

ARIZONA  PBS
ARIZONA STATE UNIVERSITY



2020 Report to the Community

SUPPORTING LIFELONG LEARNING

PBS 
NEWS
HOUR



AMERICAN
EXPERIENCE



POLDARK



ARIZONA
HORIZON



PLATE
& POUR
with Chef Mark Tarbell



azpbs.org





Dear friends,

As one of the last local, independent voices in our media landscape, we exist to tell the stories of Arizona. Our communities rely on us for news and public affairs coverage, high-quality children's content, arts programming and so much more. We know our audience well, and we take great care and great pride in serving them. We're proud to be one of the most highly watched and highly rated stations in the public television system.

One of the most important things we did in fiscal year 2019 was our coverage of candidates and issues during the 2018 midterm elections. We hosted a total of 27 debates for local candidates and ballot propositions, including the only debate for Arizona's open Senate seat. Because of our position as an independent broadcaster, our community impact is crucial during an election year. As of this writing, we are preparing to do it again on a much larger scale for 2020.

But when the elections are over, we're still hard at work. Our news and public affairs team follows local issues and important stories all year, every year – going beyond the headlines to examine the context and consequences of current events. Many community members who contribute to Arizona PBS say that their support is inspired by a desire to protect and further this aspect of our mission.

From news to education to arts and beyond, we are constantly looking for ways to serve our communities in a significant and meaningful way. With the continued 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 cursive script that reads "Mary Mazur".

Mary Mazur
General Manager, Arizona PBS

OVERVIEW

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 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.

LOCAL IMPACT

Arizona PBS' local services deeply impact the people in our state: Arizona PBS' signal reaches 80 percent of Arizona homes. With approximately 600,000 viewers weekly, Arizona PBS consistently ranks among the most-viewed public television stations per capita in the United States. During fiscal year 2018-19, our website **azpbs.org** received more than 2.2 million page views. We also connected with our community in person by hosting more than 1,290 community events and workshops, reaching about 92,653 Arizonans. While our educational outreach work during this period included fewer individual events than previous years, our projects consisted of more focused, in-depth work with schools and other organizations, which provided more depth and continuity to our engagement with these community partners.

TRUSTED.
ESSENTIAL.
VALUED.

2019 KEY SERVICES

In 2019, Arizona PBS provided these local programs and services:

Educational outreach, both on-air and in the community:

Major events:

- Arizona PBS KIDS Day at City of Phoenix Civic Space Park
- Yuma Early Childhood Conference
- Navajo/Apache Early Childhood Conference

Year-round efforts:

- Arizona Early Childhood Registry & First Things First college scholarships
- Arizona PBS KIDS 24/7 channel
- Bright by Text parent tips, child development information and family events messaging
- Educational events, a workshop series for families, conferences and communities of practice for early childhood professionals
- PBS LearningMedia professional development
- PBS KIDS Growing Up Well: social, emotional and character development workshop series for families, curriculum development and pilot series implementation in Phase I, II, III
- PBS KIDS Super Why Kindergarten Readiness Camps
- Ready to Learn Phase I and III - Community Collaborative Planning and pilot family workshops and children's STEM camps

Locally produced programming:

- Arizona Horizon
- Arizona Spelling Bee
- Beyond the Rim: The Next 100 Years of the Grand Canyon National Park
- Books & Co.
- Catalyst: Shaping the Future
- Central Sound concert partnerships
- Chicanos Por La Causa: Dime Quien Eres
- Cronkite News
- Election 2018 debates in partnership with Clean Elections and The Arizona Republic
- Horizonte
- Innovating the Future
- Plate & Pour
- Polarization: A Civic Crisis

Community events:

- "Antiques Roadshow" production day
- "The Great American Read" events
- "The Mayo Clinic" screening with Ken Burns
- "Polarization: A Civic Crisis" events

COMMUNITY PARTNERS

ACE (Adverse Childhood Experiences) Consortium
Arizona Association for the Education of Young Children (AzAEYC)
Arizona Association for Supportive Child Care (ASCC)
Arizona Children's Association - Parents as Teachers La Paz/Mohave Counties
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 Head Start Association
Arizona State Libraries
Arizona Technology Council
Arizona Western College
Bullhead Elementary School District
Chavez Youth and Community Foundation
Chicanos Por La Causa Head Start
Child and Family Resources
Children's Museum of Phoenix
City of Chandler
City of Phoenix

City of Phoenix Birth to Five
City of Phoenix Head Start
City of Phoenix Latino Institute
City of Phoenix Parks & Recreation
La Paz and Mohave County schools
Easter Seals Blake Foundation
First Things First (statewide)
First Things First Colorado River Indian Tribes Regional Partnership Council
First Things First La Paz/Mohave Regional Partnership Council
First Things First Navajo/Apache Regional Partnership Council
First Things First Yuma Regional Partnership Council
Maricopa County Community College System
Northland Pioneer College
Phoenix Art Museum
Phoenix Public Libraries
Phoenix Union High School District
Read On Arizona
Read On Bullhead City
Read On Phoenix
Read On Yuma
Southwest Human Development
Yavapai Community College
Yuma County Schools
Western Regional Council of Governments Head Start

INTRODUCTION

For 58 years, Arizona PBS (KAET - Phoenix) has been a trusted community resource. We have made it our mission to be the standard-bearer for storytelling in public media, reaching new audiences in the quest to serve lifelong learners across Arizona and beyond.

The communities we serve support us in turn: more than 60,000 viewers choose to be contributing Friends of Arizona PBS each year, and the vast majority of our revenue comes from the local community, mainly through membership support and program underwriting. We value these close ties with the Arizona community, and we make it our business to provide educational outreach services, unbiased news and public affairs, and programming and events that celebrate science, culture and the arts.

Nationally, PBS is the most trusted media in America and is considered the best use of federal tax dollars, second only to military defense. At the state level, Arizona PBS is one of the last locally-owned media organizations in Arizona. Because Arizona PBS is all about community service – not profit making – we are an independent news source that is free from commercial influence.

Approximately 80% of Arizona households can watch our quality programming on multiple digital TV channels, making Arizona PBS both Arizona's largest performing arts venue and its largest history museum.

All together, approximately 970,000 people – close to a million people each week – watched Arizona PBS, Life, World and Arizona PBS KIDS each week during this period.

PBS is also the foremost media educator of children. Two of Arizona PBS' four digital channels provide curriculum-based programming for families: 10 hours every weekday on our main channel and 24/7 on digital channel 8.4, Arizona PBS KIDS. Combined with online options for viewing (including mobile apps), we provide parents with more avenues to access trusted content that feature favorite PBS characters. Our Educational Outreach team reaches even further than our television signal. Arizona PBS conducts educational outreach services and community-based initiatives all across Arizona.

In the following pages, we invite you to explore the value and impact of Arizona PBS through our work in education, our coverage of news and public affairs and our support for lifelong learning.

ARIZONA PBS BY THE NUMBERS

Arizona PBS began broadcasting on Jan. 30, 1961 in Phoenix, Arizona, now the **11th-largest TV market**. In our 58 years on the air, Arizona PBS has remained a trusted community resource.

Arizona PBS' quality programming reaches approximately **80% of Arizona households** on four 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). Full details of our channel offerings are available at azpbs.org/schedule.

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 17th consecutive year (Marketing & Research Resources Inc., February 2020). Arizona PBS ranks among the top 10 most-watched PBS stations.

Arizona PBS continues to expand its digital reach with on-demand streaming on the PBS Passport and PBS KIDS apps, while our broadcasts reach over a million homes in the Phoenix (Prescott) Designated Market Area (DMA).

Each week, approximately 600,000 people viewed Arizona PBS, with over 140,000 people viewing Arizona PBS Life and approximately 100,000 people viewing Arizona PBS World as these channels saw an increase in primetime viewership during fiscal year 2019.

All together, approximately 970,000 people – **close to a million people each week** – watched Arizona PBS, Life, World and Arizona PBS KIDS each week during this period.

During this period, Arizona PBS provided quality news and public affairs programming, including a debate between U.S. Senate candidates Kyrsten Sinema and Martha McSally, which was one of the most watched programs on any PBS station in 2018.

Additionally, Arizona PBS delivered more than 10 hours of childrens' programming each weekday on our main channel in addition to 24 hours a day on digital channel 8.4 Arizona PBS KIDS.

Arizona PBS has **more than 60,000 members** (annual contributors). Of these, 182 participate in the Arizona PBS Family Membership program designed for young families.

Volunteers were enlisted to support new station opportunities this year. Arizona PBS shifted its primary role for volunteers from pledge programming to community outreach efforts, such as supporting production of "Antiques Roadshow" episodes filmed at the Desert Botanical Garden in April 2019 and helping run booths, guide costumed characters and other support roles at Arizona PBS KIDS Day in February 2019. During fiscal 2019, 403 volunteers contributed 4,728 hours to support Arizona PBS.

What is the Phoenix (Prescott) DMA (Designated Market Area)? (January 2020 Nielsen estimates):

- 1,879,780 total television households
- 29.6% of TV households in the market have cable
- 39.8% of TV households in the market have satellite
- 30.8% of TV households in the market receive TV signals over the air



Arizona PBS' 12-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.

Through the years, Arizona PBS has won **114 Rocky Mountain Emmy Awards**, as well as numerous Telly Awards, Cine Gold Eagle Awards, New York Festivals awards and Associated Press Broadcasters Association Awards.

From July 1, 2018, to June 30, 2019, the Arizona PBS' website (azpbs.org) averaged approximately **184,000 page views** each month, with thousands downloading information from the site and viewing our video content. The website received more than 2.2 million page views total – an increase of 21% year over year. The top 10 pages viewed are:

- TV Schedule
- Home
- "Check, Please! Arizona"
- Sign up for Arizona PBS Passport
- Support Arizona PBS
- "Check, Please! Arizona" Episodes
- Sinema & McSally – Arizona U.S. Senate Debate
- "Arizona Horizon"
- Arizona PBS KIDS Day
- "Plate & Pour"

A stand-out page during this cycle was the Arizona PBS-hosted Senate debate between Sinema and McSally. The debate was livestreamed on azpbs.org, yielding **20,796 pageviews on the night of the debate**, Oct. 15, 2018. This accounted for 47.6% of all website traffic on that date and 12% of all website traffic for the entire month. The website saw a 760% increase in average total daily pageviews on this date.

Our Facebook pages have a **total following of 31,000 fans**, with 18,100 followers on our Arizona PBS page and 16,681 on our Cronkite News page. Our Arizona PBS page's average total reach from July 2018 – June 2019 is 3,168 and the page's engagement was about 1,682 over a period of 7 days.

Our Twitter profile has nearly **18,800 followers** – with an almost 2,000 follower growth from last year. Over a 28-day period, our Twitter page received 880 profile visits, 82,300 impressions and about 450 mentions.

Our Instagram pages have a total following of **4,045 fans**, with 3,907 followers on our main Arizona PBS page. The Arizona PBS page's weekly total reach is 1,130 and has 229 weekly interactions.

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.

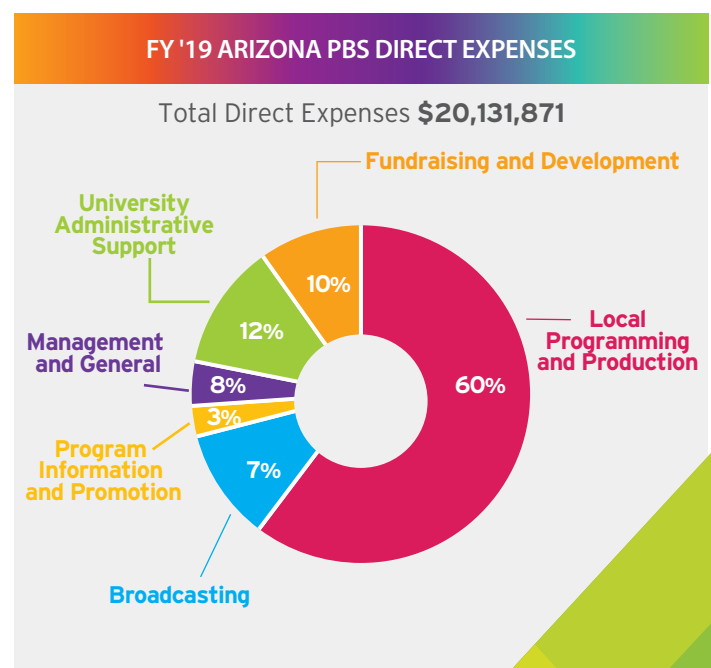
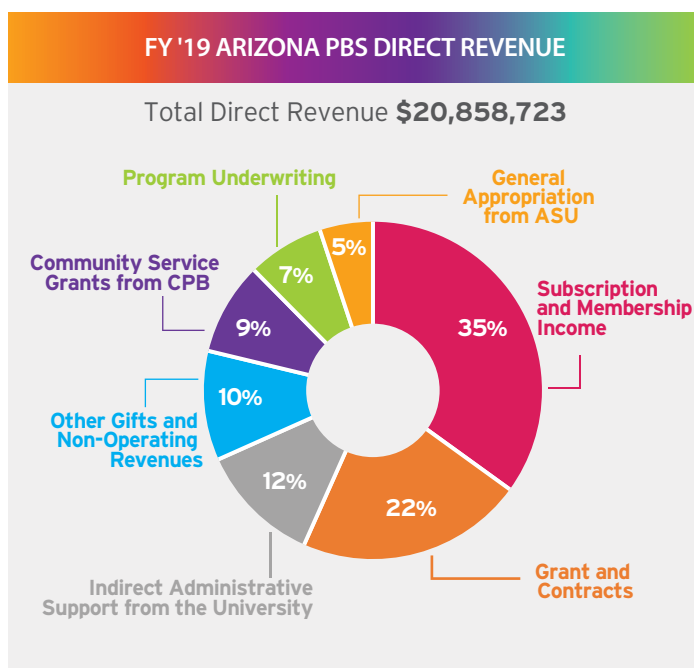
Central Sound at Arizona PBS continues its tradition of capturing classical and acoustic music performances of the highest professional caliber. Honored with multiple Emmys Awards for its work, Central Sound produces **over 100 performances** annually highlighting premier concerts from across Arizona. The series can be heard on the airwaves of KBACH 89.5 FM in Greater Phoenix, KNAU Arizona Public Radio in Flagstaff, Classical Arizona PBS (DTV 8.5), the Classical Arizona PBS mobile app and other national and international presenters.

HOW WE ARE FUNDED

Our annual budget is approximately \$20.2 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.

REVENUE	FY19 ACTUAL
Subscription and Membership Income	\$7,296,726
Grant and Contracts	\$4,522,853
Indirect Administrative Support from the University	\$2,428,100
Other Gifts and Non-Operating Revenues	\$2,181,891
Community Service Grants from CPB	\$1,845,795
Program Underwriting	\$1,526,029
General Appropriation from ASU	\$1,057,329
Total revenue	\$20,858,723

EXPENSES	FY19 ACTUAL
Local Programming and Production	\$12,133,302
University Administrative Support	\$2,428,100
Fundraising and Membership Development	\$1,964,655
Management and General	\$1,661,639
Broadcasting	\$1,346,619
Program Information and Promotion	\$597,556
Total expenses	\$20,131,871





EDUCATION

Arizona PBS is at the forefront of educating children in our state. Our public service efforts support educators and students in the classroom and families at home with PBS educational content focused on national, common core and state standards.

ON-AIR PROGRAMMING

Our daily programming helps children start school prepared. Arizona PBS devotes more than 10 hours each weekday to high-quality educational programming for children on our main channel and 24 hours a day on digital channel 8.4, Arizona PBS KIDS. Our viewers appreciate that Arizona PBS offers programming that is safe to watch with children, without obscene language, images and commercial messages for adult consumers.

Arizona PBS KIDS, our 24/7 kids channel, features an array of programming designed to help young children master important skills, ranging from reading and basic math and science to problem solving and emotional skills. Locally produced and Emmy Award-winning interstitials hosted by a first grade teacher, "Miss K," offered quick lessons on alphabet and letter sounds as well as more practical skills like learning to tie shoelaces.

In November 2018, a weekly average of 129,890 children watched kids programming on our main channel while another 142,154 children watched Arizona PBS KIDS.

SIGNATURE EVENT

In February 2019, thousands of families joined Arizona PBS at Civic Space Park in downtown Phoenix for the third Arizona PBS KIDS Day. Miss K, the Arizona Governor's Office, state representatives, City of Phoenix mayoral candidates, school board members, and Maricopa County Recorder Adrian Fontes joined in the festivities.

Children and their families enjoyed a variety of crafts and activities, listened to stories and songs, met trainee firefighters and police, and participated in a bike rodeo. Attendees also had an opportunity to meet PBS KIDS characters including Daniel Tiger, Peg + Cat, Clifford the Big Red Dog, Curious George, Splash and Bubbles and the Super Why team.



OUTREACH WORK

Arizona PBS' work in education extends far beyond central Phoenix. Our Educational Outreach team takes the initiative to make connections across Arizona to support educators, caregivers and children. The team connects early childhood educators, school communities, and rural local libraries to local resources as well as evidence-based PBS resources for students of all ages.

Our team continues to provide on-site professional development to teachers across the state from Somerton to Beaver Dam, Lake Havasu to Window Rock, with almost 39,623 educators using the PBS LearningMedia digital service (more below) and over 56,000 participants in the Arizona Early Childhood Workforce Registry. Overall, Arizona PBS participated in and facilitated 1,289 face to face workshops and events for early childhood and K-12 professional development for more than 92,653 educators and university faculty.

Arizona PBS continues to be the only PBS station in the U.S. to administer a registry and college scholarship program for early childhood educators. From July 2018 through June 2019, 1,500 scholarships funded by First Things First were awarded to pursue AA, BA and MA degrees in early education. These resources are used to pay for community college and university coursework, books and fees at 28 institutions of higher education throughout the state.

Nine early childhood specialists, based in various Arizona communities, conducted face-to-face workshops and presentations, and participated in local education and regional events across the state. Their activities ranged from Diné College in the heart of the Navajo Nation to the U.S./Mexico border communities of San Luis, Sierra Vista and Wellton. These specialists help educators across Arizona to utilize PBS materials and take advantage of opportunities like the First Things First scholarships.

Arizona PBS annually hosts the largest conference in rural Arizona at Arizona Western College in Yuma, and assists in hosting a large northeastern Arizona conference in Pinetop/Lakeside with both events serving the early childhood education field. We also provided early literacy workshops for families in partnership with community libraries and schools in La Paz, Mohave and Yuma counties, and participated in numerous community kindergarten readiness events for families with children from birth to 5 in high need, bilingual, rural Arizona neighborhoods.

Arizona PBS' Ready To Learn (RTL) 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. Arizona PBS has continued the community collaborative work with RTL resources in development in the 85006 zip code, with additional annual funding as a Phase II RTL 2015-2020 station. 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.



PBS KIDS Super Why Kindergarten Readiness Camps were hosted in Parker, Arizona, funded by the First Things First Colorado River Indian Tribe, to help children who had not had the opportunity to attend preschool or Head Start get ready for kindergarten. These camps are just one example of Arizona PBS' kindergarten readiness efforts serving thousands of educators and family care providers, including Spanish speakers, throughout the state.

Local learning celebrations across the state used PBS content, materials based on PBS resources and PBS KIDS character appearances by Daniel Tiger, Super Why, Wonder Red, Alpha Pig, Princess Presto, Curious George, Clifford the Big Red Dog, Peg + Cat, Cat in the Hat, Maya and Miguel. These characters visited with nearly 50,000 Arizonans from July 2018 – June 2019.

Arizona PBS KIDS, City of Phoenix Parks & Recreation and the Latino Institute celebrated the annual El Dia de Los Niños festival with over 2,500 in attendance.

Arizona PBS continues its work as one of 12 PBS stations providing parenting messages and local events for families with children prenatal to age 8 with the Bright by Text messaging service. Each message is targeted to the child's age, and the program can also deliver localized messages based on ZIP code, and delivered in English or Spanish. In Arizona, organizational partners include Read On Arizona, First Things First, Southwest Human Development, the Association for Supportive Child Care, City of Phoenix Birth to Five and local library systems. Parents and caregivers across Arizona can sign up for the free service at azpbs.org/kidstext or by texting ARIZONAPBS to 274448.

PBS sought the on-the-ground community implementation support of Arizona PBS' educational outreach to review curriculum and pilot a new Family Community Learning series, "Growing Up Well: Social, Emotional and Character Development." A total of 10 workshops will be completed when the pilot concludes in Fall 2019. Each workshop includes PBS KIDS apps and children's books for families to begin or add to their home libraries. Facilitation, materials and digital content is being piloted in English and Spanish.

ARIZONA PBS LEARNINGMEDIA

Arizona PBS LearningMedia provides teachers with instant access to more than 125,000 classroom-ready, digital resources. This robust digital library is searchable by state, national standards, grades and key words, providing high-quality content produced by more than 90 educational producers and station partners for preK- through college-level educators.

Almost 40,000 Arizona educators (out of 75,000 statewide) have created personalized free accounts. Arizona PBS provides teacher training in support of Arizona PBS LearningMedia throughout the entire state, in partnership with KUAT in Tucson. Learn more at az.pbslearningmedia.org.



NEWS AND PUBLIC AFFAIRS

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. Viewers across the state benefit from Arizona PBS' in-depth coverage of local issues.

EXAMINING IMPORTANT ISSUES

"Arizona Horizon" has been Arizona PBS' Emmy Award-winning nightly public affairs program for more than 35 years. During the 2018-19 fiscal year, "Arizona Horizon" followed many topics making national headlines, including multiple segments on the border wall, water rights, the United States-Mexico-Canada trade agreement, ongoing efforts to increase school funding and the opioid crisis.

Arizona PBS continued the commitment to covering issues important to veterans with monthly "Arizona Horizon" updates on topics including veterans housing, access to mental health services and service dogs. In early November 2018, we hosted a Veterans Town Hall that was open to the public and included a panel discussion, moderated by Arizona PBS, that included the head of the VA in Arizona, veterans' rights advocates and veterans.

"Arizona Horizon" continued and strengthened our collaboration with "PBS NewsHour," producing a number of stories for their national broadcast, including stories on sheep used to "mow" a solar farm and on the theft of cacti and fossils from national parks. Another notable piece, the first story from the Cronkite School's new Howard Center for Investigative Journalism, focused on the national trend of increasing pedestrian deaths.

Other news collaborations included:

- A 30-minute special focusing on sex trafficking in Arizona, which aired May 28 to coincide with a "Frontline" documentary on the same topic, largely filmed in Arizona. The "Arizona Horizon" team worked with "Frontline" producers to coordinate coverage and cross promote each others' work.
- A special on the state of legal marijuana in the country, produced in partnership with four other PBS stations that have daily news and public affairs shows (KPBS, WTTW, NJTV and WGBH). The show, which each station tailored to fit its own format, included segments on the medicinal properties of cannabis, regulatory issues surrounding banking and growing marijuana and criminal justice issues.
- Arizona PBS leads Elemental, a multimedia collaboration focused on sustainability, in partnership with public radio and public television stations in Arizona, Colorado and California. Stories focusing on issues involving water, renewable energy, climate change and urbanization were published at elementalreports.com and shared between participating stations. During 2018-19, the collaboration produced "Coming Clean," a look at oil's legacy in the age of renewable energy. This 30-minute special included stories from KCET, Arizona PBS' "Cronkite News" and Rocky Mountain PBS.

“Arizona Horizon” continued to produce “In Focus” specials that highlight notable members of our community, including:

- Shane Doan, former Arizona Coyotes forward
- David Ira Goldstein, longtime Arizona Theatre Company director
- Ruth McGregor, former Arizona Supreme Court justice
- Dave Munsey, longtime Phoenix weatherman
- The late Sen. Barry Goldwater’s children
- Justice Sandra Day O’Connor’s sons

The “Arizona Horizon” team also produced “Beyond the Rim: The Next 100 Years of Grand Canyon National Park” to mark the park’s centennial. The hour-long documentary introduced some of the people who helped make Grand Canyon National Park what it is today, and explored what the next 100 years may hold with particular focus on the park’s volunteers and visitors, the Native American population, the canyon’s flora and fauna, and the Colorado River.

In April 2019, the Rocky Mountain Southwest chapter of the National Academy of Television Arts & Sciences announced that long-time “Arizona Horizon” producer Mike Saucedo would be inducted into the Silver Circle Society, joining “Arizona Horizon” host Ted Simons, who was inducted in 2017. Silver Circle Society is an honor reserved for media veterans who have shown exemplary service in the industry for more than 25 years.

SERVING ARIZONA’S HISPANIC COMMUNITY

“Horizonte,” a weekly public affairs program, examines Arizona issues through a Hispanic lens. Now in its 17th year, the show is hosted by José Cárdenas, a recognized Latino leader in the state.

Cárdenas and his guests discussed topics including Latino voter registration, diabetes prevention, and the link between stress and obesity in Latino children. A “Sounds of Cultura” segment discussed a local production of “American Mariachi,” a comedy about a girl who forms an all-female mariachi band while also helping her mother deal with dementia. Another segment brought viewers inside Palabras Bookstore, Phoenix’s first and only bilingual bookstore. The show also marked the 50th anniversary of the non-profit organization Chicanos Por La Causa and remembered the late Congressman Ed Pastor.

“Horizonte” also produced “Enfoque” specials, similar to “In Focus” episodes of “Arizona Horizon” featuring notable community members including:

- Janet Napolitano, former Arizona Governor and United States Secretary of Homeland Security
- Luis Gonzalez, former Arizona Diamondbacks star and now a senior adviser for the team
- Mary Rose Wilcox, an activist and former member of the Maricopa County Board of Supervisors

MENTORING YOUNG JOURNALISTS

"Cronkite News," the news division of Arizona PBS, 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. Each semester, more than 130 student journalists, guided by 15 full-time and nine part-time editor/professors, produce daily news content on TV and digital platforms for Arizona audiences. These immersive professional programs provide intensive learning environments for students and give Arizona PBS the ability for Arizona PBS to experiment and innovate.

The result is an important service for the community: providing critically needed, in-depth journalistic content to viewers and readers across our state. The daily "Cronkite News" broadcast reports 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.

ELECTION 2018

Through summer and fall 2018, "Arizona Horizon" produced a total of 27 debates for Arizona candidates running for both state and federal offices in the 2018 primary and general elections. With funding from the Citizens Clean Elections Commission, Arizona PBS hosted debates for Arizona races including governor, secretary of state, attorney general, treasurer, superintendent of public instruction and three ballot propositions. Arizona PBS also partnered with The Arizona Republic to host debates for Arizona's open Senate seat and three Congressional districts. Ted Simons moderated every one of these debates, joined by Maria Polletta of The Arizona Republic for the latter group of debates.

In hosting these debates, Arizona PBS provided a place for dialogue on important issues that is accessible to all, and in many cases, these debates were the only such debates held for these candidates. Our community responded: On the night of the debate between Senate candidates Kyrsten Sinema and Martha McSally, more people were watching Arizona PBS than any other local channel.

 ARIZONA
HORIZON
HORIZONTE
CN
 Cronkite News

PBS
NEWS
HOUR
**TED
SIMONS**
**JOSÉ
CÁRDENAS**
**VANESSA
RUIZ**
**JUDY
WOODRUFF**



On election day, "Arizona Horizon" and "Cronkite News" provided real-time updates and analysis throughout the evening in conjunction with national election coverage from PBS NewsHour. On our main channel, viewers heard from these local voices at the top of each hour throughout the evening. Arizona PBS World (digital channel 8.3) aired local coverage from "Cronkite News" with spot analysis from "Arizona Horizon."

Under the direction of Cronkite School faculty, more than 100 Cronkite News reporters covered the major races, reporting from dozens of polling locations as well as the Democratic and Republican watch parties.

Simons also hosted a special one-hour "Arizona Horizon" at 10 p.m. with complete coverage of local election and proposition results, and the U.S. Senate and Arizona gubernatorial race, among others.

LOOKING AHEAD

In March 2019, PBS NewsHour announced that it would be opening a western news bureau at the Cronkite School under a new partnership with Arizona State University and with generous support from the Corporation for Public Broadcasting. PBS NewsHour West, which began broadcasting in October, allows NewsHour's nightly broadcast to better serve audiences in the West and online by providing updates to the nightly news summary and providing a base for covering stories in the western U.S.

OTHER LOCAL PROGRAMS

In addition to airing programs distributed nationally by PBS, Arizona PBS produced 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.

SUMMER READING

PBS introduced "The Great American Read" in May 2018, kicking off a six-month initiative encouraging Americans to read, recommend and share their favorite novels. Locally, Arizona PBS hosted three community events related to "The Great American Read," including multiple public screenings and panel discussions led by Alberto Ríos, host of "Books & Co." and Arizona's first poet laureate. Arizona PBS was pleased to be invited to Sedona Public Library for one of the screenings.

Concurrent with "The Great American Read," Arizona PBS premiered season 21 of "Books & Co." These 13 new episodes showcased intimate conversations with critically acclaimed and prize-winning authors including David Sedaris, Cara Black, Charles Soule and Cristina Alger. The on-air broadcast was supported with online companion resources including additional interview segments.

ASU INTERACTION

In April 2018, Arizona PBS premiered "Catalyst: Shaping the Future," a half-hour series produced by advanced journalism students at the Cronkite School with faculty guidance. "Catalyst" explores current cutting-edge research at ASU and its potential impact. Each episode features four to five segments that attempt to demystify scientific research by telling the stories of the people in the labs and out in the field, spotlighting their pursuit of groundbreaking discoveries. A second season premiered in February 2019.

These first two seasons of "Catalyst" explored stories such as these:

- Mapping wildlife movements in order to build infrastructure that protects biodiversity
- Designing safer football helmets and developing new strategies for preventing sports concussions
- Launching a balloon carrying a 5,000-pound telescope into the stratosphere over Antarctica
- Tracking brain activity in middle-aged men diagnosed with Autism Spectrum Disorder to explore the challenges of aging with autism

All episodes were based on research conducted by ASU researchers, and the "Catalyst" team criss-crossed the state to interview these experts and show viewers their work.

Content from the season earned "Catalyst" two Rocky Mountain Emmys in 2019: The series was honored in the Technology category, and an episode that blended two stories about the saguaro cactus – research into the cactus genome and native traditions about the saguaro – was honored in the Historic/Cultural category.

Arizona PBS also presented a second season of conversations from a lecture series presented by ASU's School of Civic and Economic Thought and Leadership. The series, "Polarization: A Civic Crisis," examined the decline in the quality of public speech. Notable speakers included a dialogue between Natine Strossen, former head of the ACLU, and former Attorney General Michael Mukasey. "Polarization" served as a continuation of the themes tackled in the first season, which specifically examined free speech.

ASU also partnered with New America, a nonprofit, nonpartisan think tank, to produce "Innovating the Future," a public affairs program. Hosted by New America CEO Anne-Marie Slaughter, the program featured interviews with experts who discussed the intersection of new technology and public policy, with the aim of improving the quality of democracy in America.

Guests for the 19-episode season of "Innovating the Future" included New York Times columnist David Brooks, ASU professor and former Washington Post Executive Editor Leonard Downie Jr., journalist and author James Fallows, New York Times journalist Nikole Hannah-Jones, retired four-star Army Gen. Stanley McChrystal, former Obama senior staff member Cecilia Muñoz and legal analyst Jeffrey Toobin, among others.

ASU's Downtown Campus Open Door event also offered the public an opportunity to enjoy children's activities, behind the scenes information and membership opportunities.

COMMUNITY FOCUS

In January 2019, Arizona PBS launched "Plate & Pour," a half-hour program that gives viewers a behind-the-scenes look into one of the country's hottest food scenes. Each week, Chef Mark Tarbell, who hosts the show, invites viewers inside some of the most interesting places to eat in the Southwest, visiting with local chefs, restaurateurs and the many people who make the region a dynamic dining destination.

Tarbell, an award-winning chef who was named a winner on the Food Network's "Iron Chef America" in 2007, joins veteran and up-and-coming chefs in the kitchen, interviews owners, chats with bartenders and uncovers the hidden stories of the young entrepreneurs in the Southwest.

"Plate & Pour" builds on the momentum of "Check, Please! Arizona," which ended its run in 2018. Over eight successful seasons, the program highlighted more than 300 restaurants across the state. The viral popularity of "Check, Please! Arizona" made a significant impact to the bottom lines of featured restaurants: Local owners credited the show with increasing their sales as much as 50 percent following their appearance on the show. Others said the boost in business after being featured on the show allowed them to expand.

"Plate & Pour" has continued this means of supporting local businesses. The owners of Fàme Caffè said that after their segment aired, there was a line around the block to get in, while Chef Tamara Stanger of Cotton and Copper said that "Plate & Pour" did more for her business than any of the national shows she had done in the past.



Arizona PBS also partnered with Chicanos Por La Causa on a documentary about the advocacy organization's development through the decades for their 50th anniversary. The hour-long documentary, "Chicanos Por La Causa: Dime Quien Eres" – the title translates to "tell me who you are" – explores the organization's roots as a group of young students protesting academic discrimination and racial injustice at their Phoenix high school, and its growth into one of the largest Latino organizations in the country. The documentary premiered in June 2019.

COMMUNITY EVENTS

Each year, Arizona PBS looks for opportunities centered around our programs to bring members of our community together in person. In September 2018, Arizona PBS hosted a screening and discussion of the documentary "The Mayo Clinic: Faith – Hope – Science." Executive producer Ken Burns and directors Christopher and Erik Ewers joined Mayo Clinic CEO Dr. John Noseworthy for a discussion of the film, moderated by Ted Simons of "Arizona Horizon."

In April, "Antiques Roadshow" came to Phoenix to film material for their 24th season. Arizona PBS partnered with the crew from WGBH to coordinate hundreds of volunteers and spread the word throughout our community. Guests brought in collectibles, family heirlooms and other treasures for the appraisers to examine. Everyone who attended was excited to learn more and look forward to seeing the completed episodes in March 2020.

Arizona PBS also produced and broadcast the Arizona Spelling Bee, the state's annual K-8 spelling competition. Each year, the state's best spellers come together to determine who will represent Arizona in the Scripps National Spelling Bee in Washington, D.C. Hosted by Arizona PBS and the Arizona Educational Foundation, the Arizona Spelling Bee is taped at the Arizona PBS studios.

AUDIO PRODUCTION

Among the many local productions and services that Arizona PBS provides is our audio-media production service Central Sound at Arizona PBS. Honored with multiple Emmys Awards for their audio productions, Central Sound uses state-of-the-art technology to provide an array of services ranging from voice recording to products such as podcasts, CDs, live audio and video streaming, on-demand media and more. Central Sound also records and produces broadcast-quality classical and acoustic music performances, serving as a central hub for capturing notable musical events in the community and bringing concerts of internationally acclaimed artists, performances by leading ASU faculty and the next generation of young musicians to thousands of listeners.

Central Sound records well over 100 performances each year and produces numerous high quality programs of live music performed throughout Arizona. These productions are broadcast on the airwaves of KBACH-FM in greater Phoenix, KNAU Arizona Public Radio in Flagstaff, throughout Arizona on Classical Arizona PBS digital television channel 8.5, and also available online and via the Classical Arizona PBS app. Productions are often broadcast in DTS Neural Surround on the radio, and in Dolby Digital Surround on television.



Programs highlight the Arizona Musicfest, The Phoenix Symphony, Grammy Award-winning Phoenix Chorale, Grammy-nominated True Concord Voices and Orchestra, Tucson Desert Song Festival, ASU's School of Music, NAU's Shrine of the Ages Choir and Horizon Series, and other notable artists/arts organizations throughout the region.

Highlights of 2018-19 include recording or producing content for the College Band Directors National Association, North American Saxophone Alliance 2020 Biennial Conference and Helios Phoenix, among others. Recent notable accomplishments include producing a nationally-distributed holiday special featuring True Concord Voices and Orchestra and facilitating a recording of the ASU Symphony Orchestra with pianist Ursula Oppens, alongside 11-time Grammy-Award winning producer Judith Sherman. Productions in the pipeline include a nationally-distributed performance by the U.S. Army Field Band highlighting the Grand Canyon as well as a special music program utilizing new immersive audio technologies allowing the listener to experience the best seat in a performance venue.



MASTERPIECE

NOVA



AMERICAN EXPERIENCE



FRONTLINE

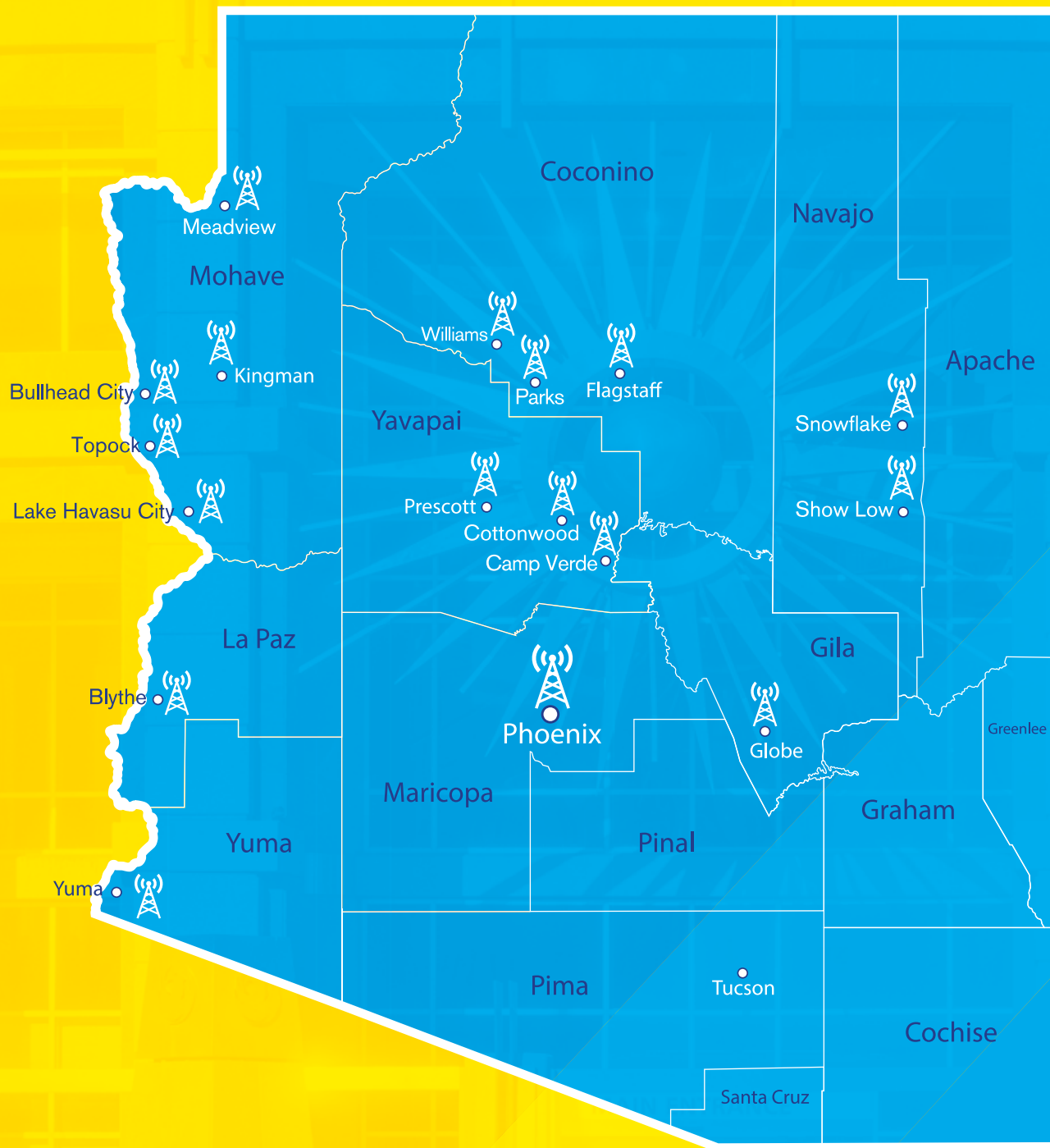


CONCLUSION

The impact of Arizona PBS can be felt across the state, because Arizona PBS belongs to all Arizonans. We're involved with communities from the border to the Grand Canyon – and in return, community members support our station by providing a large percentage of our revenue every year. Only nine percent of our budget comes from federal funding from the Corporation for Public Broadcasting, while 35 percent comes from individual donors – of any level – who support the programs they love. With that support, Arizona PBS is able to foster lifelong learning and provide an independent news source free from commercial influence.

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