



ARIZONA PUBLIC MEDIA[®]



2018-19 OVERVIEW

ORGANIZATIONAL PROFILE

AZPM is a member-supported, non-profit public media organization that serves all of Southern Arizona with three public television program services and three radio program services.

AZPM produces award-winning content from its studios on the campus of the University of Arizona (UA) and is provided as a community service and educational resource. AZPM is an operating unit of the University, but, since its inception in 1959, maintains editorial independence from the institution. The Arizona Board of Regents holds the FCC license for AZPM's broadcast stations. See Appendices I and II for more information about the history of AZPM as well as details regarding the public media funding model.



Television

KUAT and KUAS television stations are Public Broadcasting Service (PBS) affiliates and are broadcast via two digital transmitters that cover a broad portion of southeastern Arizona. Both stations provide a constant stream of PBS high-definition (HD) programming 24 hours a day, seven days a week on *PBS 6 (Channels 6.1 and 27.1)*. They are also the only two locally owned and operated television stations in Tucson.

AZPM offers two additional discrete standard definition program services, *PBS 6 PLUS* on KUAT, and *PBS Kids* on KUAS. AZPM also manages and operates the *UA Channel* on YouTube, which features a diverse mix of PBS titles, community programs, as well as University of Arizona-related lectures and events.

Radio

AZPM has two radio stations, KUAZ-AM/FM and KUAT-FM. Via three full-power transmitters and five translators, these stations reach listeners throughout Southern Arizona. KUAZ-AM/FM (*NPR 89.1*) broadcasts National Public Radio (NPR) during the day. While the AM station is limited to sunrise-to-sunset operations, *NPR 89.1* broadcasts 24-hours a day. During the evening hours, the station provides jazz music programming, followed in the early morning hours by the BBC's overnight World News Service. In October of 2018, AZPM launched KUAS-FM 88.9 in Sierra Vista, extending NPR 89.1's reach to communities southeast of Tucson. KUAT-FM (*Classical 90.5*) is the region's only classical music format radio station. It broadcasts 24 hours a day, and also provides locally produced newscasts.

Strategic Objective

AZPM's mission is to educate, inform, inspire, and connect our community by bringing people and ideas together. An extension of this mission is AZPM's commitment to producing local, original content for and about the people of Southern Arizona and the University of Arizona. AZPM is one of a handful of public stations in the country producing original local content on multiple platforms on a daily basis. Few American academic institutions have media assets that

compare with those of the University of Arizona. While some have radio or television operations, few enjoy the benefits of multiple radio and television services. See Appendix III for a complete listing of public media organizations in Arizona.



AZPM excels at its mission of producing exceptional local, original programming. In 2016 and 2017, AZPM staff received more Rocky Mountain Emmy® awards than any other broadcaster in Southern Arizona and more than any other public broadcaster in the entire Rocky Mountain region.

Staffing

AZPM has 105 full- and part-time professional staff who work in a variety of roles, including on-air talent, programming and production, engineering and technology, journalism and reporting, underwriting, marketing, and fundraising, among others. AZPM also employs approximately 28+ students who work to gain on-the-job training in radio, television, marketing and other media functions, working alongside AZPM's professional staff. AZPM also hosts student interns and journalism apprentices each semester.

AZPM's active Community Advisory Board (CAB) is comprised of citizens who represent the diverse needs and interests of the communities AZPM serves. The CAB advises AZPM management and the University on a variety of issues of importance to their respective communities, participates in community relations and fundraising activities, and guides the strategic planning process for the organization. Last, but certainly not least, AZPM's dedicated team of 200+ volunteers give tirelessly of their time and skills to assist AZPM in a wide variety of functions.





ARIZONA PUBLIC MEDIA®

FAST FACTS about PBS 6

Programs

National: Public Broadcasting Service (PBS)
Local Productions: *Arizona Illustrated* (39 x 30:00/year)
Arizona 360 (50 x 30:00/year statewide)
TV Newbreaks 3/day weekdays
Documentaries: (1-3 x 60:00/year national)

Audience

Tucson Market: 428,090 TV Households
Unduplicated Weekly Audience: 191,946 Viewers¹
Unduplicated Monthly Audience: 233,023 Households¹
National Ranking: #5 Full Week Audience²

Call Signs

KUAT-TV/KUAS-TV

Channels

Broadcast: 6-1 and 27-1 (Channel 6 HD translator in Duncan, AZ)
CATV: Cox 6 and 1006 (HD); Comcast 6 and 220 (HD)
DBS: DISH 6; DirecTV 6

Geography

Southern Arizona: Pima, Cochise, Santa Cruz, Pinal, and portions of Maricopa counties.

Co-branded ID Value

\$700,980³

1 Nielsen Media Research, 12-month average

2 TRAC Media Services, February 2016

3 The co-branded ID value is determined by multiplying the average cost of a 15-second underwriting message on the program service by the annual number of co-branded station IDs broadcast.

More about PBS 6

KUAT 6 and *KUAS 27* are the only locally owned and operated TV stations in Tucson, providing local non-commercial educational program services to communities throughout Southern Arizona and beyond. Channel 6 covers the bulk of Southern Arizona from its transmission facility on Mt. Bigelow and Channel 27, broadcasting from Tumamoc Hill, is used to fill in signal reception voids for audiences in the Catalina Foothills, which are in the shadow of the Santa Catalina Mountains. UA faculty and administrators are frequently featured on AZPM stations, sharing innovations and discoveries with the community and, online, with global audiences. AZPM's locally-produced content is frequently shared with sister PBS stations providing both intellectual and brand awareness opportunities through local PBS stations in communities across the country.



FAST FACTS about **PBS 6 PLUS**

Programs

How-to, Lifelong Learning, Drama, Science, History, and Arts Programming

Audience

Tucson Market: 428,090 TV Households
Unduplicated Weekly Audience: N/A¹

Call Sign

KUAT-TV

Channels – 6am – 6pm

Broadcast: 6-3 & 27-3
CATV: Cox 82; Comcast 396
DBS: N/A

Geography

Southern Arizona: Pima, Cochise, Santa Cruz, Pinal and portions of Maricopa County

Co-branded ID Value

\$468,900²

1 Audience data for PBS 6 PLUS is unavailable.

2 The co-branded ID value is determined by multiplying the average cost of a 15-second underwriting message on the program service by the annual number of co-branded station IDs broadcast.

More about **PBS 6 PLUS**

Bringing the lifelong learner more of all that public television has to offer, PBS 6 PLUS features programming to complement current programming on AZPM's flagship channel, PBS 6. Programming of audience favorites like *Nature*, *Nova*, *Masterpiece*, *Globe Trekker*, *Frontline*, and *PBS NewsHour* is scheduled in thematic blocks, including Drama, History, Arts & Music, Science & Nature, News & Public Affairs, Independent Films, DIY, Travel, and Food.



FAST FACTS about *PBS Kids*

Programs

PBS Educational Programming for Children

Audience

Tucson Market: 428,090 TV Households
Unduplicated Weekly Audience: N/A¹

Call Sign

KUAS-TV

Channels

Broadcast: 6-2 & 27-2
CATV: Cox 80 and Comcast 395
DBS: N/A

Geography

Central and Northwest Tucson and the Catalina Foothills

Co-branded ID Value

\$131,400²

1 Audience data for PBS Kids is unavailable.

2 The co-branded ID value is determined by multiplying the average cost of a 15-second underwriting message on the program service by the annual number of co-branded station IDs broadcast.

More about *PBS Kids*

The UA, a public Land-Grant University and a top-25 research institution in the U.S., is both committed to public education and dependent upon it for future generations of successful students. High school graduation outcomes and university-level student performance are positively influenced by quality early childhood education experiences. Each week, AZPM provides through the *PBS Kids* channel and *PBS 6* more than 200 hours of high-quality educational programs designed to foster interest in STEM (science, technology, engineering, and mathematics) subjects and to develop literacy, social, and emotional skills.

Also indicative of AZPM's dedication to early childhood education is its partnership with KAET8/Phoenix in *AZ PBS Learning Media*, a national initiative and local collaboration that provides access to an expansive digital library of educational materials aligned with Common Core Standards. Nearly 13,000 teachers across Arizona are now accessing the service. A volunteer Teacher Core Educator who conducts training seminars in Southern Arizona is integral to the now three-year old program. The volunteer educator has also participated in the *Mathematics Educator Appreciation Day Conference at the UA*, *Teacher Day at the UA*, and the *Annual Fair for Educators* hosted by the Office of the Pima County School Superintendent. Among the community partnerships AZPM has cultivated to help promote the educational value of *PBS's* children's programming is one with Children's Museum Tucson.



All Things Considered Host Robert Siegel with Jules Feiffer

FAST FACTS about **NPR 89.1**

Programs

National: NPR News & Information, and BBC World Service News

Local Productions: *Arizona Spotlight* (52 x 30:00/year); *The Buzz* (52 x 30:00/year); 14 daily live newscasts (weekdays)

Audience

Tucson Radio Market (12+): 872,600

Weekly Cumulative Audience: 110,100 (Winter 2017)¹

Market (AQH) Share: 7.5 (Winter 2017)²

Market Rank (Winter 2016): #3 (12+)²; #1 (50+)²

Call Sign

KUAZ (AM), KUAZ-FM & KUAZ-FM HD-2

Channels

Broadcast: 1550 AM, Tucson; 89.1 FM; 89.1 HD-2, Tucson; 91.7 FM, Sierra Vista; 88.9 FM, Sierra Vista

Geography

KUAZ(AM): Southern Arizona from Casa Grande to Green Valley

KUAZ-FM: Central Tucson and Sierra Vista

Co-branded ID Value

\$315,360³

1 Total Survey Area Cume, Persons 12+, Mon-Sun 6A-Midnight, Winter 2017, Produced by RRC from Data © 2017 Nielsen Audio, Inc.

2 Metro AQH Share, Persons 12+/50+, Mon-Sun 6A-Midnight, Winter 2017, Produced by RRC from Data © 2017 Nielsen Audio, Inc.

3 The co-branded ID value is determined by multiplying the average cost of a 15-second underwriting message on the program service by the annual number of co-branded station IDs broadcast.

More about **NPR 89.1**

NPR 89.1 provides news, information and entertainment programming from NPR, American Public Media, the BBC, Public Radio International and others, along with jazz music in the evening. The station's AM and FM transmitters and FM translator cover the area from Phoenix to Green Valley and Sierra Vista. *NPR 89.1's* audio is streamed live 24/7 at www.radio.azpm.org/kuaz.

AZPM's locally-produced content on *NPR 89.1* includes live newscasts throughout most of the day, extended in-depth news and public affairs features aired during NPR's *Morning Edition* and *All Things Considered*. Regular local programs include weekly radio news and feature magazine *Arizona Spotlight*, and in-depth public affairs program *The Buzz*.

NPR 89.1's HD-2 channel broadcasts news and information from the BBC World Service 24-hours a day.



Community Concerts Series: Arizona Repertory Singers

FAST FACTS about *Classical 90.5*

Programs

Classical Music Programming from American Public Media (APM) and Public Radio International (PRI), WFMT and others.

Community Concerts (36 x 90:00/year); 6 daily newscasts (weekdays)

Audience

Tucson Radio Market (12+): 877,600

Weekly Cumulative Audience: 33,900 (Winter 2017)¹

Market (AQH) Share: 2.0 (Winter 2017)²

Market Rank (Winter 2016): #14-tie (12+); #8-tie (50+)²

Call Sign

KUAT-FM

Channels

90.5, 90.5 HD-2, & 89.7 FM, Tucson/88.9 FM, Bisbee/91.1 FM, Nogales/89.5 FM, Safford/89.7 FM, Sierra Vista

Geography

Southern Arizona: From Scottsdale to Nogales including Tucson, Safford, Sierra Vista, and Bisbee

Co-branded ID Value

\$87,600

¹ Total Survey Area Cume, Persons 12+, Mon-Sun 6A-Midnight, Winter 2017, Produced by RRC from Data © 2017 Nielsen Audio, Inc.

² Metro AQH Share, Persons 12+/50+, Mon-Sun 6A-Midnight, Winter 2017, Produced by RRC from Data © 2017 Nielsen Audio, Inc.

³ The co-branded ID value is determined by multiplying the average cost of a 15-second underwriting message on the program service by the annual number of co-branded station IDs broadcast.

More about *Classical 90.5*

Broadcasting from Mt. Bigelow in the Catalina Mountains, *Classical 90.5's* 12,500-watt signal and five FM translator network reaches from Scottsdale to Nogales. The station provides a 24-hour program stream of classical music on its main analog and digital channels, and provides *NPR 89.1's* programming on its digital HD-2 channel. *Classical 90.5's* audio is streamed online 24/7 at www.radio.azpm.org/classical.

Among the unique local programming offered by *Classical 90.5* are the broadcast twice-weekly *Community Concerts* series programs, showcasing student, faculty and guest artist performances recorded at UA's School of Music; the annual recital series and *Winter Chamber Music Festival* presented by the Arizona Friends of Chamber Music; and concerts by the Tucson Philharmonia Youth Orchestra, The St. Andrews Bach Society and others. *Classical 90.5* always offers a number of special holiday broadcasts of concerts recorded locally as well, such as *The Holiday Card to Tucson*, which includes a number of UA ensembles, along with concerts featuring the Tucson Boys and Girls Choruses, the Arizona Repertory Singers, and others. Top of the hour newscasts hosted AZPM's news team (including UA interns) are broadcast during the morning and evening hours, and at mid-day on *Classical 90.5*.

online & new media



FAST FACTS about *Online & New Media*

Selected Websites

Home: AZPM.org
News: News.AZPM.org
TV: TV.AZPM.org
NPR 89.1: Radio.AZPM.org/KUAZ
Classical 90.5: Radio.AZPM.org/Classical
On Demand: Ondemand.AZPM.org
Originals: Originals.AZPM.org
Education: Education.AZPM.org & az.pbslearningmedia.org

Audience

Monthly Average Page Views: 506,802¹
Monthly Average Unique Visitors: 306,026¹
Preview circulation (# on mailing list): 13,922

Social Media

Facebook: facebook.com/azpublicmedia
Twitter: @azpmnews & @azpm
Facebook Likes: 17,079
Twitter Followers:
 @azpmnews: 11,250
 @azpm: 1,112

Geography

Worldwide

¹ 1Q2016 Google Analytics

More about *Online & New Media*

The Online & New Media division makes news content, video and audio segments of local and national productions, and other informational and educational resources available to a growing number of visitors to AZPM's websites.

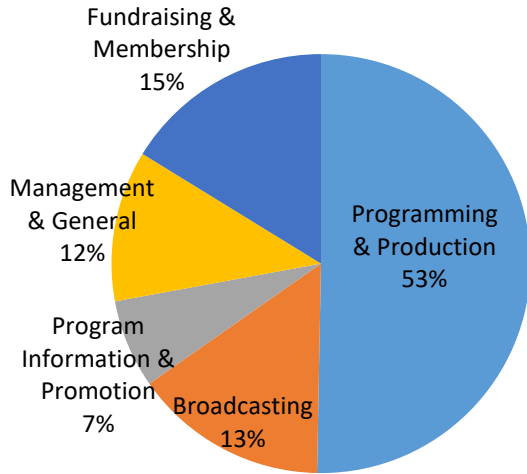
News.AZPM.org is a dedicated news portal, aggregating radio and television reports and features that cover Tucson and state-wide issues as well as AZPM original content created specifically for web visitors. *AZPM.org* makes full-length episodes of AZPM programs available for viewing online anytime and *PBS Passport* provides access to most of PBS's recently aired programming for viewing on demand.

AZPM.org's content underscores AZPM's dedication to lifelong learning. It provides specific resources designed to assist primary and secondary school teachers with curriculum enhancement and professional development. *AZ PBS LearningMedia™*, a national initiative and statewide collaboration with KAET8/Phoenix, which provides easy, instant access to tens of thousands of classroom-ready, digital resources. The robust digital library includes 30,000+ educational digital media resources, all aligned to Common Core Standards and provided at no cost to educators. AZPM also provides access to online professional development resources for educators through *PBS TeacherLine*.

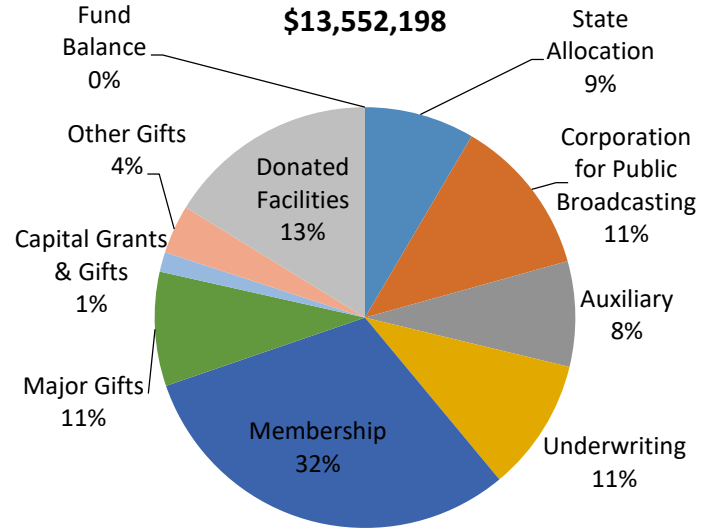
In addition to making use of the promotional, informational and marketing opportunities afforded by social media, AZPM takes advantage of the economy of e-mail communication with its contributing members and major donors. Each week, AZPM e-mails to subscribers its *Preview* newsletter, which features timely information about AZPM's offerings during the upcoming week on television, radio and the web, along with information about AZPM events taking place in the community.

ANNUAL BUDGET

FY19 Budgeted Expenditure
\$13,552,198



FY19 Budgeted Revenue
\$13,552,198



FY19 Revenue Breakdown by Source

Source	Percentage	Amount
State Allocation (UA)*	9%	\$ 1,239,515
Donated Facilities (UA)	13%	\$ 1,827,208
Federal Allocation (via CPB)	11%	\$ 1,424,114
Membership (gifts to \$999.99)	32%	\$ 4,367,530
Major Gifts (gifts \$1,000+)	11%	\$ 1,451,410
Program Underwriting	11%	\$ 1,424,561
Other Gifts	4%	\$ 495,860
Auxiliary (Revenue from production services, etc.)	8%	\$ 1,122,000
Capital Grants & Gifts	1%	\$ 200,000
Used Fund Balance	0%	\$ 0
	100%	\$ 13,552,198

*The amount of the state allocation decreased by \$400,000 each year through 2018.
(FY16 = \$1,960,330; FY17 = \$1,560,330; FY18 = \$1,160,330)

FY19 Expense Breakdown by Source

Source	Percentage	Amount
Programming, Production, Promotion and Broadcasting	73%	\$ 9,907,159
Fundraising & Membership	15%	\$ 1,998,389
Management & General (CPB/FCC/UA Compliance)	12%	\$ 1,646,651
	100%	\$ 13,552,198

APPENDIX I: HISTORY

For more than 90 years, the University of Arizona (UA) has been home to broadcast media designed to serve the community. From an experimental AM radio station started by UA students in the early 1920s to multiple radio, television, and online assets – some of which could not have been envisioned even 20 years ago – UA, through AZPM and its precursors, continues to provide public media services that educate, inform and enhance the lives of Southern Arizonans. AZPM offers valuable hands-on learning opportunities for academic interns, journalism apprentices and student employees. Additionally, it provides much-needed expertise and technical support for various UA colleges and departments to communicate the importance of their work and how it affects lives.

APPENDIX II: THE PUBLIC MEDIA FUNDING MODEL

State colleges and universities operated the earliest public broadcasting stations in the U.S. – which were limited to radio at that time – often as part of their cooperative extension services. Funding for station operations was generally provided internally with no reliance on listener contributions. Some stations also sold advertising, now illegal, as regulations for the operation of public stations had yet to be codified by the federal government. The notion of non-commercial educational stations first appeared in the 1940s, coinciding with the establishment of the FM band. The first U.S. public television station was the University of Houston’s KUHT, which commenced broadcasting in 1953. AZPM’s first public station was KUAT-TV, which signed on the air in 1959.

The current funding model for public media organizations was established by the Public Broadcasting Act of 1967. As part of the Act, Congress created the Corporation for Public Broadcasting (CPB). CPB is not a government agency, but promotes public telecommunications services for the American people. Congress funds CPB, which in turn invests in more than 1,000 local radio and television stations that reach virtually every household in the country.

Stations apply for CPB funding on an annual basis and, if they qualify, are granted funds to be used over a two-year period. Stations are awarded funds based on their service to the community and their ability to generate their own non-federal financial support. In other words, CPB rewards stations with increased funding based on local fundraising capabilities. Therefore, all local, non-federal support dollars are leveraged to generate more funding from CPB. The largest single source of public media funding is typically individual donor support – dollars contributed by listeners, viewers and users of online services.

APPENDIX III: PUBLIC MEDIA ORGANIZATIONS IN ARIZONA

Public Media Organizations in Arizona								
Institution	University of Arizona		Arizona State University		Maricopa Community College		Northern Arizona University	
Market	Tucson		Phoenix		Phoenix		Flagstaff	
TV	KUAT 6.1	PBS 6	KAET 8.1	Arizona PBS 8	KBAQ FM	Classical 89.5	KPUB FM	Classical 88.7
	KUAT 6.2	PBS 6 PLUS	KAET 8.2	Arizona PBS LIFE	KJZZ FM	NPR 91.5	KNAU FM	NPR 91.7
	KUAT 6.3	PBS KIDS	KAET 8.3	Arizona PBS WORLD				
	KUAS 27.1	PBS	KAET 8.4	Arizona PBS KIDS				
	KUAS 27.2	PBS 6 PLUS	KAET 8.5	Classical (simulcast)				
	KUAS 27.3	PBS KIDS						
Radio	KUAT FM	Classical 90.5						
	KUAZ FM	NPR 89.1						
	KUAZ AM	NPR 1550						
	KUAZ HD	NPR 89.1-1						
	KUAZ HD	BBC 89.1-2						
Digital	UA Channel	azpm.org/uachannel						
Online	azpm.org		azpbs.org		kbaq.org	knau.org		
	tv.azpm.org				kjzz.org			
	radio.azpm.org	/classical						
	radio.azpm.org	/kuaz						

APPENDIX IV: AZPM'S CAPITAL INVESTMENT NEEDS

Unlike many other units at the UA, AZPM operates in a highly competitive and a high-tech environment, requiring continuous investment in technology. In the days of analog broadcasting, technology had a much longer lifespan and, with proper care and maintenance, equipment could last well beyond the manufacturers' supported lifespan. As an example, AZPM's Grass Valley video switcher, which was retired in 2010, was used over the course of 27 years, whereas the digital switcher that replaced it has a maximum expected lifespan of just 10-12 years. The new switcher, like much of today's digital infrastructure, relies on computer hardware and software components that have a much shorter useful lifetime. Regardless of how well the equipment is maintained, it will be unserviceable in just a few years. In 2006 and 2007, AZPM reserved approximately \$100K per year for capital equipment. Today, AZPM budgets upwards of 5% of revenue annually on capital refresh. In FY2016 AZPM spent less on capital purchases than in previous years because it was expending its capital dollars conservatively in anticipation of making major FY2017 investments in the renovation of its outdated radio studios and television master control operations center, and replacement of its television broadcast automation equipment and offline storage servers that are now at or beyond end of life.

FY2017 =	1,059,595
FY2018 =	692,811
FY2019 =	727,350
FY2020 =	941,000
FY2021 =	1,084,700

In the past, federal grants were available to support the technological infrastructure of public media organizations through the National Telecommunications Information Agency (NTIA) and its Public Telecommunications Facilities Program (PTFP) program. Since being phased out of the federal budget several years ago, public media organizations have relied on local capital fundraising efforts to support ongoing capital equipment refresh programs.

AZPM's investment of nearly \$10 million in technological upgrades over the past decade has enabled it to provide reliable high-quality programs and signals to audiences while at the same time taking advantage of operational cost savings available with new technologies.