

FRONTLINE

# 2018 Report to the Community

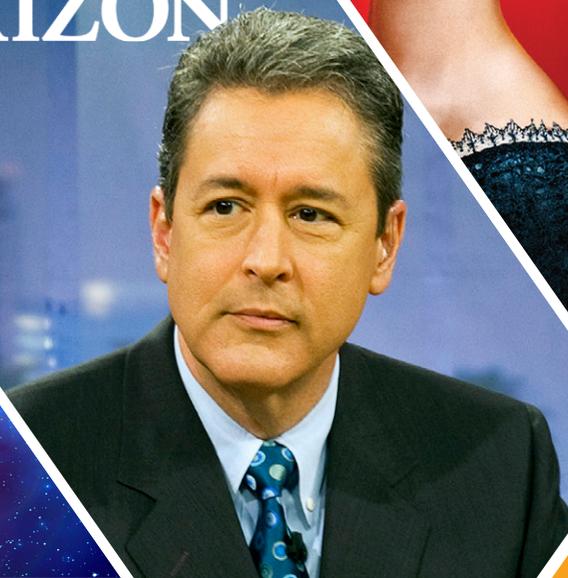
SUPPORTING LIFELONG LEARNING

PBS   
NEWS  
HOUR

VICTORIA  
MASTERPIECE

ARIZONA  
HORIZON

NOVA





For more than 55 years, Arizona PBS has worked to support our communities by informing and empowering Arizonans through education and engagement.

Our privilege as broadcasters is being welcomed into homes across Arizona every day - at all hours of the day or night. Today, our viewers can choose to bring us into their lives via a widescreen TV, tablet or even a smartphone nestled in the palm of their hand. As a public media organization, having that privilege tasks us with the responsibility to use our resources to truly do the people's business. We are left as some of the few local, independent voices that can present and discuss issues that are of local concern to our community. We fulfill this responsibility every day of the week through our original programming, local news and public affairs programs.

We foster lifelong learning, from programs designed for young children with well-researched educational goals in mind, through documentaries that bring the wide, amazing world into homes across the state. In January 2017, we more than doubled the amount of children's programming we air each day when we launched a new channel, Arizona PBS KIDS, which is dedicated to quality educational programming 24/7. It's available over the air with even the simplest antenna - and can also be streamed live at [azpbs.org/kids](http://azpbs.org/kids).

Arizona PBS belongs to all Arizonans. And with the ongoing support of our Arizona community, we will continue to tell important and compelling stories about who we are, where we've been and where we're headed - together.

A handwritten signature in white ink that reads "Mary Mazur". The signature is fluid and cursive.

Mary Mazur  
General Manager, Arizona PBS

## ARIZONA PBS Delivers Access

### Arizona PBS Delivers Across Arizona

Approximately 80 percent of Arizona households can watch Arizona PBS' quality programming on multiple digital TV channels - Arizona PBS (DTV 8.1 & Cox 1008), Life (DTV 8.2 or Cox 80), World (DTV 8.3 or Cox 88), and Arizona PBS KIDS (DTV 8.4 or Cox 81). Full details of the channel offerings are available at [azpbs.org/schedule](http://azpbs.org/schedule).

In 2017, Arizona PBS connected Cox Communications and CenturyLink directly to its broadcast center. The cable providers no longer rebroadcast from an off-air feed that could be affected by weather, but instead get a high quality digital feed directly from its origination point inside Arizona PBS, providing Cox and CenturyLink customers across the state a better quality, more consistent signal. Since Cox supplies many rural cable companies with feeds, having the best quality feed early in the process improves the experience for all end users.

Arizona PBS expanded its cable and telco partnerships to include more systems carrying our 8.4 Arizona PBS KIDS channel, which begin airing in January 2017. This expanded our content offerings to a total of five channels (the fifth being 8.5 Classical Arizona PBS, a simulcat of 89.5 KBAQ-FM).

Each week, more than one million Arizonans tune in to Arizona PBS programming. Arizona PBS is both Arizona's largest performing arts venue and Arizona's largest history museum.

Arizona PBS is one of the last locally-owned media organizations in Arizona. Arizona PBS is committed to community service and is an independent news source that is free from commercial influence.

Arizona PBS' website draws more than 41,000 users to [azpbs.org](http://azpbs.org) each month, with thousands downloading information from the site and viewing our video content. Arizona PBS' quarterly magazine is sent to nearly 50,000 households. Arizona PBS serves the entire state, conducting over 350 educational outreach services and community-based initiatives annually.



“Really great stuff! Thanks for having Arizona scientists as guests. The general public needs to hear from more scientists. Please keep providing this platform.

- Matthew A. Bowker, Arizona PBS viewer

## ARIZONA PBS Delivers Excellence

### Arizona PBS Delivers Breadth and Depth in High Quality Programming.

We specialize in educating children, providing unbiased news and public affairs programs, supplying opportunities for lifelong learning and celebrating science, culture and the arts.

### Arizona PBS Delivers Education.

PBS is the foremost media educator of children. Two channels provide curriculum-based programming for for families: 8.1 with 10 hours daily and 8.4 PBS KIDS 24/7. On-air and on-demand options provide parents with more opportunities to provide trusted content with favorite PBS characters.

Delivering unprecedented access to a robust digital library searchable by state, national standards, grades and key words, PBS LearningMedia is the next generation in digital media platforms with high-quality content produced by more than more than 90 educational producers and station partners for PreK-16 educators. See [az.pbslearningmedia.org](http://az.pbslearningmedia.org).

Over 53,000 PreK-12 educators, university faculty, parents and family members have participated in community workshops and professional development.

## ARIZONA PBS Delivers Impact

### Arizona PBS Delivers a Safe Environment for Family Viewing.

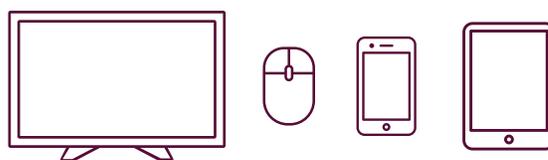
Our viewers feel that Arizona PBS offers programming that is safe to watch with children without obscene language, images and commercial messages for products for adult consumers.

### Arizona PBS Delivers Trust.

For the 15th year in a row, PBS is the most trusted institution in America and is considered the best use of federal tax dollars, second only to military defense.

### Arizona PBS Delivers Transparency.

You can see what your individual contribution to Arizona PBS is used for each and every day... just turn to your TV, computer or smartphone.



## ARIZONA PBS by the Numbers

For more than **55** years, Arizona PBS has been a trusted community resource. Arizona PBS began broadcasting on January 30, 1961 in Phoenix, Arizona, now the 12th-largest TV market.

PBS is the **#1** trusted media in America and, after the country's military defense, is considered the best value for federal tax dollars for the 15th consecutive year (Marketing & Research Resources Inc., January 2018). Arizona PBS typically ranks among the top **10** most-watched PBS stations.

Arizona PBS' quality programming reaches approximately **80%** of Arizona households on 4 digital television channels: Arizona PBS (8.1/Cox 1008), Life (8.2/Cox 80), World (8.3/Cox 88) and Arizona PBS KIDS (8.4/Cox 81).

Each month, more than one million Arizonans tune in to Arizona PBS:

	PRIMETIME			WHOLE DAY		
	Arizona	Life	World	Arizona PBS	Life	World
Number of homes in Phoenix DMA viewing Arizona PBS channels, November 2016	533,529	117,150	101,594	876,604	204,618	188,145
Number of people	800,294	160,496	132,072	1,314,906	280,327	244,589

What is the Phoenix (Prescott) DMA (Designated Market Area)? (January 2017 Nielsen estimates):

- 1,890,100 total television households
- 31% of TV households in the market have cable
- 46% of TV households in the market have satellite
- 23% of TV households in the market receive TV signals over the air

Arizona PBS has over **60,000** members (annual contributors).

Approximately **600** volunteers contributed more than **4,278** hours last year in support of Arizona PBS.

Arizona PBS' website averages more than **141,000** page views each month. The top six pages viewed are TV Schedule, Home, "Check, Please! Arizona," Support Arizona PBS, Sign up for Arizona PBS Passport and "Arizona Horizon." Visit [www.azpbs.org](http://www.azpbs.org).

Since its inception in April 2012, Capture My Arizona, Arizona PBS' online photography community, has received more than **14 million** page views and more than 150,000 photo submissions. Visit [www.capturemyarizona.com](http://www.capturemyarizona.com).

Arizona PBS magazine, the station's quarterly publication highlighting programming, events and station news, is sent to more than **48,000** Arizona households who donate \$40 or more annually.

Our Facebook pages reached an average of **107,000** people each month, with more than **8,000** followers on our Arizona PBS page and more than **4,000** followers on our "Check, Please! Arizona" page.

On Twitter, our posts reach an average of **91,000** people each month. More than **16,000** followers receive updates about our events and programming, including thousands who interact with and share our content.

Arizona PBS has won **107** Rocky Mountain Emmy Awards, as well as numerous Telly Awards, Cine Gold Eagle Awards, New York Festivals awards and Associated Press Broadcasters Association Awards.

"Arizona Horizon," Arizona PBS' Emmy Award-winning nightly public affairs program of more than **35** years, is now the longest-running local television program in Arizona. It was recognized as Arizona Capitol Times' 2011 Leader of the Year in Public Policy and has won multiple Emmy Awards. Host Ted Simons was voted "Best TV Host in Phoenix" in 2014 and again in 2017 by Phoenix New Times readers.

Local restaurant owners have credited Arizona PBS' "Check, Please! Arizona" with increasing their sales as much as **50 percent** following their appearance on the show.

Central Sound at Arizona PBS continues its tradition of capturing classical and acoustic music performances of the highest professional caliber. Now recording an average of **120** performances each year, Central Sound produces over **100** new programs annually for broadcast on the airwaves of KBAQ-FM, Classical Arizona PBS (DTV 8.5) and the Classical Arizona PBS mobile app.

**“***Our kindergarten teachers are raving about how much the kindergarten readiness camp helped with the transition to kindergarten. They have mentioned (several times) that the students that came to the camp have done so well with expectations and are great role models for the other kiddos.*

*- Angela Logan, principal, O.C. Johnson Elementary School*

## ARIZONA PBS & Education

Arizona PBS devotes more than **10** hours each weekday to high-quality educational programming for children.

An average of **150,000** Arizona children watch Arizona PBS and PBS KIDS programs each day via mobile on-demand and four on-air channels.

Arizona PBS KIDS, a new channel that airs PBS KIDS programming **24/7**, launched in January 2017 with a local celebration for families at Arizona PBS studios with over 8,000 in attendance.

Arizona PBS is the only PBS station in the U.S. to administrate a registry and college scholarship program for early childhood educators. From July 2016 to June 2017, **6,394** requests were approved for community college and university coursework, books, and fees scholarships to pursue early education teaching degrees.

**Seven** early childhood specialists, based in local communities across the state, conducted face to face workshops and presentations, and participated in local education and regional events from the bottom of the Grand Canyon at the Havasupai Tribal Head Start to the U.S./Mexico border communities of San Luis, Somerton, and Naco.

Arizona PBS has facilitated **1,187** face to face workshops on early childhood and K-12 professional development for more than **53,000** educators and university faculty. Arizona PBS annually hosts the largest early childhood professional development conference in rural Arizona at Arizona Western College in Yuma and works with over **28** colleges and universities statewide.

PBS Learning Media provides teachers with instant access to over **100,000** classroom-ready, digital resources. Over **34,000** Arizona educators have created personalized free accounts. Learn more at [az.pbslearningmedia.org](http://az.pbslearningmedia.org).

PBS KIDS characters, including Super Why & Wonder Red, Maya & Miguel, Clifford, Curious George, Cat in the Hat, Daniel Tiger & Neighborhood Trolley visited with nearly **40,000** Arizonans from July 2016 to June 2017. Early literacy workshops for families were provided in partnership with community libraries and schools in Yuma. PBS KIDS Super Why Kindergarten Readiness Camps helped children who had not had the opportunity to attend preschool or Head Start get ready for kindergarten.

“What an amazing journey this has been. Silly me, I thought it was going to be so different from the experience I participated in. Let’s start with meeting Chef Tarbell while he partook in sipping beers at the ale house, then a crew of three amazing people show up to interview, film and understand what it is that we do. You made me feel at ease, the camera work on the food was killer, the beers looked amazing and the editing made me look so happy to be pouring beer & dishing up food! I cannot thank you all enough.

- Sharry Englehorn, owner of “Check, Please! Arizona”-featured restaurant Angels Trumpet Ale House

## 2017 LOCAL CONTENT & Services

For over 50 years, Arizona PBS (KAET - Phoenix) has been a trusted community resource. We enrich the lives of all Arizonans through quality programming and educational outreach that informs, inspires and delights.

### LOCAL VALUE

Arizona PBS is a valuable contributor to Arizona's quality of life:

Available free to everyone, Arizona PBS is a trusted source of in-depth news and a neutral convener of civil dialogue at a time when Arizona needs it most. Arizona PBS is a catalyst for educating children, bridging academic achievement gaps through work with partners, parents and educators. We also specialize in lifelong learning and celebrate our state's diverse arts and cultures. We connect daily with Arizonans through noncommercial television, the internet, social media, educational outreach and other community initiatives.

### 2017 KEY SERVICES

Arizona PBS in 2017 provided these key local programs and services:

- Arizona Early Childhood Registry & college scholarships
- American Graduate
- Arizona Horizon - U.S. Senate Debate
- Arizona Horizon - Clean Elections Debate
- Cronkite News - Arizona Election polls
- Cronkite News - Border poll
- Arizona Collectibles
- Arizona Education
- Arizona Horizon
- Arizona PBS KIDS 24/7 channel
- Arizona Poetry Out Loud
- Arizona Spelling Bee
- Arizona Teacher of the Year
- ArtBeat Nation
- ASU Academic Bowl
- Books & Co.
- Central Sound concert partnerships
- Check, Please! Arizona
- Cronkite News
- Educational events & workshops
- Horizonte
- Ken Burns' Vietnam
- Miss K interstitials
- A Moment in Time interstitials
- The Power of K leadership forum
- Rural Arizona digital signal upgrades and community engagement events Sustainability

### LOCAL IMPACT

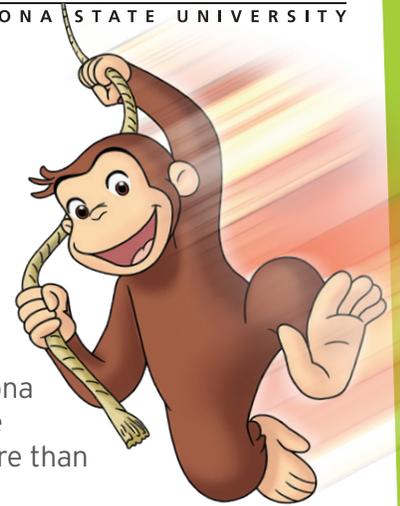
Arizona PBS' local services deeply impact Arizonans:

Arizona PBS' signal reaches 80 percent of Arizona homes. With more than one million viewers weekly, Arizona PBS consistently ranks among the most-viewed public television stations per capita in the United States. During fiscal year 2016-17, our website azpbs.org received more than 1.7 million page views. Arizona PBS hosted more than 1,187 community events and workshops, reaching more than 53,616 Arizonans.

## ARIZONA PBS in the Community

### Roots in education:

Arizona PBS (KAET - Phoenix) began broadcasting on Jan. 30, 1961. The station's call letters, KAET, stand for "Arizona Educational Television." Located in Phoenix, the country's 12th-largest TV market, Arizona PBS has developed close ties with the Arizona community over the past 57 years. Roughly 80 percent of its revenue comes from the local community, mainly through membership support and program underwriting. More than 48,000 viewers choose to be contributing Friends of Arizona PBS each year.



### Educating children:

Arizona PBS is at the forefront of educating children in Arizona. The new 24/7 channel - Arizona PBS KIDS - featuring an array of programming to help young children master important skills, ranging from reading and basic math and science to problem solving and emotional skills debuted in January 2017. Locally produced interstitials hosted by Arizona 1st grade teacher, "Miss K," offered quick lessons on alphabet and letter sounds as well as more practical skills like learning to tie shoelaces.

Our daily programming helps children start school prepared. Arizona PBS' Ready To Learn program, including early literacy workshops, uses our PBS KIDS content to improve the school readiness of young children statewide through camps, community discussions, and projects developed in cooperation with the U.S. Department of Education. On a larger scale, Arizona's pre-K-12 students also benefit from outreach programs and educator professional development shared by the Arizona PBS Educational Outreach team. We also provide an independent source of the objective information required for effective citizenship and a source of lifelong learning.

### Providing local access:

Arizona PBS serves as a trusted, independent catalyst for community involvement. Serving 80 percent of Arizonans, Arizona PBS is one of the last local broadcast stations in the communities it serves that is locally owned with a community service mission.

### Covering Arizona:

As one of the few locally-owned independent news sources in the state, Arizona PBS provides deeply-considered, balanced coverage of stories that affect Arizonans.



During this period, “Arizona Horizon,” Arizona PBS’ nightly public affairs program for more than 35 years, covered a variety of public policy issues, including immigration reform, the Affordable Care Act and a regular segment on foreign affairs with former NATO Ambassador Kurt Volker. During the 2016 election season, “Arizona Horizon” produced specials after the presidential and vice presidential debates, presented a series of Clean Elections debates for local races, and hosted the only live televised debate between Democratic challenger U.S. Rep. Ann Kirkpatrick and Republican U.S. Sen. John McCain in the U.S. Senate race in Arizona.

“Arizona Horizon” also continued to develop and implement a series of program segments focused on the arts, education, sustainability, and giving and leading. Many of these segments were re-packaged as half-hour specials and aired in Arizona PBS’ prime-time schedule. In Oct. 2016, “Arizona Horizon” won a Bronze Telly Award for an interview with former President Jimmy Carter that originally aired in August 2015. At the end of 2016, “Arizona Horizon” premiered the first of a series of “In Focus” specials, highlighting notable members of our community, including Erik Weihenmayer, the first blind person to climb Mount Everest.

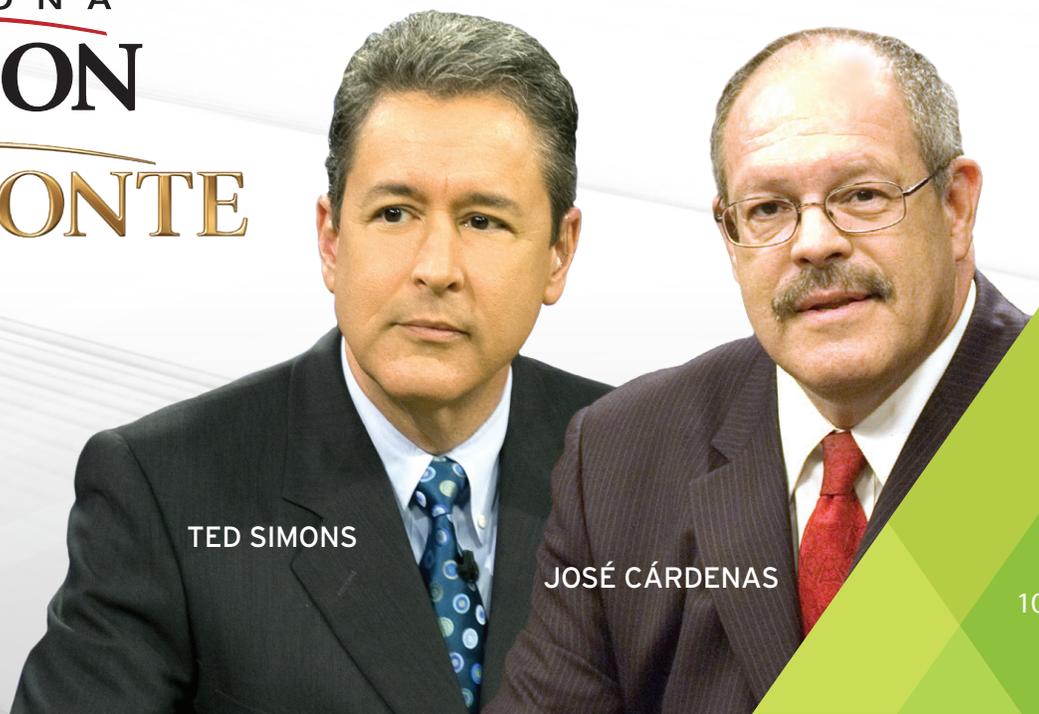
“Horizonte,” a weekly public affairs program examining Arizona issues through a Hispanic lens, featured a wide variety of guests and topics from politics to culture, including DACA-related stories, Donald Trump’s visit to Arizona and Sheriff Joe Arpaio’s contempt of court proceedings. Now in its 15th year, the show continues to be hosted by José Cárdenas, a recognized Latino leader in the state.

“Cronkite News,” the daily broadcast from the news division of Arizona PBS, reported on Arizona stories from the Grand Canyon to the U.S.-Mexico border as well as Arizona-related news from Washington, D.C. Arizona PBS is the only Arizona-based news organization to have a bureau operating in the nation’s capital.

“Cronkite News” is the foundation of the teaching hospital model practiced by Arizona PBS and the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. Serving as the news division of Arizona PBS with 15 full-time editor/professors and more than 120 students, “Cronkite News” produces daily news content on TV and digital platforms for Arizona audiences. These immersive professional programs provide intensive learning environments for students, the ability for Arizona PBS to experiment and innovate and an important service to the community: providing critically needed, in-depth journalistic content to viewers and readers.

ARIZONA  
**HORIZON**  
HORIZONTE

**CN**  
Cronkite News



TED SIMONS

JOSÉ CÁRDENAS

### Producing local programs:

In addition to airing programs distributed nationally by PBS, Arizona PBS produces award-winning shows for the community, including the news and public affairs programs described above. Across the board, Arizona PBS' local productions feature a wide array of topics and guests that encourage viewership and participation from underserved communities throughout Arizona.

In 2017, "Books & Co.," hosted by Arizona poet laureate Alberto Ríos, kicked off its 20th season with 13 new episodes, showcasing intimate conversations with critically acclaimed and prize-winning authors including Linda Valdez, Steve Berry, Viet Thanh Nguyen and Eddie Izzard, along with a multitude of online companion resources. Each week Arizona PBS also showcased music, dance, theatre, literature and the visual arts with "ArtBeat Nation." Two of these segments were honored with Telly Awards: silver for a profile of local artist who carves life-like creations out of stone and bronze for a segment on tin can art that showcased exceptional social responsibility in art.

### Other original productions included:

- "A Moment in Time," a series of interstitials which illuminated contributions to the state by African-Americans, women, Hispanics, Native Americans and Asian-Americans
- "Arizona ArtBeat," a look at artists, creators, producers and venues shaping Arizona's cultural past and present
- "Arizona Spelling Bee," the state's annual K-8 spelling competition
- "ASU Academic Bowl," live coverage of ASU's annual academic challenge in which teams of accomplished SunDevils compete for \$24,000 in scholarship money
- "Arizona Poetry Out Loud 2017," the state finals of a poetry recitation competition for high school students
- "Arizona Teacher of the Year," an annual recognition of the state's best K-12 public school educators
- "Arizona Education," a series on Arizona's advances and challenges in the area of education
- "Focus on Sustainability," a series exploring sustainability from all angles
- "Giving and Leading," a series showcasing philanthropic Arizonans, organizations and projects
- "American Graduate," a series focused on increasing Arizona graduation rates
- "Veterans Coming Home," a series creating opportunities for veterans for career development, education and empowerment
- John McCain/Ann Kirkpatrick debate an hour long live debate for Arizona's Senate seat
- Post-debate analysis shows
- Four half-hour specials after each of the presidential and vice presidential debates
- A post-election show covering results of the 2016 election

Non-broadcast projects included the production of over two hours of bonus, web-only video content as a companion to “Books & Co.,” four ASU Professor Profiles, including one female scientist, and over six hours of content from the second Veterans’ Coming Home forum held in our studios.

Among the many local productions and services that Arizona PBS provides, is our audio-media production service Central Sound at Arizona PBS. Central Sound uses state-of-the-art technology to record and produce broadcast programs featuring classical and acoustic music performances of the highest professional caliber from throughout the region. By serving as a central hub for capturing notable musical events in the community, Central Sound brings concerts of internationally acclaimed artists, performances by leading ASU faculty and the next generation of young musicians to thousands of listeners. Central Sound has won two Cindy Awards, including one for best mobile app, and has been named to New York Festivals “World’s Best Radio Programs” for its weekly radio program “Arizona Encore!”

Via community partnerships, this audio-media department captured the world-premiere performance of the “Riders of the Purple Sage,” performed by the Arizona Opera. Other productions include ASU in Concert, the Phoenix Symphony and more. Central Sound records an average of 120 performances each year and annually produces over 100 programs for broadcast on the airwaves of KBAQ-FM, Classical Arizona PBS (digital television channel 8.5) and the Classical Arizona PBS app. By utilizing new technologies, Central Sound broadcasts many of its productions in surround sound.

### Driving local business:

In the fall of 2010, Arizona PBS made a programming decision that was to contribute mightily to the economic vitality of locally owned and operated restaurants in the Valley. It launched “Check, Please! Arizona,” a weekly half-hour show hosted by James Beard Award-winning chef Robert McGrath (through 2016) and “Iron Chef America”-winning chef Mark Tarbell (2017-present). Each episode features a trio of guests who dine at and then review three local restaurants they recommend to each other. Since the show’s debut, more than 270 Arizona restaurants have been featured, and nominations received from thousands of viewers. Season 7 of “Check, Please! Arizona” boosted its primetime audience by 21 percent over season 6, which was 278 percent over its premiere season. In October 2016, the show won its eighth Emmy Award.

The program’s viral popularity also causes significant impacts to the bottom lines of featured restaurants. Others said the boost in business allowed them to expand after being featured on the show.

“It is important to set high expectations for ourselves: these allow the perception we have of ourselves to be of high standards for ourselves and our community. I have worked hard to be where I am today, I have a blessed family and a supportive Arizona PBS Registry community through which I not only received encouragement through scholarship awards, but through their genuinely caring and professional commitment to help current and future teachers provide quality care and education to students in our communities.

- Josie Garcia, First Things First scholarship recipient receiving her master’s degree in April 2018

## ARIZONA PBS Stories of Impact

### Arizona Horizon keeps Arizonans informed:

- Host of U.S. Senate debate with The Arizona Republic
- Interviews with national figures, including former President Jimmy Carter
- Regular legislative updates from the Arizona House and Senate
- Weekly Journalists' Roundtable on important issues around the state
- Online videos of all Arizona Horizon episodes
- See more at <http://azpbs.org/horizon>

### Cronkite News:

- First comprehensive bilingual poll on border residents in more than a decade
- Two major election polls on candidates and issues
- In-depth coverage on under reported areas in Arizona such as the border, education and sustainability
- Important legislative reports from the Cronkite News Washington Bureau
- See more at <https://cronkitenews.azpbs.org>

### Arizona PBS LearningMedia:

- More than 34,000 Arizona educators (out of 65,000 statewide) have created personalized free accounts.
- Provides teachers instant access to over 100,000 classroom-ready, digital resources.
- Arizona PBS provides teacher training in support of Arizona PBS LearningMedia throughout the entire state, in partnership with KUAT in Tucson.
- Learn more at [www.az.pbslearningmedia.org](http://www.az.pbslearningmedia.org)

“While I was working with the CTE Students at the East Valley Institute of Technology (EVIT) in Mesa, one student became emotional when I shared the scholarship opportunity that was available through First Things First. She told me that she didn't think that she would be able to attend college because her family couldn't afford it. She had already given up the dream of becoming a teacher and had lost interest in school as she didn't see the point. She was so appreciative and eager to learn more on how to apply. Her last statement before she walked out of the classroom was, 'Best day ever!'

- Veronica Hernandez, Arizona PBS Regional Coordinator

### Arizona PBS' Educational Outreach team takes the initiative:

During this period, Arizona PBS' educational outreach team served the entire Arizona community through efforts aimed at a variety of niche audiences. Learning initiatives were focused on ASU's New American University design aspirations including Leveraging Our Place, Enabling Student Success and Be Socially Embedded. Arizona PBS provided administrative and outreach on behalf of the Arizona Early Childhood Registry, First Things First and Preschool Development Grant scholarships to support individuals seeking AA, BA and MA degrees in early childhood and early childhood special education. Community events and K-12 workshops shone a spotlight on digital resources from PBS LearningMedia.

### Reach in the community:

Arizona PBS' target audiences for these initiatives included families, caregivers, educators and the children themselves with outreach staff living and working in various local communities. PBS content, materials based on PBS resources and PBS KIDS character appearances by Daniel Tiger, Super Why and Wonder Red, Curious George, and Clifford the Big Red Dog provided the basis for local learning celebrations across the state. Early childhood educator cohorts, school community train the trainer sessions and rural local libraries worked with educational outreach staff on evidence-based PBS resources for students of all ages. Community Hub kindergarten readiness event and PBS KIDS Super Why camps for families with children birth to age five in high need, bilingual, rural Yuma neighborhoods, Arizona PBS provides community service on behalf of Arizona State University.

### Partnerships:

Arizona PBS' key partners in its educational outreach efforts during this time included First Things First Statewide and Yuma Regional Partnership Council ([azearlychildhood.org](http://azearlychildhood.org), [azpbs.org/workshops](http://azpbs.org/workshops) and [azpbs.org/yumapd](http://azpbs.org/yumapd)), Arizona Department of Health Services, Department of Economic Security and Governor's Office of Education, Read On Arizona and local Read On communities ([readonarizona.org](http://readonarizona.org)), City of Mesa Office of Diversity for Independent Lens community screenings, Arizona Association for the Education of Young Children ([azpbs.org/educate](http://azpbs.org/educate)), City of Phoenix After School Programs/Birth to Five and Head Start programs, and ACE (Adverse Childhood Experiences) Consortium ([azpbs.org/strongkids](http://azpbs.org/strongkids)).

### Impact and community feedback:

Arizona PBS' kindergarten readiness efforts served thousands of educators and family care providers, including Spanish speakers, throughout the state. PBS KIDS, Ranch Market, City of Phoenix Parks & Recreation and the Latino Institute celebrated the annual El Dia de Los Niños festival with over 2,500 in attendance. Our team continues to provide on-site professional development to teachers across the state from Naco to Havasupai, Kingman to Whiteriver, leading the nation with over 34,000 educators using PBS LearningMedia digital service and over 30,000 registry participants.

## ARIZONA PBS Community Partners

Arizona PBS works with a number of partner organizations, including:

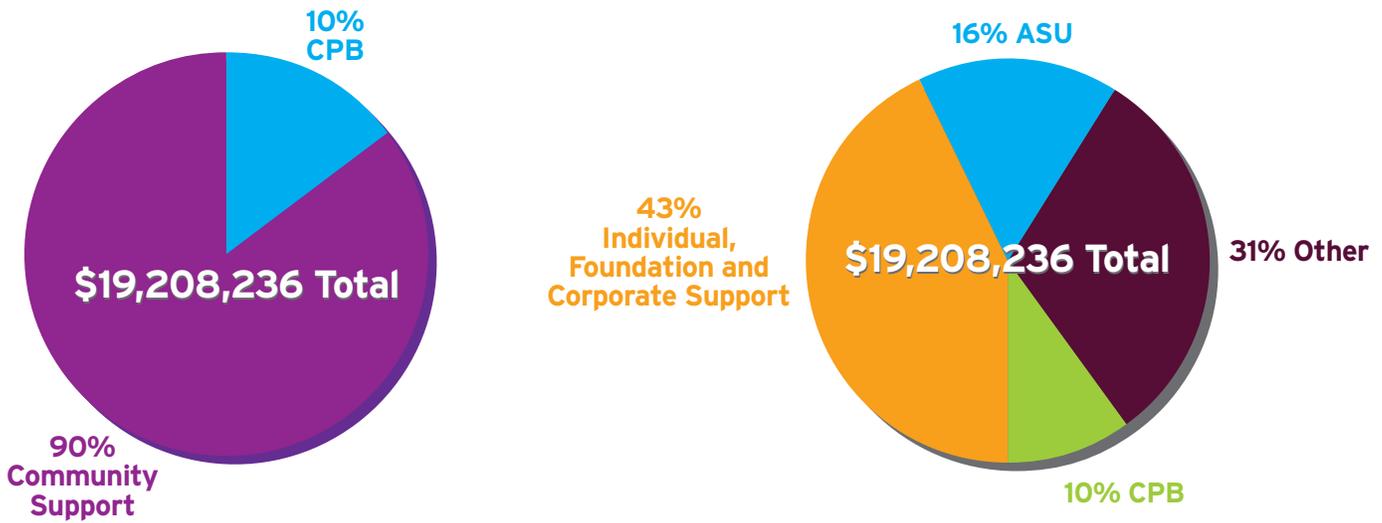
Arizona Association for the Education of Young Children (AzAEYC)  
Arizona Association for Supportive Child Care (ASCC)  
Arizona Coalition for Military Families  
Arizona Commission on the Arts  
Arizona Department of Economic Security  
Arizona Department of Health Services  
Arizona Department of Veterans' Services  
Arizona Early Childhood Alliance (AZECA) formerly BUILD Arizona  
Arizona Educational Foundation  
Arizona Governor's Office on Education  
Arizona Technology Council  
Chavez Youth and Community Foundation  
Child and Family Resources  
City of Phoenix  
City of Phoenix Latino Institute  
Easter Seals Blake Foundation  
First Things First (statewide)  
First Things First Yuma Regional Partnership Council  
Maricopa County Community College System  
Read On Arizona  
Southwest Human Development

Arizona PBS is embedded in the community through approximately 600 Arizonans who volunteer their time, talent and service. These Volunteer Friends of Arizona PBS act as an extension of Arizona PBS' relatively small staff to invest in our community through volunteering, supporting and fundraising. Arizona PBS' 28-member Community Advisory Board provides public input for the station's planning and decision-making process. Members meet quarterly to evaluate Arizona PBS' progress and conduct an annual assessment of our programming and services.

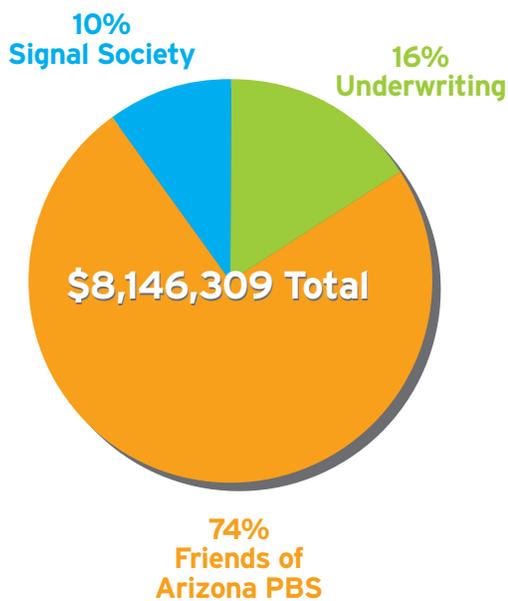
## HOW WE ARE Funded

Our annual budget is approximately \$19.2 million. Over 90% comes from the local community, mainly through membership support, program underwriting, Arizona State University and other sources. The remainder comes from the Corporation for Public Broadcasting.

Arizona PBS Revenue: FY 2017 Directly Supporting Public Television \$19.2 Million



Arizona PBS: FY 2017  
Community Support \$8.1 Million



Arizona PBS Expenditures: FY 2017  
Direct Operating Expenses for  
Public Television \$18.5 Million

