

Community Representation Statement



The Communications Act requires the Corporation for Public Broadcasting to support diverse non-commercial educational content for unserved and underserved audiences and to make public media's content available for free to rural and urban audiences throughout the United States. Locally owned and operated public television and radio stations are uniquely connected to American communities and positioned to reflect and serve the diverse and varying populations of their communities.

As a community service of the University of Arizona, Arizona Public Media (AZPM¹) is proud to be an integral part of the University of Arizona community, dedicated to providing diverse, informative, and inclusive educational and entertaining content and services to audiences throughout Southern Arizona. As a public media organization, our mission is deeply rooted in representing and reflecting the rich tapestry of voices, experiences, and perspectives within the University, the communities AZPM serves, and our geographic region.

Our commitment to community representation is embodied through the following principles:

Inclusivity: We recognize and celebrate the diverse backgrounds, cultures, and identities that make up the University and Southern Arizona communities. Our acquired and original local programming strives to be inclusive, ensuring that all members of our community feel seen and heard.

Collaboration with University Entities: We actively engage with various University departments, student organizations, and faculty members to incorporate academic insights, research, and perspectives into our original local content, where appropriate. This collaboration enhances the educational value of our programs and reflects the intellectual richness of the University and its land grant mission.

Student Experience: Students are at the heart of the University community. We seek to enhance the student experience by providing a variety of hands-on training opportunities for students working alongside AZPM's professional staff and support platforms for creative expression in our local original content, addressing topics relevant to students.

Representation of Underrepresented Voices: We are committed to amplifying the voices of underrepresented and marginalized communities within the community. Our goal is to shed light on stories that may not have received adequate attention, fostering a greater understanding and appreciation for diverse experiences.

Cultural and Local Relevance: Our original local programming reflects the cultural and local nuances of the communities we serve. By addressing topics of local relevance and significance, we aim to strengthen the sense of community identity and connection.

Community Feedback: We value the input and feedback of our audiences. Through surveys, community events, public forums, meetings, and other engagement initiatives, we actively seek community input to ensure that our programming aligns with the evolving needs and interests of our audiences.

Community Advisory Board: While not mandated by the Corporation for Public Broadcasting or the Communications Act, AZPM's Community Advisory Board (CAB) provides a direct link to communities throughout Southern Arizona. The CAB serves as a means for public media consumers in Southern Arizona to participate in the planning and decision-making process for the public service stations of The University of Arizona. The 30-member CAB advises station management and the University on a variety of programming, fundraising, and public policy activities as they affect their respective communities.

¹ AZPM is comprised of the following broadcast/program services: Television stations KUAT-TV Channel 6 (Tucson), KUAS Channel 27 (Tucson) 6.1/27.1 "PBS HDTV"; 6.2/27.2 "PBS KIDS"; 6.3/27.3 "PBS 6 PLUS"; Radio stations KUAZ-AM 1550 (Tucson), KUAZ-FM 89.1 (Tucson), 91.3 FM (Sierra Vista), 104.5 FM (Catalina), 91.1 FM (Nogales), KUAS-FM 88.9 (Sierra Vista) "NPR 89.1"; KUAZ-FM 89.1 HD-2 (Tucson) "Jazz 89.1 HD2"; KUAZ-FM 89.1 HD-3 (Tucson) "BBC World Service"; KUAT-FM 90.5 (Tucson), 89.7 FM (NW Tucson), 89.5 FM (Safford), 89.7 FM (Sierra Vista), 88.3 FM (Bisbee) "Classical 90.5"

AZPM and the University of Arizona are committed to having the CAB reflect the diverse composition of the viewing and listening audience and strive to represent the various communities, demographics, and geographic areas the stations serve. CAB members are recruited and nominated by members of the CAB Governance Committee and are appointed by the CAB Chair for three-year terms. CAB members are term-limited to serving three successive terms; therefore, new CAB representatives are always being sought.

We respectfully acknowledge the University is on the land and territories of Indigenous peoples. Today, Arizona is home to 22 federally recognized tribes, with Tucson being the 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 educational offerings, partnerships, and community service.

AZPM recognizes that our responsibility goes beyond entertainment; it extends to contributing meaningfully to the intellectual and social fabric of Southern Arizona and the University community. We are dedicated to continuous improvement and welcome ongoing dialogue with community members to achieve that objective.

For AZPM

For Community Advisory Board



Jack Gibson
Chief Executive Officer, AZPM
Date: February 29, 2024

Hope Hennessey
Chair, Community Advisory Board
Date: February 29, 2024