Dear Friends,

Throughout 2022, Arizona Public Media continued its legacy of engaging, impactful, and highly visual storytelling focused on Southern Arizona's public affairs, science, arts and culture, nature, environment, and social issues. AZPM continues to grow and engage viewers, evidenced by solid Nielsen ratings, state-wide broadcast of its flagship program, Arizona Illustrated, and an increasing number of its stories broadcast to a national audience. AZPM's body of work and staff continue to garner many regional and national media awards.

Education remains at the forefront of AZPM’s mission. In response to challenges presented by the ongoing COVID-19 pandemic, AZPM produced School in the Time of COVID: Community Conversations, a four-part Facebook Live event in which local students, teachers, school counselors, experts, and parents discussed their experiences navigating the education landscape during the pandemic. Arizona At-Home Learning continued to provide K-12 digital resources and educational television programs aligned with state curriculum standards, as well as collection of resources to assist with handling educational, social, and emotional issues. In partnership with Biosphere 2 and University of Arizona Digital Learning, AZPM developed the Biosphere 2 Rainforest Virtual Field Trip, a free, immersive virtual experience that takes students on an interactive exploration of biodiversity in global rainforests.

Viewers and listeners statewide relied on AZPM's television, radio, and online news programs for information on local and state public affairs, world news, and issues that affect Southern Arizona. NPR 89.1’s content sharing partnership with sister NPR stations across the state (KJZZ/Phoenix, KNAU/Flagstaff, and KAWC/Yuma) pooled and focused resources to provide improved news coverage to listeners across Arizona. AZPM staff earned 15 individual regional Emmy® awards in 2021 and 10 more in the fall of 2022. In addition, AZPM was recognized with five regional Edward R. Murrow awards for journalistic excellence in 2022. In response to growing demand for digital content, AZPM launched its first podcast, Gavel to Gavel, offering insight into the workings of the Arizona state legislature, and continues to produce new podcasts on a variety of topics.

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.

Sincerely yours,

[Signatures]

Jack Gibson
Chief Executive Officer, Arizona Public Media

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

Hope Hennessey
Chair, AZPM Community Advisory Board
**AZPM’S TELEVISION PROGRAMMING** remains a source of entertainment, education, and trusted news for Southern Arizona viewers. For the 19th year in a row, Americans ranked PBS and its member stations as the most-trusted media institution among a consideration set that includes commercial cable and broadcast television, newspapers, streaming services, and others.1 The primetime lineup on **PBS 6** includes critically-acclaimed documentaries and dramas from **FRONTLINE, Nature, and MASTERPIECE; and every weekday morning PBS KIDS shows from Sesame Street to Alma’s Way educate and captivate young minds.** **Arizona Illustrated** continues to highlight the culture and diversity of our region through thoughtful storytelling. **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 6.1 | KUAS 27.1 | Comcast 6, 220 | COX 6, 1006 | DIRECTV 6 | DISH 6

PBS 6 offers fan favorites like **PBS NewsHour, Finding Your Roots, NOVA, and MASTERPIECE,** while **Arizona Illustrated** brings art and culture home for Southern Arizona. Children’s programming, airing weekday mornings on **PBS 6,** makes learning fun.

**PROGRAM SERVICE CHANNELS**

KUAT 6.2 | KUAS 27.2 | Comcast 395 | COX 80

**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 6.3 | KUAS 27.3 | Comcast 396 | COX 82

1. Source: 2022 nationwide survey conducted for PBS by Marketing & Research Resources, Inc.

**AZPM’S FLAGSHIP STATION, PBS 6,** was again ranked among the top public television stations in the country for full week viewership. PBS 6 ranked #1 among the 56 top media markets in the country for cumulative (unduplicated) audiences. Eight of every ten households in Southern Arizona watched **PBS 6** over the course of the year.

The premiere season of All Creatures Great and Small was one of PBS’s biggest hits of 2021, delighting television viewers exhausted by lockdown and ongoing political crises.
IN THE FALL OF 2022, AZPM News launched its Cochise County News Bureau, based at the University of Arizona's College of Applied Science and Technology campus in Sierra Vista. AZPM's embedded reporter, Summer Hom, focuses exclusively on Cochise County issues and events. The Cochise County News Bureau is a natural outgrowth of the addition of KUAS-FM 88.9 radio broadcast signal that serves Southeastern Arizona.

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

Unwind with 24 hours of classical music from the middle ages to the present day. Programs like Exploring Music with Bill McLaughlin 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

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

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

NPR 89.1 continues to rank #1 for listeners age 50+ and among the top 3 stations for listeners age 12+ among all Tucson radio stations. It was also voted the best radio station for news by readers of the Tucson Weekly for the 18th straight year.
DIGITAL

ANYONE WITH an internet connection can easily access programming and information via AZPM’s growing lineup of digital services.

AZPM.ORG visitors 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 offers extended access to thousands of titles on smart TV or streaming device to members contributing $60 per year or more. 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 67% over 12 months, and total streams rose by 45%.

In 2023, Geoff Bennett and Amna Nawaz succeed Judy Woodruff as co-anchors of PBS NewsHour, consistently one of the most watched programs on AZPM Passport with the PBS Video App.
ARIZONA ILLUSTRATED

Arizona Illustrated, AZPM’s flagship television production and one of the longest running series in public media nationally, offers thought-provoking, diverse stories that reflect the Southern Arizona community through stunning photography and powerful storytelling.

RADIO ORIGINALS

Arizona Spotlight highlights artists, authors, influencers, and the people behind the headlines. The Buzz gives listeners in Southern Arizona a deeper understanding of news, politics, science, and more through thoughtful conversation. And Arizona Science explores the latest research and technological innovations in Southern Arizona and at the University of Arizona.

AZPM staff continue to outperform all other public media organizations in the four-state Rocky Mountain/Southwest Emmy region.

AZPM staff members have been honored with 25 individual Emmy® Awards over the past two years.

AZPM received five regional Edward R. Murrow Awards for journalistic excellence, including one for Excellence in Diversity, Equity, and Inclusion.

YOUR VOTE 2022

AZPM News was Southern Arizona’s source for up-to-the-minute election coverage, providing comprehensive coverage on radio, television, online, and via podcasts. Leading up to the election, AZPM offered a weekly half-hour Your Vote 2022 television special with information about the candidates, and analysis of the issues hosted by award-winning journalist Liliana Soto, Assistant Professor of Practice at the University of Arizona School of Journalism.

The AZPM radio news team produced 18 radio features previewing candidates and ballot questions.

The Fact Check Arizona podcast not only looked at the accuracy of a statement, but also offered context, further analysis and expert thoughts on what a particular statement reveals.

On election night, AZPM produced a live half-hour television program, simulcast on NPR 89.1, and offered live breaks on radio and television.

PODCASTS

Tapped tells the stories of people living with the cost of drought in the Southwest and what we can do to mitigate it.

Gavel to Gavel: The Arizona Legislature Podcast tunes out the noise and provides context for legislative issues that affect the lives of every Arizonan.

Scan to listen to AZPM original podcasts.
IN YOUR COMMUNITY

AZPM OFFERS COMMUNITY ACTIVITIES to foster conversation, collaboration, and connection between people across Southern Arizona. To learn more about AZPM in the community, visit about.azpm.org/community.

GLOBAL ARTS SHOWCASE SERIES

The Global Arts Showcase, a partnership between Arizona Public Media and the Pima County Public Library, brings 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.

GLOBAL ARTS SHOWCASE: MES DE LA CULTURA

In early September 2022, AZPM presented two standing room only screenings of The U.S. and the Holocaust, the newest documentary from filmmakers Ken Burns, Lynn Novick and Sarah Botstein. Each screening was followed by a panel discussion featuring a Holocaust survivor. These conversations inspired AZPM to produce Children of the Holocaust, an original series of interviews with Southern Arizona Holocaust survivors. Children of the Holocaust will premiere in early 2023.

DOWNTON ABBEY: A NEW ERA MOVIE EVENT

In May, 2022, guests joined AZPM in celebrating all things Downton Abbey. At a special screening of Downton Abbey: A New Era, guests were treated to special high-tea treats, red carpet photo ops, a prize wheel, and a chance to show off their best attire inspired by the late 1920s.
EDUCATIONAL OUTREACH

AZPM WORKS WITH the educational community to develop the next generation of critical thinkers.

SCHOOL IN THE TIME OF COVID

School in the Time of COVID: Community Conversations, was a series of Facebook Live events (January 26, February 1, February 16, and March 2) featuring local students, teachers, school counselors, experts, and parents discussing their experiences, challenges, and successes navigating the education landscape during the pandemic. Each panel discussion was hosted by Duncan Moon, AZPM Education Reporter.

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. Working alongside AZPM's professional staff prepares University of Arizona students to enter the workforce with real-world experience.

BIOSPHERE 2 VIRTUAL FIELD TRIP

After nearly a year in the making, Arizona Public Media, Biosphere 2, and UA Digital Learning launched the Biosphere 2 Virtual Field Trip. This free virtual learning venture is an interactive, deep dive into the Biosphere 2 Rainforest. Developed for middle school students, the virtual field trip provides an opportunity for individuals of all ages to explore the Rainforest biome in depth, while also learning more about climate change research, environmental challenges, and science concepts such as photosynthesis and the carbon cycle. Biosphere 2 is uniquely positioned to conduct experiments that can be done in a simulated setting, allowing students to explore concepts that help forge connections to the real world.
GRATITUDE
to those of you who make Southern Arizona’s public media possible.

ANNUAL MEMBERS
More than 30,000 people across Southern Arizona make the programming on Arizona Public Media possible through their annual memberships. Whether you joined for the first time recently or are a decades-long contributor, your continued support helps to ensure balanced news and educational programming is available to all.

LEADERSHIP GIVING SOCIETY MEMBERS
Donors who give $2,500 or more annually are recognized as members of AZPM’s Leadership Giving Society. These generous donations ensure that everyone in the community continues to have access to public media, regardless of income or other barriers.

CORPORATE SUPPORTERS
Hundreds of businesses and organizations choose to support AZPM via on-air and digital platforms to engage potential customers. Through program underwriting, corporate supporters help make public media in Southern Arizona possible.

VOLUNTEERS
Volunteers are an essential part of achieving AZPM’s mission and we are grateful to them. This year, volunteers donated 1,733 hours of their time answering calls, responding to print and online inquiries, serving as on-air fundraisers, supporting events, and more.

COMMUNITY ADVISORY BOARD
The Arizona Public Media Community Advisory Board is the 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.

LEGACY SOCIETY MEMBERS
Planned Gifts through wills or estates can be a donor’s largest and most significant contribution and can make an enduring impact on AZPM. We are grateful to those Legacy Society Members who have designated AZPM in their estate plans.

Angela Wakeham, volunteer since 2017
Ray Martinez, volunteer since 2012
The following graphs illustrate the operating and non-operating revenues and expenses for the year ended June 30, 2022. AZPM’s audited financial statements are available at: about.azpm.org/financial

**FINANCIALS**

**OPERATING & NON-OPERATING REVENUES**
- Auxiliary Enterprises 7%
- General Appropriation from the University of Arizona 7%
- Donated Facilities and Support from the University of Arizona 11%
- Corporation for Public Broadcasting Grants 11%
- Individual Giving, Subscription and Membership, Non-Operating Revenue 30%
- Business and Underwriting 8%
- Major Giving, Legacies and Bequests, Capital Gifts 26%

**OPERATING & NON-OPERATING EXPENSES**
- Programming, Production, and Broadcasting 67%
- Fundraising and Membership Development 21%
- Management 12%

**AZPM DONORS**

**CEO’S CIRCLE**
- $25,000+
- Anonymous Gift
- Cathleen Bailey
- Alice & Paul Baker
- Kautz Family Foundation
- Ellen Kaye
- Drs. Yvonne & Richard Morris
- Carol & Michael Obst
- Stonewall Foundation
- Susan Tarrence & Stephen Golden
- Thomas R. Brown Foundations

**PRODUCER’S CIRCLE**
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- Anonymous Gift
- Beatrice & Sam Ellis
- Elaine & Stanley Goldberg
- The Jasam Foundation of Arizona
- Julianna Kasper
- Lollie Plank
- Barbra Vogen
- Margaret Westland

**DIRECTOR’S CIRCLE**
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- Helen Rib
- Jasmine & Richard Seagrove
- Judy & Noah Sensibar
- Myrna-Sue Shimberg
- Barbara E. Stokely
- Leonard Summers
- Walter Swap

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- Rosalie & Alan Baumrucker
- Myrna-Sue Shimberg
- Barbara E. Stokely
- Leonard Summers
- Walter Swap

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Pima County

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U.S. Army (Retired)

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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.

This annual report is printed on FSC certified paper from responsible sources.