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 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 UA-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 University of Arizona 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
Chief Executive Officer, Arizona Public Media
Lisa Rulney
Sr. Vice President for Business Affairs and Chief Financial Officer, University of Arizona
Susan Tarrence
Chair, AZPM Community Advisory Board

Financials/Accountability

**REVENUES OPERATING AND NON-OPERATING**

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<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>56%</td>
<td>Individual giving, major gifts, other gifts and non-operating revenue, subscriptions, and memberships</td>
</tr>
<tr>
<td>10%</td>
<td>Corporation for Public Broadcasting federal grants</td>
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<tr>
<td>10%</td>
<td>Local business and underwriting</td>
</tr>
<tr>
<td>9%</td>
<td>Donated facilities and support from the University of Arizona</td>
</tr>
<tr>
<td>8%</td>
<td>General appropriation from the University of Arizona</td>
</tr>
<tr>
<td>7%</td>
<td>Auxiliary enterprises</td>
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**EXPENSES OPERATING AND NON-OPERATING**

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<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>70%</td>
<td>Programming, production, promotion, and broadcasting</td>
</tr>
<tr>
<td>21%</td>
<td>Fundraising and membership development</td>
</tr>
<tr>
<td>9%</td>
<td>Management and general</td>
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*Graphs represent figures for the year ended June 30, 2019. The complete financial audit report is available online at about.azpm.org
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.
TELEVISION

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
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%*

*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)*
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 89.1 HD2 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.

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.

* Source: Nielsen Audio, Inc. 2018
† Monday through Friday, 6:00am to 10:00am from July, 2018 to March, 2019
**AUDIENCE DEVELOPMENT**

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**AZPM Passport**

**ENGAGEMENT**

12,154 Members

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<tr>
<th></th>
<th>YoY</th>
<th>MoM</th>
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<tbody>
<tr>
<td>members</td>
<td>+ 18.1%</td>
<td>+ 1.6%</td>
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956,291 Minutes watched per month

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<tr>
<td>minutes watched</td>
<td>+ 50.1%</td>
<td>+ 1.9%</td>
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27,993 Streams

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<tr>
<th></th>
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<tbody>
<tr>
<td>streams</td>
<td>+ 75%</td>
<td>+ 17.5%</td>
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**SOCIAL MEDIA CHANNELS**

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

- **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

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**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.

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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.

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**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.

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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) 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.

COMMUNITY ENGAGEMENT
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, Cyclovia, 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.

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.

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.

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