverse community as Southern Arizona's largest classroom. It is the destination for the education of children, a source for unbiased, in-depth news and public affairs, a celebration of the arts, sciences and culture, and a trusted source of information that promotes thoughtful conversation and community collaboration. Across six television channels and two radio stations, including *PBS 6*, *PBS Kids*, *WORLD*, *ReadyTV*, *UA Channel*, *Vme*, *NPR 89.1*, and *Classical 90.5*, AZPM delivers informative and engaging programs that promote lifelong learning.

NPR 89.1 continues to be the #1 news/talk format radio station in the market,¹ and *PBS 6* continues to outperform PBS stations nationwide, regularly ranking among the top 10 PBS stations for prime time audience².


This year with your support, AZPM made great strides in meeting challenging revenue goals. Membership revenue increased by 2.5 percent and number of members increased by 5 percent. Overall underwriting revenue increased 9 percent, with radio underwriting showing an increase of 21 percent. Perhaps most significantly, there was a 35 percent increase in major donors. These achievements could not have happened without an outstanding staff, exceptional programming, and you!


AZPM's original television productions won a total of eight Rocky Mountain Emmy® Awards, more than any television station in the Tucson market and more than any public broadcasting station in Arizona. One of those eight was awarded to Cooper James, the first University of Arizona student to win the acclaimed award. This recognition of his work speaks volumes about the opportunities and experience UA students gain from working alongside AZPM's professional staff.

As a public media organization, our top priority is to serve viewers and listeners in Southern Arizona with the highest quality national and local productions. Technological and operational improvements are essential to deliver the finest programming. This year the Federal Communications Commission granted AZPM a construction permit for a new NPR radio station, *KUAS-FM 88.9*, to better serve Sierra Vista, Huachuca City, Bisbee, and Douglas. We expect that station to begin operating within the next 18 months. We also acquired new radio audio control boards and routing equipment to improve the sonic quality and stability of AZPM's radio broadcast operations.

As one of the only locally owned and operated media operations in Arizona, AZPM strives to be true to its mission to inform, inspire, and connect our community by bringing people and ideas together. Thank you for your continued support.

Sincerely,


Jack Gibson
Director and General Manager
Arizona Public Media


Teresa Lucie Thompson
Senior Vice President
University Relations, The University of Arizona


Chris Helms
Chair, Arizona Public Media
Community Advisory Board

television

Your source for news, entertainment, and lifelong learning.

- In FY'13 *PBS 6* continued to outperform PBS stations nationwide in viewership by more than **67 percent** in primetime and **33 percent** over the full week, ranking it **among the top 10 PBS stations** for primetime audience and cumulative (unduplicated) audience. Each week, more than 117,000 families tune to *PBS 6* for programming services.²
- *PBS 6* is viewed by over 280,000 **unique viewers** each month.³
- *Ken Burns' "The Dust Bowl,"* a chronicle of one of the worst manmade ecological disasters in American history, was one of the **highest-rated** programs on *PBS 6*.
- *Masterpiece Classic: "Downton Abbey, Season 3"* is the **highest-rated PBS drama** of all time.⁴ More than 35,000 Tucson households tuned into *PBS 6* for "*Downton Abbey, Season 3*," an audience **increase of 8 percent** from Season 2.⁵
- *PBS Kids* is the **#1 educational media brand** in the nation, the undisputed leader in children's programming, and a trusted and safe place for children to watch television and visit online.⁶
- *ReadyTV*, now in its second season, continues to offer the best of lifestyle programs: cooking, sewing, gardening, travel, and more.
- *PBS* has been named the **most trusted television news source** by Public Policy Polling.⁷



ARIZONA PUBLIC MEDIA®

Top Five Programs

- *MASTERPIECE Classic: "Downton Abbey, Season 3"*
- "*A Capitol Fourth*"
- Ken Burns' "*The Dust Bowl*"
- "*Arizona Dust Bowl: Lessons Lost*" (an AZPM Original Production)
- *Antiques Roadshow*



280,552

viewers watch
PBS 6 monthly³

90%

of all U.S. television
households watch PBS⁴

82%

of all kids age 2-8
watch PBS Kids⁴

55

candidate forums,
interviews, and bios
aired during AZPM's
Your Vote 2012
campaign coverage



readytv



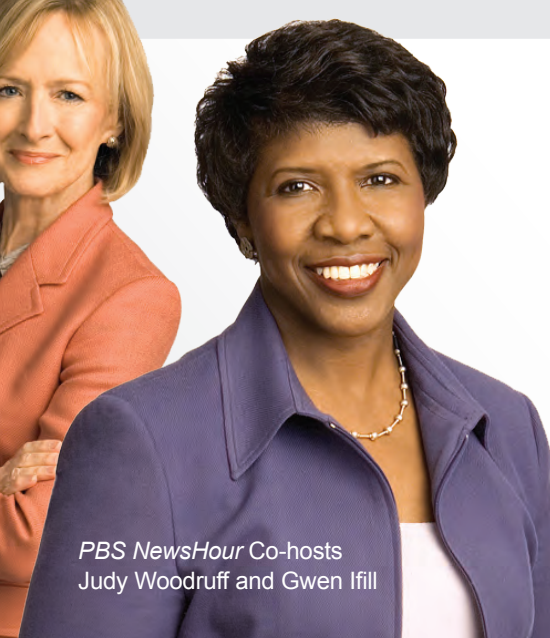
*The Cat in the Hat
Knows a Lot About
That on PBS Kids*



Brian Green, host of NOVA: *Fabric of the Cosmos*



PBS NewsHour Co-hosts
Judy Woodruff and Gwen Ifill



radio

A daily source for news, in-depth information, and context.

NPR 89.1

- Nationally, the public radio news/talk format accounts for **more than half of all public radio listening**.⁸
- *NPR 89.1* continues to be the **top-ranked news/talk format** radio station in Tucson.¹
- “*The Battle of Picacho Pass, Brought Back to Life*,” an AZPM radio and web feature on the reenactment of the Civil War battle at Picacho Peak, **won the prestigious 2013 National Edward R. Murrow Award** for Feature Reporting.
- Three new nationally syndicated radio programs were added to the *NPR 89.1* weekend lineup: *Splendid Table*, *Marketplace Money*, and *TED Talks*.
- *NPR 89.1* was recognized as the **Best Station for News in the 2012 Best of Tucson®** readers’ poll by the *Tucson Weekly*.

Classical 90.5

- Nationally, the classical radio format is the **second-largest** in all of public radio and **number one** among radio formats with music.⁸
- *From the Top*, the preeminent showcase for young musicians that airs Sundays at noon on *Classical 90.5*, came to Centennial Hall to record a radio broadcast on February 17th. The program, a collaboration with UApresents, featured young musicians from Tucson and aired nationally on March 31st.



89.1 FM 1550 AM

ARIZONA PUBLIC MEDIA.

Top Five Programs

- *Morning Edition*
- *All Things Considered*
- *Car Talk*
- *Talk of the Nation*
- *The Diane Rehm Show*



Arun Rath, weekend host
All Things Considered

Classical

90.5 FM 89.7 FM

ARIZONA PUBLIC MEDIA

Top Five Programs

- *A Prairie Home Companion*
- *Metroplitan Opera*
- *Exploring Music with Bill McLaughlin*
- *From the Top*
- *Community Concerts*

Morning Edition is
the **2nd**
most-listened-to
news radio program
in the nation

80,100
the number of people
listening to *NPR 89.1*
during their morning
commute⁹

11
consecutive years *NPR*
89.1 has been voted **Best**
Radio Station for News
in *Tucson Weekly's 2012*
Best of Tucson®



Bill McLaughlin, host
of *Exploring Music*



Morning Edition
co-hosts Steve
Inskeep and
Renee
Montagne



*"The Battle of Picacho Pass,
Brought Back to Life"*



online & new media

- AZPM's website averaged **151,817 page views each month**, with thousands downloading pages of information from the site including schedules and podcasts of various programs, and viewing programs online. TV and radio program schedules are the top viewed pages.
- azpm.org draws **44,036 unique visitors** on average each month.
- The top five news and features viewed on azpm.org were "An Evening with Noam Chomsky," the "U.S. Senate Candidates Forum," "Helicopter Parents Cause Long-term Issues," "Soil-based Bugs Could Boost Mental Health," and "Proposition 204 Pros and Cons."
- The *Your Vote 2012* campaign election site highlighted the year's activities and included video bios of more than 50 candidates, videos of 10 candidate forums, district maps, voter registration and polling place guides, and daily news coverage.
- On average, 130 articles were posted to azpm.org this year, an **increase of 53 percent** from last year.
- The AZPM YouTube channel now features *Arizona Week*, *AZ Illustrated*, and *UA+*, along with connections to *UA News*, *PBS*, *NPR Music*, and more.



UA+ Team
Students Alexandra Salazar and Kevin Reagan



5,000+

Twitter followers

48.6%

increase in Twitter followers

7,000+

Tweets @AZPMnews

2,628

Facebook fans who connected with the “*Fall in Love with Il Volo*” post during a PBS 6 pledge drive

- UA+ is a **student-produced**, collaborative video-web production that provides global audiences a window to the rich, vibrant world of the University of Arizona. Three new programs were created and aired online and on the *UA Channel* this year: “*Exploring Diversity*,” “*The Life Sciences Community*,” and “*Creative Life at the UA*.”
- On November 6, 2012, Election Day, 13,623 page views were generated, about **150 percent above** the average weekday.
- The new *AZ Illustrated* page had 1,356 page views in March, **triple the number** from the old *Arizona Illustrated* page in any month.
- AZ Datebook, a new community online event calendar, was launched this year and includes more than 25 local attractions, and nonprofit arts and culture organizations posting events.



“Fall in Love with Il Volo”

original programming

Award-winning local productions for and about Arizona.

- *AZ Illustrated*, the revamped flagship local TV production from AZPM, premiered on February 4th and replaced *Arizona Illustrated*, which aired for more than 30 years. The new format features a different host each weeknight, each an expert in their respective discipline. *Nature*, *Science*, *Metro*, *Arts*, and *Politics* offer insight and discussion relevant to Southern Arizona audiences.
- *Arizona Week*, PBS 6's Friday night public affairs news program, hosted by Michael Chihak, reached its **100th episode milestone** on December 7th, 2012, with a remembrance of the anniversary of Pearl Harbor. *Arizona Week* is aired statewide in partnership with KAET 8/Phoenix.
- A new AZPM documentary, "*Arizona's Dust Bowl: Lessons Lost*," premiered November 18th, prior to the national broadcast of *Ken Burns' "The Dust Bowl*," and explored the effects of the 1930s Dust Bowl on Arizona.
- AZPM's *Your Vote 2012* campaign included a live forum with candidates running for the congressional seat in Arizona's District 2: Ron Barber (D) and Martha McSally (R). Airing live on *PBS 6*, *NPR 89.1* and online at azpm.org, the forum was produced in partnership with the Associated Students of the UA and the Arizona Students' Association.
- *Voter Stories*, part of the *Your Vote 2012* campaign, allowed key community members to tell their stories about the value of voting. These video stories aired across all platforms: TV, radio, azpm.org, YouTube, and social media. The campaign earned a **Mosaic Award for diversity** in advertising from the Tucson Chapter of the American Advertising Federation.



Ron Barber, Martha McSally -
CD2 Candidate Forum



512

hours per week (on average) that AZPM student production crews work on AZPM original productions

8

Rocky Mountain Emmy® awards – more than any television station in the Tucson market and more than any public broadcasting station in Arizona

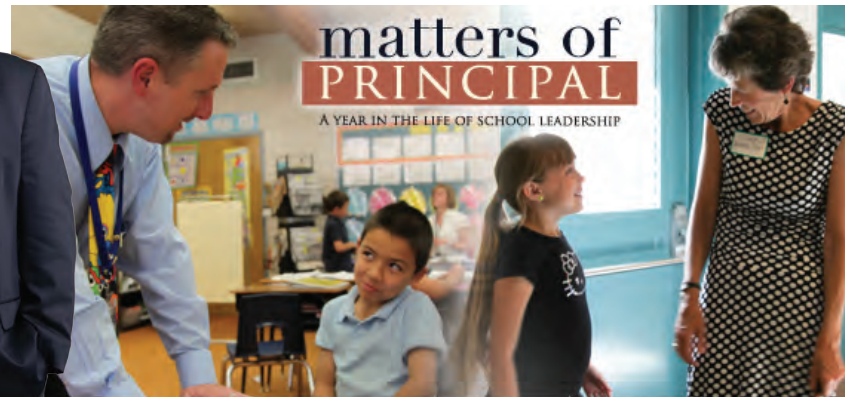
- “*Matters of Principal: A Year in the Life of School Leadership*,” an AZPM special series, explored the highs and lows of school leadership through a year in the life of a new and a retiring principal, and aired in May on *NPR 89.1’s Morning Edition*, *Arizona Spotlight*, and on *azpm.org*.
- “*The Five Cs: A Century Later*” radio special examined the five pillars of Arizona’s economy: cattle, cotton, copper, citrus, and climate, and explored whether they are still viable 101 years after statehood.
- Produced in partnership with the Tucson Symphony Orchestra, *Classical 90.5* aired 13 Classical and MasterWorks performances from the TSO’s 2012-13 season. *The Tucson Symphony Orchestra Encore Series* is hosted by *Classical 90.5’s* Ted Prichard.
- *Books I Love*, a new radio and video series, was shot at the 2013 Tucson Festival of Books. Festival attendees were invited to share their favorite book on camera. The series of interstitials airs on *PBS 6*, *NPR 89.1*, and online.
- **39 UA School of Music concerts** were broadcast as part of the *Community Concerts Series*, now in its seventh year. Hosted by *Classical 90.5’s* Ted Prichard, the series airs on Sundays at 3 p.m. and Thursdays at 9 p.m., and streams online at *azpm.org/classical*.
- *Arizona Spotlight*, which airs on *NPR 89.1* on Fridays and Saturdays, featured **more than 200 stories** this year including author and artist interviews, film reviews, and timely stories about Southern Arizona and its diverse communities.

George Hanson, Music Director and Conductor, Tucson Symphony Orchestra Encore Series



AZILLUSTRATED

Weeknights at 6:30 on *PBS 6*



matters of PRINCIPAL
A YEAR IN THE LIFE OF SCHOOL LEADERSHIP

Special series on *NPR 89.1* and *azpm.org*

education & community outreach

AZPM engages in partnerships and events to bring people and ideas together.

- PBS is the foremost educator of children. Each week AZPM stations provide **more than 200 hours of high-quality, educational programs** that help children develop literacy, science, technology, engineering, and mathematics (STEM), and social and emotional skills.
- Ken Rudin, NPR's "Political Junkie," joined a star-studded panel at "*Campaign Voices: A Panel Discussion with Ken Rudin*" at Centennial Hall, presented by the UA College of Social and Behavioral Sciences and hosted by AZPM's Christopher Conover. The event was streamed live online at azpm.org.
- AZPM hosted a **special screening** of "*America By The Numbers with Maria Hinojosa: Clarkston Georgia.*" in partnership with the Tucson Hispanic Chamber of Commerce and the UA Hispanic Alumni Club. The event featured a special meet and greet and town hall discussion with Maria Hinojosa.
- *AZ PBS Learning Media*, a **national initiative and statewide collaboration** with KAET8/Phoenix, is now in its second year and provides unprecedented access to a robust digital library of educational materials aligned to Common Core Standards. A volunteer Teacher Core Educator dedicated to serving Southern Arizona was added this year to hold training seminars, including the *Mathematics Educator Appreciation Day Conference at the UA*, *Teacher Day at the UA*, and the *8th Annual Fair for Educators* hosted by the Office of the Pima County School Superintendent.
- A popular partnership with the Children's Museum Tucson enables AZPM to promote the **educational value** of PBS children's programming. *PBS Kids* events included the annual *Health and Wellness Fair*, which featured the premiere of the new Curious George film, "*Curious George Swings into Spring.*"
- AZPM partners with Sun Sounds of Arizona to provide a radio reading service for the blind and visually impaired, through special radio monitors available 24 hours a day throughout Southern Arizona. This free service enables disabled readers to hear daily newspapers, grocery ads, and other printed news to **enhance the quality of everyday life.**
- As a public service, AZPM provides transmission facilities to the Pima County Wireless Integrated Network (PCWIN) for the placement of public safety and emergency communication equipment. PCWIN merges federal, county, city, and UA dispatch operations and emergency service communications to ensure public safety radio interoperability.



Maria Hinojosa, host
of NPR's *Latino USA*

2,500+

families attended the Children's Museum Tucson Health and Wellness Fair

7

Pima County Libraries participate in *Now Showing at Your Library*, a series of free screenings each month from the PBS documentary series *Independent Lens*

12,900+

teachers in Arizona signed up to use AZ PBS LearningMedia

- AZPM received a grant from PBS to install a backup generator and uninterruptible power supply (UPS) at its broadcast master control facility to fulfill the requirements of the Warning, Alert and Response Network (WARN) Act passed by Congress in 2006. This allows AZPM to continue to broadcast during electrical power interruptions and to broadcast emergency alerts directly to mobile phones via data embedded in the public station's over-the-air signals.

Dust storm alert message from the WARN emergency alert program

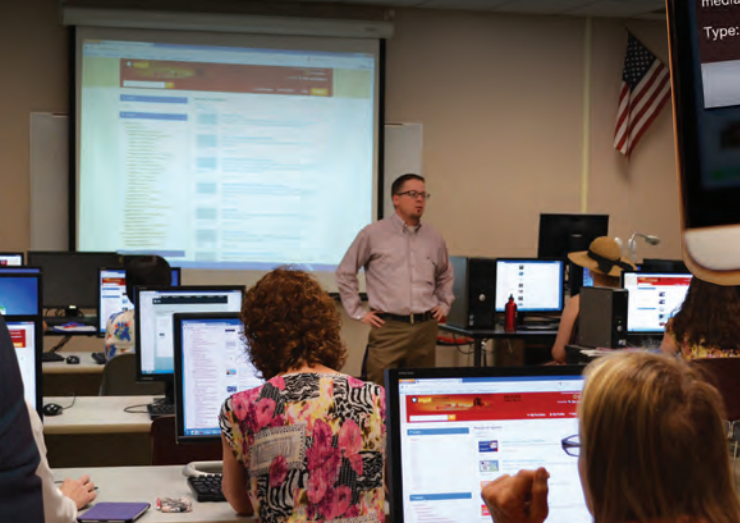


Brady and Dylan Bernard meet Buddy from *Dinosaur Train* at the 2013 Tucson Festival of Books



8th grader Melany Gudiño has a hands-on camera experience on an AZPM tour

AZ PBS LearningMedia Teacher Core Representative Steve Purkiss at the UA Teacher Day



members, students, & volunteers

- Individual giving through AZPM's annual membership program is a major element of the organization's financial success, generating 59 percent of earned revenue for FY'13. AZPM is pleased and honored to have the support of **more than 25,000 donors**, with continued growth each year. **100 percent of member dollars** are used to finance the purchase of broadcast programs from PBS and NPR.
- **Volunteers are the lifeblood** of the organization, providing administrative and fundraising support throughout the year – in the offices, during TV and radio pledge campaigns, and in the community. Volunteers help reduce operating expenses so that AZPM can produce and broadcast high-quality programs, make technical and operational improvements, and provide cost-effective service to the community.
- Each semester **more than 35 student employees** work for AZPM in various roles including TV and radio production, content creation, online, and administration. 30 percent of the AZPM workforce in FY'13 were student employees. Students are provided an opportunity to acquire hands-on skills alongside AZPM professional staff.
- Led by volunteers Doreen McIntire and Beverly Maddalone, AZPM launched the **"Thank You Squad,"** a team of volunteers who call members who have made a contribution to thank them for their support.



AZPM's Mark McLemore mentors Mary Olivas, a UA Journalism School apprentice

266

regularly scheduled volunteers donated their time to help support AZPM operations

4,236

volunteer hours contributed this year

1,245

members attended the five members-only screenings of PBS specials

4,734

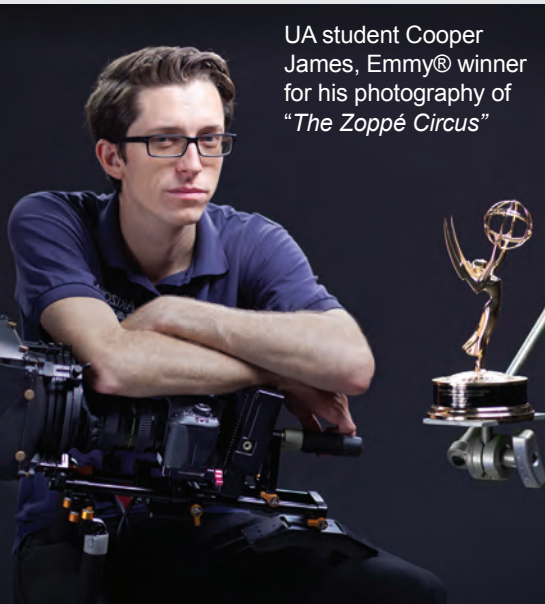
new donors and members recruited during AZPM's television and radio pledge campaigns this year

- AZPM launched a series of exclusive, member-only screenings that provided a sneak preview of special upcoming PBS programs. The screenings were accompanied by a lecture featuring experts from the UA. This year's screenings and lectures included "The Dust Bowl" and "Arizona's Dust Bowl: Lessons Lost" with Dr. Thomas E. Sheridan, a research anthropologist from the Southwest Studies Center, Juan R. Garcia, a professor of history, and Jeffrey Silvertooth, the associate dean of Economic Development and Extension. AZPM also hosted screenings of *Mystery!* "Sherlock, Season 2," and "Downton Abbey, Season 3" with Dr. Jerrold E. Hogle from the UA English Department. Finally, a lecture with Regents' Professor Robert Glennon from the James E. Rogers College of Law followed a screening of "Constitution USA with Peter Sagal."
- Cooper James, an AZPM student videographer, was the **first UA student to win** a Rocky Mountain Regional Emmy® Award, competing with the work of professional videographers throughout the Rocky Mountain region.

Volunteer Katie Pheanis and AZPM's Volunteer Coordinator, Mary Paul

UA student Cooper James, Emmy® winner for his photography of "The Zoppé Circus"

Member-only screening of "Downton Abbey, Season 3" at Crowder Hall



your support is AZPM's strength

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

Individual Donors

Below are just a few names representing some of the more than 25,000 donors making gifts to AZPM. Due to space limitations, we have included a partial list of members and donors who have contributed at the \$500 level and above. Thank you to all of the donors who invested in AZPM during the past year.

Mrs. Perisha Adapa
Kay and Darwin Afdahl
Lawrence and Wendy Aldrich
Mr. Larry Allen
Steve Alley and Helaine Levy
John and Laura Almquist
Mr. Dabney Altaffer
David Apgar and Paula Radmacher
Mr. Julian M. Babad
Alice and Paul L. Baker
Mr. Michael Baldwin
Robert and Beverly Bechtel
Ms. Julie Behar
Dr. Michael J. Belton
Mr. Kenneth Bick
Mr. Jerome Bishop
Ms. Ann Blackmarr
Ms. Kerstin Block
Mr. Nicolaas Bloembergen
Ms. Betsy L. Bolding
Mr. David Bornstein
Mr. Ronald C. Bornstein
William and Betsy Bowen
Robert and Mary Bowman
Brian and Susan Boylan
Mr. Scott Brittenham
Laura W. and Archibald Brown
Mr. J. V. Brown
Robert and Yvonne Buhler
Don and Darlene Burgess
Mr. David Burke
Kathleen and William Burnett
Ms. Thea Canizo
Robert and Janet Cass
Jennifer Casteix and George Jensen
Ms. Joan Kaye Cauthorn
Ms. Amy Charles
Dr. Lee Chutkow
Jim and Vicki Click
Dr. Renee Cliff

Ms. Elaine Conlon
Ms. Robin Coon
Professor Corinne Cooper
Jim and Charlotte Cordes
Mr. Christopher Corman
Nance Crosby and Jerry Laney
John and Hope Cunningham
Ms. Cicely d'Autremont
Ms. Norma F. Davenport
Ms. Natalie Y. Davis
Richard and Vera De Jong
Karen De Lay and Bill Sandel
Professor Jeffrey S. Dean
Ruth and Stephen Dickstein
Ms. Pamela Doherty
Karen Domnitch and Dennis Jones
Linda Drake and David Van Wyck
Ms. Linda Gale Drew
Mr. Alexander Dunkel
Bruce and Katie Dusenberry
Lynne O. Wood Dusenberry
Jackie and Tom Edwards
Pat and Candy Egbert
Dr. Roberta Eisman-Goldstein
Richard and Anna Ernsting
Palmer and Sara Evans
John and Sally Evert
Dr. Paula Fan
Mr. Charles Fellows
Martin Fettman and Heather Connally
Mrs. Susan E. Finley
Mrs. Lillian Fisher
Ms. Eileen Fitzmaurice
Richard and Judith Flynn
J. D. and Margot Garcia
Theodore and Judy Gayok
Jack and Laura Gibson
Mary Clare and Andy Gildon
Ms. Patricia Gillis

James and Louise Glasser
Paul and Dolores Gohdes
Stephen Golden and Susan Tarrence
Dr. Steven Goldman
Ms. Kristie Graham
Loring and Susan Green
Sheryl and Bob Greenberg
Dennis Grether and Catherine Kelly
Ms. Pam Grissom
Liz and Eric Groskind
Ms. Kathryn D. Gullen
Mr. Don Gullickson
Laird and Jennifer Gutteresen
Alton and Jennifer Hallum
Dale and Celia Halstead
Eugenia and Bill Hamilton
Mr. Franklin W. Hamilton
Ms. Mia Hansen
Dr. Ann Weaver Hart
Ms. Marilyn B. Hassenbusch
Gary and Sharra Haynes
Lester and Suzanne Hayt
Elliott and Sandra Heiman
Chris and Donna Helms
Richard and Helen Henderson
Gary and Joan Heymann
Dr. John Hildebrand and Dr. Gail Burd
Ms. Peggy M. Hitchcock
Rick and Libby Hoffman
Elizabeth and Douglas Holland
Margaret Houghton and
Bertram Falbaum
Ms. Elta A. Huebner
Ms. Ann Hunt
David and Lori Iaconis
Kathie and Jonathan Insel
Herbert Jalowsky and Joanne O'Brien
Carolyn and Rukin Jelks
Dorothy and Henry Johnson
Keith Joiner and Setsuko Chambers

Mr. Arthur L. Jones
Ms. Suzanne L. Jones
Dr. Violet R. Juodakis
James and Beverly Jutry
Gale and Marvin Kahn
Rowe and James Kaple
Ken Kay and Karen Christensen
King and Lendre Kearns
Ms. Suzanne V. King
Mrs. Katherine Knez-Phillips
Dr. Amy Jean Knorr
Ms. Jeanne Koerner
Henry and Phyllis Koffler
Ms. Debra L. Koltveit
Ms. Julie Konigsberg
Ellen and William Kurtz
Sarah Kurtzweil and Kenneth Koput
Peter and Elizabeth Lance
Barry and Janet Lang
Ms. Susanna K. Laundry
Ms. Nancy F. Law
William and Marianne Leedy
Peggy and Bill Leggett
Ms. Jan Leshner
Milly and Keith Lierman
Marilyn and Tom Lindell
Ms. Patricia Linder
Tsiarina Lomawaima
Ms. Elizabeth Lonergan
Ms. Lura Lovell
Hal and Carol Lowry
Oleg Lysyj and Teri Suzuki
Anne Maley-Schaffner and
Timothy Schaffner
Krista and Chuck Martin
Ms. Margaret F. Maxwell
Warren and Felicia May
Richard and Jean McCarver
Ms. Christine M. McDonough
Margo McGonagill and Garry Bryant

Dr. Francis J. Meaney
Ms. Dell Mellentine
Hugh and Carole Miller
Ms. Kerry Milligan
S. Jeffrey and Barbara Minker
Ms. Kathleen Mohan
Dr. Jerome Moloney
Ms. Cecile Moore
Mr. Hugh Moore
Ms. Janet Moore
Mr. Hughlett L. Morris
Deborah Moss and Stephen Collins
Michael and Martha Mount
Mr. Ernest Muehl
Jim and Connie Murphy
Ms. Margaret Nadworny
Stuart and Linda Nelson
Sheri Neufeld and Jeff Koloseus
Ms. Ann W. Nichols
Wendell and Rosemary Niemann
Ms. Myrtle S. Nord
Ingrid Novodvorsky and Chris Johnson
Ms. Lucy O'Neill
Ms. Karen Owens
Arthur and Lois Pacheco
Harold and Ann Paxton
Jim and Sandra Peebles
Thomas and Ruth Perrine
Jack and Maureen Petersen
Mary Peterson and Lynn Nadel
Charles and Patricia Pettis
Ms. Martha Havlick Pille
Ms. Lollie Plank
Ms. Ghislaine Polak
Mrs. Ruthann Pozez
Ms. Jennifer Prill
Lindsey Quesinberry and Nancy Bower
Mr. Jerry L. Randolph
Adrienne and Dudley Reep
Dr. Seymour Reichlin

Individual Donors (continued)

Maria and Gus Rigoli
William and Priscilla Robinson
Mr. Rodney H. Roeske
Lee and Donna Rogers
Mr. Steven Rooke
Lewis and Ann Roscoe
Simon Rosenblatt and Louise Greenfield
G. Starr Rounds and Cindy Ashton
Michael and Amy Rule
Ms. Jeanette Ryan
Adib and Entisar Sabbagh
Mrs. Millicent Sames
Mr. Curtis Scaife
Drs. John and Helen Schaefer
Si and Ellie Schorr
Trisa and Andrew Schorr
Ms. Noemi Sebastiao
Michelle and Grant Senner
Dr. and Mrs. Gulshan Sethi
Robert and Adrian Shelton
Susan Small
Sarah and David Smallhouse
Mr. Nick Soloway
Dr. Gladys Sorensen
Paul St. John and Leslie Tolbert
Mr. George Steele
Ms. Barbara E. Stokely
Jerry and Gerry Tamm
Ms. Mary Thogersen
Hugh and Allyn Thompson
Ms. Sara Tichenor
Jim and Saiquan Todsen
Jane Toussaint and Jim Fenn
Mr. Thomas J. Tucker
Joell and Mary Jane Turner
J. Scott and Liz Tyo
Mrs. Virginia Van Der Veer
Mrs. Dorothy D. Vanek
Ms. Susan Vonkersburg
Richard and Madeleine Wachter
Dr. F. Ann Walker
Mrs. Nancy Wall
Mr. Henry Ware
William D. and Kathy Warters
Linda Waugh and Ronald Breiger
Mr. Howard Weatherhead
Dr. Andrew T. Weil
Gwen Weiner
Robert and Judy Westrup
Dr. Michael White
Michael and Paula Whitehouse
Ms. Susan Wick
Richard and Sidney Wolff
Dr. James M. Woolfenden
Sam and Linda Yalkowsky

Estate Gifts

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

Patricia M. Bormann
Frances E. Cummings
Donald Elson
Erik Johansson
Annie G. Morris
Dorothy L. Rubel
Rosamond Von Mayr

Foundations

AZPM thanks these organizations for their generous support this fiscal year:

The Allyn Family Foundation
The Larry and Kathryn Berkgigler Charitable Fund
Bowermaster Family Fund
Frances Chapin Foundation
Community Foundation of Southern Arizona
Susan Daniels Family Charitable Foundation
The Evo and Ora Deconcini and Thu Family Foundation
Diamond Foundation
Fidelity Charitable Gift Fund
Lois C. and George Mason Green Foundation
Guptill Family Trust
Robert and Arnold Hoffman Foundation
Jade Tree Foundation
Jewish Community Foundation of Southern Arizona
The Jasam Foundation
Kautz Family Foundation
Phoebe and Jack Lewis Foundation
The David C. and Lura M. Lovell Foundation
The McCortney Foundation
Pitt Family Foundation
William E. Schmidt Charitable Foundation
William and Mary Singer Family Foundation
The Snider Family Charitable Foundation
Stonewall Foundation
Peter R. Taussig Living Trust
United Way of Greater Tucson
Vanguard Charitable Endowment
Yetadel Foundation

Planned and Leadership gifts offer tax and income advantages to donors as they support AZPM. For assistance and information on how to include AZPM in your estate and financial plans, please contact **Enrique Aldana at 520.621.3808, ealdana@azpm.org** or **Mark Channell at 520.621.4634, mchannell@azpm.org**.

Underwriters

AZPM underwriters reach an engaged and influential audience, and we thank them for their support. Due to space limitations we have included a partial list of underwriters at the \$1,000 level and above.

4th Avenue Yoga
Accelerated Learning Laboratory
Adobe House Antiques
Amerind Foundation
Arizona Friends of Chamber Music
Arizona Inn
Arizona Oncology
Arizona Opera
Arizona Sonora Desert Museum
Arizona State Museum
Arizona Telemedicine Program
Assurance Builders
Athena Health
Attorney Keith A. Singer, P.L.L.C.
BMO Harris Bank
Bert Layne Clocks
Betts Printing
Beyond Bread
Bill Westcott, Inc.
Blue & White BMW Specialists
Broadway in Tucson
Brooklyn Pizza Company
CC Automotive
Cafe Desta, LLC
Carnival of Illusion
Cartridge World
Casa de la Luz Hospice
Casino Del Sol
Catalina In-Home Services, Inc.
Cathey's Sewing & Vacuum Center
Center for Arts at PCC
Center for Creative Photography
Chas Roberts Air Conditioning
Citizen's Clean Elections Commission
College of Public Programs/ ASU
Confluencercenter for Creative Inquiry
Contents Interior
Copenhagen
DSA Vacations
DeGrazia Foundation and Gallery
Desert Diamond Casino
Desert Survivors

Diamond Eyecare
Downtown Tucson Partnership
Dr. Robert Segal's Dermatology Center
El Cisne
Eller College of Management
Falconworks
Feast
Fourth Avenue Merchants Assoc.
Fox Restaurants
Fox Tucson Theatre Foundation
Grace St. Paul's Episcopal Church
Grand Canyon University
Grandmas Spinning Wheel
Green Fields Country Day School
Group One Motorworks
Hacienda Del Sol Guest Ranch Resort
Healthy You Network
Hirsh's Shoes
Hotel Congress / Maynards
Market + Kitchen
Humanities Seminars Program
Institute of the Environment
Jewish Federation of Southern Arizona
Kingfisher and Blue Fin Restaurants
Kitt Peak Visitor's Center
Kiwi Knitting
Law Office of Kay Richter
LP&G, Inc.
Lewis Roca Rothgerber
Live Theatre Workshop
Literacy Connects
Lof Lopez & Associates, LLC
Loft Cinema
Long Realty
Lovin' Spoonfuls Vegetarian Cuisine
Magic Garden
Maya Palace
Mildred & Dildred
Mirasol, Inc.
Museum of Contemporary Art
Obsidian Gallery
Ogletree, Deakins
Old Tucson Company
Our Family Services
Paradise Bakery
Peter Piper Pizza
Philabaum Glass Gallery & Studio
Pima Association of Governments
Pima Community College Foundation
Pima Council on Aging
Pima County Attractions
Pima Department of Transportation
Prescott College
Revolutionary Grounds
Rialto Theatre
Rhythm & Roots
Robson Homes
Safeway
Salon de Nouveau
Salpointe Catholic High School

Sherpa Concerts
Skarsgard Farms
Skin Cancer Institute/Arizona Cancer Center
SkyBar
Solar Energy International
Southern Arizona Attractions Alliance
Southern Arizona Symphony Orchestra
St. Albans Episcopal Church
Summit Hut
Sun Lighting
Susan L. Moore Vault
Technicians for Sustainability
The Drawing Studio
The Maids of Tucson
The Solar Store
Tohono Chul Park
Tucson Botanical Garden
Tucson Chamber Artists
Tucson Federal Credit Union
Tucson Festival of Books
Tucson Historic Preservation Foundation
Tucson Jazz Society
Tucson Museum of Art
Tucson OASIS
Tucson Regional Ballet
Tucson Subaru
Tucson Symphony Orchestra
Tucson Unified Magnet School Office
UA BookStores
UA Center for English as a Second Language
UA College of Education
UA College of Science
UA College of Social and Behavioral Sciences
UA Department of Psychiatry
UA Global Initiatives (UA Outreach)
UA Medical Center
UA Outreach College
UApresents
UA School of Music
UA School of Theatre, Film & Television
UA Science Biosphere 2
UA Science Flandrau
Vantage West Credit Union
Village at Sam Hughes
Western National Parks Association

For information about becoming an underwriter of AZPM, please contact **Dana Horner at 520.621.5836, dhorner@azpm.org**
Kelli Gero at 520.621.5834, kgero@azpm.org
Marti Jager at 520.621.5835, mjager@azpm.org
Sandra Riggins at 520.621.5831, sriggins@azpm.org

community advisory board

The AZPM 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 AZPM management on a variety of programming, fundraising, and public policy activities as they affect their respective communities.

Board Officers

Chris Helms, Chair
 Eugenia Hamilton, Vice-Chair
 Florencia DeRoussel, Secretary

Board Members

Morgan Abraham	Fred Johnson
Kristin Almquist	Jim Jutry
Edith Auslander	Kent Laughbaum
Karen Borek	Paul Lindsey
Ron Bornstein	Tsianina Lomawaima
Bill Bowen	Anne Maley
Jennifer Casteix	Jim Murphy
Karen Christensen	Harold Paxton
Nance Crosby	Hope Reed
Pamela Doherty	Andrew Schorr
Michael Dunne	Cita Scott
Chuck Ford	George Steele
Stephen Golden	Cristie Street
John Hildebrand	

Ex-Officio Member

Jack Gibson, AZPM Director
 and General Manager

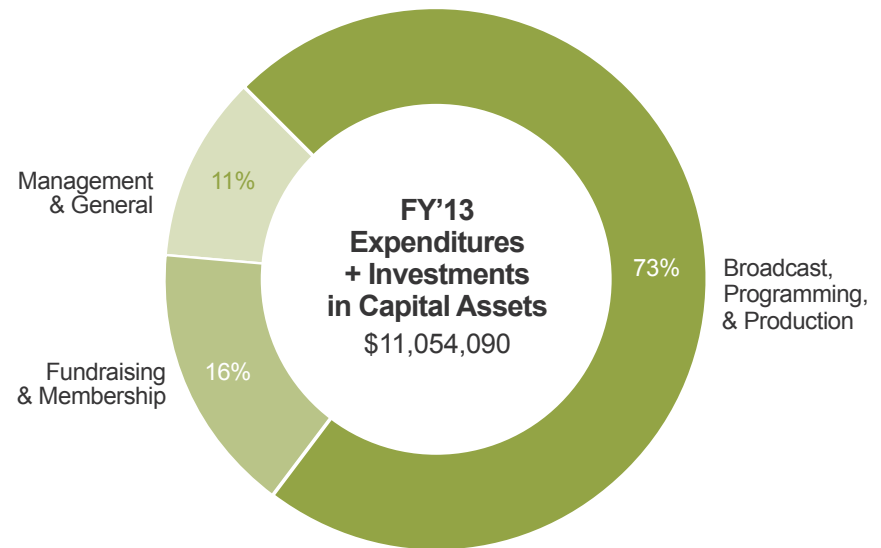
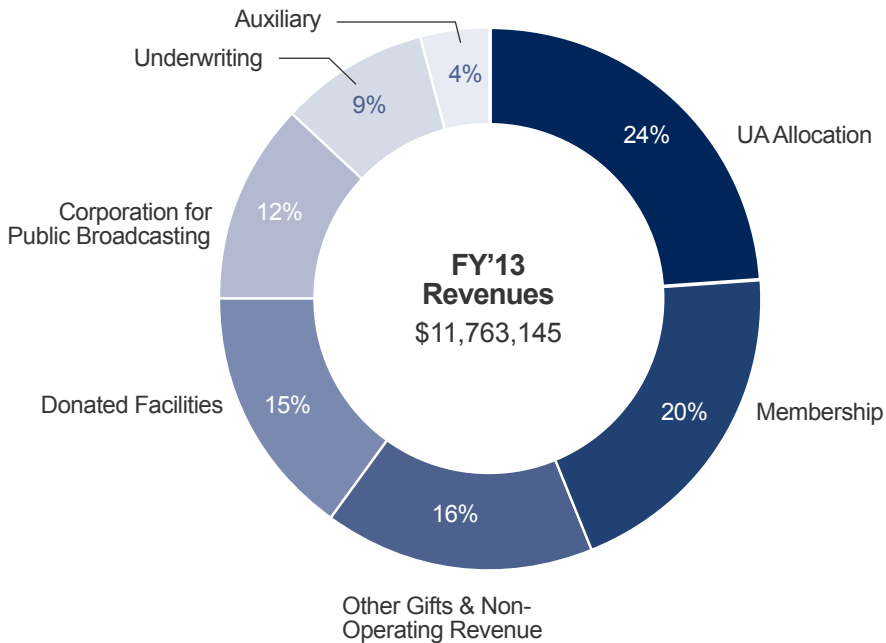
Emeritus Members

Betsy Bolding
 Judith Brown
 Sharon Bronson
 Dan Cavanagh
 John Escher
 Andrew Greeley
 Jan Leshner
 Ellen Poulson
 Simon Rosenblatt
 Larry Schnebly



financials

AZPM's goal is to manage its cash flow so that expenses balance revenues. In FY'13 revenues exceeded expenses due to management-directed freezes in staffing, operations, and capital expenditures, all related to the unknown financial impact of the federal sequester. All of the FY'13 surplus was moved to the FY'14 budget to support the delayed purchase of capital equipment. The complete Audited Financial Report for FY'13 will be available December 1, 2013, at www.about.azpm.org/financials.



1. © Arbitron, Inc., Radio Research Consortium, Inc., Metro Average Quarter Hour share, Monday- Sunday, age 12+, Spring 2012 – 2013
2. Trac Media Services
3. Trac Media Services, estimated cume viewers per month based on Nielsen data
4. Nielson NPower, Sept. 2011 – Sept. 2012
5. Nielson Company, Tucson (Sierra Vista), AZ, February 2012 – 2013
6. Grunwald Study, 2009 Media and Technology Use and Trends Among K-12 and Pre-K Teachers
7. Public Policy Poling Survey, 2/6/2013
8. Public Radio Today 2013, © Arbitron, Inc. 2013
9. © Arbitron, Radio Research Consortium, Inc., Cume persons, Monday- Friday, 6 am-10am, Total Survey Area, Fall 2012

2013 management staff

Jack Gibson
Director and General Manager

Frank Fregoso
Chief Engineer

Enrique Aldana
Director of Development

Kimberly Heath
Chief Financial Officer

Lili Bell
Broadcast Schedule Manager

Dana Horner
General Sales Manager

John Booth
Executive Producer

Ian Hubbell
Post Production Manager

Cheech Calenti
Manager, Information Technology

John Kelley
Radio & Television Station Manager

Michael Chihak
News Director

Ed Kesterson
Radio Program Director

Sue DeBenedette
Marketing Manager

Martín Rubio
Production Manager



THE UNIVERSITY
OF ARIZONA

AZPM® is provided as a public
service of the University of Arizona.

Arizona Public Media®
The University of Arizona
PO Box 210067, Tucson, AZ 85721

T 520.621.5828
azpm.org
Twitter @AZPMnews
Facebook.com/azpublicmedia

Production, printing, and postage for this annual report is generously funded by the Kautz Family Foundation.

This report is printed on FSC certified paper. The Forest Stewardship Council (FSC) is an international organization whose mission is to promote responsible management of the world's forests. FSC is the global benchmark for responsible forest management.

Arizona Public Media® and AZPM® are registered trademarks of The Arizona Board of Regents.
© 2013 Arizona Public Media®