

FY 2022-23

LOCAL

CONTENT & SERVICE

REPORT



**YOUR
ARIZONA
CONNECTION**
starts here

**ARIZONA
PBS**

ARIZONA STATE UNIVERSITY

RECAPPING FY 2022-23

Fiscal Year 2022-23 was a year of tremendous growth and impact for Arizona PBS. Not only did the station dramatically ramp up the production of local programming, it also kept voters informed with robust coverage of Election 2022.

The Arizona PBS Educational Outreach team also had a big year, collaborating with community partners across the state to host outreach events and share learning resources with thousands of students, parents and teachers.

In FY 2022-23, the station most definitely lived up to its vision statement – [your Arizona connection starts here.](#)



AUG. 27

STATION HOSTS 'MOLLY OF DENALI' EVENT AT HEARD MUSEUM



SEPT. 27

STATION HOSTS 'HIDING IN PLAIN SIGHT' EVENT W/ SAN CARLOS APACHE TRIBE

SEPT. 22-23

TWO-DAY 'NATURE CAT' EVENT TAKES PLACE AT GRAND CANYON



SEPT. 22

SEASON FOUR OF 'KEEPING IT CIVIL' PREMIERES



OCT. 8

LOCAL SERIES 'HORIZONTE' RETURNS WITH NEW BRAND AND HOST

HORIZONTE



OCT. 1

STATION WINS TWO ROCKY MOUNTAIN REG. EMMY AWARDS



OCT. 1

LOCAL ARCHIVE SERIES 'FROM THE VAULT' DEBUTS



NOV. 18

SEASON TWO OF LOCAL, DIGITAL LIVE MUSIC SERIES, 'PLAYLIST 48' DEBUTS

Playlist 48

NOV. 8

COVERAGE OF ELECTION 2022 CULMINATES ON ELECTION NIGHT



JAN. 26

'CHECK, PLEASE! ARIZONA' RETURNS FOR MILESTONE 10TH SEASON

azpbs.org/checkplease



FEB. 24

STATION DEBUTS 'CONEXIÓN' E-NEWSLETTER TO BETTER SERVE LATINO COMMUNITY

CONEXIÓN

FEB. 9

DIGITAL SERIES 'BLACK IN ARIZONA' PREMIERES

BLACK IN ARIZONA



MAR. 23

STATION DEBUTS HIKING SERIES 'TRAIL MIX'D'



APR. 12

SCHOLARSHIP PROGRAM FOR EDUCATORS EXPANDS



JUN. 24

ED. OUTREACH TEAM PARTICIPATES IN CHILDREN'S LEARNING & PLAY FESTIVAL



JUN. 10

STATION ANNOUNCES WINNERS OF 2023 CHILDREN'S WRITING CONTEST



JUL.

AUG.

SEP.

OCT.

NOV.

DEC.

JAN.

FEB.

MAR.

APR.

MAY

JUN.

2022

2023



IN THE COMMUNITY

In Fiscal Year 2022-23, Arizona PBS elevated its community engagement efforts. Not only did the station host numerous events around local and national programming, the Arizona PBS Educational Outreach team also had a busy year of engagement:

ASU OPEN DOOR EVENT

On January 28, 2023, Arizona PBS participated in Arizona State University's annual Open Door event, hosting families and other members of the community for an all-day open house.



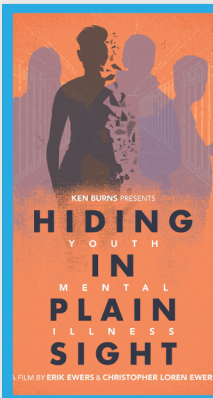
'MOLLY OF DENALI' EVENT AT THE HEARD MUSEUM August 27, 2022

In addition to meeting Molly, event attendees were able to hear stories, create art, and explore the museum's exhibits and galleries throughout the all-day, free event.



TWO-DAY 'NATURE CAT' EVENT AT THE GRAND CANYON September 22-23, 2022

Arizona PBS partnered with "Nature Cat," to bring nature- and STEM-focused, curriculum-based media to kids in the Grand Canyon Village community.



'HIDING IN PLAIN SIGHT' EVENT WITH THE SAN CARLOS APACHE TRIBE September 27, 2022

This event featured a screening of this film focused on youth mental illness, as well as a panel discussion with members of the San Carlos Apache Tribe.



CHILDREN'S LEARNING AND PLAY FESTIVAL June 24, 2023

A partnership with the McDowell Sonoran Conservancy, this all-day event offered learning resources, fun games and activities, and even an opportunity for a photo with Clifford!



JANUARY 5

'ALL CREATURES GREAT AND SMALL' SEASON THREE PREMIERE EVENT

A few days into 2023, more than 60 viewers and fans turned out for their favorite trio of veterinarians.



JANUARY 25

'BLACK IN ARIZONA' PREMIERE EVENT

General Manager Adrienne R. Fairwell welcomes attendees and previews the station's newest digital series.



JANUARY 28

'DANIEL TIGER' BE A NEIGHBOR DAY AT ASU OPEN DOOR

Volunteers and members of the AZPBSkids LEARN! team pose with Daniel Tiger.



MARCH 14

'SANDITON' SEASON THREE PREMIERE EVENT

Dressed in early 19th century attire, 'Sanditon' fans arrive for the premiere of the series' much-anticipated third and final season.



MARCH 22

'TRAIL MIX'D' PREMIERE EVENT

General Manager Adrienne R. Fairwell greets more than 90 attendees.



APRIL 14

'STORIES FROM THE STAGE' SEASON SEVEN TAPING

Six storytellers pose with host Theresa Okokon in the Arizona PBS studios where two episodes of 'Stories From the Stage' were filmed.



STORIES OF IMPACT

NEW 'CONEXIÓN' INITIATIVE A RESOURCE FOR STATE'S LATINO COMMUNITY

In early 2023, Arizona PBS launched a new initiative aimed at offering the state's Latino community a new way to connect with important news stories, learning resources, kids programming and other fun opportunities – *Conexión*.

A monthly e-newsletter and webpage, *Conexión* is led by "Horizonte" host Catherine Anaya and also features information about upcoming station and other community events.

Conexión, which is the Spanish word for connection, is an extension of the station's vision statement and ongoing brand elevation campaign, "Your Arizona Connection Starts Here."

Moving forward, Arizona PBS plans to create new content as part of this initiative.



KEEPING CITIZENS INFORMED THROUGHOUT ELECTION 2022

Arizona PBS has a long tradition of providing unbiased news and public affairs coverage. A great example of those efforts is "Arizona Horizon" – one of only four daily news programs produced by a local PBS station nationwide. Hosted by longtime managing editor Ted Simons, who recently celebrated his 15th anniversary with the station, this informative show provided unmatched coverage of the midterm elections in 2022.



Beyond that program, in the summer and fall of 2022, Arizona PBS hosted candidate debates for many local, state and federal general election races, as well as roundtable discussions around issues appearing on the ballot in November.

In total, the station hosted 13 general election candidate debates in 2022, culminating with a U.S. Senate debate on

Thursday, October 6. In addition to being broadcast live on the station's primary broadcast channel, the senate debate was also livestreamed on the station's YouTube channel in both English and Spanish. The station also broadcast a one-hour election night special, featuring up-to-the-minute election results, political analysis, and coverage of candidate concession and victory speeches.

420K+

views of Election 2022 debates and candidate interviews on the Arizona PBS YouTube channel.

STORIES OF IMPACT



SCHOLARSHIP PROGRAM FOR EDUCATORS EXPANDS

In April 2023, Arizona PBS announced the expansion of a key, statewide scholarship program. Supported by by Arizona's early childhood agency, First Things First, the program offers scholarships to aspiring early childhood educators completing associate and bachelor's degrees.

Previously, the scholarship program has had a limited number of bachelor degrees in specific areas of the state. Now, thanks to a new contract between First Things First and the Arizona Department of Economic Security's (DES) Division of Child Care, any early childhood

practitioner pursuing a bachelor's level coursework towards a degree in early childhood education is eligible to apply and may be awarded a scholarship for tuition, books and fees.

One of many initiatives in Arizona tasked with addressing the state's growing educational workforce needs, the early childhood educator scholarship program was launched in the fall of 2015 and awarded approximately 680 individuals with scholarships in its inaugural year. Since then, this collaboration between Arizona PBS and First Things First has connected more than 6,000 prospective educators with a scholarship.

6,000+
prospective educators have received a scholarship since the program was launched.

“We talk to teachers and see firsthand the impact that these programs are having.”



Kimberly Flack
Senior Director of Educational Outreach

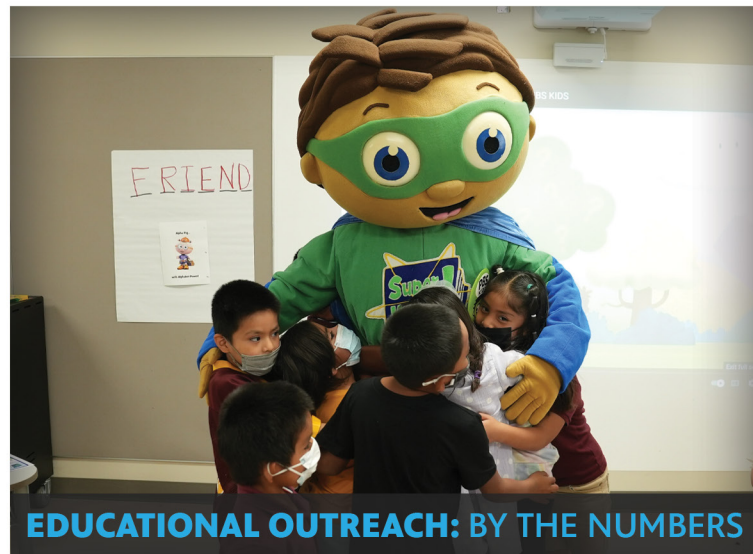
PARTNERSHIP WITH DELTA DENTAL DELIVERS LEARNING RESOURCES, ORAL HYGIENE TO CHILDREN STATEWIDE

In early 2022, Arizona PBS and Delta Dental of Arizona Foundation announced a partnership to promote good oral health to children in rural communities across the state.

As part of this statewide campaign, the two organizations traveled the state to host free events, featuring educational crafts, PBS characters, fun activities, and giveaways for children up to age eight. Local dental professionals attended the events to provide kids with free dental screenings and fluoride varnish treatments.

In FY 2022-23, the two partners hosted 20 events, bringing learning resources and dental care to children in rural communities across the state.





EDUCATIONAL OUTREACH: BY THE NUMBERS

60K local text messages sent as part of the Bright by Text program



12K free children's books distributed to kids across the state



180 Pre-K campers attended the station's 'SUPER WHY!' summer reading camps



Participating students experienced a **23.1 percent increase** in alphabet knowledge; **67.1 percent increase** in phonological awareness, and **61.1 percent increase** in print knowledge. ■

LOCAL CONNECTION

In FY 2022-23, Arizona PBS ramped up its local production efforts. In total, the station premiered eight new and returning broadcast and digital series.



LOCAL VALUE

As a service that receives public funding, Arizona PBS bears a responsibility to serve the public good. Available free to everyone, the station 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.

LOCAL IMPACT

Arizona PBS provides a space for conversation, information sharing and education about topics and issues of common interest. The station serves as a public square where divergent ideas and perspectives are welcomed; and we strive to make our programming reflect the diversity of the communities we serve.

Arizona PBS' broadcast signal reaches 80 percent of Arizona homes, reaching an average of nearly one million viewers each week.

KEY SERVICES

In FY 2022-23, Arizona PBS provided these events and services: Arizona PBS Kids 24/7 Channel, 'SUPER WHY!' Transition to Kindergarten Summer Reading Camps, Bright by Text messaging service, state and federal election debates, professional development for educators, and the PBS LearningMedia database.

Look at the top, right-hand corner of this page for a representation of local programs produced in FY 2022-23.

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