Dear Friends,

Over the course of the last year, Arizona Public Media enjoyed exceptional audience growth on every platform: television, radio, and online, including record-breaking growth for AZPM Passport, our video-on-demand member benefit. AZPM staff members were honored with eight individual Emmy® Awards for four projects and two regional Edward R. Murrow Awards for journalistic excellence. AZPM’s flagship station, PBS 6, was again ranked the #1 public television station in the country for full week viewership during the May sweeps period and was among the top five most-watched public television stations nationally in every other major sweeps period.

One of the major initiatives achieved this year was to establish NPR 89.1 as a full-time news and information radio station featuring a mix of local, national, and international programs. In addition, new FM frequencies were added to provide improved NPR signal receptions to communities outside the Tucson metro area: 104.5 FM, serving residents in Catalina and SaddleBrooke, and 91.1 FM, serving residents in Nogales, AZ. NPR 89.1 was ranked #1 among all Tucson radio stations in the summer ratings period, a first for that station.

Like so many other organizations across the country, AZPM was significantly affected by the outbreak of COVID-19 in mid-March. AZPM responded immediately to CDC and University of Arizona safety guidelines. Emergency procedures were implemented to ensure seamless broadcast operations and maintain the high content standards for which AZPM is known. Health and sanitation protocols were enacted to ensure the safety of staff, volunteers, and their families. Working remotely, AZPM’s news and content teams continued to produce all local programs without interruption. In response to widespread school closures, AZPM formed a partnership with Arizona PBS in Phoenix to help support families working to keep children educationally engaged from home. Within days, AZPM’s Education, Outreach, and TV Programming teams created and launched a suite of free digital learning resources and an educational broadcast schedule of programs aligned with state curriculum standards.

For so many in our community, 2020 has proven to be difficult and challenging; what started off as a normal year quickly transformed into something unprecedented. Through it all, AZPM remains a widely respected, trusted, and successful public media organization that consistently earns top national rankings on all of its media platforms. Thanks to the ongoing financial investment from the community, AZPM remains favorably positioned to provide compelling and timely programming from award-winning journalists and producers for years to come.

Thank you for your continued support!

JACK GIBSON
Chief Executive Officer, Arizona Public Media

LISA N. RULNEY
Senior Vice President for Business Affairs and Chief Financial Officer, University of Arizona

STEVEN EDDY
Chair, Arizona Public Media Community Advisory Board, Manager, Government and External Affairs, UNS Energy Corp, Tucson Electric Power and UniSource Energy Services

ON THE COVER

Tom McNamara, host of Arizona Public Media’s award-winning news magazine, Arizona Illustrated, filming at the Winterhaven Historic District.

WHO WE ARE

PURPOSE
Arizona Public Media (AZPM) serves audiences by bringing people and ideas together to elevate and enrich lives.

MISSION
AZPM acquires, creates, and shares informative, educational, and entertaining content and experiences.

VISION
AZPM envisions an enlightened and connected community where learning never ends.
In the initial weeks of the pandemic, 100% of AZPM’s local production capability was repositioned to cover stories about the coronavirus and to support the news-gathering that helps to keep audiences informed and safe. Most radio news production moved off-site, with anchors, reporters, editors, and producers working remotely. In-studio TV news production was pared back to the absolute minimum as journalists and producers also began working remotely.

Almost immediately, Arizona 360 began including focused reporting on the pandemic in every episode and produced a special, “Coronavirus in Southern Arizona,” that aired in late March. Throughout mid-May, the news team provided pandemic-focused Saturday and Sunday radio newscasts and TV newsgrips to ensure listeners and viewers always had the most useful news and information at their fingertips. The Buzz continues to provide listeners with in-depth analysis of the latest state and local news, while Arizona Spotlight and the newly rebranded Arizona Illustrated have taken a more personal look at how the pandemic is affecting individuals in Southern Arizona.

In addition, AZPM’s content team produced more than twenty 60-second public service announcements that were made available to PBS stations across the U.S. to educate viewers about the COVID-19 pandemic.

Ongoing reporting on all aspects of the pandemic continues online at azpm.org/coronavirus, on PBS 6, and on NPR 89.1. In response to the pandemic, AZPM formed a partnership with Arizona PBS in Phoenix to provide educational content to students and educators affected by school closures statewide.

AZPM staff achievements

Arizona Public Media staff received eight individual Emmy® Awards for four projects in as many categories from the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences during a virtual ceremony on September 19. This year’s honors include a win for AZPM’s special documentary project, The Arizonans, and the second consecutive win for Arizona 360. Arizona Illustrated earned nods in two categories, including arts/entertainment and societal concerns.

AZPM was nominated for the prestigious Overall Excellence award for the fifth time in six years. The award is presented to a single organization for overall excellence in operations, local productions, and involvement in the community.

AZPM received two regional Edward R. Murrow awards, one in the MultiMedia category for the website azpm.org, and one for Feature Reporting for the Arizona Illustrated story, “What Remains.” AZPM producer Ariana Brocious received the National Public Media Journalists Association Silver Award for Continuing Coverage for her work on Arizona border wall coverage, and AZPM’s Christopher Conover was presented with the RIAS-Berlin Commission Media Award for The Buzz: “German Voices on Immigration.”

In early March 2020, AZPM staff began working from home and adapted in-office distancing as prescribed by the CDC.

Arizona At-Home Learning, a suite of free digital learning resources coupled with an educational broadcast schedule of programs aligned with state curriculum standards, launched in March and continues to provide remote learning resources through a website and television programming endorosed by the Office of the State Superintendent of Public Instruction.

AZPM also provided distance learning assets to Southern Arizona teachers through a series of PBS LearningMedia workshops.

Top: The rescue boat Sea Shepherd monitors the Sea of Cortez in search of the endangered vaquita porpoise in Arizona Illustrated’s Emmy Award-winning special, “La Vaquita.”

Bottom: Arizona Brocious, Producer, The Buzz, National Public Media Journalists Association Silver Award winner.
TELEVISION

PBS 6 remains a source of trusted information as significant regional and national events continue to unfold, presenting relevant stories and providing escape with a wide variety of entertainment. The January premiere of Sanction on MASTERPIECE was well-received. Country Music, a film series by Ken Burns recounting the history of country music, premiered in September with an encore presentation the following summer.

As reflected in their strong rankings, AZPM’s thoughtful and thought-provoking original programs, Arizona Illustrated and Arizona 360, remain committed to meaningful, unique, and trustworthy storytelling that serves Southern Arizona.

NPR 89.1 recently attained the rank of #1 overall in the Tucson Metro market. This new record-high rank is based on the share of the average number of persons 12 years of age and older listening Monday through Friday from 6am to midnight in the Tucson Metro area during July, August and September, according to the September 2020 Nielsen Audio estimates.

Compared to the same period one year ago, average quarter hour share (AQH share) was up 12.1%, the number of persons (AGH persons) listening in an average quarter hour was up 14.3%, and the amount of average time spent listening per listener per week (TSL) was up 20.7%.

NPR 89.1 maintained its #1 rank in afternoon drive, Monday through Friday from 3pm to 7pm, and was tied for #1 in the highly competitive morning drive hours, Monday through Friday from 6am to 9pm. These rankings are also based on the share of the average number of persons 12 years of age and older in the Tucson Metro area during July, August and September, according to the September 2020 Nielsen Audio estimates.

TV & RADIO

In January, the radio news team implemented a seamless transition to a more in-depth approach to storytelling that decreased the overall quantity of stories while increasing the depth and quality of the coverage. The new system allowed reporters to dig deeper into stories and provide more valuable insights to listeners. As a result, feature-length news reports grew from a weekly average of 1.5 in February to an increase in ages 50+.

66% PBS KIDS reaches kids 2-6 years old in the viewing area

In February and early March, radio news staff teamed up with the television content team to produce Arizona Addicted, a multi-platform series that examined the impact of opioid use, told stories of those affected, and highlighted local initiatives to reduce the negative effect of this type of addiction.

“The Vanishing Vaquita,” a multi-platform report, examined the conservation efforts to preserve from extinction a small porpoise found only in the Gulf of California.

Focusing on issues rather than rhetoric, AZPM’s “Your Vote 2020” provided audiences with trusted election news and information. Coverage was carefully coordinated across all platforms, with day-to-day news coverage and analysis provided on radio and online, while Arizona 360 and The Buzz explored issues in greater detail.

AZPM’s Lorraine Rivera was one of four journalists chosen to moderate the U.S. Senate debate between Martha McSally and Mark Kelly in Phoenix.

On election night, the news team produced rolling live coverage on TV, radio, and online, providing a seamless local accompaniment to the national programming from PBS and NPR.

“I became a member because I love getting a daily dose of news and I love all the shows. One of my Favorites is Wait Wait... Don’t Tell Me! Thank you, NPR, for doing what you do, and for now adapting to these new COVID restrictions.”

—CHARLOTTE Age 9

**Top 10 programs**

1. Charles and Di: The Truth Behind Their Wedding
2. Arizona COVID-19 Town Hall
3. Stand by Me
4. The Mirror Has Two Faces
5. Endeavour on MASTERPIECE
6. Inspector Lewis on MASTERPIECE
7. 10 Streets That Changed America
8. America’s Changing Charities
9. Prince Albert: A Victorian Hero
10. Middlesex Murders

**#2 PBS 6 rank in the nation for whole week viewing**

**13% PBS 6 PLUS total cumulative increase**

**7.4% NPR audience increase in ages 50+**

**48 new episodes produced**

**37 new episodes produced**

**In Arizona 360, Arizona Illustrated, and Arizona 360: Arizona in Focus, we provide on radio and online, seamless local accompaniment to the national programming from PBS and NPR.**

**Arizona 360**

In Arizona 360, AZPM’s multi-platform series that examined the conservation efforts to preserve from extinction a small porpoise found only in the Gulf of California.

**Arizona Illustrated**

In Arizona Illustrated, a multi-platform series that examined the conservation efforts to preserve from extinction a small porpoise found only in the Gulf of California.

**Arizona 360: Arizona in Focus**

In Arizona 360: Arizona in Focus, a multi-platform series that examined the conservation efforts to preserve from extinction a small porpoise found only in the Gulf of California.

**NPR 89.1**

In August and September, according to the September 2020 Nielsen Audio estimates.

**NPR 89.1**

In August and September, according to the September 2020 Nielsen Audio estimates.

**NPR 89.1**

In August and September, according to the September 2020 Nielsen Audio estimates.
AZPM Passport is a membership benefit that provides unprecedented access to a streaming library of favorite PBS programming. Within the last fiscal year, content was streamed on AZPM Passport more than 350,000 times, an increase of more than 59% from the same period in the previous year. Through targeted promotional efforts over the last few months, the number of logins on AZPM Passport is up 21% over last year with a 78% increase in watch time. This past year, PBS offered the highly-anticipated new MASTERPIECE drama from Gurinder Chadha, Beecham House, exclusively on Passport prior to its air-on broadcast. Binge-able fan favorites, like Rocketlu and The Trouble with Maggie Cole, were also offered to members. The social media team builds and fosters the connection between AZPM and audiences in the social space, delivering innovative social content that attracts viewers and listeners through the social space, fosters the connection between AZPM members. By posting content directly to social media, attracting more than 12,000 Facebook, including local updates dispersed to participate.

Due to the suspension of in-person events during the pandemic, the Outreach team adapted to host events online through OVEE, a digital platform that allows web users to interact while watching PBS and local content. AZPM staff hosted several such virtual screenings, enabling viewers and donors who were geographically dispersed to participate. By posting content directly to Facebook, including local updates and information about the pandemic geared toward its Southern Arizona audience, AZPM significantly increased its engagement and reach on social media, attracting more than 12,000 Twitter followers and earning nearly 24,000 likes on Facebook.

The Education and Community Outreach teams worked with school districts during the remainder of the school year and over the summer to determine how they could best harness the wealth of online resources offered by PBS LearningMedia. As a way to extend learning opportunities beyond the end of the traditional school year, the Education and Outreach team launched the AZPM Summer Adventure Club, a virtual experience geared toward elementary school age students that brought on-air learning to life by connecting members to PBS KIDS programming, activities, games, prizes, and more. In addition, AZPM conducted 72 PBS LearningMedia workshops, training 712 teachers to employ curriculum planning and resources in their classrooms.

The Education and Community Outreach teams worked with school districts during the remainder of the school year and over the summer to determine how they could best harness the wealth of online resources offered by PBS LearningMedia.

“I am almost 80 years old and have loved you forever. I have raised 77 foster children throughout my life. PBS helped raise my babies. You taught them a love of learning and kindness.”

—AZON AZPMMember

The Education and Community Outreach teams worked with school districts during the remainder of the school year and over the summer to determine how they could best harness the wealth of online resources offered by PBS LearningMedia.
AZPM continues to connect the community through outreach and events that bring people and ideas together. In the summer of 2019, AZPM hosted several preview screenings, including the PBS series NOVA: Polio Extremes, Sondot on MASTERPIECE: Ken Burns: Country Music, and the Downton Abbey movie, and the PBS Kids shows Molly of Denali and Xavier Riddle and the Secret Museum. A community interactive event to complement the Arizona SciFest series featured Arizona’s opioid epidemic and its impact on Southern Arizona.

A live presentation of The Buzz at Dunbar Auditorium featured a panel discussion on affordable housing, gentrification, and changing neighborhoods in Tucson. Together with The Center for Community Dialogue and Training, AZPM presented “One Small Step: Finding Common Ground,” an evening of conversation concluding the StoryCorps One Small Step project that aired on NPR 89.1 in 2019. AZPM participated in the Pascua Yaqui Festival of the Arts, sharing children’s activities and educational information with families from the region. AZPM also took part in Family SciFest, a signature event of the Arizona SciTech Festival that included a day of demonstrations, exhibits, and hands-on experiments at the Children’s Museum Tucson.

Further, AZPM shared resources from PBS Kids about inclusivity and culture during the Celebrating Culture/Unpacking Stereotypes event at the Arizona State Museum. In conjunction with other local organizations, AZPM also helped plan the Century of Tucson Block Party, a joint event celebrating the milestone anniversaries of Arizona Public Media, Hotel Congress, Rialto Theatre, and the Tucson Symphony Orchestra. In partnership with 31 local organizations, AZPM offered 35 events, many of them virtual, for the benefit of the Southern Arizona community. From screenings of PBS programs, kid-friendly events, and forums that facilitate important community conversations to community celebrations, AZPM’s outreach continues to bring people and ideas together.

VIRTUAL EVENTS

After the pandemic caused the suspension of in-person events, the outreach team shifted to hosting all events online, the first of which was a virtual screening of American Experience: The Vote. The staff has continued to adapt and has hosted several more virtual screenings, Q&As, panel discussions, and previews for various audiences, including major donors, members, kids, and families.

Arizona Public Media employs between 20 and 30 University of Arizona students every year who are vital to the function and culture of AZPM. Students gain hands-on experience by working in a variety of departments such as Television & Radio Production, Administration & Business Office, Marketing & Communications, Membership & Development, Broadcast Engineering, and Information Technology. Many of these students remain employed with AZPM for the duration of their college careers.

Several AZPM student employees have gone on to successful careers in media and journalism after graduation, with some even being hired full-time by AZPM. Television production students perform studio production functions such as control board and camera operation, lighting, audio, technical directing, and editing. Field production training includes sound, lighting, and camera operation. Student employees who are interested in developing technical and creative skills produce graphic content for television, print, and online forms of digital media.

AZPM staff joined nearly 100 other volunteers at the Community Food Bank of Southern Arizona to load 41 pallets of boxed food and 2,500 paper bags filled with non-perishables to be distributed to seniors in the community. The Community food bank filled 22 boxes with nearly 600 donated items for the Mister Rogers’ Neighborhood Sweater Drive. AZPM staff volunteered to organize donations and distribute food at the UA Campus Pantry just one week before the coronavirus shut down the campus in March.

AZPM’s students, volunteers, and AZPM COO Gene Robinson take inventory of a successful sweater drive.
During this time of great uncertainty, we’ve been encouraged and humbled by the outpouring of support from our community. Generous donations from annual and sustaining members, support from the business community through program underwriting, fee-for-service production activities, grant support from the Corporation for Public Broadcasting, and direct and in-kind support from the University of Arizona have made it possible for AZPM to continue to deliver the trusted news and information on which we all rely.

ANNUAL MEMBERSHIP
Thank you to our more than 30,000 annual members whose support helps provide top-quality programming on six media stations and throughout our Southern Arizona communities.

LEADERSHIP CIRCLES
AZPM Leadership Donors allow everyone in the community access to public media, regardless of their ability to pay.

LEGACY SOCIETY
Planned gifts are often the largest and most significant gifts a donor will ever make, and we are so grateful to those who have chosen to remember AZPM in this most important way.

UNDERWRITING
Hundreds of businesses and organizations understand that AZPM’s lineup of radio stations, television stations, and online assets offer a powerful platform to engage their customers. We thank them for their investment.

THANK YOU
Everything we do—from educational services and community outreach events to award-winning local productions and signature PBS and NPR programs—is possible because of supporters like you. We thank you for helping us meet the challenges of this moment, so we can continue to provide the highest order of service and excellence. Your pledge to AZPM will ensure that your favorite programs continue.

“Dent Busters advertises (underwrites) almost exclusively with AZPM on NPR. Over the years we have developed longstanding relationships with the people NPR has brought to our door. Thank you for helping us grow our business in such an organic way. We recommend you to every business owner we know.”

—JENNIFER DUFFIELD
Owner, Dent Busters

“I love AZPM because it respects our intelligence and teaches us how to pursue the hobbies that bring us joy. It satisfies curiosity and encourages more of it.”

—JIM G.
Legacy Circle Member

“I am a first-time donor and am extremely excited to become a member. I started listening to NPR about six years ago when I was a stay-at-home dad. During that time, I could barely afford to get by month-to-month. I am grateful and fortunate to be working now for a year plus, and in the position to be able to contribute, which makes me very happy. Keep up the good work.”

—LEO
New Member

The following graphs illustrate the operating and non-operating revenues and expenses for the year ended June 30, 2020. The complete financial audit report is available online at azpm.org.

REVENUE SOURCES: OPERATING AND NON-OPERATING

- 20% Major giving, legacies and bequests, capital gifts.
- 9% Business and underwriting.
- 31% Individual giving, subscription and membership, non-operating revenue, other gifts.
- 11% Donated facilities and support from the University of Arizona.
- 9% Corporation for Public Broadcasting grants.
- 8% General appropriation from the University of Arizona.
- 8% Auxiliary enterprises.

EXPENSES: OPERATING AND NON-OPERATING

- 21% Fundraising and membership development.
- 68% Programming, production, public information and promotion, broadcasting.
- 11% Management and general.

SUPPORT

30K+
Annual Members

Christian Ortega, AZPM Administrative Assistant, supporting membership outreach.
AZPM COMMUNITY ADVISORY BOARD

OFFICERS

Steven Eddy Chair
Manager, Government and External Affairs, UNS Energy Co|Tucson Electric Power and UniSource Energy Services

Hope Reed Vice Chair
Principal, Hope Reed Marketing

Ed Frisch Secretary
Retired Associate Vice President for Academic Resources, Planning and Management, Office of the Provost, University of Arizona

Susan Tarrence Immediate Past Chair
Retired Marketing Executive, New York Times Company, Tribune Media

EX-OFFICIO

Jack Gibson Chief Executive Officer, Arizona Public Media

Laura Todd Johnson Sr. Vice President for Legal Affairs and General Counsel, University of Arizona

MEMBERS

Jodi Bain, J.D. Bain Law Firm, PLLC

Ted Borek, J.D. Retired Judge, Pima County Superior Court

Ron Carsten Retired Chief Engineer, Raytheon Missile Systems

Mary Ann Dobras Community Volunteer & Philanthropist

Lynne Wood Dusenberry J.D. Retired Senior Vice President, Legal Affairs and General Counsel, University of Arizona

Nicola Finley, M.D. Staff Physician, Canyon Ranch, and Adjunct Faculty, University of Arizona College of Public Health

Matthew Sakiestewa Gilbert, Ph.D. Professor and Dept. Head, University of Arizona American Indian Studies

Frank Hamilton Retired Marketing Executive, A.C. Nielsen Company

MEMBERS Continued

Todd Hanley Proprietor, Hotel Congress/ Maynards Market & Kitchen

Hassan Hijazi Assistant Vice President, Middle East and North Africa Affairs, University of Arizona Office of Global Initiatives

John Hildebrand, Ph.D. Regents Professor, University of Arizona Dept. of Neuroscience and Foreign Secretary, National Academy of Sciences

Sylvia Lett, J.D. Assistant Clinical Professor of Law, University of Arizona James E. Rogers College of Law

Paul Lindsey Retired Real Estate Entrepreneur, Community Volunteer & Philanthropist

Rose Lopez President and Chief Executive Officer, Intermountain Centers for Human Development

Maria Marin, Ed.D. Retired Teacher & Principal, Director of Elementary & K-8 Leadership, Tucson Unified School District

Lynn Nadel, Ph.D. Regents Professor Emeritus, University of Arizona Dept. of Psychology, Former Chair of the University of Arizona Faculty

Christina Noz, J.D. Estate Planning Attorney, Moeller & Conway, PLLC

Hank Peck, CFP, AEP Retired Financial Planner and Member, Board of Directors, TCI Wealth Advisors, Inc.

John Pedicone, Ph.D. Retired Superintendent, Tucson Unified and Flowing Wells School Districts

Jill Perrella, J.D. Partner, Snell & Wilmer, LLP

Jill Rosenzweig, Ph.D. Retired Director of Early Childhood Education, Tucson Jewish Community Center

Tara Singleton Student Body President, Associated Students of the University of Arizona (student member)

Magdalena Verdugo Chief Executive Officer, YWCA of Southern Arizona

EMERITUS MEMBERS

Betsy Bolding Retired Consumer Affairs Manager, Tucson Electric Power

Judith Brown Retired Director of Development, UA College of Nursing

Jennifer Casteix, MS, CCC-SLP Clinical Associate Professor, UA Department of Speech, Language and Hearing Sciences

Dan Cavanagh Principal, Dan Cavanagh, Inc.

Karen Christensen, J.D. Arts Consultant & Former Attorney for National Public Radio

Chris Helms Retired Executive Director, Morris K. Udall Foundation

James Jutry, J.D., CPA Attorney & Shareholder, DeConcini, McDonald, Yetwin & Lacy, PC

Jan Lesher Chief Deputy County Administrator, Pima County, AZ

Anne Maley Owner, Anne Maley Consulting

Jim Murphy Retired President & CEO, Pima Council on Aging

Harry Paxton, Ph.D. Retired, U.S. Steel, Professor Emeritus, Carnegie Mellon University


AZPM MANAGEMENT

Jack Gibson
Chief Executive Officer

Deb Dale
Chief Development Officer

Kimberly Heath
Chief Financial Officer

Gene Robinson
Chief Operating Officer

Enrique Aldana
Director of Development

Lili Bell
Broadcast Schedule Manager

John Booth
Executive Producer

Pat Callahan
Director of Membership

Brian Deevers
Creative Services Manager

John DeSoto
Interim Production Manager

Frank Fregoso
Chief Engineer

Sara Gromley
Audience Services Manager

Jason Katterhenry
Director of Information Technology

Ed Kesterson
Radio Program Director

Hildy Ko
Television Program Director

Duncan Moon
Interim News Director

P.O. Box 210067
Tucson, AZ 85721
azpm.org