



bringing
PEOPLE + IDEAS
together

2015
REPORT TO THE
COMMUNITY
ARIZONA
PUBLIC MEDIA®



PBS



A public service of the University of Arizona



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Build the
legacy
#myazpm

Cover photo: A student assists with on-location filming in the Arizona desert for the AZPM original documentary "Raptors! Kings of the Sky"
Photo credit: Martin Rubio



We at Arizona Public Media (AZPM) are proud to be Southern Arizona's premiere source of in-depth news and public affairs content, and educational and entertaining programs for people of all ages. Fiscal Year 2015 was both a challenging and rewarding year. We saw our television and radio station audiences increase, only to be outpaced by the dramatic growth of online and social media audiences. Viewers and listeners stepped up and helped the organization break fundraising records, adding more than 4,000 first-time annual contributors to the membership base. We strengthened our strategic collaboration with the University of Arizona (UA) and continued to build strong relationships with numerous community organizations. And, once again, our talented staff were recognized with more Emmy® nominations and awards than any other television station in Tucson and more than any other public television station in the region (Arizona, New Mexico, Utah, Wyoming and El Centro, CA). AZPM was also recognized with the highly prized Emmy® for Overall Excellence. It was a busy and successful year, and it was all made possible by your ongoing support.

One of the highlights of 2015 was the thoughtful work of the UA/AZPM Task Force, comprised of 11 stakeholders from the community, including local business leaders, UA faculty, AZPM Community Advisory Board (CAB) members, AZPM major donors, representatives from the AZPM and UA administration, and a UA student (see list on opposite page). The Task Force took an in-depth look at AZPM's operations as well as its relationship with the UA and its role in and responsibility to the community. After five months of thoughtful research and discussion, the Task Force produced and delivered its final report and list of six recommendations to UA President Dr. Ann Weaver Hart. AZPM management has worked closely with UA administration and the CAB to analyze and implement many of the recommendations and will continue to do so over the coming year.

Thank you for your continued investment in AZPM and for helping us to "Build the Legacy," providing the very best in public television, radio and online services to audiences in Southern Arizona.

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

Jack Gibson
Director and General Manager,
AZPM

Cristie Street
Chair,
AZPM Community Advisory Board



INFORM

* SEGMENT 1 INTRO
WELCOME TO METRO
WEEK, I'M AK.
THIS WEEK, A SPECIAL
EPISODE, DEVOTED
ENTIRELY TO A
DISCUSSION
WITH PEOPLE WHO A

metroweek

with Andrea Kelly

AZPM BRINGS THE WORLD TO SOUTHERN ARIZONA

AZPM’s personal, diverse and thoughtful storytelling engages viewers and listeners intellectually and emotionally, providing them with valuable information and new perspectives. These stories are featured on a variety of platforms, including *Arizona Illustrated* on PBS 6, news stories on NPR 89.1, and online at AZPM.org.

This year, AZPM’s outstanding news coverage and storytelling was recognized by the National Academy of Television Arts and Sciences (NATAS). AZPM staff received 14 Rocky Mountain Emmy® awards in 10 categories, more than any broadcaster in Tucson and more than any public broadcaster in the region. AZPM also took home NATAS’ top honor, the Emmy® for Overall Excellence, which is awarded to an organization for its overall quality of locally produced programming as well as exceptional community outreach and involvement.



Arizona Week

Arizona Week examines news and public affairs issues occurring at the statewide level, providing viewers with detailed information and context for the issues affecting our region. The show is part of AZPM’s Friday evening public affairs block and airs on PBS 6 in Tucson and KAET 8 in Phoenix.

Metro Week

An in-depth news series dedicated to topics affecting Tucson and Southern Arizona, *Metro Week* airs on PBS 6 as part of AZPM’s public affairs programming block.



Arizona Illustrated

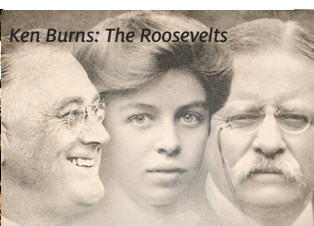
Each week *Arizona Illustrated* host Tom McNamara introduces viewers to the people and landscapes that make Arizona unique and vibrant. Featuring segments shot on location, *Arizona Illustrated* takes viewers on colorful journeys throughout Southern Arizona.

Arizona Spotlight

This weekly radio magazine connects listeners to Tucson’s rich cultural history and vibrant arts and entertainment scene. Hosted by Mark McLemore, it airs Fridays and Saturdays on NPR 89.1.



NOVA: Emperor’s Ghost Army



Ken Burns: The Roosevelts



Nature



Frontline: The Fight for Yemen



NOVA: Dawn of Humanity

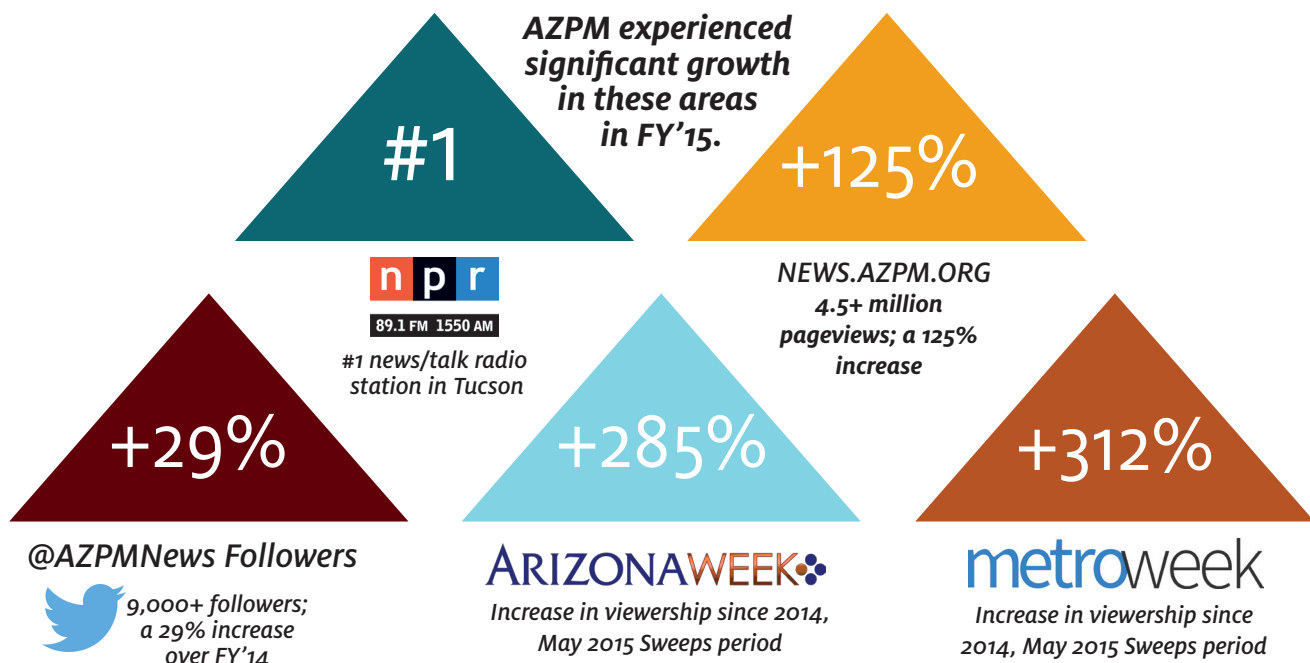
WORLD NEWS AND EVENTS AT HOME, IN THE CAR, AT YOUR FINGERTIPS

Public broadcasting regularly tops the list of the most trusted institutions in the United States*. In addition to its extensive local coverage, AZPM is proud to bring you the very best in-depth national and international news and public affairs programming.

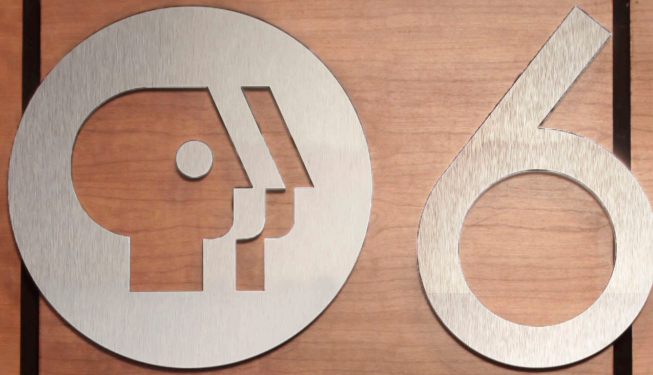
From *Washington Week*, the longest-running primetime news and public affairs program on television, to the award-winning *PBS NewsHour*, to *FRONTLINE*, which *The Atlantic* described as the best news program on television, viewers count on *PBS 6* to bring them up-to-the-minute, in-depth news coverage they can trust.

On radio, listeners tune to *Morning Edition* on *NPR 89.1* to start their day and continue listening for ongoing news and current events coverage with *Here and Now*, *All Things Considered* and *Marketplace*. During the evening hours, *NPR 89.1* serves up *Jazz Night* and broadcasts the *BBC World Service* during overnight hours.

MORE AND MORE PEOPLE TURN TO AZPM FOR NEWS AND PUBLIC AFFAIRS ON TELEVISION, RADIO AND ONLINE.



*Results are from a January 2015 national survey by non-partisan research firm ORC International.



ARIZONA PUBLIC MEDIA



In 2015, AZPM topped the Rocky Mountain region for Emmy® awards, winning 14 individual Emmys in 10 categories, more than any broadcaster in Tucson or any public broadcaster in the region. AZPM also won the top prize, the award for Overall Excellence, which is given to a station that emphasizes substance rather than style and demonstrates exceptionalism throughout the entire year.

INSPIRE



Elmo, from the popular children's series Sesame Street

AZPM INSPIRES SOUTHERN ARIZONA TO LEARN, TO DO, TO BE...MORE

AZPM's exceptional programming inspires, transforms and entertains. Whether it's one of the celebrated national programs like *Masterpiece*, an acclaimed documentary by the award-winning Ken Burns, or one of AZPM's own local productions for and about Arizona, AZPM inspires people to keep learning and growing.



Over the past year, the number of people watching PBS 6 during primetime has grown **23%**, with an average of **174,363** unique viewers tuning in each week. PBS 6 is among the top 5 most-watched PBS stations in the nation.



AZPM IS SOUTHERN ARIZONA

AZPM inspires the community not only through its programming and local productions, but also through its extensive outreach. On radio, *Classical 90.5* is among the few 24-hour classical music stations remaining in the nation, connecting people to great music, local performances and artists. On television, AZPM released two new documentaries, the Emmy® Award-winning *Raptors! Kings of the Sky* and *Winning by Living: One Cancer Story*, a local companion documentary to the Ken Burns production, *Cancer: The Emperor of All Maladies*. AZPM was also out in the community at several events, including the incredibly popular Tucson Festival of Books, and its own *Masterpiece 'Downton Abbey'* screening event at Centennial Hall.



Classical 90.5 host Andy Bade interviews Tucson Symphony Orchestra Chorus director Bruce Chamberlain (middle) and chorus member Lois Manowitz (left).

Classical
90.5 FM 89.7 FM
ARIZONA PUBLIC MEDIA.



This avid AZPM viewer attended the Downton Abbey screening in period costume.



Members of AZPM's Community Advisory Board with Arizona Illustrated host Tom McNamara at AZPM's booth at the Tucson Festival of Books.

+9.6%

AZPM's membership grew by 9.6%

4,065

4,065 new members joined the AZPM family

27,000+

AZPM is proud to count more than 27,000 members



An AZPM crew interviews engineers working on the University of Arizona's Richard F. Caris Mirror Lab. Teams of UA scientists and engineers are making a giant, lightweight mirror of unprecedented power for a new generation of optical and infrared telescopes. These telescopes will revolutionize the way we study the sky.

Photo credit: Ray Bertram, University of Arizona

CONNECT

Life in the Universe

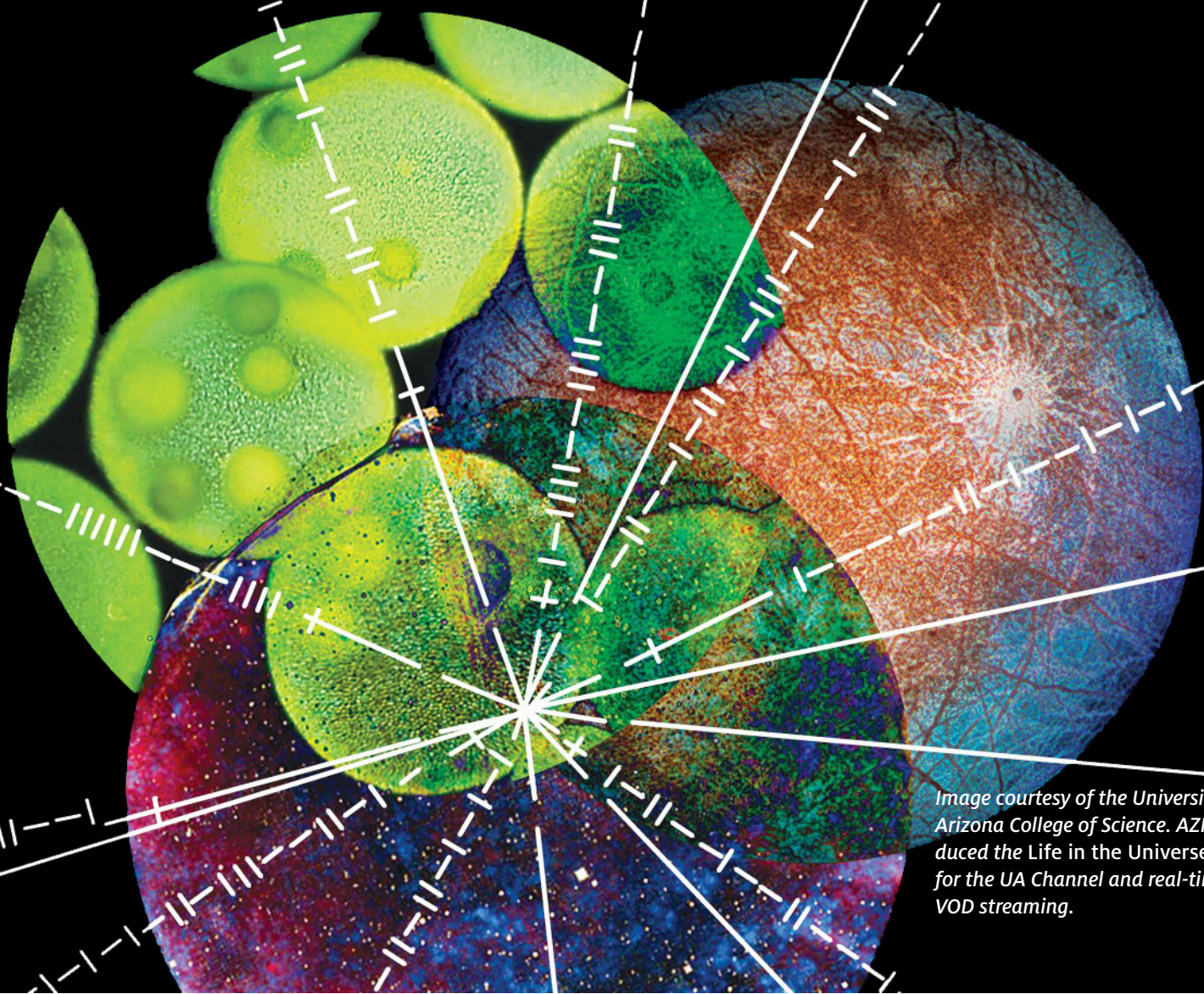


Image courtesy of the University of Arizona College of Science. AZPM produced the Life in the Universe series for the UA Channel and real-time and VOD streaming.

AZPM IS A COMMUNITY PARTNER, CONNECTING SOUTHERN ARIZONA

AZPM connects our diverse community in a multitude of ways, from events to special broadcasts to education and internship opportunities for University of Arizona students. AZPM constantly strives to bring people together and to provide them with the information and resources they need to be informed.



Life in the Universe on the radio

AZPM teamed up with the UA College of Science to present an engaging panel discussion that included the scientists and lecturers featured in the College's popular series. This discussion was featured on NPR 89.1 following *Science Friday*.



Community Interactive: Education

AZPM partnered with the Community Foundation for Southern Arizona to host this interactive event featuring local educators and nationally recognized experts in systems change for education. For those who couldn't attend in person, the event was streamed on AZPM's web site. Viewers and in-person attendees were encouraged to tweet their questions for the speakers as well as their comments, making it a truly interactive event.

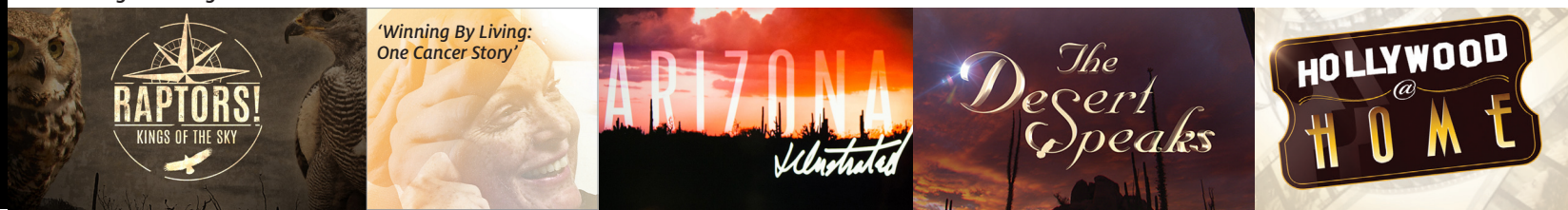


AZPM Executive Producer John Booth preps candidates Martha McSally and Ron Barber for their live debate.

Your Vote 2014

During election season, AZPM hosted several debates, including one between the candidates of Congressional District 2, Martha McSally and Ron Barber. The debate was broadcast live on PBS 6, NPR 89.1 and CSPAN, and streamed on AZPM's web site.

AZPM Original Programs



PROVIDING RESOURCES AND OPPORTUNITIES



Host Tom McNamara and the expert panel on the live program Resources for the Newly Diagnosed



Resources for the Newly Diagnosed

In March, AZPM partnered with the American Cancer Society, the University of Arizona Cancer Center and Tucson Medical Center to present a live call-in program featuring local experts discussing the many resources available in Southern Arizona for newly diagnosed cancer patients and their families. Patient navigators were on hand to take phone calls from viewers with questions.

Educating the Next Generation of Journalists and Media Professionals

AZPM employs between 20 and 30 student workers every semester. These University of Arizona (UA) students gain hands-on experience working in a variety of jobs, from production crew for AZPM's local shows to news reporting to assisting in the business office. Many of these students remain with AZPM during their entire time at the University and several have gone on to have successful careers in media and journalism. NBC *Today Show* host Savannah Guthrie is a UA grad and a former AZPM student worker, and recent UA grad Matt Ehrichs is now a producer with *PBS NewsHour*.

23

AZPM had 23 student workers in FY'15

266

AZPM had 266 regular volunteers last year, a 6% increase over FY'14

5,600

volunteer hours worked in FY'15, a 12% increase over FY'14



University of Arizona student Christina Duran is learning valuable broadcast media skills as a member of AZPM's production crew.

AZPM DONORS

AZPM thrives thanks to the generous support of our members and donors. Thank you for helping AZPM to *Build the Legacy* of public broadcasting.

INDIVIDUAL DONORS

Below are just a few names representing the 27,000+ supporters of AZPM. Due to space limitations, AZPM has included a partial list of supporters who have invested at the \$1,000 level and above over the past year.

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 Estate of Thomas J. Dixon
 Estate of John R. Fernstrom
 Estate of Laura R. Hollander
 Estate of Helen L. Macleod
 Estate of Annie G. Morris
 Christine Nelson Charitable Remainder Annuity Trust

FOUNDATIONS

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

Allyn Family Foundation
 The Larry and Kathryn Berkbigler Foundation
 Frances Chapin Foundation
 The Lon D. & Lucille Barton Charitable Foundation
 Merle S. Cahn Foundation
 Earl M. & Margery C. Chapman Foundation
 Eos Foundation
 Robert & Arnold Hoffman Foundation
 Jade Tree Foundation
 The Jasam Foundation
 The Kautz Family Foundation
 The David C. and Lura M. Lovell Foundation
 The Marshall Foundation
 The McCortney Foundation
 Jacqueline Anne Morris Memorial Foundation
 Mountain Room Foundation
 Pitt Family Foundation
 The Rein Family Fund
 The Snider Family Charitable Foundation
 Stonewall Foundation
 Peter and Carole Taussig Family Trust
 The Windibrow Foundation

UNDERWRITERS

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

4th Avenue Yoga
 Academy of Tucson
 Accelerated Learning Lab
 Adobe House Antiques
 Adopt Films/Arnie Sawyer Studios
 AIA Arizona

Aldea Spiritual Community
 Alphagraphics
 American Cancer Society
 American Shows, Inc.
 Amerind Foundation
 Arizona Aerospace Foundation
 Arizona Daily Star
 Arizona Friends of Chamber Music
 Arizona Inn
 Arizona Opera
 Arizona Renaissance Festival
 Arizona Sonora Desert Museum
 Arizona Sonora Desert Museum - Art Institute
 Arizona State Museum
 Arizona Telemedicine Program
 Arizona Theatre Company
 Arizona's Children Assoc.
 Arte de la Vida
 Assistance League of Tucson
 Atria Senior Living Group
 Atty. Keith A. Singer, PLLC
 AwenRising
 Baker Brothers Plumbing
 Ballet Tucson
 Benztek Automotive
 Betts Printing
 Beyond Bread
 Bill Westcott, Inc.
 Blue & White BMW Specialists
 Book Stop
 Bookman's Entertainment Exchange
 Broadway in Tucson
 Brooklyn Pizza Company
 Canyon Cabinetry
 Carondelet Health Network
 Casa de la Luz Foundation
 Casa de la Luz Hospice
 Catalina In-Home Services
 Catalina United Methodist Church
 Cathey's Sewing & Vacuum Center
 CC Automotive
 Child and Family Resources
 Citizen's Clean Elections Commission
 Clear Comfort
 Click Automotive Team
 Confluentcenter for Creative Inquiry
 Copenhagen
 The Coronet
 DeGrazia Foundation and Gallery
 The Desert Leaf
 Diamond Eyecare
 The Drawing Studio
 Dr. Gann's Diet of Hope
 DSA Vacations
 Eagle Eye Rare Coins
 Ecova
 Edible Baja Arizona
 El Continental Barber Shop
 Eller College of Management
 Etherton Gallery
 Falconworks
 The Family Doctor
 Feast

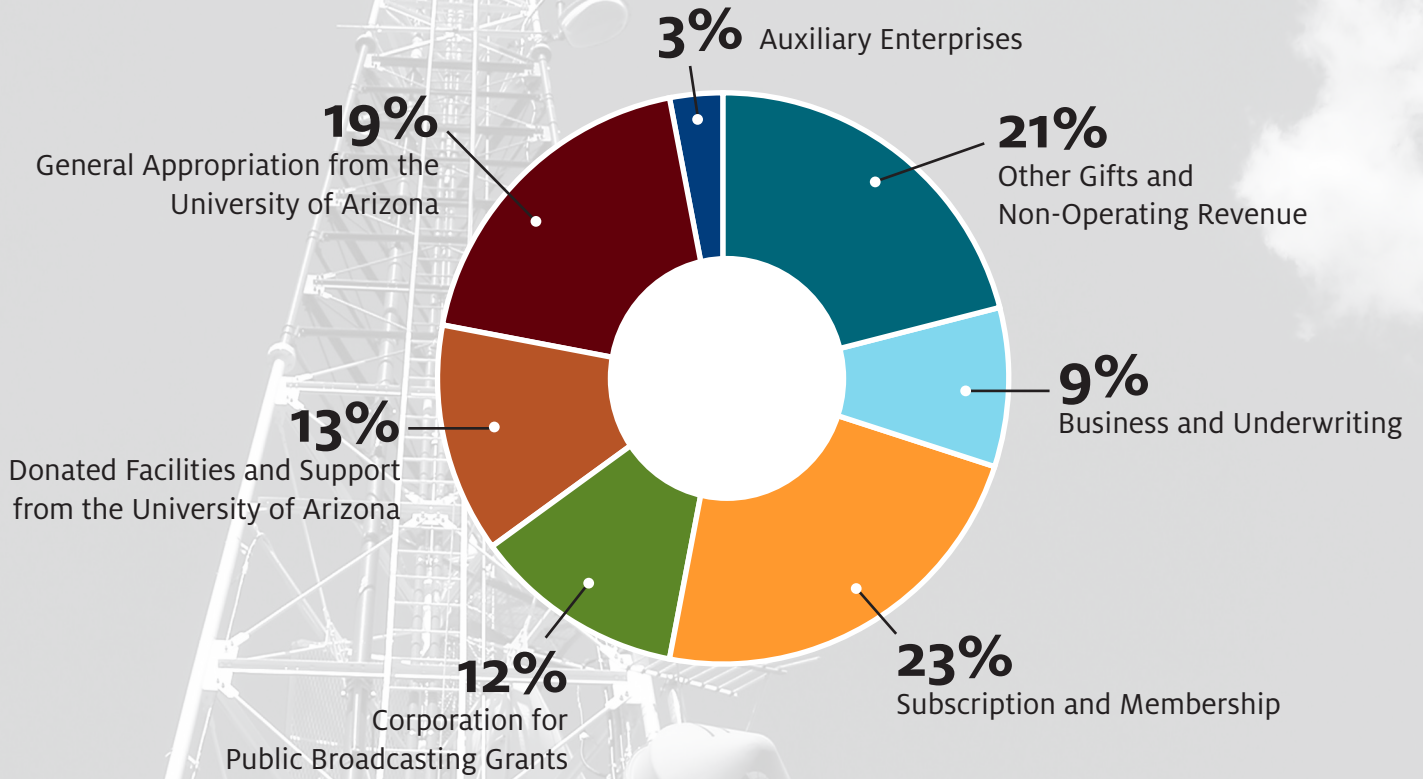
Fourth Avenue Merchants Assoc.
 Fox Restaurants
 Fox Tucson Theatre Foundation
 FreeThought Arizona
 Goodwill Southern Arizona
 Grandma's Spinning Wheel
 Greater Arizona Bicycling Association
 Green Fields Country Day School
 The Gregory School
 Habitat for Humanity
 Hacienda Del Sol Guest Ranch Resort
 Halili Physical Therapy
 Hamilton Distillers
 Hirsh's Shoes
 Holland America
 Hotel Congress/Maynards
 House 'N Garden
 Humane Society of Southern Arizona
 Humanities Seminars Program
 ID MEDIA/Cox
 JCC Wellness Expo
 Jewish Federation of Southern Arizona
 Robson Resort Communities
 Kingfisher/Bluefin
 Kitt Peak Visitor's Center
 Krikawa Jewelry Art Gallery
 L.P. & G.
 La Posada at Park Centre
 Layne's Clocks
 Live Theatre Workshop
 The Loft Cinema
 Long Realty
 The David and Lura Lovell Foundation
 Magic Garden
 The Maids
 Make Way for Books
 Maya Palace
 Mediavest/Cox Communications
 Mercaldo Law Firm
 Mildred & Dildred
 The Mini Time Machine
 Museum of Miniatures
 Mirasol
 Nova Home Loans
 Oasis CosMedic Clinic
 Originate Natural Building
 Materials
 Our Family Services
 PCOA/Caregiver Consortium
 Pepper Viner Homes
 Philabaum Glass Gallery & Studio
 Pima Association of Governments
 Pima Community College Foundation
 Pima Council on Aging
 Pima Vascular
 Planetary Science Institute
 Planned Parenthood
 Red Monkey Studio
 The Rialto Theatre
 The Law Office of Kay Richter
 Ritz Carlton

The Rogue Theatre
 Sakin Foundation
 Salon de Nouveau
 Salpointe Catholic High School
 Sierra Bonita Vineyards
 Simply Bits
 Sky Bar
 Sonoran Schools, Inc
 Southern Arizona Alzheimers Assoc.
 Southern Arizona Symphony Orchestra
 Summit Hut
 Sun Lighting
 Sunbelt Medical Management
 Technicians for Sustainability
 TGen
 Today's Patio
 Tohono Chul Park
 Tohono O'odham Gaming Ent. d/b/a Desert Diamond
 Tubac Chamber of Commerce
 Tucson Artists' Open Studios
 Tucson Botanical Gardens
 Tucson Desert Art Museum
 Tucson Electric Power
 Tucson Festival of Books/Viner
 Tucson Historic Preservation Foundation
 Tucson Jazz Society
 Tucson Jewish Community Center
 Tucson Medical Center
 Tucson Racquet & Fitness Club
 Tucson Subaru
 Tucson Symphony Orchestra
 Tucson Unified Magnet School Office
 Tucson Waldorf School
 UA BookStores
 UA College of Anthropolgy
 UA College of Architecture and Landscape Arch.
 UA College of Science
 UA College of Social and Behavioral Sciences
 UA Continuing and Professional Education
 UA Graduate College, Graduate Center
 UA Institute of the Environment
 UA James E. Rogers College of Law
 UA Poetry Center
 UA Presents
 UA School of Government and Public Policy
 UA School of Music
 UA School of Theatre, Film & Television
 UA Science
 University of Arizona
 Relations
 University of Arizona Medical Center
 Vantage West Credit Union
 Yoga Oasis, LLC

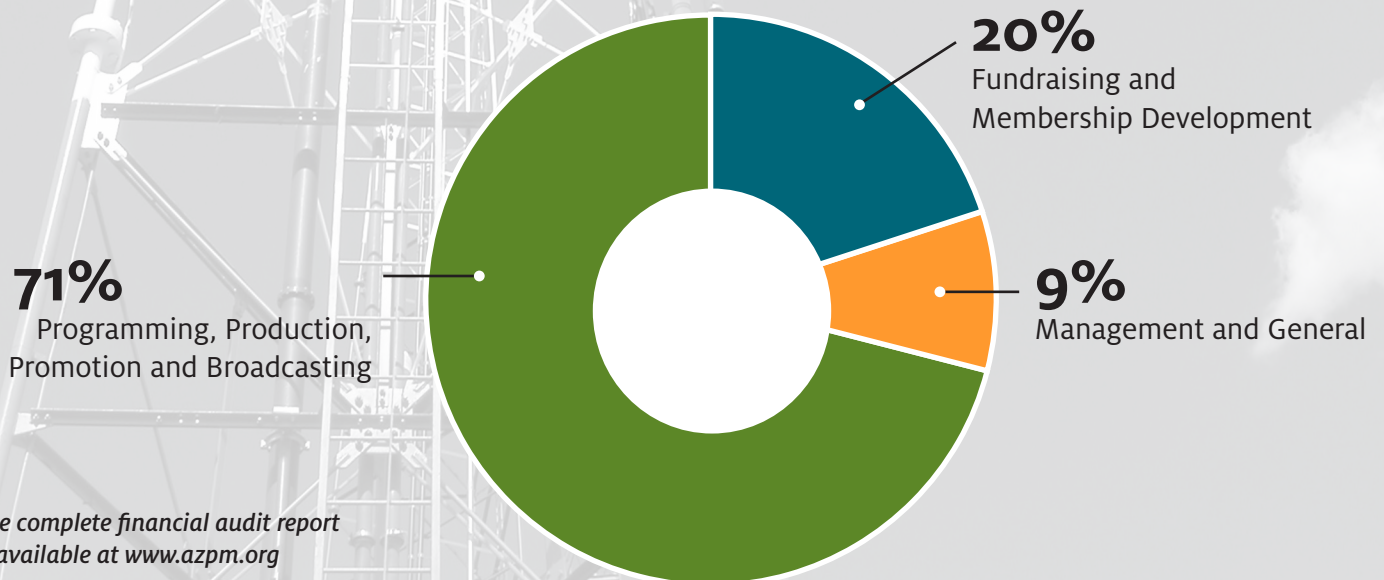
FY2015 FINANCIALS

The following represent AZPM's financials for the year ended June 30, 2015.

Operating & Non-Operating Revenue



Operating & Non-Operating Expenses



COMMUNITY ADVISORY BOARD

The AZPM Community Advisory Board is comprised of citizens who represent the diverse interests of the communities served by AZPM. The Board advises AZPM management on matters of fundraising, public policy and other issues as they affect their respective communities.

Officers



Cristie Street
Chair



Kent Laughbaum
Vice-Chair



Jennifer Casteix
Secretary

Members



Kristin
Almquist



Karen
Borek



Ron
Bornstein



Bill
Bowen



Florencia
DeRoussel



Lynne O. Wood
Dusenberry



Steven
Eddy



Lois
Eisenstein



Manuel
Felix



Chuck
Ford



Eugenia
Hamilton*



Chris
Helms*



John
Hildebrand



Fred
Johnson



Jim
Jutry*



Paul
Lindsey



Tsianina
Lomawaima



Roxie
Lopez



Paul
Lyons



Anne
Maley*



Jim
Murphy



Harold
Paxton



Jill
Perrella



Hope
Reed



Jill
Rosenzweig



Andy
Schorr



Cita
Scott



Adrian
Shelton



George
Steele



Susan
Tarrance



Magdalena
Verdugo

Emeritus Members

(not pictured)

Betsy Bolding
Sharon Bronson
Judith Brown
Dan Cavanagh
Karen Christensen
Nance Crosby*

John Escher*
Andrew Greeley
Jan Leshar
Ellen Pouson
Simon Rosenblatt
Larry Schnebly

Ex-Officio

(not pictured)

Jack Gibson
Laura Todd Johnson

*former chair

Management

Jack Gibson

Director and General Manager

Enrique Aldana

Director of Development

Lili Bell

Broadcast Schedule Manager

John Booth

Executive Producer

Pat Callahan

Director of Membership

Michael Chihak

News Director

Frank Fregoso

Chief Engineer

Sara Gromley

Membership Manager

Kimberly Heath

Chief Financial Officer

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John Kelley

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