

ARIZONA PUBLIC MEDIA®

2020 REPORT TO THE COMMUNITY



ARIZONA
PUBLIC MEDIA®



PBS



A COMMUNITY SERVICE OF
THE UNIVERSITY OF ARIZONA

Dear Friends,

On March 8, 2019, Arizona Public Media's (AZPM) KUAT Channel 6, Arizona's first public television station, celebrated 60 years of service to Southern Arizona and the University of Arizona. What began as a singular education/instructional television station has grown into an impressive collection of multimedia assets. Those resources, including television, radio, and digital, continue to provide entertaining, educational, and information programming and services to Southern Arizona and to the University.

On radio, AZPM launched a new 24-hour jazz music service, Jazz 89.1 HD2. A new app released for the Amazon Alexa smart speaker device provides added convenience to NPR, Classical, or Jazz radio audiences. AZPM radio stations are streamed online more than 35,000 times a month and are enjoyed by people all over the world. NPR 89.1 was named the best radio station for news by readers of the *Tucson Weekly* for the 17th straight year.

AZPM staff members received 12 individual regional Emmy® Awards for five projects in five categories, including a first-time win for *Arizona 360* and a show/series win for *Arizona Illustrated*. AZPM's ongoing commitment to quality reporting was recognized with a second national Edward R. Murrow Award in the Feature Reporting category. This award was in addition to the four regional Murrow Awards received for journalistic excellence.

PBS 6 continues to be among the most-watched public television stations in the country and now provides a live broadcast stream on azpm.org. PBS 6 was ranked the #1 PBS station in the country in both February and May 2019 and



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Chief Executive Officer,
Arizona Public Media



LISA RULNEY
Sr. Vice President for
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Chief Financial Officer,
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SUSAN TARRENCE
Chair, AZPM Community
Advisory Board

was among the top six stations, based on per capita viewership, in all four national sweeps periods. A new long-form television documentary series, *Wild Arizona!*, premiered with a pilot episode in November 2019. Other documentary projects

in development include a follow-up to last year's *OSIRIS REX: Countdown to Launch*, which profiles the UArizona-led mission to collect a sample of the asteroid Bennu, and a retrospective of PBS 6 serving as the capstone of AZPM's 60th anniversary year.

AZPM's community presence increased significantly, with more than 60 community and educational events presented or sponsored during our 60th anniversary year. AZPM also launched additional educational outreach efforts to increase awareness and use of PBS LearningMedia, which provides thousands of free learning objects to teachers and students.

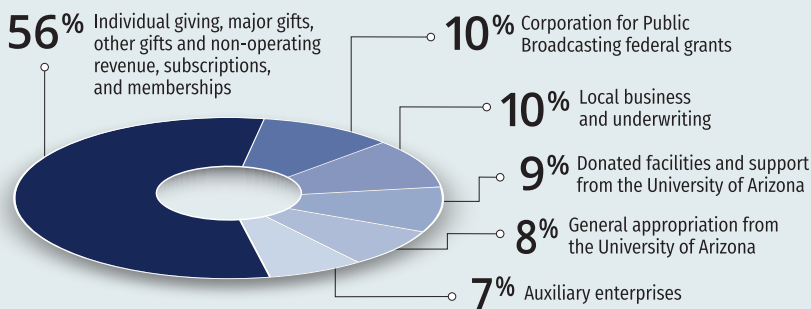
AZPM is the destination for children's education, serving as Southern Arizona's largest classroom and providing hands-on training opportunities to UArizona students in a variety of production and operational disciplines. AZPM continues to be a trusted source of in-depth news, information, and local and national programming celebrating the arts, sciences, and culture. Across three television channels, four radio services, and a growing array of digital offerings, AZPM delivers informative and engaging programs that encourage lifelong learning.

Our achievements this year would not have been possible without your generous support. Thank you for helping us to entertain, educate, inform, and inspire our audiences throughout Arizona and beyond.

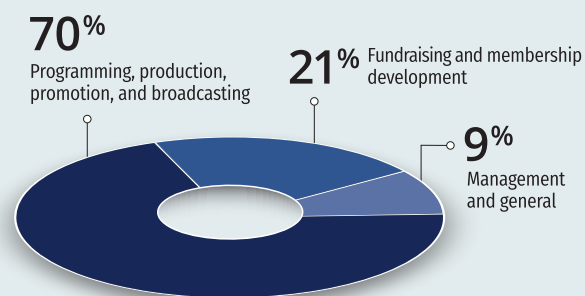
Jack Gibson Lisa Rulney Susan Tarrence

Financials/Accountability

REVENUES OPERATING AND NON-OPERATING*



EXPENSES OPERATING AND NON-OPERATING*



*Graphs represent figures for the year ended June 30, 2019. The complete financial audit report is available online at about.azpm.org



**57
EMMY
AWARDS
OVER THE LAST
5 YEARS**

AWARDS & ACHIEVEMENTS

Over the last five years, AZPM staff have been recognized with 57 Emmy Awards – more than all Tucson stations combined and more than all public media organizations in the five-state Rocky Mountain Region.

AZPM continues to lead the region, and specifically its public media colleagues, in industry awards. Nominated in 2019 for 32 regional Emmy® awards, AZPM staff received 12 individual Emmys for five projects in five distinct categories.

In June of 2019, AZPM's ongoing commitment to quality reporting and programming was recognized with four regional Murrow Awards and its second national Edward R. Murrow Award for the *Arizona Illustrated* segment *Where Dreams Die*.

The Murrow Awards are among the most prestigious and respected journalism awards in the world. From more than 4,600 entries, these awards recognize 100 local and network radio, television, and digital news organizations for outstanding journalism in 16 categories.



AZPM Staff Achievements



Gisela Telis, AZPM Mental Health Reporter/Producer, was nominated for the 2018 NATAS Journalistic Enterprise award which recognizes a significant body of work over the past 12 months.



Vanessa Barchfield, AZPM Science Producer, was named a 2019 Climate Matters In The Newsroom Fellow. Only 10 journalists nationwide were selected for the Climate Matters fellowship, whose objective is to increase reporting on climate change science, impacts, and solutions. Ms. Barchfield was also one of 12 journalists to participate in the 2019 Resilience Journalism Fellowship.



AC Swedbergh, AZPM Webmaster, was chosen to participate in the PBS Digital Immersion Project aimed at changing station culture to embrace new digital platforms. His goal for the project was to increase AZPM Passport usage. As a direct result, monthly Passport views increased 100% since July 2018 to more than 800,000 minutes per month on average.



Lorraine Rivera, *Arizona 360* Host/Producer, was named one of Tucson's 40 Under 40 for 2019. The award honors young leaders who are making an impact in the community with their professional and charitable work.

ON THE COVER

AZPM reporter/intern Sasha Hartzell, reporting for *The Buzz*, interviews a University of Arizona student outside of the UArizona Student Union. Sasha will graduate in the spring of 2020 with a bachelor's degree in Journalism and pursue a career in documentary filmmaking.

RANKINGS



PBS 6 continues to be one of the top performing PBS stations in the country.

4% Increase in primetime cumulative audience

8.8% Increase in overall viewership over previous year



PBS 6 PLUS enjoyed significant growth

14% Increase in primetime cumulative audience

22% Increase in overall viewership over previous year



PBS KIDS is a family favorite, offering simultaneous viewing of children's programs on television and online.

#1 Educational media brand for children

TOP 10 PROGRAMS ON PBS 6

1. *Masterpiece "Victoria"*
2. *Country Music: A Film by Ken Burns*
3. *A Capitol Fourth*
4. *Finding Your Roots with Henry Louis Gates, Jr.*
5. *Call the Midwife*
6. *Victoria and Albert*
7. *Masterpiece "Poldark"*
8. *The Desert Speaks*
9. *Prince Charles at 70*
10. *Queen Victoria & Her 9 Children*



PBS 6 brought viewers the universe with *SUMMER OF SPACE*, a multi-platform experience featuring six new science and history programs, all commemorating America's journey into space.

AZPM Original TV Programming

DIVERSE STORIES

Over the past year, 43 new episodes of *Arizona Illustrated* were broadcast. Offering local stories with national appeal, four *Arizona Illustrated* stories were broadcast on *PBS NewsHour* during the fiscal year.

ARIZONA
Illustrated

Average weekly viewers

49,310
UP 39.6%*

PUBLIC AFFAIRS

Covering local issues with national impact, such as teacher pay, border and immigration, and the midterm election, *Arizona 360* consistently kept viewers informed throughout the state of Arizona.

Arizona 360

Average weekly viewers

25,470
UP 12.9%*



Local artist Alvaro Enciso honors migrant deaths in the Sonoran Desert. 2019 National Edward R. Murrow Award Winner *Arizona Illustrated* segment *Where Dreams Die*.



Lorraine Rivera interviews Cochise County Sheriff Mark Dannels for the 2019 Emmy Award winning episode *Arizona 360 Border Special: Tucson to El Paso*.

*Fiscal year growth July 2018 to July 2019, combined airings on PBS 6 & PBS 6 PLUS (Nielsen Media Research/TRAC Media Services ©2019)

RADIO



FISCAL YEAR 2019 GROWTH*



CUMULATIVE AUDIENCES

Age 12+ **15%** Increase

Age 50+ **24%** Increase

AVERAGE QUARTER HOUR

Age 12+ **12%** Increase

Age 50+ **21%** Increase



CUMULATIVE AUDIENCES

Age 12+ **6%** Increase


Age 50+ **11%** Increase

AVERAGE QUARTER HOUR

Age 12+ **11%** Increase

Age 50+ **20%** Increase

BEST RADIO STATION FOR NEWS

 NPR 89.1 was once again named "Best Radio Station for News" in the Tucson Weekly Best of Tucson Readers Poll for 2019, a title the station has held since 2002.

RANKINGS*

NPR 89.1 was the top station among Adults 50+ in morning drive in the Tucson Metro market area.†

The station tied for the top spot in the Tucson Metro market area among listeners in the target demographic of Adults 50+.

NPR 89.1 also tied for the top rank in the 50+ demo, Monday through Friday, 6am to Midnight.

* Source, Nielsen Audio, Inc. 2018

† Monday through Friday, 6:00am to 10:00am from July, 2018 to March, 2019



Every day, NPR 89.1 connects with Southern Arizonans on the air, online, and in the community, delivering stories on business, politics, health, science, technology, culture, and the arts.

AZPM Original Radio Programming



Arizona Public Media launched *The Buzz* in August of 2018 on NPR 89.1. Hosted by Christopher Conover, *The Buzz* is a weekly program that takes a deep dive into a single topic, offering conversation with room for analysis and breakdown of assumptions.

More than 3,000 *The Buzz* podcasts are downloaded every month.



Jazz music is often called America's greatest original art form. In May of 2019, Arizona Public Media expanded its commitment to arts and culture in Southern Arizona by launching Jazz 89.1 HD2 and making this art form available to Southern Arizona audiences 24 hours a day.



A view from the top platform of the new AZPM radio tower in Cochise County. Cochise Juniper Daily Field Production Report.

Expanded Service to Southeast Arizona

With the completion of a new transmission tower near Bisbee, Arizona, KUAS-FM 88.9 now delivers first-time NPR program service to all of Sierra Vista, Bisbee, Douglas, and the surrounding communities.

AUDIENCE DEVELOPMENT



ENGAGEMENT*

12,154 Members

| YoY | MoM |
|---------|--------|
| + 18.1% | + 1.6% |

956,291 Minutes watched per month

| YoY | MoM |
|---------|--------|
| + 50.1% | + 1.9% |

27,993 Streams

| YoY | MoM |
|-------|---------|
| + 75% | + 17.5% |

SOCIAL MEDIA CHANNELS

Followers have consistently increased across AZPM's three station-wide social network channels.

f FACEBOOK 28,000

AZPM's Facebook page is within the top seven percent of all public media Facebook pages nationally.

Instagram 5,500

Twitter 16,000

WEBSITE TRAFFIC

25% Increase in views year over year

Page Views on Arizona Public Media's website, AZPM.ORG, increased from 6 million to 7.5 million over the previous fiscal year.



AZPM Passport is a membership benefit that gives users unprecedented access to a streaming library of favorite PBS and AZPM programming. AZPM Passport is one of the top Passport programs within the PBS system.

AZPM.ORG Adds Education to the Menu



A new education section now resides on the azpm.org home page. **education.azpm.org** takes visitors to the PBS LearningMedia Arizona site, offers information and instruction for teachers, and offers signups for the newly created AZPM Classroom e-newsletter.

The page also contains a calendar of kid-friendly AZPM events, STEM content and PBS KIDS information.

◀ AZPM and PBS have curated a vast selection of FREE online learning resources, including standards-aligned videos, interactives, and lesson plans. To learn more, visit azpm.org and click on the education link.

*October 2019 data. Passport performance report 2018-2019.

COMMUNITY ENGAGEMENT

Valued Support

Approximately 200 volunteers give their time in support of AZPM's mission each year, serving as community ambassadors, assisting with pledge drives, and providing administrative support. This past year, volunteers represented AZPM at special events, live productions, children's activities, and member screenings, appeared in on-air pledge campaigns, and assisted behind the scenes.

AZPM's 30-member volunteer Community Advisory Board (CAB)

**VOLUNTEERS
DONATED
4,107
HOURS IN THE
PAST FISCAL
YEAR**

is composed of citizens who represent the diverse interests of the communities AZPM serves. The board advises AZPM management on a wide variety of issues related to providing unparalleled program and community services to audiences throughout Southern Arizona.

Community support through membership, underwriting, and volunteering is what allows AZPM to continue to provide the Southern Arizona community with the highest quality local programming.



▲ Volunteers Ingrid Novodvorsky and Marianne Leedy at the 50th anniversary celebration of AZPM's first radio station, KUAZ-AM 1550.



▲ AZPM student employee Joanna Galons works with a child during pre-screening activities at the Eckstrom-Columbus Library on June 11, 2019. The family fun event featured the PBS KIDS special *Ready Jet Go!: One Small Step*—a special episode that celebrates the 50th anniversary of Apollo 11.

Community Interaction, a Core Function of AZPM

During the year-long 60th anniversary, AZPM presented or sponsored more than 60 events across Southern Arizona.

The events included first-time public appearances in Cochise County. AZPM traveled to Sierra Vista and UA South to launch KUAS 88.9 FM in October 2018, and in May 2019 produced a live radio event before a packed house at the Bisbee Royale.

AZPM offered public screenings of Ken Burns' documentary *Country Music*, the *American Experience* film *Chasing the Moon*, and Season 3 of *Victoria*.

AZPM also took part in the Pima County Fair, UA Spring Fling, the Tohono Chul Spring Gala, Cycloviva, and partnered with the Loft Cinema for an outdoor screening under the stars of the acclaimed documentary *Won't You Be My Neighbor?*

AZPM's outreach activities included events that reached a more diverse demographic than ever before. AZPM presented a screening of the PBS series *Native America* to audiences on the Tohono O'odham Nation, and engaged audiences from the Pascua Yaqui tribe at a screening of the new PBS KIDS program *Molly of Denali*. *Molly of Denali* is the first nationally distributed children's show to feature an Alaska Native as the main character and protagonist.



◀ Curious George poses with a PBS KIDS fan for a keepsake photo at the 2019 Tucson Festival of Books.

EDUCATION & INSPIRATION

Employing the Future

AZPM provides real-world experience to 20 to 30 University of Arizona student employees each semester. Students gain hands-on experience working in a variety of departments, such as TV Production, News, Marketing, Membership, IT, and Business Administration. Many of these students remain with AZPM for the duration of their college years.

Three AZPM student employees were hired to full-time staff positions upon graduating in 2019.



▲ AZPM Educational Outreach Coordinator Cheryl Gerken hosts a table of learning activities at the 2019 Fox Literacy Day at the historic Fox Theatre in downtown Tucson.

Educational Outreach

Adding to the educational programming that viewers have come to expect, this past year saw AZPM launch a new educational outreach effort. One of the key goals of the new year was to increase educational services to preschool children and their caregivers, students, parents, and adult learners.

Central to this program was increasing awareness and use of PBS LearningMedia. In the first year of the program, AZPM provided three PBS LearningMedia Arizona workshops for 80 teachers in Sierra Vista, Tucson, and at Biosphere2. Arizona Public Media also offered 12 educational outreach events throughout Southern Arizona, introducing AZPM to new and diverse audiences in the process.

Content from AZPM's original teen mental health documentary, *Not Broken*, is now available for classroom use on the national PBS LearningMedia site. *Not Broken* has been promoted by PBS and member stations around the country, and includes video vignettes, lesson plans, and classroom activities.



ARIZONA PUBLIC MEDIA®



azpm.org

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