

ARIZONA  PBS

ARIZONA STATE UNIVERSITY

# 2021 Report to the Community

SUPPORTING LIFELONG LEARNING



**PBS**   
**NEWS  
HOUR**

ARIZONA  
**HORIZON**



**DEATH IN  
PARADISE**



**BREAK  
it DOWN**

BREAK IT DOWN BREAK IT DOWN  
BREAK IT DOWN BREAK IT DOWN

azpbs.org



## OVERVIEW

### LOCAL VALUE

As a service that receives public funding, Arizona PBS recognizes that we bear a responsibility to serve the public good. 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. We connect our audience to the world because we believe that understanding how our world works – and how it has come to be this way – helps all of us shape our present and our future in a way that provides and cares for everyone.

As a public service, we hold ourselves to the highest standards of integrity, transparency, credibility, inclusion and impartiality. We pursue truth and knowledge. We want to shape a world where differences and diversity are celebrated, not feared. We strive to be a force that drives all media organizations to report on challenging subjects with integrity.

### LOCAL IMPACT

Arizona PBS provides a space for conversation, information-sharing and education about topics and issues of common interest. We act as a public square where divergent ideas and perspectives are welcomed, we provide a space for civil discourse, and we strive to make our programming reflect the diversity of our communities.

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 2020, our website [azpbs.org](https://azpbs.org) received more than 2.2 million page views.

Prior to the pandemic, we connected with our community in person by hosting and participating in thousands of community events and workshops in our 60-year history, reaching tens of thousands of Arizonans. When COVID-19 precautions became necessary, Arizona PBS found new ways to serve and connect with our audience. Virtual events and workshops reached 17,505 people, while shifts in our on-air programming, supported by digital resources, provided support for Arizona's students and educators.

**TRUSTED.  
ESSENTIAL.  
VALUED.**

## 2020 KEY SERVICES

In 2020, 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
- Sesame Street Cookie Monster Rural Road Trip
- Yuma Early Childhood Conference, virtual
- Navajo/Apache Early Childhood Conference, virtual

#### *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 such as early literacy workshop series, parent support groups, 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. Arizona PBS implemented the Spanish-language pilot series.
- PBS KIDS SUPER WHY Kindergarten Readiness Camps
- Ready to Learn Community Collaborative Planning, family workshops and children's STEM camps, and teacher professional development

### *Locally produced programming:*

- "Arizona COVID-19 Town Hall"
- "Arizona Horizon"
- "Arizona Horizon Town Hall" series
- "Art in the 48"
- "Break It Down"
- "Catalyst: Shaping the Future"
- Central Sound concert partnerships
- "Cronkite News"
- "Horizonte"
- "Our Voices" interstitials
- "Plate & Pour"

### *Community events:*

- "Downton Abbey" movie screenings
- "Poldark" Season 5 premiere screening
- "Plate & Pour" Season 2 launch party
- ITVS screening of Independent Lens "Bedlam" via OVEE

**COMMUNITY PARTNERS**

ACE (Adverse Childhood Experiences) Consortium  
Achieve6OAZ  
Aguila Youth Leadership  
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 Citizens Clean Elections Commission  
Arizona Coalition for Military Families  
Arizona Commission on the Arts  
Arizona Department of Economic Security  
Arizona Department of Education  
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 Public Media  
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 Lake Havasu Parks & Recreation  
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  
Edison-Eastlake Neighborhood  
First Things First (statewide)  
First Things First Cocopah Tribe Regional Partnership Council  
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  
Valley Leadership  
Yavapai Community College  
Yuma County Schools  
Western Regional Council of Governments Head Start

## INTRODUCTION

For 60 years, Arizona PBS (KAET - Phoenix) has been a trusted community resource. We have made it our mission to enrich the lives of the people and communities we serve. We connect our audience to the world around them. We are a venue that can make art accessible far beyond a single theater or museum. We provide a space for conversation, information-sharing and education about topics and issues of common interest.

As a public service, we hold ourselves to the highest standards of integrity, transparency, credibility, inclusion and impartiality. We want to shape a world where differences are celebrated and diversity is not feared. We strive to be a force that drives other media organizations to rededicate themselves to integrity and hard conversations.

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 – and so much more.

PBS is also the foremost media educator of children. Two of Arizona PBS' four digital channels provide curriculum-based programming for families: seven 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 60 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), Life (8.2), World (8.3) and Arizona PBS KIDS (8.4). Full details of our channel offerings are available at [azpbs.org/schedule](https://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 and PBS KIDS apps, while our broadcasts reach over a million homes in the Phoenix (Prescott) Designated Market Area (DMA).

### ON AIR

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

- 1,848,100 total television households
- 30.5% of TV households in the market have cable
- 36.8% of TV households in the market have satellite
- 32.7% of TV households in the market receive TV signals over the air

Arizona PBS averaged approximately 600,000 weekly viewers and saw increased primetime viewership during FY20.

Arizona PBS delivered more than 10 hours of children's and educational programming on the main channel every weekday in addition to a dedicated 24/7 PBS KIDS channel reaching an average of 195,000 viewers (combined) with thousands more viewing on PBS KIDS apps.

In April and May 2020, as the pandemic kept many people at home, many Arizonans turned to Arizona PBS for information and entertainment. The week in March that "Arizona Horizon" expanded its coverage to a full hour saw 33% growth in news viewership.

Primetime viewership increased in March, too: up 34% from the same time in 2019. Early April ushered in an increase in Sunday primetime ratings with household ratings up 53% compared to 2019 from the beginning of April through mid-May.

During the day, ratings for At Home Learning programming grew through the first four weeks, with a peak in mid-April where ratings were up 77% from the previous week, and up 26% from the same time in 2019.

Families with young children turned to Arizona PBS KIDS (channel 8.4) to find shows that were preempted by At Home Learning: The first week of At Home Learning on our main channel, ratings for Arizona PBS KIDS were up by 40% compared to the same time in 2019.

Our streaming service, Arizona PBS Passport, also saw increased use: 50% more users than March 2019 and nearly double the number of hours watched. More than 50% more viewers activated their Passport accounts in March than in February, which was also nearly 25% higher than 2019.

## DIGITAL

From July 1, 2019, to June 30, 2020, the Arizona PBS' website (azpbs.org) averaged approximately 182,000 pageviews each month. The website received 2.19 million total pageviews – seeing a 7.5% increase in Unique Pageviews and a 29.3% increase in the average time on page year over year. A stand-out traffic hit was the post “Arizona COVID-19 Town Hall’ draws 1 million Arizona viewers, prompts policy change.” It received 8,643 pageviews in the first 24 hours of being posted, showing that our audience is highly interested in local issues.

The top 10 pages viewed during this period are:

1. TV Schedule
2. Homepage
3. Support Arizona PBS page (moving up 2 spots)
4. “Plate & Pour” (moving up 6 spots)
5. Donation page
6. “Arizona Horizon” page
7. Secondary donation page
8. Arizona PBS KIDS livestream
9. Arizona PBS channel offerings
10. Arizona PBS KIDS Day event page

As of June 2020, the Arizona PBS Facebook page had nearly 21,000 followers. When reviewing insights from the year, engagement is up 259%, garnering 288% more link clicks. During Fiscal 2020, we posted 1,500 times, bringing our overall page engagement to 94,000 between reactions (76,000), comments (12,000) and shares (6,000).

As of June 2020, the main Arizona PBS Instagram account had garnered 3,300 followers and 2,000 engagement. On this platform, Arizona PBS has reached 5,954 accounts (+70%) and accrued 1,340 content interactions (engagement) between Instagram story, IGTV and feed posts.

As of June 2020, Arizona PBS had 19,000 followers on Twitter and earned 7,100 engagements, which is up 76% compared to Fiscal 2019. We also accrued 3,400 link clicks and received 4,800 mentions (+1,200) and 2,100 retweets (+1,100). In all, tweets received a total of 4,500 likes, which is up 1,700 from 2,900 last fiscal period.

## OUR COMMUNITY

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 station outreach efforts, such as supporting production of the “Sesame Street Cookie Monster Road Trip” across La Paz - Mohave counties in October 2019 and helping run booths, guide costumed characters and other support roles at Arizona PBS KIDS Day in February 2020.

During Fiscal 2020, 120 volunteers contributed 1,254 hours to support Arizona PBS, prior to the pandemic restrictions. Education also integrates high school student interns from Phoenix Union Bioscience High School into the volunteer corps for year-round digital projects supporting outreach with families and children.

Through the years, Arizona PBS has won 138 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 PBS magazine, the station’s quarterly publication highlighting programming, events and station news, is sent to more than 45,000 Arizona households who donate \$40 or more annually.

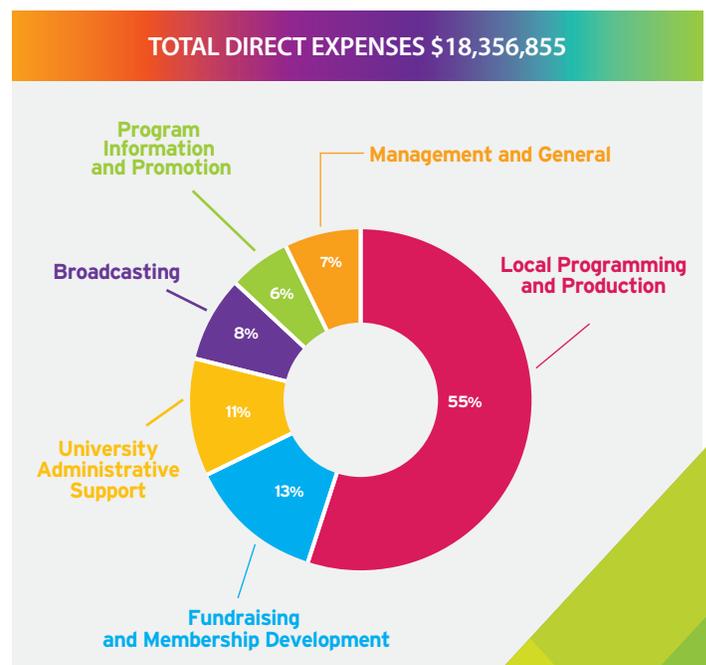
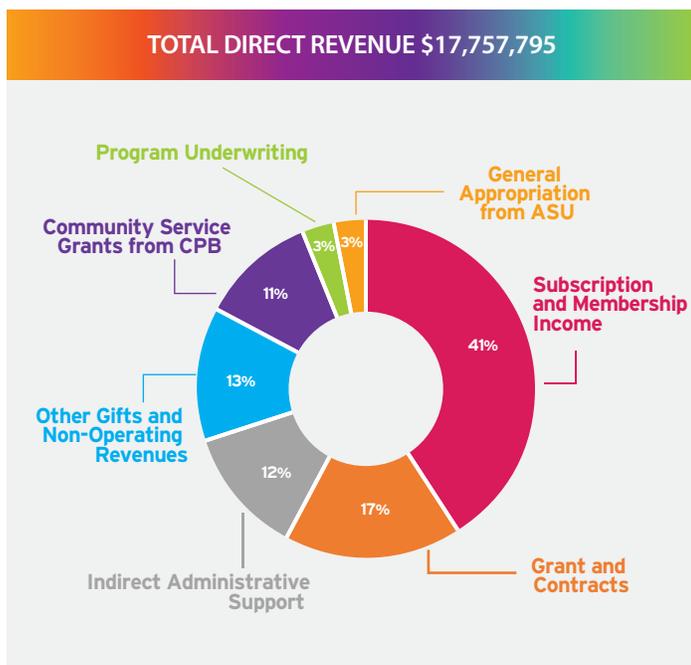
Central Sound at Arizona PBS continues its tradition of capturing local classical and acoustic music performances of the highest professional caliber. Honored with multiple Emmys Awards for its work, in a typical year Central Sound produces over 100 performances, highlighting premier concerts from across 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   | FY20 ACTUAL         |
|---|---------------------|
| Subscription and Membership Income                  | \$7,320,731         |
| Grant and Contracts                                 | \$3,088,815         |
| Other Gifts and Non-Operating Revenues              | \$2,341,713         |
| Indirect Administrative Support from the University | \$2,095,987         |
| Community Service Grants from CPB                   | \$1,848,992         |
| Program Underwriting                                | \$572,905           |
| General Appropriation from ASU                      | \$488,652           |
| <b>Total revenue</b>                                | <b>\$17,757,795</b> |

| EXPENSES                               | FY20 ACTUAL         |
|--|---------------------|
| Local Programming and Production       | \$10,023,371        |
| Fundraising and Membership Development | \$2,396,217         |
| University Administrative Support      | \$2,095,987         |
| Broadcasting                           | \$1,469,728         |
| Program Information and Promotion      | \$1,158,211         |
| Management and General                 | \$1,213,342         |
| <b>Total expenses</b>                  | <b>\$18,356,855</b> |



## EDUCATION

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

### ON-AIR PROGRAMMING

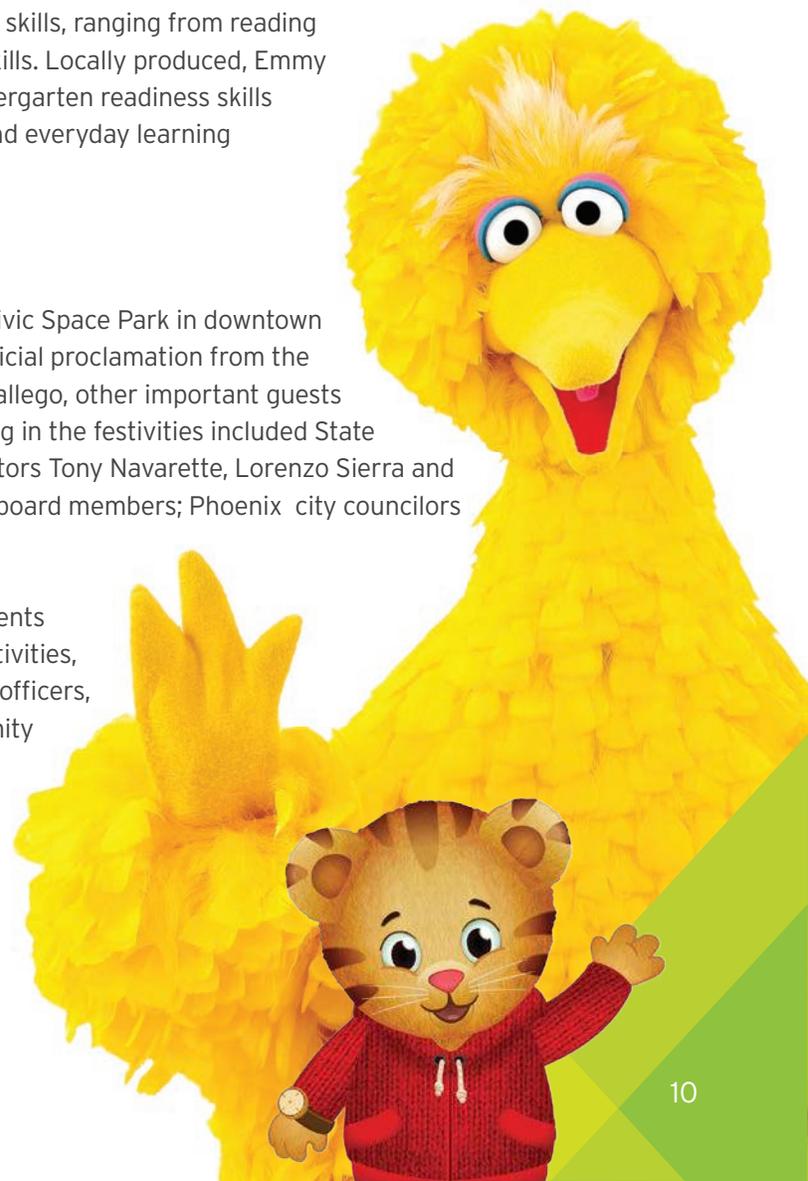
Our daily programming helps children start school prepared. During Fiscal 2020, Arizona PBS devoted more than 10 hours each weekday to high-quality educational programming for children on our main channel and 24 hours a day on digital channel 8.4, Arizona PBS KIDS. Our viewers trust Arizona PBS to offer programming that is safe for children to watch, without obscene language, images and commercial messages for adult consumers.

Arizona PBS KIDS, our 24/7 channel for children's programming, features an array of evidence-based 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, Emmy Award-winning interstitials offer quick lessons emphasizing kindergarten readiness skills and encouraging families to engage with digital services to extend everyday learning opportunities.

### SIGNATURE EVENT

In February 2020, thousands of families joined Arizona PBS at Civic Space Park in downtown Phoenix for the third Arizona PBS KIDS Day. Opening with an official proclamation from the Arizona Governor's Office and the City of Phoenix Mayor Kate Gallego, other important guests helped with festivities throughout the special day. Officials joining in the festivities included State Superintendent of Public Instruction Kathy Hoffman; State Senators Tony Navarette, Lorenzo Sierra and Cesar Chavez; Maricopa County Recorder Adrian Fontes; school board members; Phoenix city councilors and Parks officials.

Children and their families explored the park as "Odd Squad" agents and earned official badges by enjoying a variety of crafts and activities, listened to stories and songs, met trainee firefighters and police officers, 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 and Luna the moon. They also celebrated the new PBS KIDS program "Molly of Denali."



## 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 Quartzsite to Show Low, Page to Bisbee, with almost 40,000 Arizona 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 1,566 face-to-face workshops and events for early childhood and K-12 professional development for more than 39,150 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 2019 through June 2020, 5,457 scholarships for tuition, books and fees at 28 institutions of higher education were awarded throughout the state. The scholarships are funded by First Things First and were presented to 1,161 scholars pursuing AA and BA degrees and certificates (CDA) in early education. These resources are used to pay for community college and university coursework, books and fees.

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 bottom of the Grand Canyon with Havasupai Head Start, to the U.S./Mexico border communities of San Luis and Sierra Vista. These specialists help educators across Arizona to utilize PBS materials and take advantage of opportunities like the First Things First scholarships. Professional development opportunities from PBS provide important incentives for educators in the Registry. Sesame Street in Communities and PBS Education offerings totalled 640 clock hour certificates to teachers for recertification.

Arizona PBS continued its parent engagement and kindergarten readiness work with families all across the western portion of the state running the length of the Colorado River. Partnering with tribes, Head Start and local school districts, our educators trained local professionals to deliver evidence-based curriculum to families 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. Fall brought a special visit from a familiar favorite, Cookie Monster, on a Sesame Street Rural Road Trip throughout the region, stopping at family resource fairs in Lake Havasu, Kingman and Bullhead City.



For the second year, 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.

Parker School District Le Pera Elementary principal reported two 5-year-olds beginning school in August 2019 with significant reading test scores. Both of these children had been participants in Arizona PBS' camps prior to attending school. Cocopah Tribal First Things First Council has reviewed the success and planning to implement this program in the coming year.

Arizona PBS' Ready To Learn (RTL) program, including early literacy and STEM 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.

Local learning celebrations across the state used PBS content, materials based on PBS resources and PBS KIDS character appearances by Super Why, Curious George, Clifford the Big Red Dog and the Cat in the Hat. These characters visited with nearly 50,000 Arizonans from July 2019 through February 2020.

Arizona PBS KIDS helped sponsor a new event for the City of Phoenix Parks & Recreation at Margaret T. Hance Park: "Itty Bitty Golf Tournament" with PBS KIDS character cut-outs at each hole and educational prizes for participants.

Arizona PBS has concluded its Bright By Text pilot as one of 12 PBS stations providing parenting messages via text message, and now includes this as a core education outreach service to reach families, prenatal to age 8. Each of the education outreach staff help promote the free subscription and encourage community partners to share valuable services in partnership with us. The Arizona Department of Education Early Childhood Division and Read On Arizona supported the message efforts, and our team included additional information for families on early literacy and brain development. Salt River Project also contributed content on water safety. Parents and caregivers across Arizona can sign up for the free service at [azpbs.org/kidstext](http://azpbs.org/kidstext) or by texting ARIZONAPBS to 274448.

PBS sought the support of Arizona PBS' educational outreach team and our local Spanish-speaking community to complete the curriculum review and conduct the final pilot phase of a new Family Community Learning series "Growing Up Well: Social, Emotional and Character Development." The 10-workshop series was attended by 25 families, who each received PBS KIDS apps and children's books for families to begin or add to their home libraries.



### 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 pre-K through college-level educators. A new content collection from Salt River Project was added to showcase the watershed and water management in the state. Curriculum questions encourage students to analyze the water cycle and consider innovative solutions for living in an arid climate.

Almost 40,000 Arizona educators (out of 75,000 statewide) have free geo-targeted accounts for this service. 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](http://az.pbslearningmedia.org). PBS LearningMedia saw monthly online visits peak at 155,891 across the state throughout the COVID-19 pandemic.

### ON-AIR EDUCATION DURING THE PANDEMIC

In response to the COVID-19 outbreak, Arizona schools closed their doors and transitioned to online learning in mid-March. By the end of the month, Gov. Doug Ducey and Superintendent of Public Instruction Kathy Hoffman had announced the extension of closures through the end of the school year.

Arizona PBS, like many of our fellow PBS stations across the country, stepped up to help. As community-based public broadcasters with a mission to support education across our state, Arizona PBS has been able to provide trusted, high-quality resources to students and educators.

Arizona PBS partnered with Tucson-based Arizona Public Media to launch the Arizona At Home Learning initiative. Following a model created by a coalition of California stations and endorsed by the Arizona Office of the State Superintendent of Public Instruction, At Home Learning supports remote education for students. It consists of a broadcast schedule of educational programs that align with state curriculum standards, supplemented with free digital resources at [azpbs.org/athomelearning](http://azpbs.org/athomelearning).

On Monday, March 23 at 5 a.m., Arizona PBS' daytime programming was transformed to meet the needs of students who no longer could go to their classrooms. The early morning shows were geared toward the youngest students, followed by blocks of programming for grades 4-8 later in the morning and for grades 9-12 in the afternoon.

Recognizing that not all families in our communities have internet access at home, Arizona PBS set out to provide an educational resource over-the-air that could help students of all ages and backgrounds continue learning.

Programming reached roughly 122,000 people across Arizona in the first five days. In the third week of At Home Learning programming, audiences increased to over 151,000 people.

Soon after, Arizona PBS World (digital channel 8.3) underwent a similar shift, providing additional programming for grades 9-12 between noon and 6 p.m. As students began to tune in, ratings for World went up 57% from the corresponding week of 2019.

### SUPPORTING FAMILIES IN CREATIVE WAYS THROUGHOUT THE PANDEMIC

Arizona PBS' education efforts haven't stopped at on-air efforts. The Arizona PBS Education and Impact team worked with partners around the state to provide materials as quickly as possible, while existing education resources saw spikes in usage statewide.

Arizona PBS LearningMedia, which makes thousands of digital resources accessible to educators and students, saw educator accounts increase by 1,670 individuals between mid-March and mid-April – an increase of 4.2%. Bright by Text, a bilingual service that provides free tips, information and resources for parents and caretakers of young children, reported a local community message open rate of 12.8%. The Arizona PBS KIDS digital livestream users increased from 25,671 in February to 32,563 in March.

Professional development workshops for early childhood educators, provided in partnership with Sesame Street in Communities, expanded their curriculum to include modules on the coronavirus pandemic and how to discuss it with children.

To further their reach, staff members modified family engagement workshops and professional learning communities to meet virtually. Participants, big and small, could join on Zoom to participate in activities, songs and read-alongs, all complete with an opportunity for parents to discuss the challenges of balancing their kids' life at home with their own. Children's books, learning materials, and other craft items were delivered to participants' homes prior to the virtual sessions. Additional support groups following curriculum from Love and Logic® have also been offered for parents.

Arizona PBS also established a new weekly email newsletter called "At Home with Arizona PBS." Made up of coronavirus-related news updates, resources for teachers and activities for families, the emails are sent every Wednesday to 245,000 viewers, educators and families.

As part of Arizona State University, Arizona PBS' education resources are incorporated into the ASU For You site, a compilation of free educational tools for all levels and ages.

Arizona PBS adjusted its annual Yuma Early Childhood Education Conference held at Arizona Western College to a first-ever virtual conference conducted in the Yuma County region. Our staff worked with a technical provider to create a unique, interactive experience where attendees could visit with exhibitors and attend sessions in an online space.

Arizona PBS partnered with natural community distribution sites to share learning materials including PBS KIDS activity books, reading charts, Cat in the Hat and Daniel Tiger activities and crayons. In some areas, families received small packets with craft activities that can be done with common materials. City of Phoenix Parks and Recreation and Phoenix Afterschool Center helped distribute these to families of first responders, and school districts in western Arizona coordinated delivery with the daily meal pick-up.

**“ Everyone at the station rallied around At Home Learning. Staff across all departments came together to figure out how we could make this happen and try to get it out immediately. It has been inspiring to me that we've been able to turn such a strong focus on helping children and families. I have a great appreciation for the families who don't have any devices, who only have over-the-air television. I think there's so much we take for granted. I want to make sure that we really think carefully and continue to provide for people. ”**

– Kim Flack, Arizona PBS director of education and community impact

## 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.

In addition to programs devoted to local news and public affairs, this year has also yielded more focus on our region from PBS' flagship news program, the PBS NewsHour. A western news bureau for the NewsHour was established at ASU's Walter Cronkite School of Journalism and Mass Communication (which also houses Arizona PBS) 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 2019, allows NewsHour's nightly broadcast to better serve television audiences in the West and online audiences everywhere by providing updates to the nightly news summary and providing a base for covering stories in the western U.S.

### 'ARIZONA HORIZON' LEADS THE DISCUSSION

"Arizona Horizon" has been Arizona PBS' Emmy Award-winning nightly public affairs program for more than 35 years. During the 2020 fiscal year, "Arizona Horizon" followed many national topics, including the COVID-19 pandemic, its impact on the economy and education, and the 2020 election. As the virus spread, the "Arizona Horizon" team led the station's coverage of the pandemic, continually adapting to meet the changing situation.

When ASU announced in March 2020 that in-person classes would be held online to limit large gatherings, "Cronkite News" immediately halted its studio broadcasts. In response, "Arizona Horizon" expanded to a full hour from March 16 to 24 to report on the rapid developments. Production staff assigned to other projects pitched in to fill the spots of student workers who were no longer coming to campus.

After almost two weeks of long shows, "Arizona Horizon" shifted again. Already, many on-air interviews were being conducted via Skype, and the team wanted to keep staff members out of the Arizona PBS building as well. On March 25, nearly a week before Gov. Doug Ducey issued a stay-at-home order for the state, Ted Simons began hosting "Arizona Horizon" from his home.

During the early days of the pandemic, guests and topics on the show were heavily weighted toward the coronavirus and the economy, but as the weeks passed, the team looked for ways to include lighter topics. Two new segments were added: Cultural Escape highlighted the struggling arts community, and Social Connections told stories of Arizonans who were reaching out and supporting each other. (See the archives at [azpbs.org/escape](http://azpbs.org/escape) and [azpbs.org/connections](http://azpbs.org/connections).)

Although the Cronkite News student journalists were not creating their usual half-hour newscast during the spring semester, they still contributed valuable local news. Student-produced segments aired on "Arizona Horizon" and were posted for online audiences. Cronkite News students also produced CN2Go, a five-to-eight-minute audio briefing on the day's top stories. Produced five days a week, CN2Go is available on smart devices like Amazon Alexa and Google Home.

In addition to covering the pandemic, another important event was looming: the 2020 elections. Throughout the summer, the news team created a series of segments and interstitials geared towards informing our communities about election deadlines, candidate information and proposition subjects. By the November election, the Arizona PBS team had produced 10 debates, including one for Arizona's high profile Senate race. In most cases, including the Senate debate, it was the only time the candidates faced each other.

### **SERVING ALL OF ARIZONA'S COMMUNITIES**

During the spring, "Horizonte," Arizona PBS' public affairs show focusing on the Hispanic community, also became part of "Arizona Horizon." Producers found that the two shows often covered the same stories and given the extra demands of the situation – missing the student crew, working remotely and, for a while, producing an hour-long show – it made sense to combine resources.

In Fiscal 2020, host José Cárdenas and his guests discussed topics including the January 2020 impeachment trial and the impact of the pandemic on the Latino community. "Sounds of Cultura" segments featured Contra-Tiempo, an urban Latin dance theater company and the musical "Americano!," which depicts the true story of a man who discovers his undocumented status when he tries to enlist in the Marines.

"Horizonte" also highlighted Team Emery, a group providing encouragement and hope to people with heart disease, and author Monique Joseph, author of a book she hopes will encourage parents and children to talk about racism. Dr. Erika Camacho joined Cárdenas to discuss her role and impact as a leader and mentor in the STEM field, and Cloves Campbell Jr., publisher of the Arizona Informant, spoke about race relations in the current political climate.

In spite of the pandemic, May 2020 saw the launch of a brand-new newscast from Indian Country Today, a daily digital news platform that, like Arizona PBS, operates from ASU's Cronkite School. The Indian Country Today newscast airs weekdays on Arizona PBS World, providing a space and a voice for Native news and perspectives. Indian Country Today also shares content with the Arizona PBS news division, and ICT reporters have appeared on "Arizona Horizon" to discuss their work.

Indian Country Today reporter-producer Aliyah Chavez also adds her perspective to "Break It Down," a new segment in the Arizona PBS news block that explores issues surrounding the news of the day. A rotating team of eight hosts brings a range of viewpoints to "Break It Down," with the goal of fostering civic discourse in our community.

### VOICING ARIZONA'S QUESTIONS

At the beginning of April, Arizona PBS hosted the Arizona COVID-19 Town Hall, produced as a partnership between the Arizona Broadcasters Association and the Walter Cronkite School of Journalism and Mass Communication at Arizona State University (home of Arizona PBS). Two dozen TV stations and 79 radio stations across Arizona simulcast the event.

Simons and former 3TV anchor Carey Pena hosted the discussion, which also included Health Services Director Cara Christ and Arizona National Guard Maj. Gen. Michael McGuire.

The studio was carefully arranged to allow for social distancing, and there was no live audience. Instead, questions from the public were submitted in advance through local TV and radio stations across the state. Arizona PBS received over a thousand questions, a signal that Arizonans were eager to make their voices heard. Nearly a million Arizonans tuned in.

After this success, Arizona PBS introduced a weekly Town Hall series, starting April 24 and continuing through the summer. Each week, viewer-submitted questions were put before lawmakers, public officials and experts in a variety of fields. These programs are available at [azpbs.org/townhall](http://azpbs.org/townhall).

The Town Hall discussions, held remotely and produced by the "Arizona Horizon" team, were designed to give the public more information about topics related to the pandemic. But as the state and the nation reeled with protests about social justice, the show shifted. A new host, Vanessa Ruiz, tackled subjects related to both equity and the pandemic, such as health disparities and voting rights.

ARIZONA  
**HORIZON**

**HORIZONTE**

**CN**  
Cronkite News

**PBS**  
**NEWS  
HOUR**

**TED  
SIMONS**

**JOSÉ  
CÁRDENAS**

**VANESSA  
RUIZ**

**JUDY  
WOODRUFF**

## OTHER LOCAL PROGRAMS

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

### COMMUNITY FOCUS

In October 2019, Arizona PBS premiered "Art in the 48" (a reference to Arizona's status as the 48th state). Hosted by former Arizona poet laureate Alberto Ríos, the half-hour program explores Arizona's art scene, highlighting artists and arts organizations of all kinds - painters and sculptors, musicians and dancers, museums and theaters and more. Stories trace the impact of living artists on their communities, and show how art is all around us.

In turn, appearing on the show helped artists and organizations connect with potential customers, meaning that "Art in the 48" was both bringing greater awareness to the community at large and also helping to support the arts.

In 2020, this took a more serious turn as the arts community took an economic hit from the pandemic. Gayle Shanks, co-owner of Changing Hands bookstore told us that every time their segment aired, people from all over the country would call to say they had seen it either on air or online - and they wound up buying books. Shanks said it helped keep the store going.

"Art in the 48" was honored with a Rocky Mountain Emmy Award for the episode "Lighting the Way" and also garnered a nomination for its very first episode.

Arizona PBS also continued to feature the state's local food and restaurant community in "Plate & Pour." In each episode, Chef Mark Tarbell, an award-winning chef who was named a winner on the Food Network's "Iron Chef America" in 2007, invites viewers inside some of the most interesting eateries in the Southwest and visits with chefs, restaurateurs and others who make the region a dynamic dining destination.

Season 2 of "Plate & Pour" premiered at the end of January 2020 and was in full swing when the pandemic hit. Although businesses featured in the 13 episodes of Season 2 were disappointed to get less of a boost than they might have in normal times, some found that their appearance on the show helped them to pivot.

"Plate & Pour" featured Crow's Dairy on April 2, just after Arizona had instituted a stay-at-home order, forcing restaurants to close. At the time, most of Wendall Crow's clients were restaurants. Publicity from the show helped him to sell his cheese in local grocery stores, which helped keep his business afloat.

The "Plate & Pour" segment featuring Hayden Flour also aired April 2, when grocery stores had sold out of flour. The show helped the community find this local resource, providing Hayden Flour a huge boost in sales. Nelson's Meat + Fish told a similar story: their segment aired April 16, when stores were running low on some meat products. "Plate & Pour" helped viewers locate a straight-from-the-source option.

Later in 2020, the "Plate & Pour" team returned to many restaurants previously featured on the show to spotlight local takeout options, a digital-first project called "Plate & Pour: Takeout" designed for Instagram TV. Tarbell returned as host, plating and showing off the dishes from each restaurant.

Tarbell, a fun and engaging host, was recognized for his work in Season 2 with a Rocky Mountain Emmy. This year “Plate & Pour” also won for its segment “Cruising By Barrio Cafe” and its episode “The Gatherers.”

### RESEARCH IN OUR COMMUNITY

As our 2019-20 fiscal year began, our series “Catalyst: Shaping the Future” was reaching the end of its second season. Produced by advanced journalism students at the Cronkite School as part of a capstone program, “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.

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.

The series was awarded Rocky Mountain Emmys in both 2019 and 2020, recognizing its strengths in a variety of areas. The series as a whole was honored in the Technology category in 2019, while a Season 1 episode about the saguaro – spanning research into its genome as well as native traditions around the caucus – won an Emmy in the Historic/Cultural category. The following year, “Catalyst” followed NASA during a test of the Orion parachute system, winning an Emmy in the category for Special Events Coverage.

### COMMUNITY EVENTS

Each year, Arizona PBS looks for opportunities centered around our programs to bring members of our community together. In September 2019, Arizona PBS invited drama fans to screenings of the “Downton Abbey” movie and the Season 5 premiere of “Poldark.” Viewers got a chance for a sneak peek at these exciting stories and were able to connect with other fans. Many “Downton” fans even dressed in their 1920s best for the occasion!

The launch of “Plate & Pour’s” second season was the occasion for a launch party in Arizona PBS’ studio. Guests who appeared on the show, fans of the series, and food journalists gathered for a preview of the first new episode and a chance to chat with host Mark Tarbell and producers about the show and the local food scene it represents.

### PODCASTING

Arizona PBS made its first venture into the podcast space with “Nerdcast from Arizona PBS,” which premiered in January 2020. This marked the first time Arizona PBS had created a digital-first audio product.

“Nerdcast from Arizona PBS” ran 10 episodes as a weekly podcast exploring our ever-evolving world through the lens of intense curiosity and a passion for lifelong learning. “After all,” as the tagline runs, “everybody is a nerd for something.”

Some, like our discussion of Jane Austen’s “Sanditon” and our chat with “Plate & Pour” host Mark Tarbell, were sparked by our on-air programming. Some, like our conversation with CBS News anchor Scott Pelley, feature accomplished guests who visit the Cronkite School. And some are an opportunity to sit down with interesting people in our community and take a deep dive into their topic of expertise.

## 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 for its audio-media productions, Central Sound uses state-of-the-art technology to provide an array of services ranging from voice recording to products such as podcasts, audiobooks, live audio and video streaming, on-demand media and more. Central Sound captures and produces professional-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.

In a typical year, Central Sound records over 100 performances, most intended for broadcast. With the pandemic starting in early 2020, many of these services were curtailed. In lieu of those projects, Central Sound shifted its efforts to assist with audio post-production of Arizona PBS productions such as “Plate and Pour” and remote audio services for a variety of clientele.

As our operations were moved to home offices, Central Sound was able to continue producing numerous high-quality broadcast programs of live music performed throughout Arizona. Central Sound’s program’s feature the Arizona Musicfest, the Phoenix Symphony, the Grammy Award-winning Phoenix Chorale, the 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.

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 they are also available online and via the Classical Arizona PBS app. Central Sound also launched an online radio streaming service that plays these programs. Productions are often broadcast in DTS Neural Surround on the radio/online and in Dolby Digital Surround on television.

Highlights of 2019-20 include recording or producing: a special recording project for Helios Phoenix, special performances by The Phoenix Symphony and Arizona Musicfest honoring Beethoven’s 250th birthday, as well as audio and video capture of the North American Saxophone Alliance 2020 Biennial Conference. Central Sound also produced a nationally-distributed holiday special featuring True Concord Voices and Orchestra and facilitated the commercial recording of the ASU Symphony Orchestra and pianist Ursula Oppens, along with 11-time Grammy-Award winning producer Judith Sherman. In the pipeline are a series of online presentations of True Concord Voices and Orchestra, The Tucson Desert Song Festival, The Phoenix Children’s Chorus and others.

As the pandemic impacts broadcast TV and radio, Central Sound will be shifting its efforts to highlight the community in additional ways, including podcasts, online productions and special digital releases showcasing the great music artistry found in Arizona and throughout the Southwest.



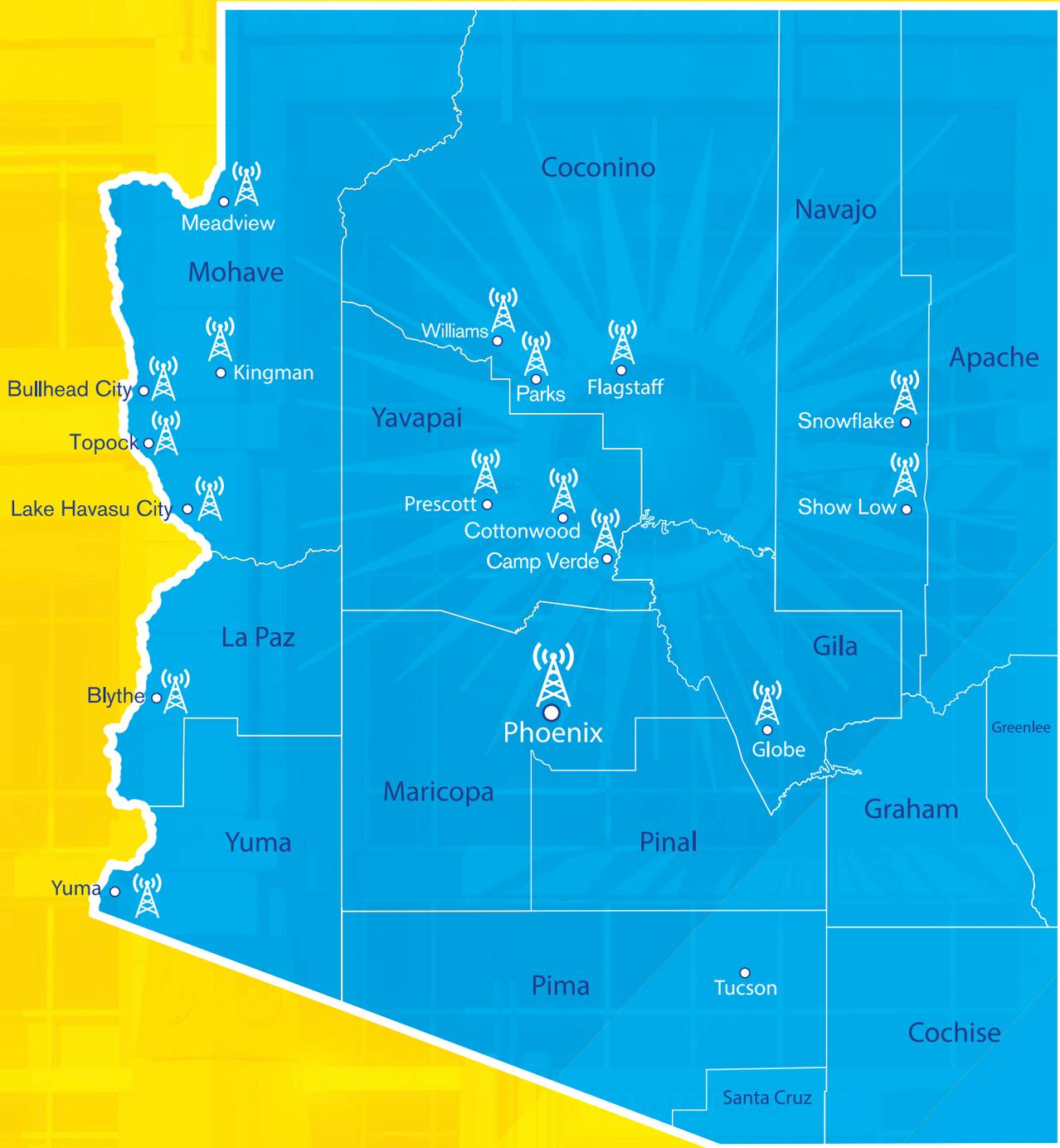
## LOOKING BACK, LOOKING FORWARD

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 11% of our budget comes from federal funding from the Corporation for Public Broadcasting, while 41% comes from individual donors – at 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.

As we enter 2021, Arizona PBS is celebrating its 60th anniversary – an opportunity to reflect on our history, but also a moment to seek new ways to serve our community and achieve our mission. By increasing our digital content and outreach, we intend to ensure the benefits of public media are available now and for generations to come.

**TRUSTED.  
ESSENTIAL.  
VALUED.**

## Coverage Map



**Call us today at 602.496.8888**

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