

FY 2021-22

LOCAL

CONTENT & SERVICE

REPORT

**YOUR
ARIZONA
CONNECTION**
starts here

azpbs.org

FOR MORE THAN 60 YEARS, ARIZONA PBS HAS BEEN A TRUSTED 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 facing the state and country.

A public service of ASU, 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 that impact students and teachers statewide.



With its primetime ratings consistently ranked among the top five local PBS markets in the country, Arizona PBS is not only a leader in public media but also an invaluable resource to all who call the Grand Canyon State home.



The station's broadcast signal reaches approximately **80 percent of Arizona homes** and attracts nearly **one million viewers weekly**.



STREAMING

Viewers can stream the station's primary channel on YouTube TV DIRECTV STREAM and at azpbs.org.

Members can also stream content on-demand via the PBS Video app.

BY THE NUMBERS

2 - 4 - 9

WEEKDAY
NEWS
SHOWS

BROADCAST
CHANNELS

REGIONAL
EDUCATION
COORDINATORS

65k

LOYAL MEMBERS



LOCAL PRODUCTIONS

ARIZONA
HORIZON

ART
in the
48

CN
Cronkite News

CENTRAL
SOUND

Playlist
ARIZONA PBS

*Check,
Please!*
ARIZONA

KEEPING IT CIVIL

**OUR
VOICES**

**YOUR
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starts here



EDUCATIONAL OUTREACH

In addition to all of the PBS Kids programs that are accessible across Arizona PBS' broadcast and digital platforms, the station's Educational Outreach team serves as boots on the ground, across the state, linking early childhood educators, school communities and hometown libraries with important resources.

37k individuals actively engaged in the Arizona Early Childhood Workforce Registry.

“We want to connect teachers and students with the resources they need to be successful.”

-Kimberly Flack, Sr. Dir. of Educational Outreach



8.1k individuals awarded First Things First early childhood educator scholarships since 2015.



AWARDS & ACCOLADES



**WINNER OF 3
2021 ROCKY
MOUNTAIN EMMYS**

“Catalyst”
in the Technology: Long Form Content category

“Plate & Pour”
in the Interview/Discussion category

“2020 Arizona Senate Debate”
in the Politics/Government: Long Form Content category



**WINNER OF 3
2022 NETA PUBLIC
MEDIA AWARDS**

Excellence in Education

Excellence in COVID-19 Response

Content: Arts & Entertainment



DIGITAL GROWTH



964k

COMBINED PAGE
REACH ON FACEBOOK
AND INSTAGRAM

SOURCE: SALESFORCE, AUGUST 2022



“MORE THAN SIMPLY PURSUING AUDIENCE GROWTH AND DIVERSIFICATION, OUR PRIMARY GOAL IS TO MAXIMIZE ACCESS TO OUR PROGRAMMING FOR VIEWERS ACROSS THE STATE.”

-Arizona PBS General Manager
Adrienne R. Fairwell

175k

INDIVIDUALS
RECEIVE E-
NEWSLETTERS

SOURCE: SALESFORCE, AUGUST 2022



LAUNCHED
A TIKTOK
CHANNEL
IN SUMMER
2022

RECAPPING FY 2021-22

HIGHLIGHTS



Year-over-year, audience reach on the Arizona PBS Facebook and Instagram pages increased

259
PERCENT



On Passport, Arizona PBS attracted an average of approximately

13.2K
USERS PER MONTH



In FY 2021-22, to deliver resources across the state, the Educational Outreach team drove more than

20k
MILES

Fiscal Year 2021-22 was transformational

for Arizona PBS. The station started the year by performing a mass market research analysis, which informed the development of a new, three-year strategic plan. Announced in October 2021, the strategic plan included five main pillars: community, content, technology, revenue and culture.



Reflecting the newly adopted strategic plan, the station launched a brand elevation campaign aimed at weaving all the ways it serves Arizonans into one concise message -- your Arizona connection starts here at Arizona PBS.

FACTS & FIGURES

273K

Views of primary debates on the station's YouTube Channel.

Public affairs program is the longest-running local show in AZ.



ELECTION 2022

In 2022, throughout the months of May and June, Arizona PBS hosted, broadcast and streamed more than a dozen primary debates ahead of the mid-term elections.

“Our main goal is to equip Arizona voters with the information they need to make an informed decision.”

-Ebonye Delaney

Arizona PBS hosted debates for important races, including both the Republican and Democrat gubernatorial race, the Republican and Democrat secretary of race, multiple congressional races and more.

TIMELINE



August 27: Arizona PBS expands Yuma coverage with new digital transmitter.



August 27: Arizona PBS receives 16 Rocky Mountain Emmy Awards nominations. The station would go on to win three trophies a few months later.

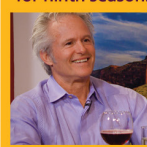
October 1: Phoenix New Times names Arizona PBS' Ted Simons 'Best TV Host.'



November 5: Digital series 'Playlist 48' premieres.



January 27: 'Check, Please! Arizona' returns for ninth season.



KEEPING IT CIVIL

March 24: Third season of 'Keeping It Civil' podcast premieres.

April 30: More than 1,000 attend event with Dr. Henry Louis Gates, Jr.



February 10: Arizona PBS launches live stream on DIRECTV app.

DIRECTV stream



June 1: Station launches new azpbs.org website & kicks off 'Your Arizona Connection Starts Here' campaign.

May 25: Educational Outreach team receives \$961,000 grant to support early literacy program for preschool-age children.

October 7: Arizona PBS announces three-year strategic plan.



OCT.

NOV.

DEC.

JAN.

FEB.

MAR.

APR.

MAY

JUN.

PMA PUBLIC MEDIA AWARDS

January 28: Station receives three Public Media Awards from the National Edu. Telecommunications Assoc.

IN THE COMMUNITY

“**THROUGH OUR COMMUNITY ENGAGEMENT ACTIVITIES, WE’RE ABLE TO CONNECT UNDERSERVED COMMUNITIES WITH NEEDED RESOURCES AND SERVICES.**”

-GENERAL MANAGER **ADRIENNE R. FAIRWELL**



TOGETHER AGAIN

For much of the last few years, Arizona PBS’ community engagement efforts were limited to either virtual or socially distanced activities. In April 2022, after what felt like an extended hibernation, the station’s public outreach efforts experienced a true spring awakening with three significant events taking place over a four-week timespan.

On Saturday, April 2, the Arizona PBS Educational Outreach team collaborated with the First Things First Yuma Regional Partnership Council to host the 8th Annual Yuma County Early Childhood Education Conference. The full-day event provided attendees an opportunity to better connect with one another, share best practices and participate in professional development workshops, taught in both English and Spanish.

Less than two weeks later, on Wednesday, April 13, Arizona PBS hosted an event focused on the new season of “Poetry in America,” a multi-platform public media initiative aimed at exploring the diversity of American poetry. Titled “Poetry in America: Welcome to the West,” the event represented the start of a partnership between Arizona State University (ASU) and the series, which is now co-headquartered at ASU’s very own Center for Public Humanities.

The busy month concluded on Saturday, April 30 with a truly dynamic event, “Past Connections That Bind Us All: An Evening with Dr. Henry Louis Gates, Jr.” Held at ASU Gammage in Tempe, the event gave attendees an opportunity to hear some behind-the-scenes details about the discovery process for celebrity guests of “Finding Your Roots.”

**MORE THAN
100**

early childhood educators attended the Yuma County Early Childhood Education Conference in April 2022.



**1,000
ATTENDEES**

packed ASU Gammage to hear from Dr. Henry Louis Gates, Jr., pictured at the top of the page.



LEVERAGING OUR PLACE

- Upholds partnerships with “Indian Country Today” and “PBS NewsHour West” by leveraging geographic location and shared infrastructure and technology resources

TRANSFORMING SOCIETY

- Amplifies stories and experiences of minority communities through local productions
- Provides Arizona children with access to learning resources, regardless of community or socioeconomic status, through statewide Educational Outreach efforts
- Cultivates a more informed society through our News and Public Affairs programming

**BLACK
IN ARIZONA**

ARIZONA
HORIZON

**OUR
VOICES**

VALUING ENTREPRENEURSHIP

- Features local businesses on “Check, Please! Arizona” for 10 seasons

CONTRIBUTING TO USE-INSPIRED RESEARCH

- Spotlights the impact of innovation at ASU via our “Catalyst” series
- Participates in pilot tests of curriculum for parent and family engagement

ENABLING STUDENTS’ SUCCESS

- Employs and teaches more than 45 student workers across multiple disciplines
- Offers an unparalleled educational experience for more than 130 students via “Cronkite News”

FUSING INTELLECTUAL DISCIPLINES

- Highlights solutions-oriented university research taking place via the ASU on PBS initiative
- Partners with various academic units at ASU for Podcast distribution


KEEPING IT CIVIL

BEING SOCIALLY EMBEDDED

- Local production “Horizonte” examines issues of particular interest to Arizona’s Hispanic community
- Makes a concerted effort to serve Indigenous communities and other communities of need via Educational Outreach

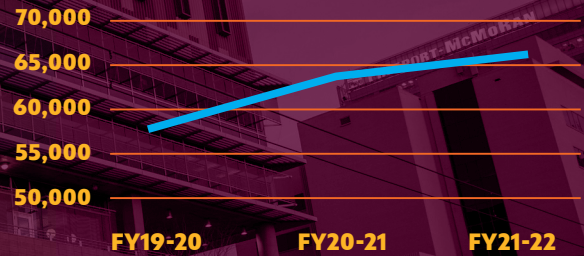
HORIZONTE

ENGAGE GLOBALLY

- Provides election coverage that spreads far beyond Arizona’s borders
- Allows for discussions around issues of global significance on “Arizona Horizon” and “Horizonte”
- Provides bilingual professional development training and other bilingual resources to Arizona educators



ARIZONA PBS MEMBERSHIP TOTAL



ARIZONA PBS HAS SEEN AN INCREASE IN ITS NET POSITION FOR THE PAST 3 YEARS.*

ARIZONA PBS CHANGES IN NET POSITION¹

	FY20	FY21	FY22
Net Investments in Capital Assets	1,354,970	1,227,497	1,013,263
Restricted	1,188,033	2,275,371	2,581,721
Unrestricted	3,801,502	4,754,941	5,732,044
NET POSITION	6,344,505	8,257,809	9,327,028

¹Per current Arizona PBS Financial Statements. The net position includes account receivables, unrealized grants, cash, and all other assets and liabilities

ARIZONA PBS CHANGES IN CASH

	FY20	FY21	FY22
ASU Cash ¹	1,369,524	1,907,394	968,980
ASU Foundation Cash ²	2,734,284	3,164,110	4,673,991
Quasi-endowment Cash	1,119,807	2,226,727	2,601,555
TOTAL CASH³	5,223,615	7,298,232	8,244,526

¹ASU Workday Sources and Uses report

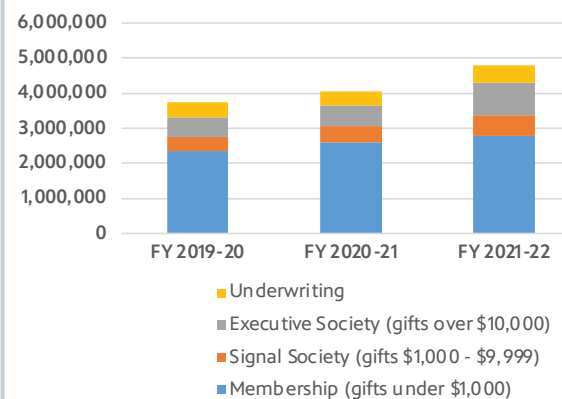
²ASU Foundation Summary Balance Sheet report

³Does not include grants

ARIZONA PBS FUNDRAISING TOTALS

FY 2019-20	\$3,740,108.34
FY 2020-21	\$4,050,830.53
FY 2021-22	\$4,780,916.35

PHILANTHROPIC GIFTS DIRECTED TO FRIENDS OF ARIZONA PBS



* The net position includes cash, accounts receivable, unrealized grants and all other assets and liabilities.

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. Averaging more than one million viewers weekly, the station consistently ranks among the most-viewed public television stations per capita in the United States.

Following the COVID-19 pandemic, we resumed and ramped up community engagement efforts, allowing the station to better connect with the communities we serve.

KEY SERVICES

In FY 2021-22, Arizona PBS provided these events and services: Arizona PBS Kids 24/7 Channel ■ Arizona PBS Kids Super Why "Transition to Kindergarten" Summer Programs ■ 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 ■ PBS LearningMedia professional development

For a list of local productions the station produced in FY 2021-22, check out page two of this report.



@arizonapbs ■ azpbs.org



ARIZONA STATE UNIVERSITY