

FY2015 ANNUAL CORPORATION FOR PUBLIC BROADCASTING (CPB) RADIO STATION LOCAL CONTENT AND SERVICES REPORT

Telling Public Radio's Story

Question 6.1.1

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.

Arizona Public Media (AZPM), the public media organization that includes among its broadcast assets CPB grant recipients KUAZ-AM/FM and KUAT-TV, and their sister television and radio stations, has adopted the following as its primary strategic intent:

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.

Key among AZPM's 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 pivotal areas: (1) News and Public Affairs; (2) Science, Health and Technology; (3) Nature and the Environment; (4) Arts and Culture; and (5) Education and Civics." AZPM's radio news team has focused its reporting on the subject areas noted and related stories are featured among 24 daily newscasts on KUAZ-AM/FM and six daily newscasts on sister classical music radio station KUAT-FM. In addition, extended "In-depth" segments addressing the subject areas mentioned above are featured one or two times daily during NPR's *Morning Edition* and *All Things Considered* programs on KUAZ-AM/FM. The radio news team has dedicated reporters who cover issues including politics, economics, immigration and the border, and other subject areas. KUAZ-AM/FM also broadcasts its weekly half-hour news and feature program *Arizona Spotlight*, each installment of which airs three times each week. Both radio stations regularly present news stories about and/or of interest to the diverse residents of Southern Arizona, including the Hispanic and Native American communities. KUAZ-AM/FM will continue to provide the same programming services in FY2016.

Question 6.1.2

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 FY2015, KUAT-FM and KUAZ-AM/FM engaged in a number of activities designed to provide service to, and/or a close connection with, the communities the stations serve. AZPM's radio stations continued to participate in community events like the annual Tucson Festival of Books and The University of Arizona Chamber Music Showcase. In addition to the goal of providing greater community service, however, the stations' outreach activities are intended to increase listeners' and members' perceived value of the stations' programming and other services and to foster the growth and development of the stations' volunteer staff, student employees and academic interns.

On the programming side, KUAT-FM continued to broadcast twice weekly its classical music series, "Community Concerts," featuring music ensembles of note based in 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 included The Arizona Friends of Chamber Music, 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 also continued to broadcast interviews about local arts and cultural performances, events and exhibitions such as the annual Tucson Desert Song Festival and Winter Chamber Music Festival.

KUAZ-AM/FM continued to broadcast 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 twice-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."

One of KUAZ-AM/FM's unique broadcast offerings during FY2015 was an hour-long round table discussion, broadcast adjacent to PRI's *Science Friday*, whose seven panelists were the presenters in the University of Arizona College of Science's annual Science Lecture series, this one entitled *Life in the Universe*, which focused on the search for evidence of life beyond that of the earth. The discussion was moderated by the Dean of the College of Science and listeners were given the opportunity to pose questions for the panelists.

KUAZ-AM/FM and KUAT-FM are increasingly making use of volunteers in key areas of the organization. To further the stations' contact with the community, the facilities are open to student and community groups, and existing and potential donors for tours, led primarily by volunteers. In addition to roles as talent and support staff for on-air fundraising campaigns, volunteers from a cross section of Tucson and the surrounding communities participate in the life of the organization by staffing the stations' reception

desk and answering telephones during business hours, serving as staff at special events and during membership campaigns, and filling a number of other technical and administrative support roles.

AZPM's radio news department continued to expand its use of academic interns from the University of Arizona's School of Journalism, providing students with valuable on-air experience as part of their studies, helping to better prepare them for post-graduation careers as electronic news media professionals.

Question 6.1.3

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 (KUAT-FM's Classical audience held steady in FY2015; KUAZ-AM/FM's audience performance outstanding, especially in the 50+ demographic, and the station continued to be the most listened-to news/talk format station in the market), 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-standing 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 the 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, advertisements, death notices, and other printed news necessary for day-to-day living. From the travel column in the newspaper to the local electoral results, having access to printed materials 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 services are 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. KUAT-FM's sister cable television service, the UA Channel, also offers 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.

AZPM has many community partnerships that assist it in its mission of promoting education and literacy among children. AZPM actively collaborated with the University of Arizona to promote reading. Activities included AZPM's participation in the Tucson Festival of Books, the largest event of its kind in the United States. Tens of thousands of people attended each day of the multi-day event to engage with their favorite authors. AZPM also took part in the monthly University of Arizona Bookstore *Storytime* events, which featured popular children's books characters and a strong focus on literacy.

AZPM partnered with the Community Foundation for Southern Arizona in FY2015 to host a *Community Interactive: Education* event featuring local educators and nationally recognized experts in educational systems change. The 90-minute discussion was streamed live and archived for download on demand on AZPM's website. The live and online audiences were encouraged to tweet their questions and comments for the speakers, actively engaging the audience in the discussion.

After the debut of AZPM's original television documentary *Winning by Living: One Cancer Story*, developed as a companion piece to the Ken Burns documentary mini-series *Cancer: The Emperor of All Maladies*, AZPM partnered with the University of Arizona Cancer Center, the American Cancer Society, Tucson Medical Center present a live television call-in program (with repeat broadcasts) featuring local experts discussing resources available to assist Southern Arizona cancer patients and their families. Twelve patient navigators took calls and answered questions. KUAT-FM and KUAZ-AM/FM directed listeners to the program and the AZPM webpage that identified available resources, links and contacts. The University of Arizona Cancer Center's Shawn Mulligan said of AZPM's efforts, "Our staff experienced a significant increase in calls after the airings. I can only imagine how these programs impacted people's lives."

2014 was an election year and AZPM's radio news team provided significant coverage of local and state-wide races and a plethora of ballot initiatives. AZPM hosted three

gubernatorial and two congressional candidate forums and conducted interviews with 14 candidates. Among the special programming designed to inform the public about the candidates and the issues was a U.S. Congressional District 2 debate between incumbent Representative Ron Berber and challenger Martha McSally that was not only streamed live on AZPM's web site and broadcast live on KUAZ-FM and on its sister PBS station KUAT-TV, but it was also broadcast nationally on CSPAN.

Finally, as the only media organization in Arizona with a dedicated mental health reporter producing for radio and television, AZPM has increased awareness of mental health issues in the community and stimulated discussions among the broader public.

Looking ahead to FY2016, AZPM will continue partnerships with The Children's Museum, the Tucson Festival of Books and the University of Arizona Bookstore *Storytime* events. AZPM will also continue to provide station tours for community groups, schoolchildren and others. AZPM will take part in other community events that support its goal of promoting childhood literacy as well. 2016 is a presidential election year and KUAZ-AM/FM will offer the most comprehensive radio election coverage in the region.

Question 6.1.4

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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

The KUAT-FM and KUAZ-AM/FM news staff regularly cover education issues, cultural events, and medical and scientific research projects are ongoing at the University of Arizona and elsewhere in Southern Arizona that are targeted toward members of minority communities. In addition, the stations' news coverage follows 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-AM/FM's weekly news and public affairs program *Arizona Spotlight*.

In FY2016, 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. KUAZ-AM/FM partners with three other public radio stations in Arizona in a collaboration that grew out of the "Fronteras: The Changing America Desk" Local Journalism Center (LJC) that was originally funded in part by CPB several years ago. CPB's grant support for the LJC has expired, but KUAZ-AM/FM has continued to partner with the majority 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 educational, fiscal, political, cultural and other matters that are unique to the region, frequently focusing on Spanish-speaking immigrants arriving from south of the U.S. border and on Native American groups in the State, of which the Tohono O'odham and Navajo Nations are among the largest.

Among AZPM's activities designed to serve persons for whom English a second language, one of KUAT-FM and KUAZ-AM/FM's sister television services, KUAT-TV Channel 6.2, broadcasts the 24-hour Spanish language television service Vme. Reaching more than 70 million households in the United States, Vme is carried by PBS stations in 43 markets, and features drama, music, current affairs, food, lifestyle, nature and educational pre-school programming. Vme's mission is to entertain, educate and inspire families via Spanish language content that mixes original productions, exclusive premieres, acquisitions, and popular public television programs specially adapted for Hispanic audiences. Vme is additionally available to Southern Arizonans through AZPM via dedicated channels on Comcast and Cox cable, and the DirecTV and DISH satellite television providers.

Question 6.1.5

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 vitally important source of funding for AZPM and its KUAZ-AM/FM and KUAT-FM radio stations. Moreover, CPB funding for AZPM's radio and television stations is, at present, exceeded only by the organization's annual University of Arizona appropriation and its support from the community in the form of membership and underwriting revenue. 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. Rendering CPB support even more essential, AZPM's host institution, the University of Arizona, announced in the fourth quarter of FY2014 that it would reduce the annual cash allocation it provides for the support of AZPM by \$400,000 and that it will continue to shrink the budget allocation by an additional \$400,000 annually for the four following fiscal years, a total budget reduction of \$2-million. At the end of the five-year period, AZPM will receive from the University an annual allocation of a projected \$400,000. The result is that CPB funding will become the second largest single source of financial support for the organization by a wide margin.

Other non-Community Service Grant (CSG) support provided by CPB has also proven immensely valuable to AZPM and its radio listeners. A primary example was CPB's

initiative to create and support Local Journalism Centers (LJCs) across the country. CPB seed funding and multi-year support of LJC's made it possible for KUAZ-AM/FM to partner with six other radio stations in the American West as part of an LJC titled "Fronteras: The Changing America Desk." While CPB funding for that project ceased at the conclusion of FY2015, the majority of the members of the original LJC group, including KUAZ-AM/FM, have created a new, self-funded partnership that will allow the participating radio stations to continue the content sharing success that was the hallmark of the LCJ. Similarly, KUAZ-AM/FM partnership with the three other Arizona NPR member stations to develop a science and technology reporting consortium would only have been possible thanks to CPB funding made available through the Diverse Perspectives grant program.

Without CPB support, both local productions and the programs acquired from national distributors for broadcast on KUAT-FM and KUAZ-AM/FM would be have to be scaled back significantly or nearly eliminated. If CPB support was withdrawn entirely, staff reductions and drastic cuts to operations would also be necessary for AZPM's radio stations to continue to provide, on a diminished basis, their unique services to Southern Arizonans.