



# ARIZONA PUBLIC MEDIA®

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2020-21 ORGANIZATIONAL PROFILE

## ORGANIZATIONAL OVERVIEW

Arizona Public Media is a member-supported, non-profit public media organization serving Southern Arizona with three public television program services and three radio program services.

Producing award-winning original content from its studios on the campus of the University of Arizona (UA), AZPM is an editorially independent, nonprofit service of the UA and is funded through the generous support of annual and sustaining members, the business community (through program underwriting), fee-for-service production activities, the Corporation for Public Broadcasting, and direct and in-kind support from the UA. See Appendices I and II for more information about the history of AZPM as well as details regarding the public media funding model.



AZPM is one of a handful of public media organizations in the country producing original local content on multiple platforms on a daily basis. While some American academic institutions have radio or television operations, few have media assets that compare with the multiple radio and television services of the University of Arizona. See Appendix III for a complete listing of public media organizations in Arizona.

Arizona Public Media® and AZPM® are registered trademarks of the Arizona Board of Regents, which, for the benefit of the University of Arizona (UA), holds the Federal Communications Commission (FCC) broadcast licenses for all AZPM radio and television stations.

## Staff, Students, and Volunteers

AZPM's 104 full- and part-time professional staff work in a variety of roles, including on-air talent, programming and production, engineering and technology, journalism and reporting, underwriting, marketing, community engagement, educational outreach, and fundraising, among others. AZPM also employs approximately 20-25 University of Arizona students each semester. AZPM student employees, student interns, and journalism apprentices work alongside the professional staff, gaining on-the-job training and real-world experience in radio, television, marketing, accounting, graphic design, and other media functions.

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®



A Community Service of the University of Arizona



## Television

KUAT-TV and KUAS-TV are Public Broadcasting Service (PBS) member stations 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 locally owned and operated television stations in Tucson.

In addition to *PBS 6* on HD, AZPM offers two additional 24-hour discrete standard definition (SD) program services, *PBS 6 PLUS* on KUAT-TV, and *PBS Kids* on KUAS-TV. *PBS 6 Plus* offers the best in travel, exercise, DIY, lifestyle, drama, science, nature, technology, arts, and current affairs programming, while *PBS Kids* offers a safe haven for young viewers with educational programming 24 hours a day. 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's two primary radio stations, KUAZ-AM/FM (*NPR 89.1*) and KUAT-FM (*Classical 90.5*), reach listeners throughout Southern Arizona via three full-power transmitters and five translators. KUAT-FM broadcasts 24 hours a day, providing National Public Radio (NPR) programming from 5:00a to midnight and the *BBC WorldNews Service* from midnight to 5:00a. KUAZ-AM, also offering NPR programming, is limited to sunrise-to-sunset operations. Established in 2018, KUAS-FM 88.9 in Sierra Vista extends *NPR 89.1*'s reach to communities in the southeast corner of the state. In 2019 and 2020, AZPM's family of NPR stations was expanded to include 104.5 FM in Catalina, providing service to northern Pima and southern Pinal Counties, and 91.1 FM in Nogales, providing service to the state's southernmost communities.



KUAT-FM (*Classical 90.5*) is the region's only classical music format radio station, broadcasting 24 hours a day and also providing locally produced newscasts. Daytime programming is curated by AZPM's classical music program director, with syndicated classical music programs offered after 7:00p and classical music service provided by Classical 24 during the overnight hours.

AZPM's dedicated jazz music radio station, *Jazz 89.1 HD-2*, provides 24/7 jazz programming to listeners with HD radios.

All of AZPM's radio services are available to stream on multiple platforms, including Amazon's Alexa, TuneIn, and various online options. *NPR 89.1* may also be streamed on NPR's streaming app, *NPR One*. AZPM's original radio productions, *Arizona Spotlight*, *The Buzz*, and *Arizona Science* are available as podcasts by subscription or on iTunes.

## MISSION, VISION, AND VALUES

### ***MISSION***

*Arizona Public Media (AZPM) educates, informs, and inspires by bringing people and ideas together.*

### ***VISION***

*AZPM envisions a community in which ideas abound, knowledge is sought, and learning never ends.*

### ***VALUES***

#### **Accountability:**

AZPM is dedicated to uncompromising journalistic values and accountability in all it does. AZPM staff, volunteers, and students are committed to meeting the needs and exceeding the expectations of its audiences and colleagues with honesty, integrity, and respect.

#### **Growth:**

Long-term success comes through innovation. AZPM accepts reasonable risks in its strategic investments to leverage content across multiple platforms.

#### **Ideas:**

As an operating unit of the University of Arizona, AZPM promotes lifelong learning. AZPM encourages individual contributions, values the open exchange of knowledge and ideas, and respects diversity of opinion.

#### **Impact:**

AZPM sets challenging goals and achieves measurable results. Strategic decisions will be guided by what best serves audiences.

#### **Quality:**

High quality production and the best use of technology are expected. AZPM is committed to using its financial, technical, and human capital to create and deliver exceptional services to the community.

### ***STRATEGIC INTENT***

*AZPM remains committed to being a trusted source of information that promotes thoughtful conversation and community collaboration.*

AZPM will achieve this strategic intent through focused efforts in three key areas:

- **Audience Development**
- **Community Engagement**
- **Sustainability and Accountability**

## ORIGINAL CONTENT

An extension of AZPM's mission to educate, inform, and inspire is AZPM's commitment to producing local, original content for and about the people of southern Arizona and the University of Arizona. AZPM's original productions, including regular series, specials, long-form documentaries, and community engagement events, often attract national attention and are available to audiences across multiple broadcast and online platforms. Original radio and television series include:

### ARIZONA 360



*Arizona 360* is a weekly public affairs television program that offers analysis and context about issues directly affecting Arizonans. With veteran broadcaster Lorraine Rivera as host, *Arizona 360* gives viewers a broader understanding of stories of consequence and impact.

*Airs Fridays at 8:30 p.m. on PBS 6*

*Arizona Illustrated* continues its legacy of engaging southern Arizona's viewers with thought-provoking, diverse stories that reflect our community. Through stunning photography and powerful storytelling, host Tom McNamara takes viewers to meet the people who make Arizona unique and vibrant.

*Airs Sundays at 6:30 p.m. on PBS 6*

### ARIZONA ILLUSTRATED



### THE BUZZ



An interview-focused weekly radio news and public affairs program, *The Buzz* gives listeners in Southern Arizona a deeper understanding of news, politics, science, current events and more. *The Buzz* is hosted and produced by veteran news reporter/producer Christopher Conover.

*Airs Fridays at 8:30 a.m. and 6:00 p.m. and Saturdays at 3:30 p.m. on NPR 89.1*

From state and local news to in-depth interviews with artists, authors, and the people behind the headlines, *Arizona Spotlight* keeps you informed about what's going on in Tucson and around the state. *Arizona Spotlight* is hosted and produced weekly by Mark McLemore and features music from the critically acclaimed Tucson band Calexico.

*Airs Thursdays at 8:30 a.m. and 6:00 p.m. and Saturdays at 3:00 p.m. on NPR 89.1*

### ARIZONA SPOTLIGHT



### ARIZONA SCIENCE



*Arizona Science* explores the latest research and technological innovations taking place in Southern Arizona and at the University of Arizona.

*Airs Friday mornings during Science Friday on NPR 89.1*



## AZPM NEWS



In addition to national and international news coverage provided by NPR and the BBC World Service, AZPM offers in-depth local radio newscasts throughout the day, afternoon news breaks on *PBS 6*, and on demand at [news.azpm.org](http://news.azpm.org). AZPM's reporters cover areas of interest to southern Arizonans, including Business & Economics, Politics & Government, Border & Immigration, Education & Children, Health & Medicine, Nature & Environment, Science & Technology, and Arts & Culture.

From the University of Arizona's popular College of Science Lecture Series to AZPM's own original productions, the UA Channel offers on-demand access to recorded lectures, live events, public forums and debates, and UA+. UA+ features stories about the University of Arizona, produced by and for University of Arizona students. All UA+ videos are researched, written, shot, and edited by students on a platform provided by Arizona Public Media.

## UA CHANNEL



## ARIZONA AT HOME LEARNING



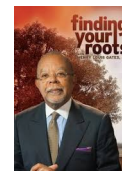
A partnership between AZPM and Arizona PBS, *At Home Learning* provides resources and programming aligned to state education standards for K-12 students, parents, and teachers. Resources include access to *PBS Learning Media*, teacher workshops and training sessions offered by AZPM's Educational Outreach team, online activities, games, lesson plans, online summer camp, and more.

## AWARDS

AZPM staff members are routinely recognized by the Rocky Mountain Southwest Chapter of the National Association of Television Arts and Sciences for excellence in original content production. The symbol of excellence in the television industry, the Emmy® Award is presented to individuals working on television productions in both the Program and Craft (editing, audio production, talent, etc.) categories. In 2015, AZPM was honored with the prestigious Overall Excellence Award, which recognizes a station's collective efforts in television production, station operations, and service to the community. In 2016, AZPM received the coveted Governors' Award for its original documentary examining death and dying, *Passing On*, and its accompanying community events, workshops, and planning resources. The Governors' Award recognizes unique achievements by an individual or organization that has made a significant impact on the television industry and the community.



In recent years, AZPM's news staff and their stories have been honored with multiple industry awards, including numerous regional and three national Edward R. Murrow Awards for journalistic excellence. Two of the national Murrow winners focused on the human toll of border and immigration issues: *Divided by Law* in 2016, and *Where Dreams Die* in 2019. The third was awarded in 2013 for *The Battle of Picacho Pass, Brought Back to Life*.



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## FAST FACTS about PBS 6

### Programs

National: Public Broadcasting Service (PBS)

Local Productions: *Arizona Illustrated* (36 x 30:00/year)

*Arizona 360* (47 x 30:00/year statewide)

TV Newsbreaks 3/day weekdays

Documentaries: (2 x 30:00, 1xx 60:00/year statewide)

### Call Signs

KUAT-TV/KUAS-TV

### Channels

Broadcast: 6-1 and 27-1 (Channel 20-1,2,3 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, Graham, Greenlee, and portions of Maricopa counties.

## 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. 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

### Call Sign

KUAT-TV/KUAS-TV

### Channels

Broadcast: 6-3 & 27-3

CATV: Cox 82; Comcast 396

DBS: N/A

### Geography

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

## 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

### Call Sign

KUAS-TV/KUAS-TV

### Channels

Broadcast: 6-2 & 27-2

CATV: Cox 80 and Comcast 395

DBS: N/A

### Geography

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

## More about *PBS KIDS*

The University of Arizona, 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.

Indicative of AZPM's dedication to early childhood education is its partnership with Arizona PBS (KAET8/Phoenix) in *Arizona 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. More than XX,000 teachers across Arizona are now accessing the service. In 2020, AZPM and Arizona PBS partnered to provide *Arizona At-Home Learning* programs and resources to K-12 students, parents, and teachers affected by COVID-19 related school closures.



**89.1 FM 1550 AM**

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## 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+): 906,300

Weekly Cumulative Audience 12+: 96,000 (Spring 2020)<sup>1</sup>

Market (Metro AQH) Share: 6.3 (Spring 2020)<sup>2</sup>

Market Rank (Spring 2020): #3 (12+)<sup>2</sup>; #2 (50+)<sup>2</sup>

### Call Sign

KUAZ (AM), KUAZ-FM

### Channels

1550 AM, 89.1 FM Tucson

91.7 FM, 88.9 FM, Sierra Vista

104.5 FM, Catalina

91.1 FM, Nogales

### Geography

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

KUAZ-FM: Central Tucson, Catalina, Nogales, and Sierra Vista

1 Total Survey Area Cume, Persons 12+, Mon-Sun 6A-Midnight, Spring 2020, Produced by RRC from Data © 2020 Nielsen Audio, Inc.

2 Metro AQH Share, Persons 12+/50+, Mon-Sun 6A-Midnight, Spring 2020, Produced by RRC from Data © 2020 Nielsen Audio, Inc.

## 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 *BBC World News* midnight-5:00a. 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](http://www.radio.azpm.org/kuaz).

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

*NPR 89.1's* HD-2 channel broadcasts jazz music programming 24-hours a day.



*Classical*  
**90.5 FM 89.7 FM**  
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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+): 906,3000  
Weekly Cumulative Audience (12+): 32,000 (Spring 2020)<sup>1</sup>  
Market (Metro AQH) Share: 2.0 (Spring 2020)<sup>2</sup>  
Market Rank (Spring 2020): #17 (12+); #8 (50+)<sup>2</sup>

### Call Sign

KUAT-FM

### Channels

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

### Geography

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

1 Total Survey Area Cume, Persons 12+, Mon-Sun 6A-Midnight, Spring 2020, Produced by RRC from Data © 2020 Nielsen Audio, Inc.

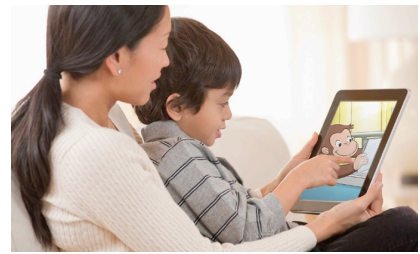
2 Metro AQH Share, Persons 12+/50+, Mon-Sun 6A-Midnight, Spring 2020, Produced by RRC from Data © 2017 Nielsen Audio, Inc.

## More about *Classical 90.5*

Broadcasting from Mt. Bigelow in the Santa 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](http://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 Fred Fox 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 ensembles from the University of Arizona's Fred Fox School of Music, 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 midday on *Classical 90.5*.

# online & new media



## FAST FACTS about *Online & New Media*

### Selected Websites

Home: [AZPM.org](http://AZPM.org)

News: [News.AZPM.org](http://News.AZPM.org)

TV: [TV.AZPM.org](http://TV.AZPM.org)

NPR 89.1: [Radio.AZPM.org/KUAZ](http://Radio.AZPM.org/KUAZ)

Classical 90.5: [Radio.AZPM.org/Classical](http://Radio.AZPM.org/Classical)

On Demand: [Ondemand.AZPM.org](http://Ondemand.AZPM.org)

Originals: [Originals.AZPM.org](http://Originals.AZPM.org)

Education: [Education.AZPM.org](http://Education.AZPM.org) &  
[az.pbslearningmedia.org](http://az.pbslearningmedia.org)

### Audience

Monthly Average Page Views: 506,802<sup>1</sup>

Monthly Average Unique Visitors: 306,026<sup>1</sup>

*Preview* circulation (# on mailing list): 33,279

*Passport* Monthly Average Minutes Watched 1,020,035

### Social Media

Facebook: [facebook.com/azpublicmedia](https://facebook.com/azpublicmedia)

Twitter: @azpmnews & @azpm

Facebook Average Monthly Reach:  
179,464

Twitter Average Monthly Impressions:  
@azpmnews: 51,717  
@azpm: 95,600

### Geography

Worldwide

<sup>1</sup> 4Q FY20 Google Analytics

## More about *Online & New Media*

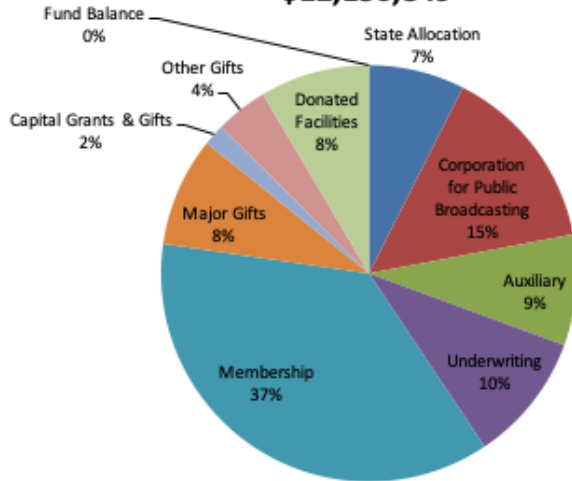
The Online & New Media division makes news content, video and audio segments of local and national productions, and other informational and educational resources available to a growing number of visitors to AZPM's websites. [News.AZPM.org](http://News.AZPM.org) is a dedicated news portal, aggregating radio and television reports and features that cover local and state-wide issues as well as AZPM original content created specifically for web visitors. [AZPM.org](http://AZPM.org) makes full-length episodes of AZPM programs available for viewing online anytime. *PBS Passport* provides access to most of PBS's recently aired programming for viewing on demand.

[AZPM.org](http://AZPM.org)'s content underscores AZPM's dedication to lifelong learning, providing 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, 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*.

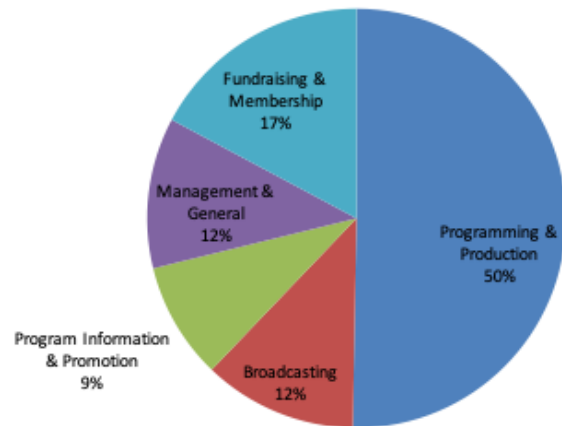
In addition to making use of the promotional, informational and marketing opportunities afforded by social media, AZPM takes advantage of the economy of e-mail communication with its contributing members and major donors. Each week, AZPM e-mails to subscribers its *Preview* newsletter, which features 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

### FY21 Budgeted Revenue \$12,150,849



### FY21 Budgeted Expenditure \$12,150,849



### FY21 Revenue Breakdown by Source

| Source   | Percentage | Amount        |
|--|------------|---------------|
| State Allocation (UA)                              | 7%         | \$ 906,212    |
| Donated Facilities (UA)                            | 8%         | \$ 1,033,852  |
| Federal Allocation (via CPB)                       | 15%        | \$ 1,765,401  |
| Membership (gifts to \$2,499.99)                   | 37%        | \$ 4,454,068  |
| Major Gifts (gifts \$2,500+)                       | 8%         | \$ 1,032,145  |
| Program Underwriting                               | 10%        | \$ 1,216,302  |
| Other Gifts  | 4%         | \$ 495,860    |
| Auxiliary (Revenue from production services, etc.) | 9%         | \$ 1,047,000  |
| Capital Grants & Gifts                             | 2%         | \$ 200,000    |
| Used Fund Balance                                  | 0%         | \$ 0          |
|  | 100%       | \$ 12,150,849 |

### FY20 Expense Breakdown by Source

| Source  | Percentage | Amount        |
|---|------------|---------------|
| Programming, Production, Promotion and Broadcasting | 71%        | \$ 8,646,193  |
| Fundraising & Membership                            | 17%        | \$ 2,091,032  |
| Management & General (CPB/FCC/UA Compliance)        | 12%        | \$ 1,413,624  |
|   | 100%       | \$ 12,150,849 |



## 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-HD1       |                          |                       |                            |                |                             |                |
|                                       | KUAZ HD2              | Jazz 89.1-HD2      |                          |                       |                            |                |                             |                |
| 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.