Grantee Information

ID	1281
Grantee Name	KUAZ-FM
City	Tucson
State	AZ
Licensee Type	University

1.1 Employment of Full-Time Radio Employees   Jump to question: [1.1 ▼]

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees   Jump to question: [1.1 ▼]

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	0	0

1.1 Employment of Full-Time Radio Employees   Jump to question: [1.1 ▼]

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000					1	1
Professionals - 3000	1				4	5
Technicians - 4000					1	1
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	1	0	0	0	6	7

1.1 Employment of Full-Time Radio Employees   Jump to question: [1.1 ▼]

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.1 Employment of Full-Time Radio Employees   Jump to question: [1.1 ▼]

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers   Jump to question: [1.2 ▼]

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making
major programming decisions. Include the station general manager if appropriate. Major programming decisions include

decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should
result in a double-counting of some full-time employees; employees having the responsibility for making major
programming decisions should be included in the counts for this item and again,
by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers   Jump to question: [1.2 ▼]

Of the full-time employees reported in Question 1.1, how many, including the station general manager,
have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers   Jump to question: [1.2 ▼]

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers						0
Male Major Programming Decision Makers				0	1	1
Total	0	0	0	0	1	1

1.3 Employment of Part-Time Radio Employees   Jump to question: [1.3 ▼]

Please enter the number of PART-TIME employees in the grids below. The first grid
includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees   Jump to question: [1.3 ▼]

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000					3	3
Technicians - 4000					0	0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	3	3

1.3 Employment of Part-Time Radio Employees   Jump to question: [1.3 ▼]

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000					6	6
Technicians - 4000						0
Sales Workers - 4500					0	0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	6	6

1.3 Employment of Part-Time Radio Employees   Jump to question: [1.3 ▼]

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment   Jump to question: [1.4 ▼]

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many
worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment   Jump to question: [1.4 ▼]

Number working less than 15 hours per week

	6

1.4 Part-Time Employment   Jump to question: 1.4 ▼

Number working 15 or more hours per week   3

1.5 Full-Time Hiring   Jump to question: 1.5 ▼

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring   Jump to question: 1.5 ▼

No full-time employees were hired (check here if applicable)   ☑

1.5 Full-Time Hiring   Jump to question: 1.5 ▼

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000					0
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	0	0	0	0

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ▼

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ▼

Number of full-time and part-time job openings   1

1.7 Hiring Contractors   Jump to question: 1.7 ▼

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors   Jump to question: 1.7 ▼

Check all that apply

Underwritting solicitation related activities	☐
Direct Mail	☑
Telemarketing	☑
Other development activities	☐
Legal services	☑
Human Resource services	☐
Accounting/Payroll	☑
Computer operations	☐
Website design	☐
Website content	☐
Broadcasting engineering	☐
Engineering	☑
Program director activities	☐
None of the above	☐

Comments

Question	Comment
No Comments for this section	

2.1 Average Salaries FULL TIME EMPLOYEES ONLY   Jump to question: 2.1 ▼

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer		$	
Chief Executive Officer - Joint	1.00	$ 244,000	13
Chief Operations Officer		$	
Chief Operations Officer - Joint	1.00	$ 100,000	2
Chief Financial Officer		$	
Chief Financial Officer - Joint	1.00	$ 90,000	12
Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief		$	
Communication and Public Relations, Chief - Joint	1.00	$ 95,500	3
Programming Director	1.00	$ 61,833	34
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	

Producer		$	
Producer - Joint	7.00	$ 51,802	8
Development, Chief		$	
Development, Chief - Joint	1.00	$ 85,440	7
Member Services, Chief		$	0
Member Services, Chief - Joint	1.00	$ 45,642	5
Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint	1.00	$ 75,140	11
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint	1.00	$ 44,731	16
Auction Fundraising, Chief		$	
Auction Fundraising, Chief - Joint		$	
Underwriting, Chief		$	
Underwriting, Chief - Joint	1.00	$ 45,500	6
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	
Operations and Engineering, Chief		$	
Operations and Engineering, Chief - Joint		$	
Engineering Chief		$	
Engineering Chief - Joint	1.00	$ 56,722	23
Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint	2.00	$ 49,622	27
Production Engineer	1.00	$ 43,869	24
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief		$	0
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief		$	
Technical Operations, Chief - Joint		$	
Education, Chief		$	
Education, Chief - Joint		$	
Information Technology, Director		$	
Information Technology, Director - Joint	1.00	$ 70,640	16
Volunteer Coordinator		$	
Volunteer Coordinator - Joint	1.00	$ 35,000	1
News / Current Affairs Director		$	
News / Current Affairs Director - Joint	1.00	$ 59,125	2
Music Director		$	
Music Librarian/Programmer	1.00	$ 46,000	31
Announcer / On-Air Talent	4.00	$ 40,045	13
Announcer / On-Air Talent - Joint	1.00	$ 40,793	25
Reporter		$	
Reporter - Joint	5.00	$ 36,391	2
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	
Director of Continuity / Traffic - Joint		$	
Events Coordinator		$	
Events Coordinator - Joint		$	
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint	1.00	$ 42,985	5
Total	36.00	$ 1,460,780	286

Comments

Question	Comment
No Comments for this section	

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Ex-Officio (Automatic membership because of another office held)   `2`

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Appointed by government legislative body (including school board)
or other government official (e.g. governor)   `10`

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Elected by community/membership   `0`

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Other (please specify below)   `0`

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Elected by board of directors itself (self-perpetuating body)   `0`

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Total number of board members (Automatic total of the above)   `12`

3.2 Governing Board Members   Jump to question: 3.2 ▾

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the
number of governing board members with a disability.

3.2 Governing Board Members   Jump to question: 3.2 ▾

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members   Jump to question: 3.2 ▾

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members					5	5
Male Board Members					7	7
Total	0	0	0	0	12	12

3.2 Governing Board Members   Jump to question: 3.2 ▾

Number of Vacant Positions   `0`

3.2 Governing Board Members   Jump to question: 3.2 ▾

Total Number of Board Members (Total should equal the total reported in Question 3.1.)   `12`

3.2 Governing Board Members   Jump to question: 3.2 ▾

Number of Board Members with disabilities   `0`

Comments

Question	Comment

No Comments for this section

4.1 Community Outreach Activities   Jump to question: 4.1 ▾

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific,
formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities   Jump to question: 4.1 ▾

	Yes/No
Produce public service announcemnts?	No
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	No
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	No
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	No
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	No
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	No
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	No
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	No

Comments

Question	Comment

No Comments for this section

5.1 Radio Programming and Production   Jump to question: 5.1 ▾

Instructions and Definitions:

5.1 Radio Programming and Production

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		4,308	4,308
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		45	45
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		366	366
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)		0	0
All Other (incl. sports and religious — Do NOT include fundraising)		0	0
Total	0	4,719	4,719

5.1 Radio Programming and Production

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production

Approx Number of Original Program Hours   134

Comments

Question	Comment

No Comments for this section

6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2018. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2018 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

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 on 12 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, the border, mental health, and other subject areas. KUAZ-AM/FM also broadcasts two weekly half-hour news and feature programs. "Arizona Spotlight" focuses on Southwestern Arizona's rich cultural and arts environment. In 2018 AZPM added, "The Buzz" featuring in-depth stories and interviews with Southwest Arizona's newsmakers. Both programs and radio news features strive to focus on stories about and of interest to the diverse residents who live here in Southern Arizona, including the Hispanic and Native American communities. All local news programs are available at azpm.org, through our streaming service, and through podcasts. In FY 19 AZPM is committed to providing more local in-depth news reports and feature stories. We will do this through our daily broadcasts and through podcasting via our website.

6.1 Telling Public Radio's Story

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 FY2018, KUAT-FM and KUAZ-AM/FM engaged in many 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 Fred Fox School of Music. Other producing partners have included The Arizona Friends of Chamber Music, The Tucson Philharmonic 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 the Winter Chamber Music Festival. KUAZ-AM/FM continued to broadcast weekly program segments featuring the Arizona State House and Senate leaders and Southern Arizona's Congressional representatives. Through all our local programs, such Arizona Spotlight, The Buzz and local news and public affairs in-depth reports, featured on Morning Edition and All Things Considered, we strive to keep our local Southwest Arizona listening community informed. 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 many other technical and administrative support roles. AZPM's radio news department continued to extend learning opportunities to 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. News interns also produce radio and online news stories and serve as the talent for PBS 6 Newsbreak broadcasting hourly television news headline segments offered during weekend afternoons and evenings.

6.1 Telling Public Radio's Story

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 FY2018 and KUAZ-AM/FM's audience performed well, especially in the 50+ demographic. KUAZ continued to be the most listened-to news/talk format station in the Tucson market (#62). Membership revenue, increased volunteer participation in multiple station activities, attendance at station-hosted and station-sponsored events, and participation in community initiatives all increased during FY 18, indicating greater community engagement with the community. 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 many reasons. Some lose their access to print late in life because of macular degeneration, 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 is 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 3rd largest book festival in the United States. Tens of thousands of people attend during the 3-day event held on the University of Arizona campus. AZPM has a large presence at the Tucson Festival of Books, interacting with festival-goers of all ages. This year, 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 FY2018 to produce a Community Interactive event focused on the Arts and their future here in Southern Arizona. The event hosted by The PBS Newshour's Jeffrey Brown, national experts, and local arts leaders focused on the arts and how they can play a more vibrant role in our daily lives. The 90-minute discussion was broadcast live on KUAZ-FM, televised via PBS 6, streamed live via AZPM. Org and archived for download on demand. The live and online audiences were encouraged to engage in live interactive surveys via Slido, this interactivity tool helped to engage the audience with real-time polling results throughout the evening's discussion. 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. In FY2018, AZPM produced a series of reports on mental health and opioid addition, aired on Arizona Illustrated. In addition to programs on our broadcast platform, AZPM directed listeners and viewers to additional community resources for teens, parents, and caregivers on this topic through AZPM.org. Also coming in FY2019, AZPM will continue its' partnerships with The Children's Museum, the Tucson Festival of Books and the University of Arizona Bookstore Storytime events. In addition, AZPM will 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. In 2018 AZPM held a series of televised debates with Arizona's Gubernatorial candidates as well as candidates from AZ Congressional District 1 and 2. These debates were co-sponsored by our media partners KJZZ, The Arizona Star and the Arizona Republic. Going into the 2020 election season, AZPM will continue to provide in-depth coverage of local, state and congressional election contests.

6.1 Telling Public Radio's Story   Jump to 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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. 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 taking place 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 FY2018, AZPM continued 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 has entered into a collaboration with other Arizona-based public media organizations, the partnership grew out of the "Fronteras: The Changing America Desk" a 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 participate in the partnership with the majority of the radio stations that were part of the original LCJ group providing the public important news and information related the changing face of the American West, 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.

6.1 Telling Public Radio's Story   Jump to 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 it's 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. This reduction in funding has continued and is projected to end as of FY 18. Projected funding from the University of Arizona is expected to be $800,000 per year, an annual reduction of funds from the University of Arizona of $1.5 million dollars. Clearly, as University funding continues to shrink, the annual monetary contribution that CPB makes to Arizona Public Media continues to play a significant role in the organization's future. Without CPB support, both local productions and the programs acquired from national distributors for broadcast on KUAT-FM and KUAZ-AM/FM would be scaled back significantly. If CPB support was withdrawn entirely, staff reductions and drastic cuts to operations would be necessary for AZPM's radio stations to continue to provide, on a greatly diminished basis, their unique services to Southern Arizonans.

Comments

Question	Comment

No Comments for this section

7.1 Journalists   Jump to question: 7.1 ▼

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists   Jump to question: 7.1 ▼

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
News Director	1				1					1	
Assistant News Director											
Managing Editor											
Senior Editor											
Editor											
Executive Producer	1			1						1	
Senior Producer	1				1		1				
Producer	7	1		4	4		4			4	0
Associate Producer											
Reporter/Producer											
Host/Reporter	6			3	3	1				5	
Reporter											
Beat Reporter											
Anchor/Reporter	2	1		2	1	1				2	0
Anchor/Host											
Videographer											
Video Editor											
Other positions not already accounted for											
Total	18	2	0	10	10	2	5	0	0	13	0

Comments

Question	Comment

No Comments for this section