



2021

Local Content
& Service Report

Overview

For 60 years, Arizona PBS (KAET – Phoenix) has been a trusted community resource, enriching the lives of the people and communities it serves. Connecting Arizonans to the world around them, the station provides a space for conversation, information-sharing and education about topics and issues of common interest.

As a public service of Arizona State University, Arizona PBS has a strong reputation and valuable relationships with communities across the state. To maintain and strengthen these, the station has several priorities that guide both its operations and its on-air and digital content; among them are diversity, equity and inclusion, credibility, impartiality, integrity and transparency.

As a result of the trust established between Arizona PBS and its audience, approximately 60,000 viewers choose to be contributing Friends of Arizona PBS each year. Moreover, the vast majority of station revenue comes from the local community, mainly through membership support and program underwriting.

Valuing these close ties with the community, Arizona PBS is committed to providing unbiased news and public affairs coverage; programming and events that celebrate science, culture and the arts; and educational outreach services.

Two of Arizona PBS' four digital channels provide curriculum-based programming for families: seven hours every weekday on the station's main channel and 24/7 on digital channel 8.4, Arizona PBS KIDS. Combined with online options for viewing (including mobile apps), Arizona PBS provides parents with more avenues to access trusted content that feature favorite PBS characters. Additionally, the station's Educational Outreach team reaches even further than its television signal, conducting community-based initiatives statewide.

On this and the following pages, you are invited to explore the value and impact of Arizona PBS.

STATION REACH BY THE NUMBERS

1

Million viewers tune in each week, on average.

1.9

Million households reached by the Arizona PBS broadcast signal.

45

Thousand households receive quarterly magazine.

58

Thousand users following on social media.

Community Partners

EARLY CHILDHOOD ORGANIZATIONS:
Adverse Childhood Experiences Consortium • Ariz. Children's Assoc. • Ariz. Early Childhood Alliance • Ariz. Early Childhood Education Assoc. • Ariz. Head Start Assoc. • Candelan • Catholic Charities Head Start • Chicanos Por La Causa Head Start • Child Care Development Block Grant Regional Advisory Board • Children's Action Alliance • CRIT/La Paz/Mohave/Wallapai Early Childhood Collaborative • Educators Rising • Family Resource Centers • Natl. Assoc. for the Education of Young Children • Ariz. Assoc. for the Education of Young Children • National Governor's Assoc. • Natl. Workforce Registry Alliance • Reach Out and Read • Southwest Human Development • World Forum Foundation • Yuma Early Childhood Collaborative • Border Health • Easter Seals Blake Foundation • Zero to Three

GOVERNMENT AGENCIES:

Ariz. Dept. of Economic Security • Ariz. Dept. of Education • Ariz. Early Childhood Development and Health Board • Arizona Governor's Office of Education • City of Phoenix • N. Ariz. Council of Govt. • W. Ariz. Council of Govt.

HIGHER EDUCATION:

Ariz. State Univ. • Ariz. Western Coll. • Cochise Coll. • Diné Coll. • Eastern Ariz. Coll. • Estrella Mountain Coll. • Grand Canyon Univ. • Mesa Community Coll. • Navajo Technical Univ. • Northern Ariz. Univ. • Northland Pioneer Coll. • Paradise Valley Community Coll. • Phoenix Coll. • Pima Community Coll. • Rio Salado Coll. • South Mountain Community Coll. • Tohono O'odham Coll. • Univ. of Ariz. and Univ. of Ariz. South • Yavapai Coll.

K-12 SCHOOLS & DISTRICTS:

Bouse/Salome Schools • Bullhead City Elem. Schools • Crane Elem. School • Gadsden School District • Parker Unified School District • Phoenix Union High School District • Somerton Elem. School District • Yuma One Elem. School District • Yuma Union High School District

NON-PROFIT & OTHER ORGANIZATIONS:

Aeroterra • Aguila Youth • Ariz. After-School Education Alliance • Ariz. State Library Systems • Childcare Education Institute • Children's Museum of Phoenix • Council for Professional Recognition • Kaplan and Teaching Strategies Gold • Lakeshore Learning • Read On Ariz. • Scholastic

TRIBAL NATIONS & COMMUNITIES:

Cocopah Tribe, Colorado River Indian Tribes, Gila River Indian Community and Navajo Nation

In the Community

Digital series, 'Plate & Pour: Takeout,' launched to support local eateries

The COVID-19 pandemic may have disrupted the world's food service industry, but chefs and restaurant owners in Arizona didn't let that stop them. Instead, many pivoted to offer expanded takeout and delivery service.

To spotlight these innovative eateries during this unprecedented time, Arizona PBS launched a new digital-first mini-series in December 2020.

The series, "Plate & Pour: Takeout," is an extension of the station's Emmy Award-winning original series, "Plate & Pour." The show's host, renowned chef Mark Tarbell, revisits "Plate & Pour" restaurants to discover the artistry behind to-go offerings from some of Arizona's top dining destinations.

"It is important to highlight the restaurant community because it's struggling right now," said

Margery Punnett, the show's executive producer. "These short pieces let people know that the restaurants they love are offering alternatives to on-site dining."

Launching the series on Instagram allows it to be more interactive. The hope, according to Punnett, is that viewers will be inspired to try a new meal and support our local food industry. Plus, viewers have the opportunity to weigh in and suggest their favorite restaurants for Tarbell to explore.

"What we're hoping to bring to our Instagram followers is the restaurant experience — getting your food and going through the motions of creating a dine-in experience at your table," said Arizona PBS Senior Director of Content Ebonye Delaney. "Plate & Pour: Takeout" is lighthearted and shines a new spotlight on some of the best places to eat in the Valley."



'Art in the 48' gives art community a platform to connect during pandemic



"Art in the 48" is Arizona PBS' Emmy Award-winning series that celebrates the unique artists and art organizations that call Arizona home. The show's inaugural season premiered in fall 2019, but as production plans for the second season began to take shape, the COVID-19 pandemic hit.

Like most of the world, Arizona's arts community was forced to shut down. Rather than cancelling or delaying the second season of "Art in the 48," the show's producers made the decision to reimagine the vision for production of season two.

Instead of meeting with artists and guests in-person, show host Albert Ríos, who is also Arizona's poet laureate, conducted interviews virtually.

"What this season shows best is how art perseveres — how it finds its way to the human heart — regardless of the obstacles put in its way," Ríos said. "The artists who spoke with us all

describe new ways of doing things, which is art itself in action."

While season two still highlights Arizona's vibrant and dynamic arts community, the new season adds an intimate portrait of the artists and how their work was impacted this year.

"This season we are focused on sharing personal stories of the artists," said Shana Fischer, executive producer. "As we began production, there wasn't just the coronavirus pandemic, there was a social justice outcry. And, art is one of the most profound and direct ways to bring issues of race, inequality, inclusion and diversity to the larger conversation."

Towards the end of each episode, the "Art in the 48" team revisited a previously-profiled artist to explore how the pandemic and ongoing protests for social and racial justice had been impacting them.

In the Community

Important community discussions facilitated by 'EPIC Conversations'



In the summer of 2020, the COVID-19 pandemic **wasn't the only thing making headlines**. Following the killings of George Floyd, Breonna Taylor and other unarmed Black Americans, protests and calls for racial and social justice erupted across the country.

To tackle this and other important issues, Arizona PBS launched a virtual conversation event series, titled **"EPIC Conversations."**

Aimed at illuminating and engaging questions of justice, equity, inclusion and diversity, the series, which consisted of hour-long, issue-focused conversations provided a platform for timely discussions.

Among the guests featured in the series were Arizona Republic opinion journalist Greg Moore and Reyna Montoya, founder of Aliento, an undocumented, DACA and youth-led organization.



'Arizona Horizon' town halls give viewers access to leaders, information

In April 2020, as the COVID-19 pandemic continued to impact the lives of Arizonans, Arizona PBS hosted a COVID-19 Town Hall event. Produced as a partnership between the Arizona Broadcasters Association and the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, two dozen television stations and more than 79 radio stations across Arizona simulcast the event.

Building on the success of this initial Town Hall, Arizona PBS introduced a weekly town hall series to give viewers access to leaders and important information. Produced by the "Arizona Horizon" team, these town hall discussions were held remotely and were often driven by viewer-submitted questions.

In total, more than a dozen "Arizona Horizon" Town Hall events took place from April 24 – July 31, 2020. A variety of topics were discussed, including education, social injustice, the arts, and more.



Stories of Impact



Film on youth suicide, produced by the Cronkite School, airs on AZ PBS

In January 2021, Arizona PBS joined more than 25 other stations in airing a half-hour, commercial free, student-produced documentary film about youth suicide in Arizona.

Produced by dozens of students attending the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, the film is titled, "Life is..." The students spent a full year reporting and producing the documentary and related digital content on mental health, isolation and loneliness, at-risk gene variants, the LGBTQ+ community and more.

The project was funded in part by a grant from the Arizona Community Foundation and with the support of the Arizona Broadcasters Association.

"This is a critical issue impacting our youth in Arizona. The investigative reporting conducted by these students will enable us to work on solutions within our community to support teens in the future" said Steve Seleznow, president and CEO of the Arizona Community Foundation.

The students worked under the direction of Cronkite Visiting Professor David Ariosto, an author and journalist who has managed, produced and written for National Geographic, Time Magazine, NPR, Reuters, CNN, and Al Jazeera America.

"This project has made important progress on an extremely pressing issue," said Ariosto.

Ahead of Election 2020, station expands lineup of news programming

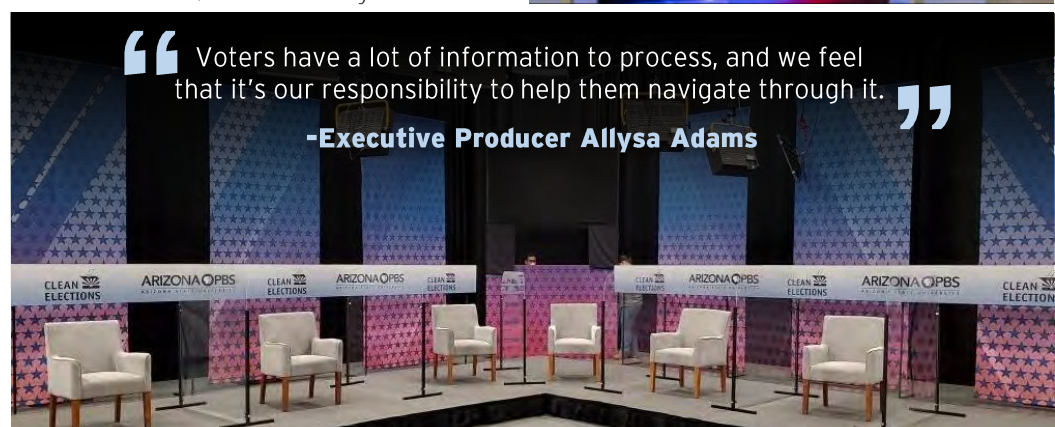
In September 2020, as Arizona and the nation entered the homestretch of election season 2020, Arizona PBS announced an expanded news programming lineup. Starting on Tuesday, September 8, the station began airing an hour-long block of local news programming with "Arizona Horizon" and "Cronkite News" filling the hour.

A new 10-minute segment, called "Break It Down" was also added to the local news hour. Airing at 5:50 p.m., "Break It Down" features a rotating group of hosts who discuss issues and current events impacting Arizonans.

"Horizon' delivers in-depth analysis of the policies and topics affecting our viewers. Next, 'Cronkite News' provides an important look at news headlines and weather. Then 'Break It Down' is discussing the topics you're talking about around your dinner table," said Ebonye Delaney, senior director of Content at Arizona PBS. "It's a jam packed hour of insightful news, and it's so important for our community to have programming like this on-air and on digital," said Delaney.

In addition to this expanded news coverage, Arizona PBS also hosted and broadcasted numerous candidate debates in fall 2020.

Including debates for important U.S. Senate and U.S. Congressional seats, the station executed debates for federal, state and county races.



Stories of Impact

Arizona PBS Educational Outreach team makes statewide impact

Arizona PBS' broadcast signal reaches an impressive 80 percent of the state, but the station's Educational Outreach team reaches even further. With an impact that stretches to each corner of Arizona, this remarkable team serves as a great connector, linking early childhood educators, school communities and hometown libraries to local resources, as well as evidence-based PBS resources for students of all ages.

Throughout FY 2020-21, the Educational Outreach team provided virtual professional development and technical assistance to teachers, with almost 40,000 Arizona educators using the PBS LearningMedia digital literacy service.

Arizona PBS continues to be the only public media station in the nation to administer a registry and college scholarship program for early childhood educators. Funded by First Things First, an agency committed to the healthy development and learning of young children, the scholarships can be used to pay for community college and university coursework, books and fees.

In addition to the registry and scholarship program for early childhood educators, Arizona PBS also has nine early learning specialists based in local communities across the state. These individuals help educators utilize PBS materials and take advantage of opportunities like the First Things First scholarships.

To build on the Educational Outreach team's robust work in rural and underserved areas, Sesame Street in Communities (SSIC) and the Corporation for Public Broadcasting awarded Arizona PBS with an outreach grant. Supporting activities in the Gila Indian River Community, the grant allowed the team to host a summit on Resilience during the COVID-19 pandemic and distribute approximately 500 SSIC kits to families and schools in the community.

Arizona PBS continued several other important initiatives in FY 2020-21, including the PBS Kids Super Why Kindergarten Readiness Camps and the Bright By Text messaging service.



FY 2020-21

BY THE NUMBERS

1,000+	Daniel Tiger 'Be My Neighbor Day' kits distributed across AZ
1,500+	Face-to-face & virtual workshops & events hosted for educators
4,500+	First Things First scholarships awarded to those pursuing early childhood education degrees & certificates



Awards & Accolades

Arizona PBS recognized with Greater Phoenix Chamber IMPACT Award

In spring 2021, Arizona PBS was selected as one of eight winners of the Greater Phoenix Chamber IMPACT Awards — the first time in the station's history — capturing the top prize in the Arizona Advocate/Small-Medium Business category.

The IMPACT Awards honor the accomplishments of Valley businesses and the positive influence they have on the community and the economy. More than 100 businesses vied for the 34th Annual IMPACT Awards.

“As one of the nation's leading public media organizations, Arizona PBS is a trusted community

resource, providing quality programming and news coverage to 85 percent of Arizona homes,” said Greater Phoenix Chamber President and CEO Todd Sanders.

The award was presented as Arizona PBS celebrated a milestone — the 60th anniversary of its founding.

“What a great 60th birthday present — to us,” said the station's general manager, Adrienne Fairwell. “We've worked hard to advocate for our state, and we're extremely grateful that the Greater Phoenix Chamber has recognized our contributions.”



WINNER OF

8 Rocky Mountain Emmy Awards®





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 us shape our present and 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; and we strive to be a force that drives all media organizations to pursue these same principles.

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, the station consistently ranks among the most-viewed public television stations per capita in the United States.

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 as our virtual events have attracted tens of thousands of participants.

Key Services

In Fiscal Year 2020-21, Arizona PBS provided these events and services:

- Arizona PBS Kids 24/7 Channel
- Arizona PBS Kids Super Why "Transition to Kindergarten" Summer Programs
- At-Home Learning initiative
- Bright by Text messaging service
- County, state and federal election debates
- Education events such as early literacy workshop series, parent support groups, conferences and more
- EPIC Conversations virtual event series
- PBS LearningMedia professional development

The station also provided these local programs:

- "Arizona Horizon"
- "Arizona Horizon Town Hall" Series
- "Art in the 48"
- Audio productions by the Central Sound team
- "Break It Down"
- "Catalyst: Shaping the Future"
- "Cronkite News"
- "Horizonte"
- "Our Voices" interstitials
- "Plate & Pour"
- "Plate & Pour: Takeout"



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