



BRIDGING COMMUNITIES



ARIZONA PUBLIC MEDIA®



azpm.org

A COMMUNITY SERVICE OF THE UNIVERSITY OF ARIZONA

A Site to Behold



Why We Support AZPM

INNOVATION. COLLABORATION. OPPORTUNITY.

With the community's needs at the forefront of all decisions, the construction of a new facility means better service, content, and opportunities for Southern Arizona.

Situated at the University of Arizona Tech Park at The Bridges, the new building will provide increased visibility and much improved ease of access for the community.

The Bridges is Tucson's newest and most innovative mixed-use development and is located on South Kino Parkway and East 36th Street.



We are pleased to help bring Arizona Public Media into the 21st century. While we know the programming is of such high quality that no improvement is needed, we want AZPM to be able to accomplish its mission in a proper, welcoming space and with the most advanced technology available.

As long-time Tucsonans who take an active role in our community, we know where to invest our trust and our time. Arizona Public Media has stood the test of time as an important part of our community and our lives. Our children and grandchildren were raised on PBS shows like *Sesame Street* and *Mr. Rogers*. Now we watch PBS almost daily. We enjoy *NOVA*, *Nature*, the in-depth and apolitical investigative reports on *Frontline*, and we don't miss *Amanpour & Co.*

We can't wait to see the ways AZPM will continue to evolve. We share the excitement of so many and know the increase in technical capabilities and improvement in the physical space and location will impact all of us in important ways.

We hope you'll consider joining us in supporting this essential project for such a worthy mission. We look forward to the task ahead and celebrating success with you.

Alice & Paul Baker



We are thrilled to chair this important Arizona Public Media effort to continue and enhance public media services for all of Southern Arizona. AZPM is a phenomenal resource, providing excellence in programming and winning countless Emmy® awards for and about our communities.

We have a jewel that simply cannot continue to provide top-notch services without updated technology and a functional and accessible space in which to do so. Television technology is moving forward, and we cannot be left behind. Additionally, we need a new, larger public facility for the public, the staff, and the students who get their start in the industry at AZPM.

Our family, like so many others, has relied on AZPM for many decades. Our children grew up on the educational television programs like *Sesame Street*. As young adults we started watching PBS and listening to NPR news and entertainment, and we have never stopped.

We have a responsibility to pay it forward so future generations will also have free access to unbiased journalism and high-quality educational and entertaining content. Please join us in this exciting and important next step for a trusted and prized Southern Arizona treasure.

Lynne Wood Dusenberry & Bruce Dusenberry

100 YEARS OF MILESTONES

1920

The University of Arizona secured an experimental radio license from the Federal Radio Commission (predecessor of the FCC) to test a new, unproven medium: wireless radio.

1927

Charles Lindbergh visits Tucson. Temple of Music & Art built.

1928

James A. Walsh United States Courthouse built.

1929

Pima County Courthouse and Consolidated National Bank building constructed.

1930

Fox Tucson Theatre and Plaza Theater (Tucson) opened. Arizona Inn built.

1939

UA established its Radio Bureau, providing programming to Tucson and Phoenix commercial radio stations.

1941

Davis-Monahan Air Force Base established.

1951

UA began filming television news reports for use on KHPO-TV in Phoenix.

1952

Arizona-Sonora Desert Museum founded.

1953

UA's Radio Bureau expanded to include the word "television" in its title to reflect the increasing importance of television.

1957

The Radio and Television Bureau outgrew its space in Old Main and moved into the newly remodeled Herring Hall.

You're Invited

An incredible new space will open AZPM's doors to the public so the community can fully experience everything AZPM has to offer. The new home will be a gathering space for the whole community, while allowing for program expansion, innovation, and new partnerships.

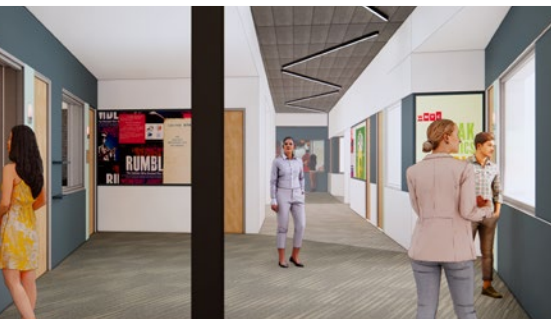
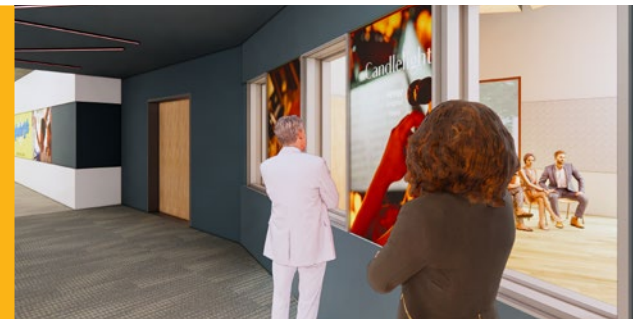


Sights & Sounds



Visitors can get a peek at the many channels of programming that AZPM features on-air, 24/7, in the "Master Control" Hub, an essential but rarely seen function of any television broadcast station.

Watch and listen to live music, plays, interpretive dance and much more in the performance studio, specially designed for recording and live performances.



Always wondered what a live radio studio looks like in action? Look no further than the AZPM radio studios, where on-air talent, your favorite local and national programs, plus classical and jazz music come alive.

- ↓ **1958**

A 250 ft. broadcast tower was completed adjacent to Herring Hall. Expected coverage was 20 miles using 1,000 watts of power.
- ↓ **1959**

KUAT Channel 6 inaugurated service as the first non-commercial education television station in Arizona.
- ↓ **1960**

KUAT-TV began broadcasting in color.
- ↓ **1967**

The Public Broadcasting Act was signed by President Lyndon B. Johnson, establishing public broadcasting in the U.S. This led to creation of the Public Broadcasting Service (PBS) in 1969 and National Public Radio (NPR) in 1970.
- ↓ **1968**

KUAT-AM 1550 went on the air with a format of classical and jazz music and cultural and educational programming. The station's AM broadcast signal remains one of the most powerful west of the Mississippi.
- ↓ **1970**

The Public Broadcasting Service (PBS) began broadcast operations. Today, there are more than 350 locally owned and operated member stations. PBS is the only television broadcast network in the country with affiliates in every U.S. state and four U.S. territories.
- ↓ **1971**

All Things Considered made its debut as the first national public radio program, redefining the substance and sound of national news. NPR debuts with U.S. Senate Foreign Relations Committee Hearings on the Vietnam War.
- ↓ **1975**

KUAT-FM debuts as Tucson's first public radio station on FM.
- ↓ **1977**

Construction began on a new 10-meter satellite receiver dish in the unused pool south of Bear Down Gymnasium as Channel 6 moved to satellite-delivered programming from PBS.
- ↓ **1979**

NPR's *Morning Edition* premieres with live coverage of the Iranian Hostage Crisis.



Jack Gibson
Chief Executive Officer,
Arizona Public Media

Why We Need Your Help

Dear friends,

Arizona Public Media (AZPM) is one of the most honored and well-respected public media stations in the country. PBS 6 is one of the nation's highest rated PBS stations and NPR 89.1 continues to be Southern Arizona's most trusted source of news and information. Yet we produce our award-winning original productions and operate three television program services, four radio program services, and a growing array of digital services from the basement and sub-basement of a classroom building on the campus of the University of Arizona.

The current facility, housed in the UA's Modern Languages Building, was built in the mid-1960s for a single instructional television station, before PBS or NPR came into existence. As AZPM grew, classrooms and office spaces were retrofitted to function as broadcast production facilities. AZPM and industry-standard technology have long since outgrown this space.

AZPM's new facility will be designed specifically to meet current and future technical and broadcast requirements. Much of AZPM's aging radio and television broadcast production infrastructure will be replaced as we transition to 4K High Dynamic Range (HDR) production and in preparation for the conversion to a new television broadcast standard (ATSC 3.0/NextGen TV).

As we look toward the future, AZPM's vision of 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 can, with your help, become a reality.



MORE THAN A BUILDING

A new, modern facility for Arizona Public Media will better serve ever-changing community needs and interests, support the education and training of University of Arizona students, improve visibility and community access, and provide a sense of place for AZPM in the community. It will be designed as a public square — a convening place for open debates, presentations, screenings, and events intended to bring the community together.

A new state-of-the-art facility will help AZPM attract, recruit, and retain talented staff and supporters, and add new revenue streams for the benefit of the organization through facility rentals.

↓ 1980

Arizona Illustrated premiered as Southern Arizona's news magazine on KUAT-TV Channel 6. The award-winning program continues to be a respected source of news about area politics, public affairs, the arts, health and science.

↓ 1982

Reflexiones, a weekly bilingual news magazine dealing with issues and interests of the area's Hispanic community, debuted on KUAT-TV Channel 6.

↓ 1988

KUAS-TV Channel 27 began providing service to northwest Tucson and areas west of Mt. Lemmon not served by KUAT-TV Channel 6.

↓ 1990

The Desert Speaks, produced in cooperation with the Arizona-Sonora Desert Museum, moved from KOLD to KUAT and achieved national attention and accolades.

↓ 1992

KUAZ-FM goes on the air with NPR's flagship news broadcasts, *Morning Edition* and *All Things Considered*, and locally hosted jazz music.

↓ 1994

KUAT's multi-media unit began operation, featuring the first cable television Public/Education/Government (PEG) channel for the UA. In 2003 the channel was re-branded as UA Channel.

↓ 2002

KUAS-DT became the first digital TV station in Tucson, transmitting from towers on Tumamoc Hill (2002) and Mt. Bigelow (2003). Together, KUAT-TV and KUAS-TV are known as PBS 6.

↓ 2003

Arizona Spotlight debuted on KUAZ radio, hosted currently by Mark McLemore.

↓ 2007

AZPM's *Phoenix Mars Mission: Onto the Ice* aired nationally on PBS.

↓ 2008

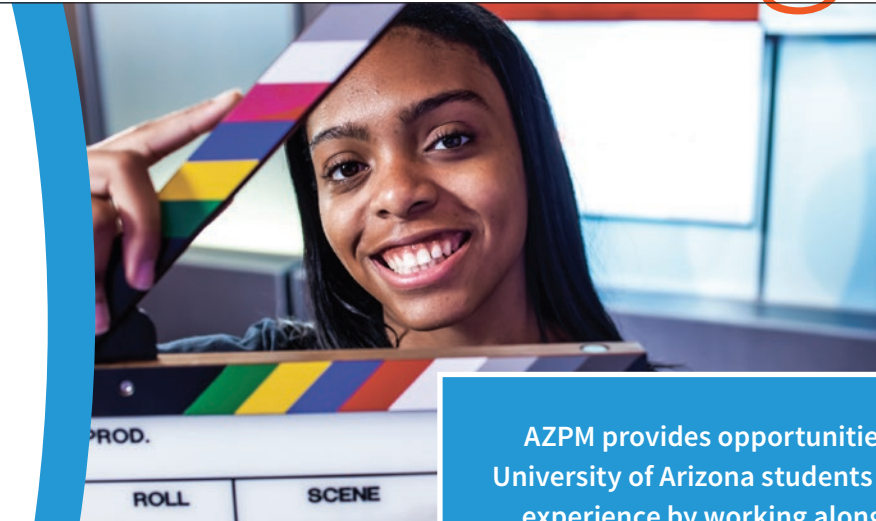
The KUAT Communications Group changed its name to Arizona Public Media® (AZPM®), a registered trademark of the Arizona Board of Regents. The unified brand more accurately reflects the evolving nature of the media business where broadcast and digital platforms converge.

Real-World Learning

STUDENT COLLABORATION

AZPM offers unparalleled experiential learning opportunities to University of Arizona students, bridging the gap between higher education and the professional world. Students working alongside AZPM's professional staff gain real-world experience in journalism, television and radio production, marketing and communications, customer service, graphic design, business, and accounting.

State-of-the-art broadcast facilities offer hands-on training on the most up-to-date technology, preparing students to become the next generation of media leaders.



AZPM provides opportunities for University of Arizona students to gain experience by working alongside AZPM's professional staff.



2009

KUAT-TV celebrated 50 years of service to the community.

2011

The weekly state-wide television newsmagazine *Arizona Week* debuts on PBS-6.

2015

AZPM received the Overall Excellence Award from the National Academy of Television Arts & Sciences (NATAS).

2016

AZPM received the National Academy of Television Arts & Sciences (NATAS) 2016 Board of Governors' Award for the original documentary *Passing On*.

2018

AZPM's *The Buzz*, a weekly Arizona news and public affairs radio series, debuts on NPR 89.1, and *Arizona 360*, a public affairs program, debuts on PBS 6.

2018

AZPM inaugurated a full-power radio station in Sierra Vista, providing first-time NPR service to Southeastern Arizona.

2019

KUAT Channel 6, Arizona Public Media's flagship station, celebrated 60 years of service to Southern Arizona.

2019

AZPM's Jazz 89.1 FM (on HD 2) broadcast 24/7 jazz music to Southern Arizona. NPR 89.1's broadcast schedule was updated to offer 24/7 news and NPR programming.

2021

AZPM staff received 15 individual Emmy® awards from 48 nominations for 21 projects. AZPM is recognized more than any other public broadcaster in the five-state Rocky Mountain region.

2022

AZPM returned to in-person community events with two standing room only screenings of *The U.S. and The Holocaust*. Each screening was followed by a panel discussion that featured a Holocaust survivor.

Community Voices

STORIES ARE MEANT TO BE SHARED AND CELEBRATED

Stories are the stuff and substance of public media. Mission-driven, innovative and collaborative, AZPM exists to tell stories that strengthen the civic fabric of Arizona.

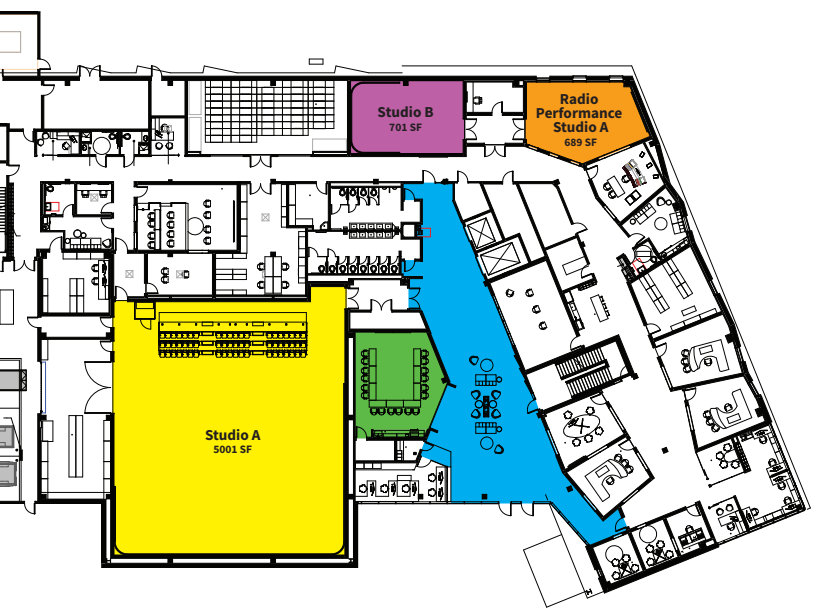
The new building is designed in keeping with AZPM's philosophy of collaboration with and connection to Arizona's diverse communities

— a place that encourages Southern Arizonans to become active participants in local issues, leading to better communication, understanding and more engaged communities.



First Floor

RADIO/TELEVISION OPERATIONS AND PRODUCTION



COMMUNITY-FRIENDLY SPACE

TV Studio A, AZPM's main studio, will include retractable seating, permanent balcony seating, and 5,000 square feet of space that can accommodate large performance groups.

The Community Studio will be outfitted with the latest in audio/visual and connectivity technology, and will be available for rental. A welcoming Lobby & Reception area will be the starting point for visitors, as well as an educational, conversational, and social gathering space.

Radio production and podcast studios will also be housed on the first floor and will be available to view and tour upon request.

TV STUDIO A



AZPM's TV Studio A will feature retractable seating to accommodate an audience of approximately 250.

COMMUNITY STUDIO



RADIO PERFORMANCE STUDIO A



STUDIO B

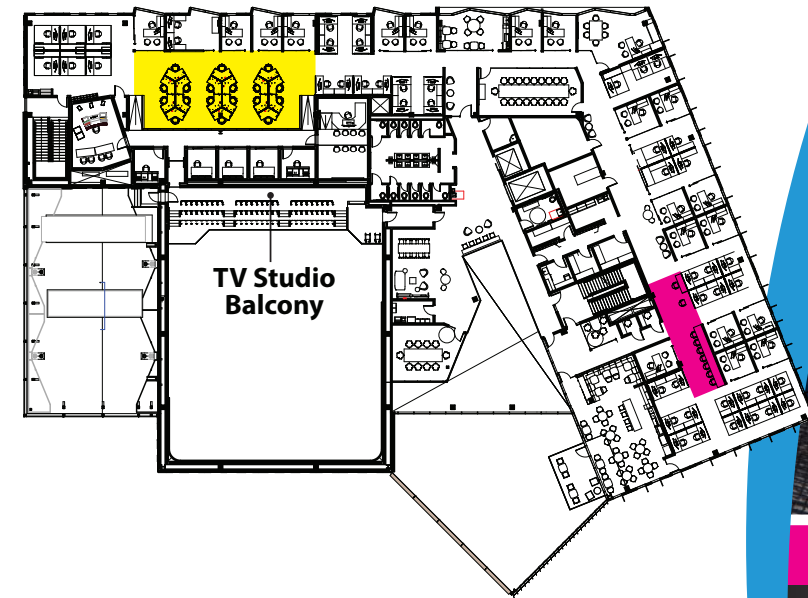


MAIN LOBBY



Second Floor

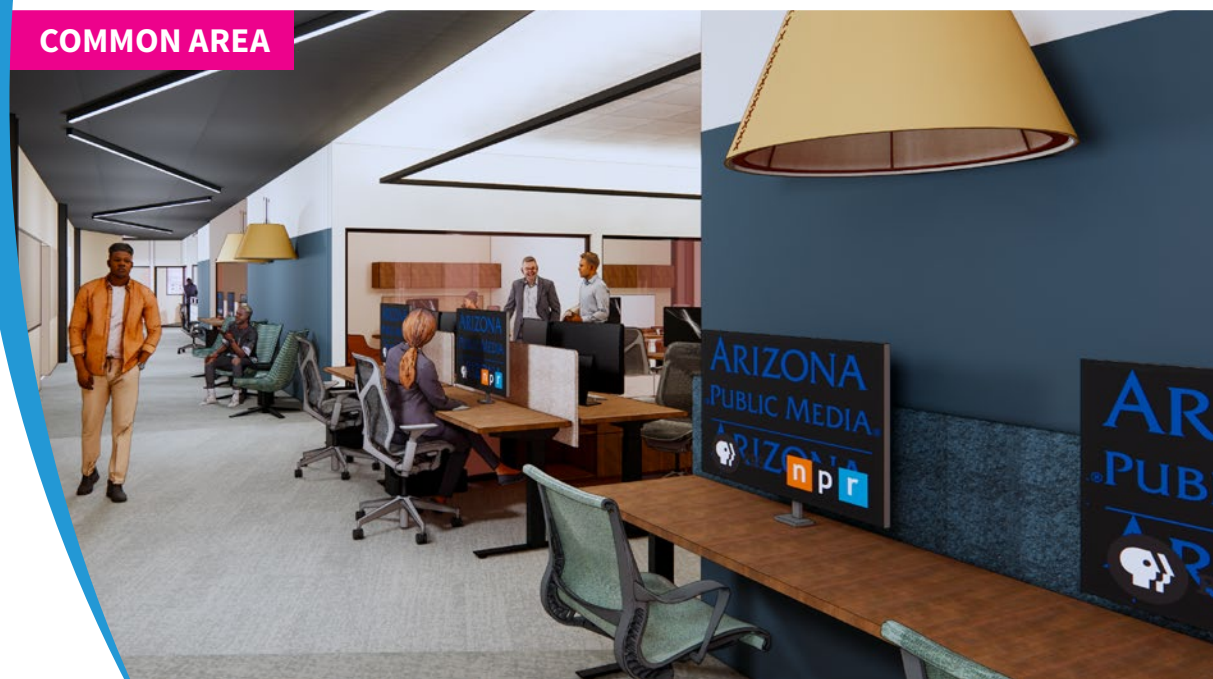
RADIO/TELEVISION POST-PRODUCTION, NEWSROOM, AND ADMINISTRATION



AZPM NEWSROOM



COMMON AREA

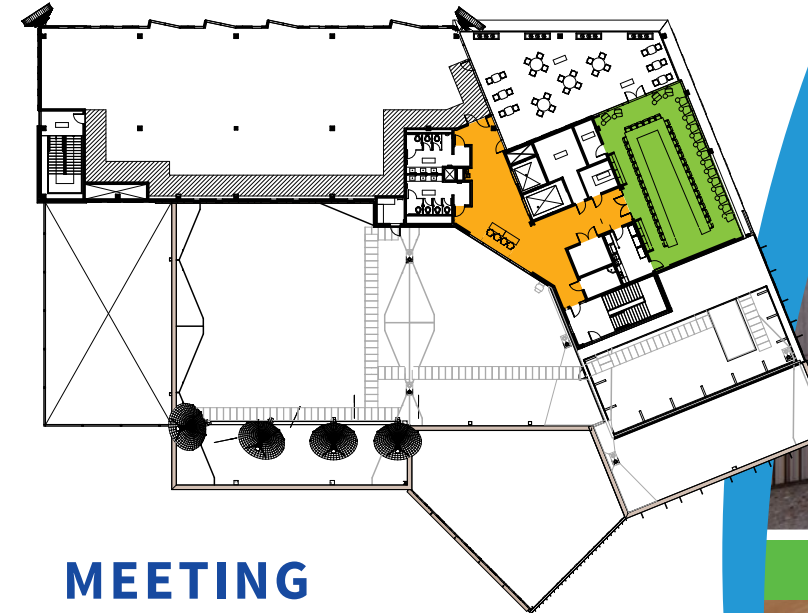


COLLABORATIVE WORK SPACES

The second floor is where most of the AZPM staff will work. Unlike the siloed structure of the current facility, this workspace is designed for maximum collaboration. Hoteling and shared workspaces will offer greater mobility, flexibility, and efficiency. Content creators will work in spaces designed for optimal productivity.

Third Floor

DIGITAL CONFERENCE CENTER, COVERED ROOFTOP DECK, SHELL SPACE (FUTURE EXPANSION)



3RD FLOOR LOBBY



DIGITAL CONFERENCE CENTER



MEETING EXPECTATIONS

The third floor Rooftop Deck and Digital Conference Center will provide stunning views of the Catalinas in a comfortable and modern setting. Both spaces will be used for donor social or fundraising events and can also be rented to community organizations. The conference center will be equipped with the most innovative and high-tech features that promise to bring any meeting, presentation, or gathering to the next level. Additionally, the third floor will also include a cost-saving shell space that is ready for future expansion.

Recognition Opportunities

WE INVITE YOU TO JOIN US

The Bridging Communities Capital Campaign offers the opportunity to partner in expanding the impact of public media in Southern Arizona for the next century.

Recognition opportunities for the giving levels below may include the Television Studio, Radio Performance Studio, Atrium/Reception/Lobby, Radio and Podcast Booths, the Rooftop Deck and more.

| GIVING LEVELS | Five Annual Gifts of |
|---------------|----------------------|
| \$5,000,000 | \$1,000,000 |
| \$2,500,000 | \$500,000 |
| \$2,000,000 | \$400,000 |
| \$1,500,000 | \$300,000 |
| \$1,000,000 | \$200,000 |
| \$750,000 | \$150,000 |
| \$500,000 | \$100,000 |



TV STUDIO A



RADIO PERFORMANCE STUDIO



ATRIUM/RECEPTION/LOBBY



RADIO TALK SHOW BOOTH



ROOFTOP DECK



TV MASTER CONTROL

Campaign Leadership

HONORARY CAMPAIGN CHAIRS

Alice & Paul Baker

CAMPAIGN CHAIRS

Lynne Wood & Bruce Dusenberry

CAMPAIGN STEERING COMMITTEE

Judith Brown
 Karen Christensen
 Mary Ann Dobras
 Joyce Finkelstein
 Louise Glasser
 Helaine Levy
 John Pedicone

EXECUTIVE STAFF

Jack Gibson, Chief Executive Officer
 Deb Dale, CFRE, Chief Development Officer
 Kimberly Heath, Chief Financial Officer
 Ian MacSpadden, Chief Technology Officer
 Gene Robinson, Chief Operating Officer

COMMUNITY ADVISORY BOARD OFFICERS

Hope Hennessey, Chair (2022-2024)
 Steven Eddy, Immediate Past Chair (2020-2022), Government Relations & External Affairs, Tucson Electric Power and UniSource Energy Services
 Ed Frisch, Secretary, University of Arizona (retired)

COMMUNITY ADVISORY BOARD MEMBERS

Jodi Bain, Attorney, Bain Law Firm, PLLC
 Ted Borek, Judge, Pima County Superior Court (Retired)
 Ron Carsten, Operational Effectiveness Consultant/Chief Engineer, Raytheon Missile Systems (retired)
 Mary Ann Dobras, Community Volunteer & Philanthropist
 Lynne Wood Dusenberry, Attorney, University of Arizona Office of the General Counsel (Retired) / Philanthropist
 Joyce Finkelstein, Executive Director, Green Valley/Sahuarita Volunteer Clearinghouse
 Nicola Finley, Founder, Dr. Nicola, PLLC; Adjunct Faculty, University of Arizona College of Public Health
 Frank Hamilton, A.C. Nielsen Co. (retired)
 Todd Hanley, Proprietor, Hotel Congress/Maynard's Market & Kitchen
 Alejandro Higuera, Communications Coordinator, Project Outreach FAMILIA, University of Arizona College of Education
 Hassan Hijazi, Director, International Alumni & Development Initiatives, University of Arizona Office of Global Initiatives
 John Hildebrand, Regents Professor, University of Arizona Department of Neuroscience (retired); International Secretary, National Academy of Sciences
 Joseph Howell, VP Public Affairs & Communication, Citi
 Sylvia Lett, Assoc. Professor of Legal Writing & Asst. Clinical Professor of Law, University of Arizona James E. Rogers College of Law
 Pat Lopez III, Attorney & Partner, Rusing Lopez & Lizardi, PLLC
 Rose Lopez, Chief Executive Officer, Intermountain Centers for Human Development
 Lynn Nadel, Professor Emeritus, University of Arizona Department of Psychology (retired)

EX-OFFICIO MEMBERS

Jack Gibson, Chief Executive Officer, Arizona Public Media
 Laura Todd Johnson, Vice President for Legal Affairs and General Counsel, University of Arizona

Christina Noz, Attorney, Trust Officer, Moeller & Conway, PLLC
 Lauren Ortega, Deputy Director, Pima County Department of Transportation
 Hank Peck, Partner, TCI Wealth Advisors, Inc. (retired)
 John Pedicone, Superintendent, Tucson Unified School District, Flowing Wells Unified School District (retired)
 Patrick Robles, Student Representative, President, Associated Students of the University of Arizona
 Minna Shah, Architect, Marketing Professional (retired)
 Susan Tarrence, Advertising Sales/Print Media, Tribune Company, The New York Times (retired)
 Magdalena Verdugo, Chief Executive Officer, YWCA Southern Arizona

EMERITUS MEMBERS

Betsy Bolding, Manager of Consumer Affairs, Tucson Electric Power (retired)
 Judith Brown, Director, Development & Community Affairs, University of Arizona College of Nursing (retired)
 Jennifer Casteix, Clinical Associate Professor, University of Arizona College of Speech, Language & Hearing Sciences
 Dan Cavanagh, President, Dan Cavanagh, Inc.
 Karen Christensen, Arts Consultant, Attorney (retired)
 James Jutry, Attorney, DeConcini, McDonald, Yetwin & Lacy, PC
 Jan Leshner, County Administrator, Pima County
 Anne Maley, President, Anne Maley Consulting
 Jim Murphy, Chief Executive Officer, Pima Council on Aging (retired)
 Simon Rosenblatt, Lieutenant Colonel, U.S. Army (retired)



ARIZONA PUBLIC MEDIA®
BRIDGING COMMUNITIES



For capital campaign
information, call
520-848-4100

P.O. Box 210067 ▪ Tucson, AZ 85721-0067
azpm.org ▪ 520-621-5828

Land Acknowledgment

We respectfully acknowledge the University of Arizona is on the land and territories of Indigenous peoples. Today, Arizona is home to 22 federally recognized tribes, with Tucson being home to the O'odham and the Yaqui. Committed to diversity and inclusion, the University strives to build sustainable relationships with sovereign Native Nations and Indigenous communities through education offerings, partnerships, and community service.