



2021–2022
**REPORT
 TO THE
 COMMUNITY**

ARIZONA
 PUBLIC MEDIA®



A Community Service of the University of Arizona

ARIZONA PUBLIC MEDIA®



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

Service
Trust
Accountability
Initiative
Respect

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,



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



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.

TELEVISION

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 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 6.1 | KUAS 27.1 | Comcast 6, 220 | COX 6, 1006 | DIRECTV 6 | DISH 6

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

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 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

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.

RADIO

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.

89.1 FM 1550 AM

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

Classical

90.5 FM 89.7 FM

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



Jack Gibson, AZPM CEO, and Gary Packard, Dean of the College of Applied Science and Technology, count down as Summer Hom, AZPM Cochise County Reporter, cuts the ribbon to the AZPM Cochise County News Bureau.



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

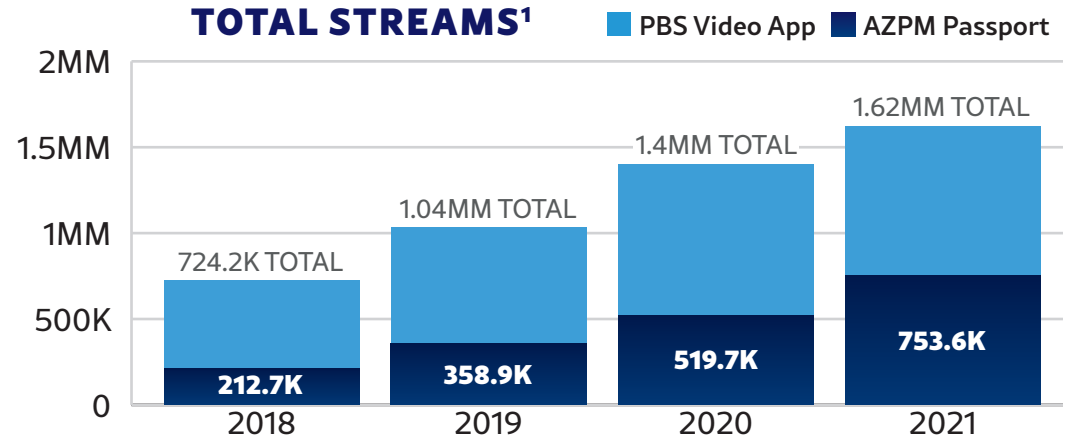
ANYONE WITH an internet connection can easily access programming and information via AZPM's growing lineup of digital services.



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.



Scan to visit
azpm.org



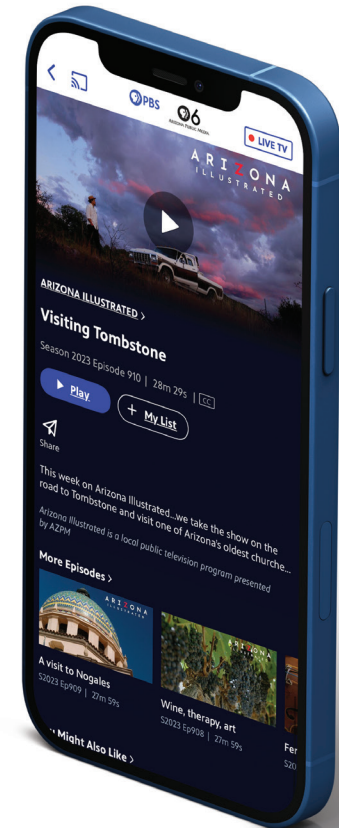
1. Source: VPPA data, PBS DOMO analytics



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%.²

2. Source: PBS VPPA data, July 2021 to June 2022



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.



ORIGINAL PRODUCTIONS

Liliana Soto hosted live, televised coverage of the 2022 midterm elections.

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.

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.

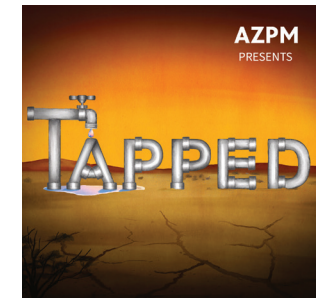


The *Fact Check Arizona* podcast not only looked at the accuracy of a statement, but also offered context,

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.

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.



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.



U.S. AND THE HOLOCAUST PREVIEW SCREENINGS & PANEL DISCUSSIONS

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.



Global Arts Showcase: Mes de la Cultura

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.



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.



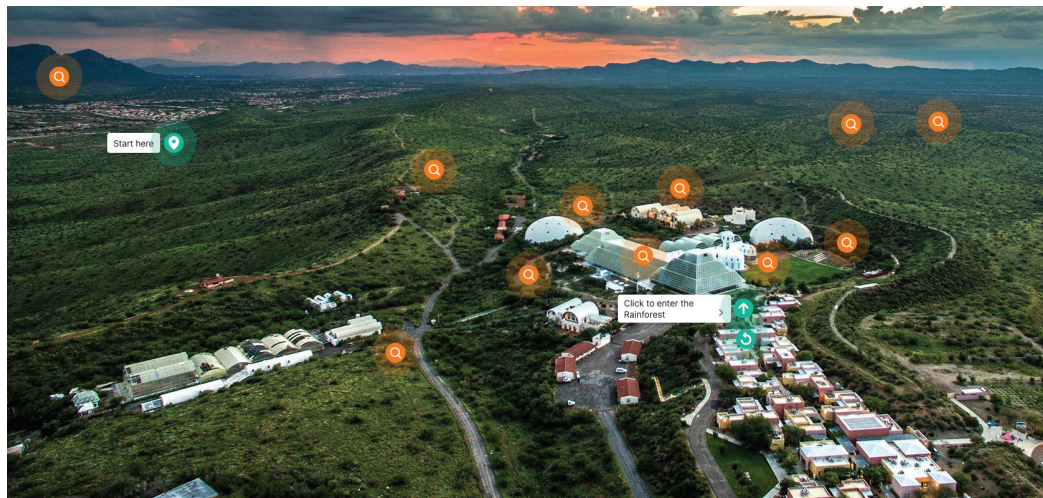
AZPM student employee Andrea Morabito helps the marketing department create promotional content.

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

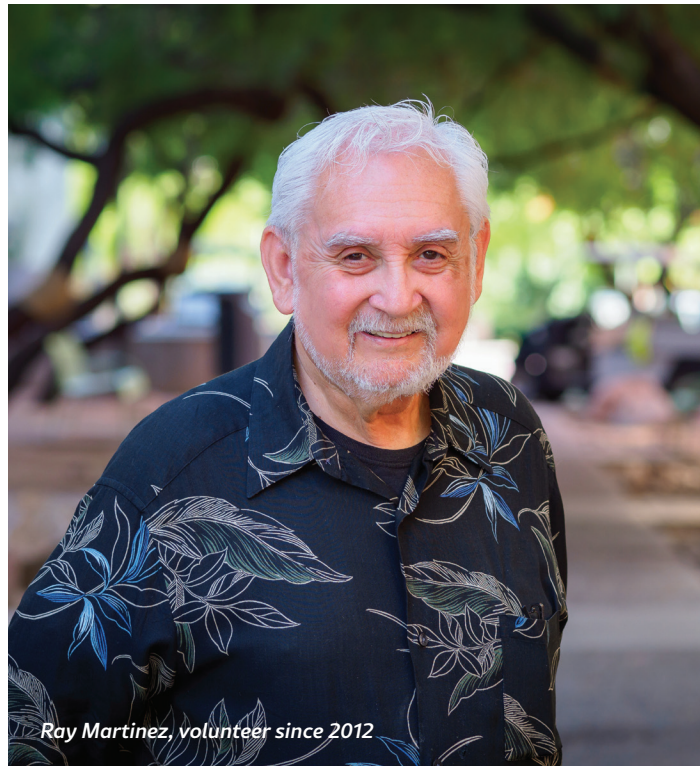
More than 30,000 people across Southern Arizona make the programming on Arizona Public Media possible through their annual memberships. Whether you joined for the first time recently or are a decades-long contributor, your continued support helps to ensure balanced news and educational programming is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



Angela Wakeham, volunteer since 2017



Ray Martinez, volunteer since 2012

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.

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.

FINANCIALS

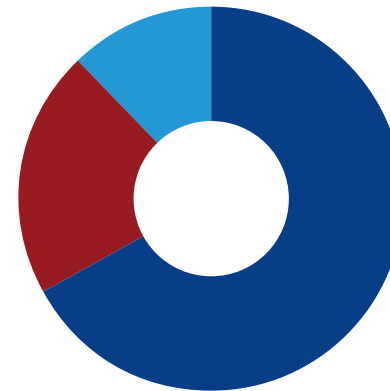
The following graphs illustrate the operating and non-operating revenues and expenses for the year ended June 30, 2022. AZPM's audited financial statements are available at: about.azpm.org/financial

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

\$15,000–\$24,999

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Lollie Plank
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Margaret Westland

DIRECTOR'S CIRCLE

\$10,000–\$14,999

Anonymous Gift
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Doug Wylie

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\$5,000–\$9,999

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Rosalie & Alan Baumrucker

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Pamela Henderson & Quentin Anderson
Lee & Arthur Herbst
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Jasmine & Richard Seagrave
Judy & Noah Sensibar
Myrna-Sue Shimberg
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Leonard Summers
Walter Swap

*Deceased

Craig F. Talbot
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STUDIO CIRCLE \$2,500—\$4,999

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Jennifer Boice & Mark Kimble
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& Bruce L. Dusenberry
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Sara & Palmer Evans

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Suzanne & Lester Hayt
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Estate of Katherine
Beckwith
Estate of Professor Ralph
B. Bristol
Estate of Professor Betty
A. Goff
Estate of Donna Haeger
Estate of Mary Lu Moore
Estate of Fred Pace
Estate of Wilma J. Panka
Estate of Lorraine
Saperstein
Estate of Phyllis Stensland
Estate of Jessica S. Walker
Estate of Victoria Williams

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Mary & William Ahls
Kathy Alexander &
Paul Lindsey
Peggy Altfater
Phala & Cliff Andressen
Julian M. Babad
Cathie R. Bacia
Joseph Benanti &
Randolph Weese
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Mrs. Martha Mount &
Col. Michael Mount
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Shirley Newman
Marge O'Neil
Lolene & Kenneth Pacholke
Celeste Pardee
Sandra & Joseph Perillo
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& Roelof Van Hasselt
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Superintendent's Office*

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(Retired), Dun & Bradstreet*

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*Tribune Company; The New
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Marsha Reardon
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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.



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