

FY2013 ANNUAL CORPORATION FOR PUBLIC BROADCASTING (CPB) RADIO STATION LOCAL CONTENT AND SERVICES REPORT

Telling Public Radio's Story

Question 6.1

Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

In 2010, Arizona Public Media (AZPM), the public media umbrella organization that includes CPB grant recipients KUAZ-AM/FM and KUAT-TV, and their sister television and radio stations, adopted a five-year strategic plan that sets out the organization's strategic intent as follows:

AZPM will be 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.

The strategic plan incorporates among its vital outcomes and objectives content and audience development, and strategic partnerships. Key among the stated goals are motivation and engagement "of audiences and the community via the development of high-quality, journalistically sound, distinctive and locally-relevant content in five (5) pivotal areas: 1) News and Public Affairs; 2) Science, Health and Technology; 3) Nature and the Environment; 4) Arts and Culture; 5) Education and Civics." AZPM's radio news team has focused its reporting on the subject areas noted and related stories are featured among 19 daily newscasts on KUAZ-AM/FM and 6 daily newscasts on sister classical music radio station KUAT-FM. In addition, extended "In-depth" segments addressing the subject areas mentioned above are featured during NPR's *Morning Edition* and *All Things Considered* programs on KUAZ-AM/FM. The radio news team has dedicated political and education reporters and they and KUAT-TV content producers create radio and web pieces devoted to the other subject areas. KUAZ-AM/FM also broadcasts its weekly half-hour news and feature program *Arizona Spotlight*, each installment of which is broadcast three times each week.

In addition to KUAZ-AM/FM's presentation of news stories about and/or of interest to minorities and diverse audiences throughout FY2013, the station produced and/or broadcast programs designed to serve the needs of the Hispanic and Native American communities in southern Arizona. KUAZ will continue to provide the same programming services in FY2014.

Question 6.2

Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

In FY2013, KUAT-FM and KUAZ will continue to engage in a number of activities designed to provide service to, and/or a close connection with, the communities they serve. On the programming side, KUAT-FM will continue to broadcast twice weekly its classical music series, "Community Concerts," featuring music ensembles of note from or performing in southern Arizona, including student and faculty ensembles in residence at the University of Arizona's School of Music. Other producing partners have been The Arizona Friends of Chamber Music, The Tucson Symphony Orchestra, The Tucson Philharmonia Youth Orchestra, The St. Andrews Bach Society, The Tucson Arizona Boys Chorus, The Tucson Girls Chorus, and the Arizona Repertory Singers, among others. KUAT-FM will also continue to broadcast interviews about local arts and cultural performances, events and exhibitions such as the upcoming Tucson Desert Song Festival and the annual Winter Chamber Music Festival.

KUAZ will continue to broadcast its weekly program segments featuring Arizona State House and Senate leaders and southern Arizona's Congressional representatives; its "Arizona Spotlight" news, public affairs, culture and arts magazine; and will continue to offer daily "In-depth" program segments covering local politics, public affairs, arts and culture as elements within the station's broadcasts of NPR's "Morning Edition" and "All Things Considered."

KUAZ and KUAT-FM are increasingly making use of volunteers in key areas of the organization. To further the stations' contact with the community, new emphasis has been placed on bringing existing and potential donors to the stations for tours, led by station volunteers. In addition to roles as talent for on-air fundraising campaigns, volunteers from a cross section of Tucson and the surrounding communities have grown their participation with the organization by staffing the stations' reception desk and answering telephones during business hours.

The radio stations will continue to participate in events like the Tucson Festival of Books and The University of Arizona Student Chamber Music Showcase. The goals for the stations' outreach initiatives are greater service to the communities they serve, an increase in perceived value of programming and services by the stations' listeners and members, and development of the stations' volunteer, and undergraduate and graduate student intern workforce.

Question 6.3

What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Objective measures for evaluating the success of the AZPM radio stations' key initiatives and community partnerships include audience numbers for the stations as quantified by Nielsen Audio research data, improved membership revenue, increased volunteer participation in multiple station activities, attendance at station-hosted and station-sponsored events, and participation in community initiatives.

One example of AZPM's successful partnerships with community nonprofits is its long-term relationship with the Tucson bureau of Sun Sounds of Arizona, a reading service for the visually impaired. Since 1985, the 92 kHz subcarrier channel of KUAT-FM's 90.5 FM main signal has been devoted to broadcasting Sun Sounds audio service to listeners located throughout southern Arizona.

Sun Sounds' audience is as diverse as the general population, reflecting the reality that people lose the ability to read print material for a number of reasons. Some lose their access to print late in life as a result of macular degeneration, diabetes, or other age-related eye diseases. Others lose the ability to use print because of a stroke, accident, or age-related infirmity. After a lifetime of reading newspapers, popular magazines, books and other print material, the sudden and dramatic loss of reading ability can bring a sense of great loss and isolation. Sun Sounds' programming makes it possible for listeners to access daily newspapers, grocery ads, death notices, and other printed news used in day-to-day living. From the travel column in the newspaper to the local electoral results, having access to current print makes a difference in the lives of Arizonans, reducing their sense of isolation and making independent living much easier. The organization is primarily staffed by volunteers and its service is provided free to users.

Sun Sounds of Tucson's Station Manager Mitzi Tharin says that "our listeners would be devastated" if KUAT-FM was not there to provide Sun Sounds reading service through its subcarrier. "Our listeners use the service 24/7 for everything" notes Ms. Tharin, who points out that reading from the local daily southern Arizona newspapers remains the most listened-to of Sun Sounds' many offerings, which include reading of the Wall Street Journal, along with magazines, short stories, novels, children's books and more.

In FY2014, KUAT-FM's sister cable television service, the UA Channel, will begin to offer Sun Sounds' radio reading service on its secondary audio program (SAP) channel around the clock to provide an additional and convenient means whereby more

southern Arizonans can access the vitally important service, the result of the UA Channel being available in some locations within the Tucson Valley in which KUAT-FM's over-the-air signal is difficult or impossible to receive.

Question 6.4

Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

The KUAT-FM and KUAZ news staff, which includes a full-time dedicated education reporter, regularly cover cultural events, and medical and scientific research projects that are ongoing at the University of Arizona. In addition, the stations' news departments cover the activities of the Tucson Unified School District (the largest school district in the region), the Pima County Community College system and other regional educational institutions. Particular focus is given to education issues affecting the local Hispanic and Native American communities. Education stories and issues are also given in-depth coverage on KUAZ's weekly news and public affairs program, "Arizona Spotlight."

In FY2014, AZPM will continue its efforts to provide meaningful and dialogue-inspiring coverage of issues affecting populations that live near or within the sphere of influence of the United States-Mexico border. For the past three years, KUAZ partnered with six other radio stations in the West as part of the "Fronteras: The Changing America Desk" Local Journalism Center (LJC). KUAZ had a CPB grant-funded reporter stationed in-house to produce content of particular significance to residents of American Border States. KUAZ's LJC membership also allowed access to "Fronteras" content generated by reporters and editors located at the other partner stations. "Fronteras" stories on immigration and changing U.S. demographics, along with related issues of education, health care, transportation and others, were of particular interest to southern Arizonans. CPB's grant support for the LJC has expired, but KUAZ has newly partnered with a number of the radio stations that were part of the original LCJ group to continue to create, share, and, ultimately, provide to the public important news and information related the changing face of the American West and to relay stories about the fiscal, political, cultural and other matters that are unique to the region.

Question 6.5

Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Grant support from CPB is a significant source of funding for KUAZ-AM/FM and KUAT-FM. CPB funding is exceeded only by the stations' State/University appropriation and community support. CPB's CSG funding will continue to be of critical importance as the stations must provide the increasing levels of service the community expects and deserves, while at the same time facing ever-rising programming and operating costs. CPB Digital Transition grants awarded to KUAT-FM and KUAZ in FY 2006 provided the lion's share of dollars needed to convert both stations to the digital HD broadcast format. In FY 2010, a CPB Digital Transition grant provided the majority of the funding required to replace KUAZ-AM's thirty-year-old main transmitter with a state of the art digital/HD Radio transmitter. More recently, CPB's initiative to create and support Local Journalism Centers (LJs) across the country allowed KUAZ to partner with six other radio stations in the West as part of the "Fronteras: The Changing America Desk" LJ. While CPB funding for that project ceased at the conclusion of FY2014, several members of the LJ, including KUAZ, have created a new partnership to continue the content sharing success that was the hallmark of the LJ.

Without CPB support, the local productions and the programs acquired from national distributors for broadcast on both KUAT-FM and KUAZ would be have to be scaled back significantly or eliminated. If CPB support was eliminated entirely, staff reductions and other drastic cuts to operations would also be necessary so that both stations could cope with the resulting budget shortfalls.