

ARIZONA  
PUBLIC MEDIA®



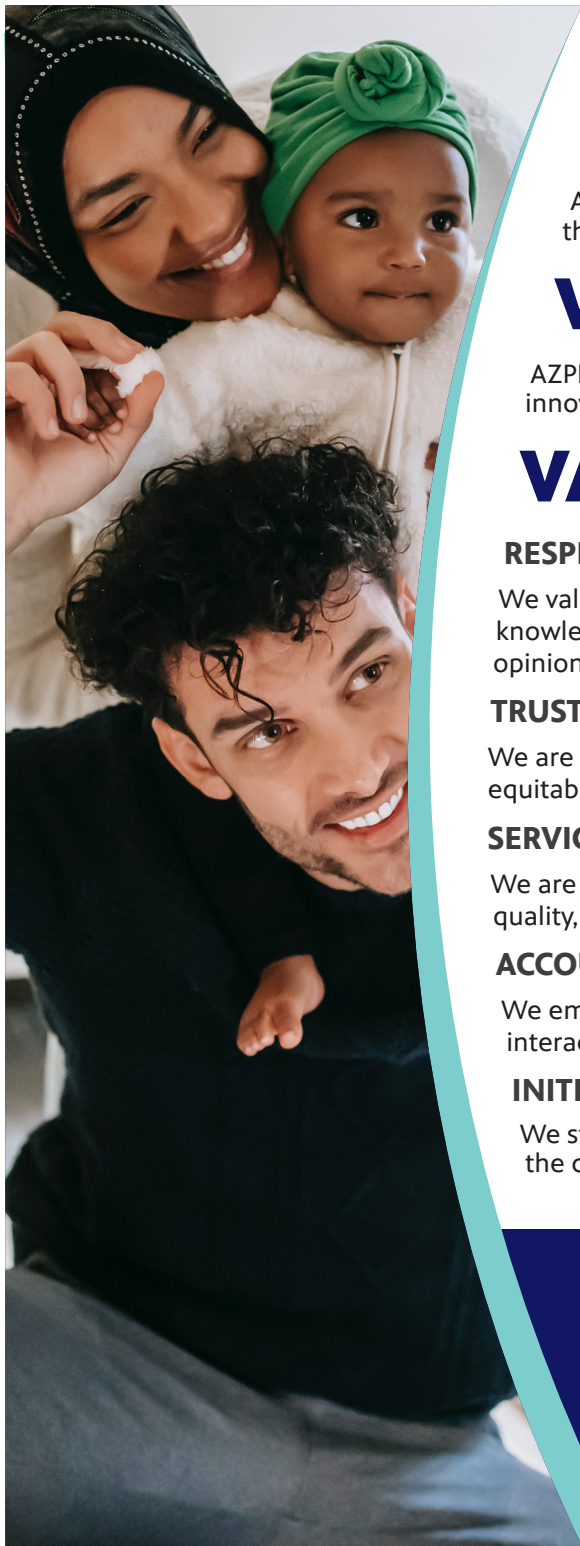
PBS



2020-2021  
**REPORT TO THE  
COMMUNITY**

A student engages with  
PBS LearningMedia





# MISSION

Arizona Public Media (AZPM) is committed to being a trusted source of content and educational services that foster an informed, active citizenry, civil and thoughtful conversation, and community collaboration.

# VISION

AZPM envisions a community in which ideas abound, knowledge is sought, learning never ends, and where innovative, adaptive audiences help solve community challenges to enrich life and expand human potential.

# VALUES

## RESPECT

We value honesty, integrity, inclusivity, compassion, and civility. We encourage the open exchange of knowledge and ideas and strive to maintain a respectful and safe environment that supports diversity of opinion.

## TRUST

We are committed to earning trust through adherence to professional standards, and by building and sustaining equitable, mutually beneficial internal and external relationships.

## SERVICE

We are committed to using our creative, technical, financial, and human capital to deliver exceptional, high-quality, resilient services to diverse audiences in Southern Arizona and beyond.

## ACCOUNTABILITY

We embrace our responsibility to be professional, equitable, and transparent to the extent possible in our interactions with each other and the community.

## INITIATIVE

We strive to be agile, encouraging internal professional growth and innovation for the benefit of the community.

*AZPM offers an oasis of intelligent viewing for people who enjoy learning. Through AZPM we can learn about our environment, our history, and about world events. We can discover different points of view without the rancor and bias that too often characterizes other channels. And we can be entertained with stories that enthrall and move us, that stay in our memories long after the program has ended. I have appreciated and loved AZPM for many years, for all of these reasons.*

*- Kendra G., Legacy Circle Member*

# DEAR FRIENDS,

As we look back on the accomplishments of the past year, we are struck by how much your support has contributed to the successes, both great and small, that we share. Together, we continue to adapt to circumstances that just a few years ago were unimaginable. Through it all, we continue to be grateful for your constant support and encouragement.

Last year's accomplishments demonstrate Arizona Public Media's (AZPM) focus on connecting the Southern Arizona community to global events through a local perspective and serving the community with distinctive television, radio, and online content, activities, and resources.

Even as Arizona schools began to reopen, *Arizona At-Home Learning* continued to provide K-12 digital resources and educational television programs aligned with state curriculum standards to students, teachers, and parents. AZPM's popular *Library Night Out* partnership with the Pima County Public Library became *Library Night In* as it was adapted to a virtual format. Likewise, *Global Arts Showcase*, which celebrates the diverse communities, cultures, and people that make Southern Arizona special, migrated to a virtual format. Attendance at these virtual events seemed to indicate the community is hungry for connection and engagement. If anything, the virtual versions of these events were even better attended than the live events of this kind in the past. It is humbling to realize that AZPM was a consistent and reassuring source of human interaction as in-person contact became impossible for many of our neighbors during the pandemic.

Viewers and listeners relied on AZPM's television, radio, and online news programs for information on local and national elections, public affairs, world news, and issues that affect Southern Arizona. Their confidence in AZPM's coverage was confirmed by ratings, community acclaim, and industry peers. AZPM's PBS 6 was the top-rated public television station for cumulative (per capita) audience among the nation's 56 largest television markets in 2020. NPR 89.1 achieved #1 overall ranking in radio in the Tucson Metro area in both Nielsen's 2020 summer survey and its 2020 Continuous Diary Market trend report for September and October, and was voted the best radio station for news by readers of the *Tucson Weekly* for the 10th year in a row. AZPM staff earned eight individual Emmy® awards in 2020 and nearly doubled that in the fall of 2021, with an additional 15 Emmy® awards, more than any other station in Tucson and, in 2021, more than any other public media organization in the four-state region. In addition, AZPM was recognized with six regional Edward R. Murrow awards for journalistic excellence in 2020.

Arizona Public Media is generously provided as a community service of the University of Arizona. Your continued support makes it possible for AZPM to share the rich heritage and unique cultures of Southern Arizona throughout the region and, digitally, with audiences around the globe. We are humbled by and grateful for your continued investment in Arizona Public Media.

Thank you for your 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



# YOUR SUPPORT IN ACTION

## AT-HOME LEARNING PROGRAM CONTINUED FOR 20-21 SCHOOL YEAR

As virtual learning continued into a new school year, AZPM doubled down on efforts to provide free, curriculum-based educational content for students and families across Southern Arizona affected by the coronavirus pandemic.

## ARIZONA PUBLIC MEDIA STAFF RECEIVED 8 INDIVIDUAL EMMY® AWARDS

At a virtual event on September 19, the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences honored AZPM staff with eight individual Emmy awards for four projects, including an award for *Arizona 360*, and two awards for *Arizona Illustrated*. Staff received a total of 13 nominations.

## AZPM LAUNCHED YOUR VOTE 2020

*Your Vote 2020* was an organization-wide, multi-platform initiative to keep Southern Arizonans informed about information related to local and national elections in 2020. This initiative reached tens of thousands of people with important election information.

## NPR 89.1 VOTED BEST RADIO STATION FOR NEWS IN TUCSON WEEKLY'S 2020 BEST OF TUCSON

*NPR 89.1* was recognized as the best radio station for news in Tucson for the 10th consecutive year and 18th time overall.

## LIVE ELECTION NIGHT COVERAGE

On November 6, AZPM provided special election night coverage via the *PBS NewsHour* on *PBS 6*. Local coverage was available on *NPR 89.1*, and real-time local results were posted to [azpm.org](http://azpm.org).

## AZPM PROVIDED LIVE COVERAGE OF NASA AND THE UNIVERSITY OF ARIZONA'S OSIRIS-REX MANEUVER

*PBS 6* viewers enjoyed live coverage of the OSIRIS-REx touch-and-go maneuver on Asteroid Bennu.

JUL

AUG

SEP

OCT

NOV

DEC

JAN

FEB

MAR

2020

2021

OSIRIS-REx Touch-and-Go,  
Arizona Illustrated

### ONE YEAR SINCE PANDEMIC SHUT-DOWN

March of 2021 marked 12 months since the COVID-19 pandemic required stay-at-home measures for businesses and organizations across the country. AZPM recognized the milestone with *One Year Live*, a virtual event where AZPM reporters shared their experiences in the field. The event was followed by an *Arizona Illustrated* special, *One Year*.

### TRAC MEDIA RESEARCH RANKED PBS 6 #1 FOR CALENDAR YEAR 2020

AZPM ranked first against 56 top markets in the country in unduplicated TV viewers. 81% of the market tuned in to *PBS 6*.

### NPR CELEBRATED 50 YEARS OF ON-AIR PROGRAMMING

May 3 marked NPR's 50th anniversary of on-air original programming. AZPM shared special content throughout the month of May to commemorate the milestone.

### ARIZONA PUBLIC MEDIA RECEIVED SIX REGIONAL EDWARD R. MURROW AWARDS

Among the most prestigious in news, the Murrow Awards recognize local and national news stories that uphold the RTDNA Code of Ethics, demonstrate technical expertise, and exemplify the importance and impact of journalism as a service to the community. Murrow Award-winning work demonstrates the excellence that journalism pioneer Edward R. Murrow made a standard for the broadcast news profession.

### ARIZONA PUBLIC MEDIA STAFF RECEIVED 15 INDIVIDUAL ROCKY MOUNTAIN EMMY® AWARDS

Arizona Public Media (AZPM) staff received 15 individual Emmy awards out of 48 nominations for 21 projects. AZPM staff received more nominations than all other Tucson stations combined, and Arizona Public Media was awarded the most nominations of any public media station in the region.

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

# ON YOUR SCREEN

## TELEVISION



AZPM's television programming remains a source of entertainment and independent information. Viewers especially relied on AZPM for extensive political reporting during the election season. The *PBS NewsHour* provided coverage of both the Democratic and Republican National Conventions and live coverage all day on election day. In November, AZPM partnered with Arizona PBS (KAET) and the *Arizona Republic* to produce the only live, televised state-wide Senatorial Debate. *Your Vote 2020 - Arizona U.S. Senate Debate: Martha McSally vs Mark Kelly* was the most viewed program of 2020 on PBS 6.<sup>1</sup>

### PBS 6

*PBS 6* offers fan favorites like *PBS NewsHour*, *Finding Your Roots*, *NOVA*, and *MASTERPIECE*. *Arizona 360* delivers weekly news and current events while *Arizona Illustrated* brings art and culture home for Southern Arizona. *PBS 6* children's programming, airing weekday mornings, makes learning fun.

**PROGRAM SERVICE CHANNELS:** KUAT 6.1 | KUAS 27.1  
COMCAST 6, 220 | COX 6, 1006 | DIRECTV 6 | DISH 6

### PBS 6 PLUS

*PBS 6 PLUS* provides an alternative schedule to what's on *PBS 6*. With an emphasis on how-to programming, viewers can cook, garden, or armchair travel the world. Current affairs, news, music, the arts, drama, and a dose of exercise round out *PBS 6 PLUS* schedules.

**PROGRAM SERVICE CHANNELS:** KUAT 6.3 | KUAS 27.3  
COMCAST 396 | COX 82

### PBS KIDS

*PBS KIDS* programs make a positive impact through curriculum-based entertainment with affirmative role models and content designed to nurture a child's total well-being. Education-based programming like *Molly of Denali*, *Daniel Tiger's Neighborhood*, and *Wild Kratts* is available 24/7.

**PROGRAM SERVICE CHANNELS:** KUAT 6.2 | KUAS 27.2  
COMCAST 395 | COX 80



1. Source: Nielsen Ratings, July 2020 to June 2021

## BY, FOR, AND OF THE COMMUNITY

Communities across Southern Arizona rely on AZPM to provide independent, intelligent, quality television content. Measured against their respective peer groups, *PBS 6* and *PBS 6 PLUS* consistently rated among the highest-viewed stations across demographic groups. In 24/7 viewing, AZPM ranked first with Asian, Hispanic, and White non-Hispanic households, and second with Black households.

(Source: TRAC Media Locale CUMES, calendar year 2020)



# DIGITAL

[azpm.org](http://azpm.org)



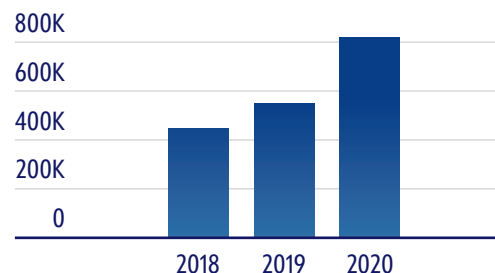
Anyone with an internet connection can easily access programming and information via AZPM's growing lineup of digital services. Visitors to **azpm.org** can stream live TV and radio programs, search schedules, find out about events, access educational materials, and get the latest news updates from AZPM's digital newsroom. AZPM's original offerings can also be found across social media platforms, including Facebook, Twitter, Instagram, and YouTube, often with special behind-the-scenes extras.

## AZPM PASSPORT USAGE UP 743% FROM 2018

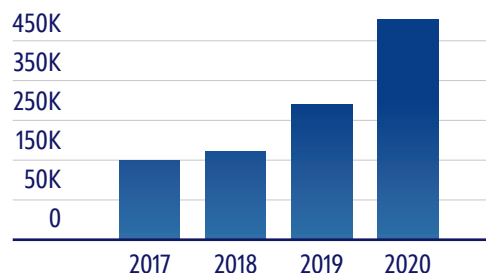
AZPM Passport offers eligible members extended access to thousands of titles on any smart TV or streaming device. Exclusive content is available on demand, allowing members to binge-watch their favorite programs, explore new titles, catch up on news, or take a front-row seat at arts and cultural performances. AZPM Passport usage grew 85% over 12 months and has increased 743% since 2018.

Free streaming of current PBS titles via the PBS Video app is available for a limited time following a program's broadcast date. Use of the free PBS Video App grew by 147% in the first three months of 2021.

### **PBS VIDEO APP** TOTAL STREAMS



### **AZPM** **Passport** TOTAL STREAMS

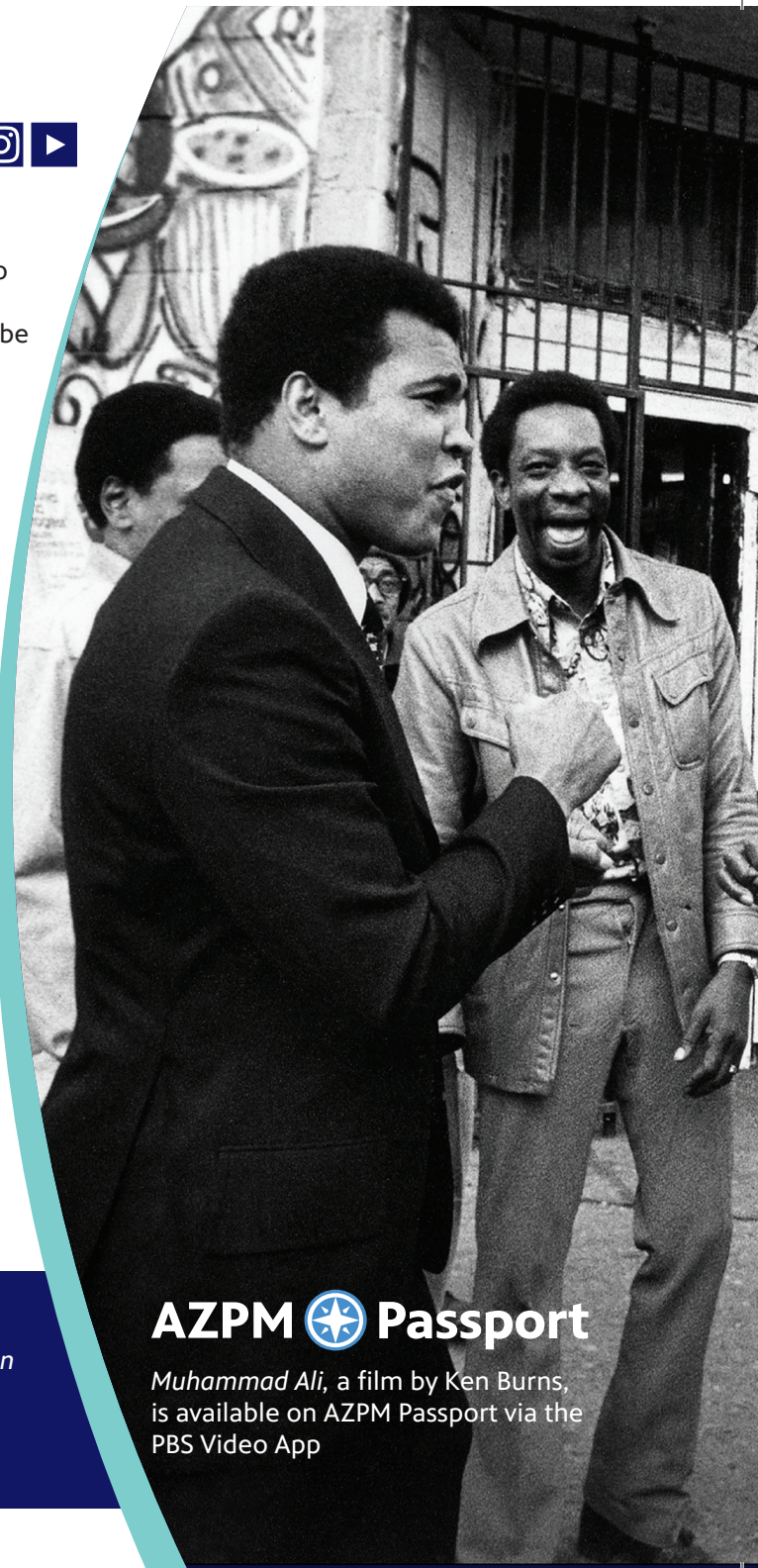


*PBS has content we don't see anywhere else, and is one of the most trustworthy news sources. The lack of commercials makes it a pleasure to watch, and the fact that it's in the public domain and over the air means it can be an experience shared by everyone.*

*- Sheri N. & Jeff K., Members*

## **AZPM** **Passport**

*Muhammad Ali*, a film by Ken Burns, is available on AZPM Passport via the PBS Video App



# IN YOUR EARS

## RADIO



In the fall of 2020, more than 115,600 people 12 and older tuned in to *NPR 89.1*. The service achieved the #1 overall ranking in radio in the Tucson Metro area in both Nielsen's 2020 summer survey and its 2020 Continuous Diary Market trend report for September and October.<sup>1</sup> *NPR 89.1* continued to earn top rankings during weekday morning drive hours, even with fewer people commuting to work.

### NPR

Discover the most important stories, wherever they are happening. *NPR 89.1* offers the most listened to radio news programs in America: *Morning Edition* and *All Things Considered*, as well as original local productions like *The Buzz* and *Arizona Spotlight*.

**TUNE IN FREQUENCY:** TUCSON 89.1 FM, 1550 AM | SIERRA VISTA 88.9 FM, 91.3 FM CATALINA 104.5 FM | NOGALES 91.1 FM



Rachel Martin, *Morning Edition*

### CLASSICAL

Unwind with 24 hours of classical music from the middle ages to the present day. Programs like *Exploring Music with Bill McGlaughlin* invite you to delve into the stories behind the music.

**TUNE IN FREQUENCY:** TUCSON 90.5 FM, 89.7 FM | SIERRA VISTA 89.7 FM | SAFFORD 89.5 FM | BISBEE 88.3 FM



Exploring Music with Bill McGlaughlin

### JAZZ

*Jazz 89.1 HD2* brings you 24 hours of creative melody, harmony, and rhythm. Tune in any time to enjoy music by artists like Billie Holiday, Miles Davis, and Pat Metheny.

**TUNE IN FREQUENCY:** TUCSON 89.1 FM HD2



Billie Holiday

### BBC WORLD NEWS

Catch up on interviews, news, and analysis of the day's global events, any time, every day from world-renowned journalists and storytellers on the 24-hour *BBC World News* channel.

**TUNE IN FREQUENCY:** TUCSON 89.1 HD3 SIERRA VISTA 88.9 HD3



1. Source: Nielsen Audio, Inc. AQH Share, Mon-Sun 6AM-Mid, September, 2020 and October, 2020

*Spending much of my youth in Hermosillo and Cananea, I have an intimate understanding and appreciation for our region's food, culture, and people – and AZPM's great multicultural programming makes me a proud supporter of their organization.*

- Phil Ferranti, Underwriter



# AWARD-WINNING ORIGINAL PROGRAMS

AZPM's team of award-winning journalists, producers, editors, videographers, and technical experts deliver original content for and about Southern Arizona every week.

**A R I Z O N A**  
I L L U S T R A T E D

## ARIZONA ILLUSTRATED

*Arizona Illustrated* offers thought-provoking, diverse stories that reflect the Southern Arizona community through stunning photography and powerful storytelling. AZPM's local producers develop compelling community stories for television that inform, educate, entertain, challenge, and uplift. In 2021, *Arizona Illustrated* team members were recognized with 42 Emmy® nominations and 14 Emmy awards, and four Regional Edward R. Murrow Awards.

## ARIZONA 360

AZPM's weekly public affairs television program offers context and analysis of issues that directly affect Arizonans. Veteran broadcaster Lorraine Rivera reports on issues across the state. This summer, *Arizona 360*'s firsthand account of the turmoil near the U.S./Mexican border provided a never-before-shared perspective on the U.S. Border Patrol's aid to stranded migrants. *PBS NewsHour* broadcast the segment to a national audience. In 2021, *Arizona 360* staff were recognized with five Emmy nominations, one Emmy award, and a Regional Edward R. Murrow Award.

**Arizona 360**

## THE BUZZ

*The Buzz* is an interview-focused radio public affairs program offering a deeper understanding of news, politics, science, and current events. Host Christopher Conover delivers what listeners need to know to understand complex topics that affect Southern Arizonans.

**THE BUZZ**

**ARIZONA**  
SPOTLIGHT

## ARIZONA SPOTLIGHT

Featuring in-depth interviews with artists, authors, entertainers, and the creative people behind the headlines, *Arizona Spotlight* keeps listeners informed about what's going on in Arizona, and is hosted and produced by Mark McLemore.



Dakin Martin in the Emmy-nominated *Arizona Illustrated* segment, *The Muralist*

# IN YOUR COMMUNITY

## COMMUNITY ACTIVITIES

AZPM offers community activities to foster conversation, collaboration, and connection between people across Southern Arizona. In 2020, the organization pivoted to engage the community with a series of virtual activities. To learn more about AZPM in the community, visit [about.azpm.org/community](https://about.azpm.org/community).



### JANUARY 8TH – TEN YEARS

On January 8th, 2011, nineteen people were shot, including U.S. Representative Gabrielle Giffords. Six people were killed. *Arizona Illustrated* host Tom McNamara met with a survivor, a surgeon, and witnesses to discuss the tragedy's impact and legacy.



### UA VIRTUAL EVENT SERIES: UNDERSTANDING THE BIGHORN FIRE

In a three-week virtual series, UA researchers, firefighters, and ecological professionals discussed the Bighorn Fire within the context of invasive species, previous burns and fire cycles of the Catalinas, and climate change. The event was followed by a special *Arizona Illustrated* segment, "Fire and the Future: Tucson's Bighorn Fire One Year Later."



### GLOBAL ARTS SHOWCASE SERIES

The *Global Arts Showcase* is a partnership between Arizona Public Media and the Pima County Public Library to bring people together in celebration of the diverse communities that make Southern Arizona special. This virtual series introduced attendees to Middle Eastern, Asian American, and Latinx artists who live and create in Southern Arizona.



### LIBRARY NIGHT IN

AZPM partnered with various organizations to present *Library Night In* as a COVID-safe alternative to *Library Night Out* during Native American Heritage Month. The virtual, family-friendly, cultural experience featured traditional cooking demonstrations, two episodes of the PBS Kids' show *Molly of Denali*, and a conversation with Pascua Yaqui Elder Ms. Martha Yrigolla.



# EDUCATIONAL OUTREACH

AZPM works with the educational community to develop the next generation of critical thinkers.

## AT-HOME LEARNING

Part of the public media mission is to ensure all kids have access to free educational resources at home. In response to the pandemic-related closure of Arizona schools, Arizona Public Media offered broadcast programming and accompanying digital resources that adhere to Arizona state curriculum standards. The At-Home Learning service continued through May of 2021.

## K-12 LEARNING PARTNERSHIPS

Free videos, interactives, lesson plans, and more are available on PBS LearningMedia. These learning resources are aligned to Arizona standards and were curated by AZPM especially for Arizona parents and educators. Relationships with the University of Arizona, Tucson Unified School District, Arizona Science Teacher's Association, and the Pima County Superintendent's Office have resulted in the training of thousands of K-12 educators on how to access and use PBS LearningMedia in and out of the classroom. More than 4,000 new Southern Arizona users joined the platform this year. AZPM also provided a series of family-friendly online activities, including the *Global Arts Showcase* series and *Library Night In*.



## STUDENT EMPLOYEES

AZPM's student employees are offered unique opportunities to enter the media landscape with hands-on training in television and radio production, marketing, information technology, business administration, and fundraising. These work opportunities provide University of Arizona students the chance to explore, understand, and contribute to the Southern Arizona community.

AZPM student videographer Jordan Chin won his first Emmy® award in 2021.



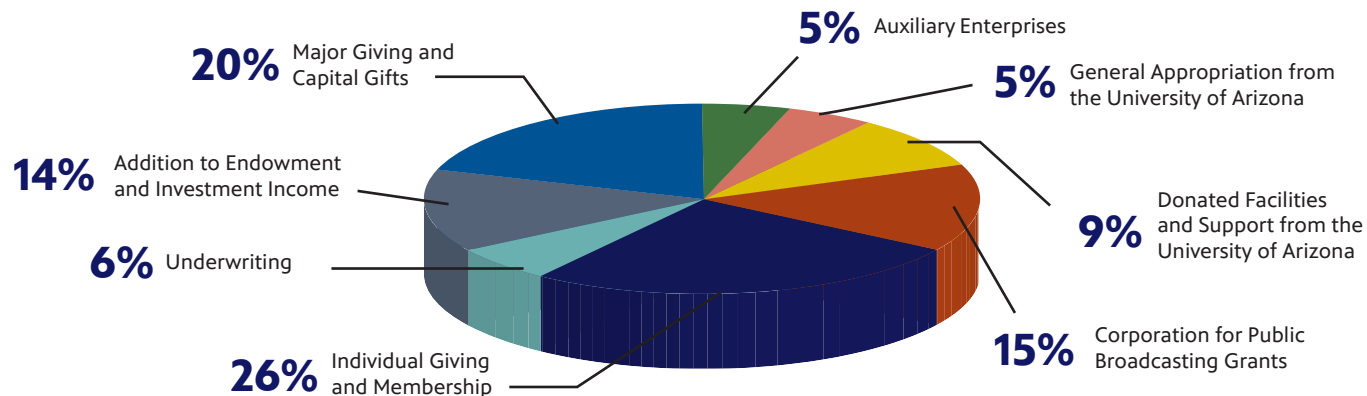
*Global Arts Showcase: Mes de la Cultura*

# FINANCIALS

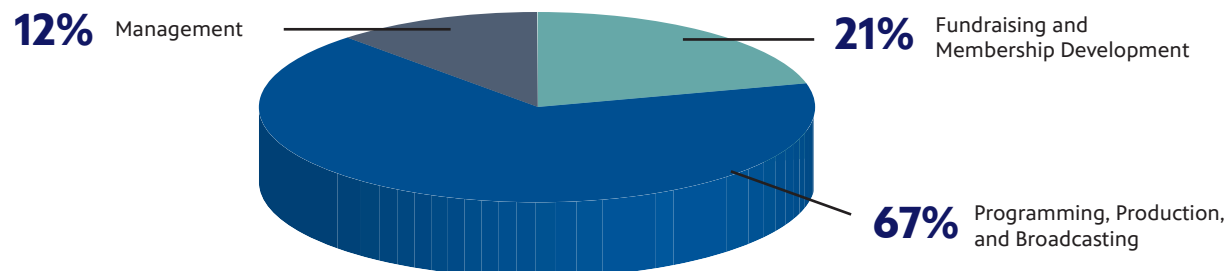
**71% OF OPERATING REVENUE WAS  
RAISED FROM SOUTHERN ARIZONA**

The following graphs illustrate the operating and non-operating revenues and expenses for the fiscal year ending June 30, 2021. AZPM's audited financial statements are available at: [about.azpm.org/financial/](http://about.azpm.org/financial/).

## OPERATING & NON-OPERATING REVENUES



## OPERATING & NON-OPERATING EXPENSES



*As an octogenarian, I continue to enjoy a full life. I travel to new places, I try different recipes and cooking techniques, I have both drama and humor at my fingertips, I acquire knowledge about both domestic and wild animals, I study and love history, I observe national holidays honoring US war veterans, I am exposed to the latest (and most accurate) world news on a daily basis, and I am able to feel part of live performances in the arts. Thanks to PBS and AZPM, I am able to do all this without leaving my cozy den. Out of gratitude, why wouldn't I support AZPM? Giving back is my joy in return for a life I wouldn't have otherwise.*

*- Jane S., Leadership Giving Society Member*



# THANK YOU, SOUTHERN ARIZONA!

## ANNUAL MEMBERS

More than 30,000 people across Southern Arizona support Arizona Public Media by being an annual member. Given the events of this past year, membership has meant more to AZPM's success and its future than ever before. Whether you joined for the first time or renewed your annual gift, thank you for being with us to celebrate this year's milestones.

## LEADERSHIP GIVING SOCIETY MEMBERS

Donors who give \$2,500 annually are automatically enrolled in the Leadership Giving Society. Your generous donations ensure that everyone in the community continues to have access to public media, regardless of income.

## LEGACY SOCIETY MEMBERS

A planned gift can be a donor's largest and most significant contribution, and can make an enduring impact on AZPM. Legacy Society donors have designated AZPM in their estate plans.

## UNDERWRITERS

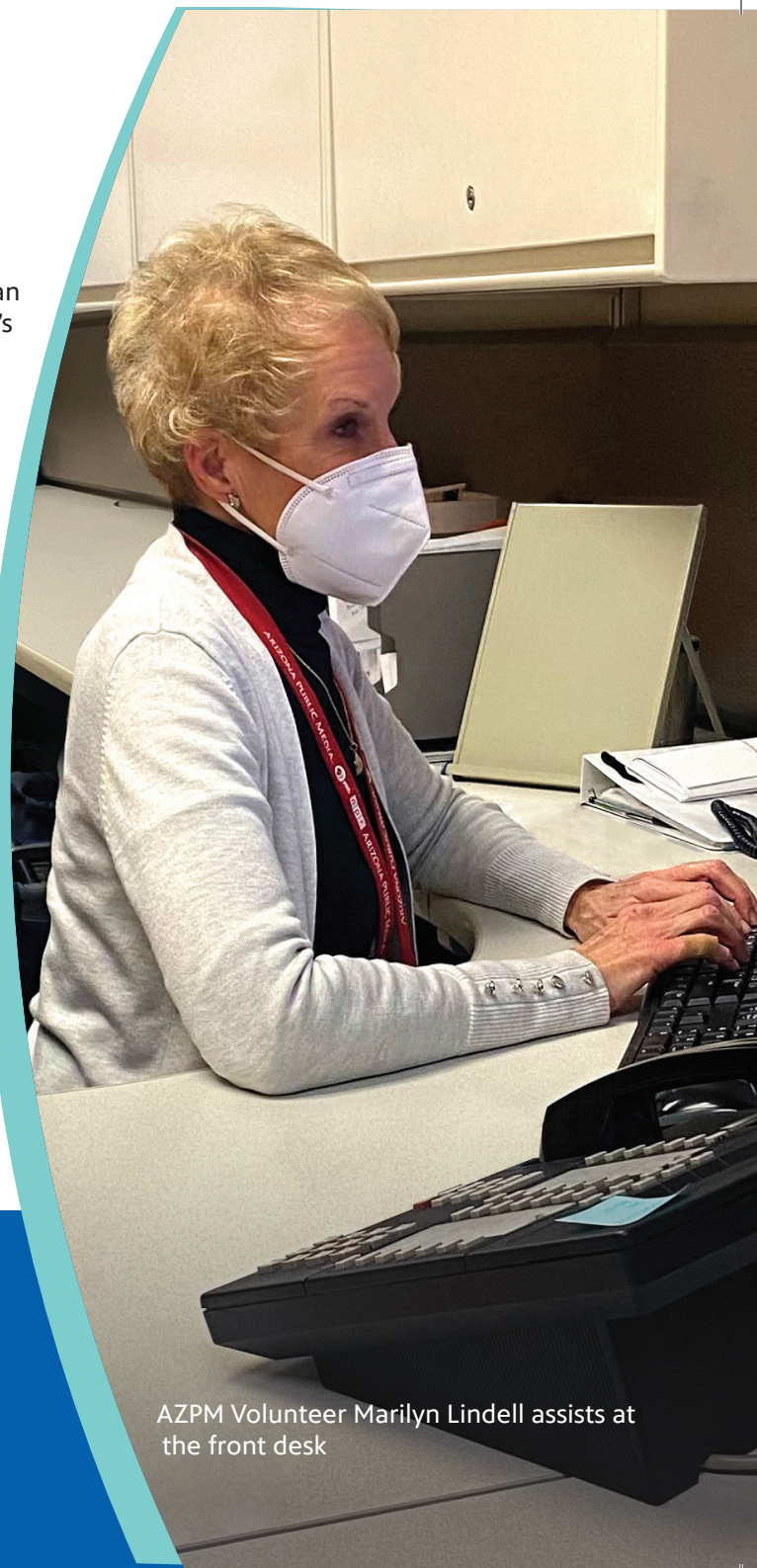
Hundreds of businesses and organizations choose to support AZPM and engage potential customers. By purchasing program sponsorships, underwriters help make AZPM's programming possible.

## VOLUNTEERS

Volunteers are an essential part of achieving AZPM's mission. This year, volunteers donated their time answering calls, responding to print and online inquiries, and supporting virtual events.

## COMMUNITY ADVISORY BOARD

The Arizona Public Media Community Advisory Board is composed of community volunteers who represent the diverse interests of audiences throughout Southern Arizona. The 30-member board advises AZPM management on a variety of strategic issues related to the needs and interests of the communities AZPM serves.



AZPM Volunteer Marilyn Lindell assists at the front desk

# AZPM DONORS

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