

azpbs.org

# ARIZONA PBS

## LOCAL CONTENT AND SERVICE

**FY** 2023  
2024  
**REPORT**

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YOUR  
ARIZONA  
CONNECTION  
starts here

# STATION OVERVIEW



## A community service of Arizona State University,

Arizona PBS is one of the nation's leading public media organizations, reaching 80 percent of Arizona homes and approximately 1.5 million viewers each week.

An affiliate of ASU Media Enterprise, Arizona PBS maintains multiple digital platforms and five broadcast channels, including its primary channel – 8.1, Life – 8.2, WORLD – 8.3, a 24/7kids channel – 8.4, and Classical Arizona PBS – 8.5.

The station has served as a trusted community resource for more than six decades, fostering lifelong learning through quality programming, in-depth news and public affairs coverage and critical educational outreach services.

### ESTABLISHED:

1961

### CALL LETTERS:

KAET

### EMMY® AWARDS WON:

144

### LEADERSHIP:

General Manager Scott Woelfel ▶

### LOCATION OF STUDIOS & OFFICE:

Downtown Phoenix, Ariz.

### TOTAL MEMBERSHIP:

FY 2021-22: 65,200

FY 2022-23: 67,800

FY 2023-24: 67,750





JULY

July 4 ▶  
AZPBS broadcasted the annual viewer-favorite, "A Capitol Fourth."

July 25 ▶  
Station partnered with Delta Dental to provide free dental screenings at Prescott Valley back-to-school event.

AUG.

August 21  
The station received seven Rocky Mountain Region Emmy Awards.

August 23 ▶  
AZPBS launched a digital video contest for kids through partnership with Delta Dental.

SEPT.

September 21  
AZPBS announced a streaming channel on Hulu + Live TV.

September 29  
AZPBS announced a half-hour special on the Psyche space mission, a partnership between ASU and NASA.

OCT.

October 17  
AZPBS partnered with the Heard Museum to host a screening event for the PBS docuseries, "Native America."

October 21 & 22  
Station staffed a booth at the two-day Dia de los Muertos festival, hosted by the City of Mesa.

NOV.

November 8  
Station partnered with the ASU English Dept. to host a screening event for 'Making Shakespeare.'

November 28 ▶  
AZPBS executed a #GivingTuesday fundraising campaign, raising approximately \$80K.

DEC.

December 1 ▶  
AZPBS staffed a booth at the First Friday festival in downtown Phoenix.

December 20  
Station released a Staff Holiday Trivia Challenge video across its digital platforms.

JAN.

January 4  
Station hosted premiere event for season four of "All Creatures Great and Small."

January 22 ▶  
AZPBS welcomed new General Manager Scott Woelfel.

January 25  
Season 11 of "Check, Please! Arizona" premiered.

FEB.

February 2 & 3  
AZPBS staffed booths at the First Friday festival in downtown Phoenix and the Arizona Renaissance Festival.

March 23  
AZPBS participated in Southwest Human Development's Thrive by Five Playfest event.

MARCH

March 18  
Station launched election coverage with 'AZ Votes 2024' special.

APRIL

April 1 ▶  
Arizona PBS presented season four of 'Poetry in America' for national distribution.

April 25 ▶  
Station collaborated with Primavera to launch annual writing contest.

MAY

May 12 ▶  
Members of Team AZPBS attended PBS Annual Meeting in Las Vegas.

May 26  
Station aired National Memorial Day Concert, an annual viewer favorite.

JUNE

June 7  
AZPBS staffed a booth for First Friday in downtown Phoenix.

June 13  
The station hosted a premiere event for the launch of season nine of "Grantchester."

June 28 ▶  
AZPBS launched new civics-focused digital series, "Voter Ed."

STATION REACH, FY 2023-24

BROADCAST & STREAMING

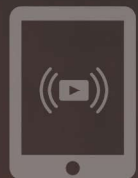
840K

Arizonans watched AZPBS' broadcast signal each week



478K

Children & parents AZPBS' livestream of PBS Kids weekly



+19%

In hours streamed via AZPBS Passport, year-over-year



16K

Active users of AZPBS Passport monthly, on avg.



DIGITAL PLATFORMS

SOCIAL MEDIA

f 25,576  
Followers

y 11,600  
Subscribers

i 8,760  
Followers

in 1,623  
Followers

WEBSITE

azpbs.org 284K  
Average page-views monthly

PBS LearningMedia 67K  
Average users monthly

E-NEWSLETTERS

177K  
Individuals on AZPBS' newsletter distribution list



PRINT PUBLICATION

100K

Readership of AZPBS' quarterly magazine

THIRD

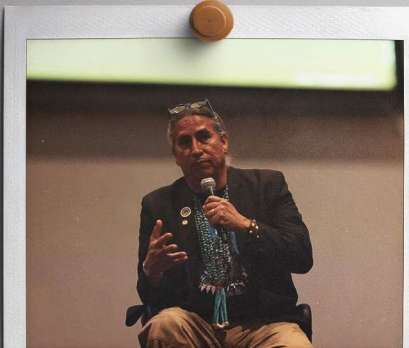
Widest-circulated local publication in Arizona







Attendees of the Mesa Arts Center's Dia de los Muertos Festival stop by Arizona PBS' booth. The two-day festival took place Oct. 21-22, 2023.



10/17: 'Native America' Screening Event



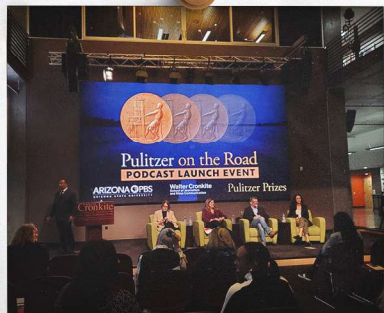
12/1: First Friday Festival



2/3: ASU Open Door



2/3: AZ Renaissance Festival



3/25: Pulitzer on the Road Podcast Launch



6/29: Children's Learning & Play Festival

## BUILDING CONNECTIONS

### PARTNERSHIPS DRIVE COMMUNITY ENGAGEMENT FOR AZPBS

From holding film screening events and series premiere celebrations to participating in community events, such as the **Mesa Arts Center's Dia de los Muertos Festival** and **Downtown Phoenix's First Friday festivals**, Arizona PBS really ramped up its community engagement efforts in FY 2023-24.

Many of these events were achieved through community partnerships. For example, the station partnered with the **Heard Museum of Native American Art** to host a screening event and panel discussion for the "Language is Life" episode of PBS' "Native America" docuseries.

Arizona PBS also partnered with **Majestic Neighborhood Cinema Grills** to host screening events for new and returning "Masterpiece" drama series.

"This year has been about finding ways to better serve the citizens of this state, connecting Arizonans to high-quality, informative programming, educational resources, engagement opportunities, and, most importantly, community," said Interim General Manager Mi-Ai Parrish.

Another significant partner for the station in FY 2023-24 was the **McDowell Sonoran Conservancy**. Arizona PBS partnered

with that organization to host the **2024 Children's Learning and Play Festival** in June. Thousands of kids and their parents attended the event. Those who stopped by the Arizona PBS booth were able to interact with their favorite PBS Kids characters, participate in learning activities and pick up free educational resources.

The station also collaborated with **The Pulitzer Prize** to host a launch event for the "Pulitzer On the Road" podcast, which Arizona PBS' Central Sound audio services team assisted in producing. More than 78 people attended that event to hear from recent recipients of The Pulitzer Prize.

Throughout FY 2023-24, Arizona PBS staffed a booth at three **First Friday festivals**. Taking place just blocks from Arizona PBS' downtown Phoenix facility, the monthly event attracts thousands of attendees and dozens of vendors, giving the station a golden opportunity to connect with members of the community. ■

### FY 2023-24 EVENTS BY THE NUMBERS

**EIGHT** ticketed station events hosted

**500+** individuals attended those events

**THREE** First Friday festivals featured an AZPBS booth





## HONORING VIEWERS' 'FAVORITE VETERANS'

According to the latest U.S. Census data, more than 500,000 veterans call Arizona home. In October and November 2023, to recognize those veterans, Arizona PBS executed an audience engagement campaign, called "My Favorite Veteran."

Encouraging the station's audience to visit [azpbs.org/connect](https://azpbs.org/connect) to submit a photo of the active duty or retired military service person in their lives, the submitted pictures were used across various platforms as Arizona PBS honored veterans on Veterans Day and throughout the rest of November.

In total, 64 photos were submitted by the station's viewers and other members of the community. Those photos were used in social media videos and graphics, as well as in a promo spot that rotated across the station's broadcast channels. A one-page gallery of the photos was also included in Arizona PBS' quarterly membership magazine. ■

**64** viewer-submitted photos of veterans



Scan to watch one of the 'My Favorite Veteran' social media videos



## READING CORNERS AT LOCAL LIBRARIES

### USED TO INCREASE ACCESS TO LEARNING RESOURCES

In the summer of 2023, citizens of Mohave and La Paz Counties who took trips to their local libraries likely noticed something new.

In collaboration with the Mohave County Library District and La Paz County Library System, Arizona PBS' Educational Outreach team established reading corners at four libraries located in the region.

In the months that followed, additional reading corners were set up in Flagstaff, Ariz. and Teec Nos Pos, Ariz.

Supported by First Things First and providing the station yet another way to connect with local teachers, students, and parents, each reading corner features a branded reading carpet, station signage, and learning resources.

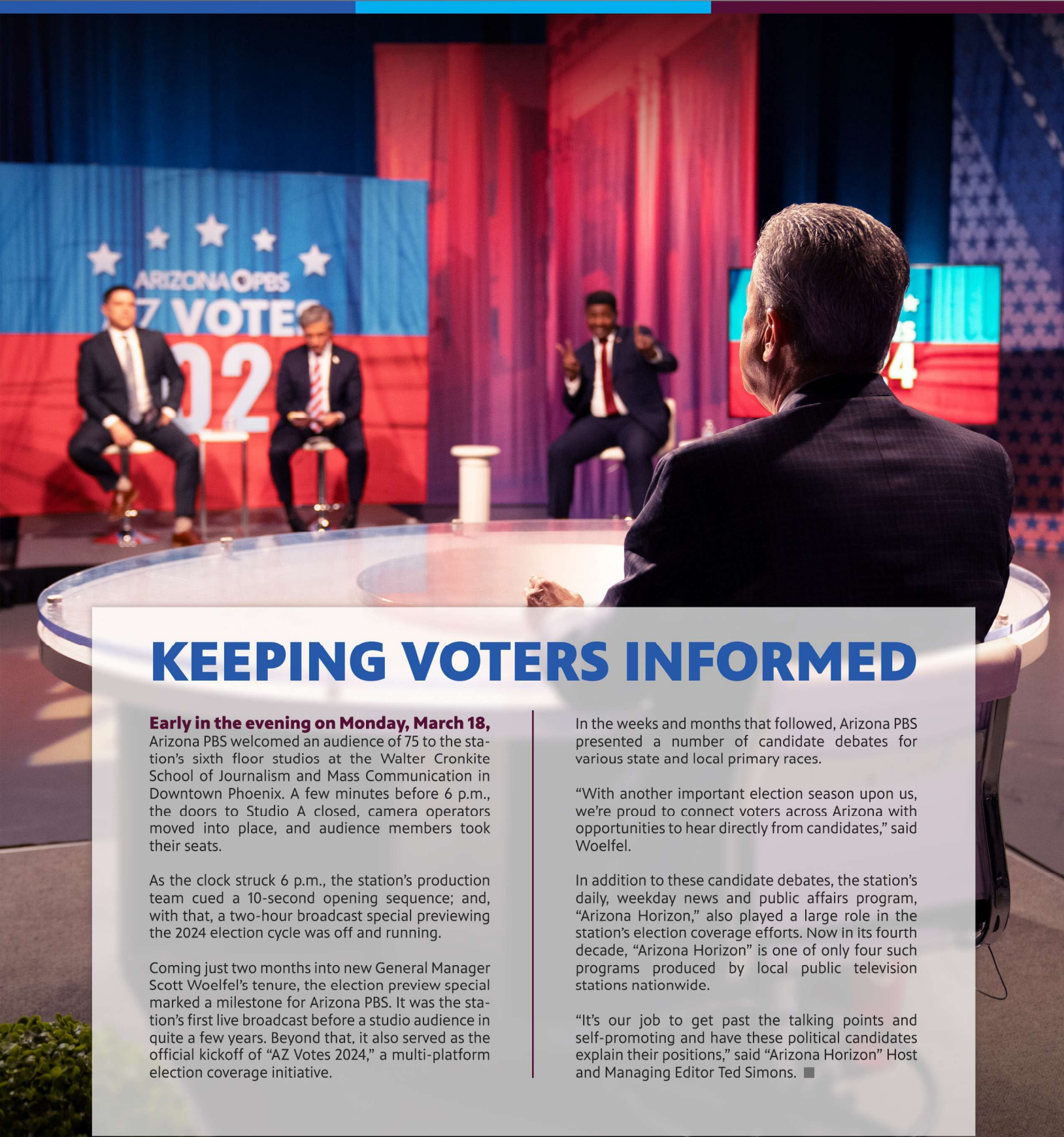
With inadequate access to educational materials still an issue in communities across Arizona, the Arizona PBS Educational Outreach team seeks to expand its Reading Corner initiative moving forward. ■

“Our Educational Outreach team aims to connect learners across the state with the resources they need to succeed, and these Reading Corners will help us do just that.”

**-KIMBERLY FLACK**  
Sr. Director of Educational Outreach

- 1 **COLORADO CITY, ARIZONA | WASHINGTON COUNTY LIBRARY**  
440 NEWEL AVE., HILDALE, UTAH 84784
- 2 **TOPOCK, ARIZONA | TOPOCK ELEMENTARY SCHOOL LIBRARY**  
5083 TULE DR., TOPOCK, ARIZ. 86436
- 3 **PARKER, ARIZONA | PARKER PUBLIC LIBRARY**  
1001 S NAVAJO AVE., PARKER, ARIZ. 85344
- 4 **BOUSE, ARIZONA | BOUSE PUBLIC LIBRARY**  
44031 E PLOMOSA RD., BOUSE, ARIZ. 85325
- 5 **FLAGSTAFF, ARIZONA | PRESIDIO IN THE PINES PARK LIBRARY**  
2195 W MISSION TIMBER CIR, FLAGSTAFF, AZ 86001
- 6 **TEEC NOS POS, ARIZONA | TEEC NOS POS TRADING POST LIBRARY**  
HIGHWAYS 160 & 64, TEEC NOS POS, AZ 86514





KEEPING VOTERS INFORMED

**Early in the evening on Monday, March 18,** Arizona PBS welcomed an audience of 75 to the station's sixth floor studios at the Walter Cronkite School of Journalism and Mass Communication in Downtown Phoenix. A few minutes before 6 p.m., the doors to Studio A closed, camera operators moved into place, and audience members took their seats.

As the clock struck 6 p.m., the station's production team cued a 10-second opening sequence; and, with that, a two-hour broadcast special previewing the 2024 election cycle was off and running.

Coming just two months into new General Manager Scott Woelfel's tenure, the election preview special marked a milestone for Arizona PBS. It was the station's first live broadcast before a studio audience in quite a few years. Beyond that, it also served as the official kickoff of "AZ Votes 2024," a multi-platform election coverage initiative.

In the weeks and months that followed, Arizona PBS presented a number of candidate debates for various state and local primary races.

"With another important election season upon us, we're proud to connect voters across Arizona with opportunities to hear directly from candidates," said Woelfel.

In addition to these candidate debates, the station's daily, weekday news and public affairs program, "Arizona Horizon," also played a large role in the station's election coverage efforts. Now in its fourth decade, "Arizona Horizon" is one of only four such programs produced by local public television stations nationwide.

"It's our job to get past the talking points and self-promoting and have these political candidates explain their positions," said "Arizona Horizon" Host and Managing Editor Ted Simons. ■



PRIMARY COVERAGE

BY THE NUMBERS

**10** primary election candidate debates presented

**16K** views of primary debates on the @AZPBSNow YouTube channel

**THREE** candidate interviews conducted prior to AZ's primary election

**TWO** election-focused television specials presented in FY 2023-24

AZPBS, CENTER FOR THE FUTURE OF ARIZONA COLLABORATE TO EDUCATE VOTERS

In June 2024, Arizona PBS and Center for the Future of Arizona (CFA) announced a partnership aimed at educating voters during an important election year.

Through this partnership, the two organizations presented "Voter Ed," a four-episode streaming series giving viewers a crash course in key civics topics.

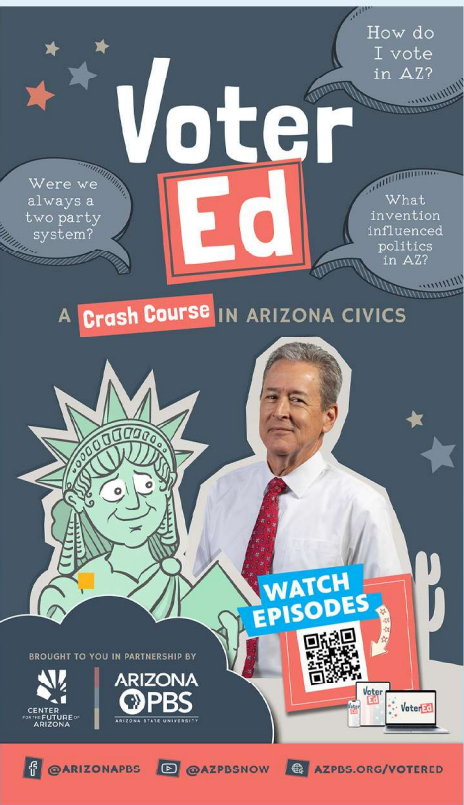
Narrated by "Arizona Horizon" host and managing editor Ted Simons, "Voter Ed" episodes ranged from three to five minutes in duration.

The other outcome of this partnership was a series of seven issue-focused segments, which were included in episodes of "Arizona Horizon." The topics of these segments were informed by CFA's Gallup Arizona Survey research revealing seven shared public values of Arizonans.

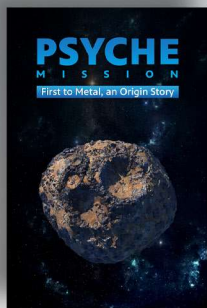
As part of CFA's ongoing effort to listen to Arizonans, the organization regularly commissions survey research of residents across the Grand Canyon State.

Through this work, CFA discovered that Arizonans overwhelmingly agree on the things that matter most and subsequently identified seven shared public values – education; health and well-being; jobs and economic opportunity; environment and sustainable future; civic engagement and leadership; fair, just, and equitable systems; and immigration reform.

Each of those seven public values were a focus of one of the packages presented during episodes of "Arizona Horizon." ■







AZPBS COVERS LAUNCH  
OF NASA, ASU MISSION TO  
**PSYCHE  
ASTEROID**

On Friday, October 13, just before 10:20 a.m. local time at NASA's Kennedy Space Center in Florida, a spacecraft lifted off, bound for the Psyche asteroid, which orbits the sun from the outer fringes of the main asteroid belt.

What makes this mission unique is Psyche's composition, which scientists believe could be rich in metal. If that's the case, this mission will represent the first time humans have had an opportunity to study a world made of metal.

A collaboration between NASA and Arizona State University (ASU) School of Earth and Space Exploration Foundation Regents Professor, Lindy Elkins-Tanton, this six-year, 2.2 billion-mile mission could provide a one-of-a-kind window into the history of our own planet, which has a metal core.

A few days ahead of October's launch, Arizona PBS aired a 30-minute special, which served to set the stage for the highly anticipated launch. Hosted by longtime "Arizona Horizon" news anchor Ted Simons, the half-hour program featured animations depicting the spacecraft and its upcoming journey, as well as in-depth interviews with various scientists involved in the project, including individuals from ASU, NASA's Jet Propulsion Laboratory and the Massachusetts Institute of Technology.

In addition to the half-hour pre-launch special, Arizona PBS also offered a livestream of the launch on its YouTube channel and on a newly created [azpbs.org/psyche-mission](https://azpbs.org/psyche-mission) webpage. In an effort to bring this exciting launch into the classroom, the Arizona PBS Educational Outreach team worked with colleagues at PBS to prepare and publish a Psyche-focused collection of learning resources on PBS LearningMedia. For more on Arizona PBS' coverage of the Psyche mission, as well as other space-focused programming, visit [azpbs.org/psyche-mission](https://azpbs.org/psyche-mission). For more on the mission itself, visit [psyche.asu.edu](https://psyche.asu.edu).

[azpbs.org/psyche-mission](https://azpbs.org/psyche-mission)



**PSYCHE MISSION**  
FIRST TO METAL, AN ORIGIN STORY

**LOCAL SERIES IN FY 2023-24**



**ARIZONA  
HORIZON**  
A daily, half-hour  
news and public  
affairs program.



**FY 2023-24**  
Last year, "Arizona  
Horizon" marked its  
43rd year on air.



**AWARDED**  
The Dec. 2023 episode  
celebrating the life of  
Sandra Day O'Connor won  
a regional Emmy® award.



**BLACK IN  
ARIZONA**  
A six-episode  
digital series that  
explores what it's  
like to be Black  
in Arizona.



**FY 2023-24**  
This digital series was  
reformatted and made  
its **broadcast debut**  
last year.



**AWARDED**  
In the last two years,  
this series has been  
nominated for **four**  
regional Emmy® awards,  
winning one.



**CHECK, PLEASE!  
ARIZONA**  
A half-hour  
restaurant review  
and audience  
engagement series.



**FY 2023-24**  
This viewer favorite  
returned for a 10-  
episode **11th season**  
last year.



**SPOTLIGHTING SMALL BIZ**  
**Thirty local eateries**  
were featured in the  
11th season; approximately  
**400** have been featured  
throughout the series.



**HORIZONTE**  
A weekly show  
that examines issues  
of particular interest  
to Arizona's Hispanic  
community.



**FY 2023-24**  
This series returned  
for its **24th season**  
last year.



**A COMMUNITY FORUM**  
"Horizonte" serves  
as a community forum,  
allowing AZ's Hispanic  
community to discuss the  
issues important to them.



**VOTER ED**  
A digital, animated  
four-episode series  
that gives viewers  
a crash course in  
key civics topics.



**FY 2023-24**  
The first episode was  
released in June 2024  
across the station's  
digital platforms.



**DIGITAL AUDIENCE**  
"Voter Ed" received more  
than **11,000 combined**  
**views** on Facebook  
and YouTube.





TRANSFORMATIONAL ‘SUPER WHY’ CAMPS BOOST LITERACY SKILLS FOR PRE-K CAMPERS

In recent years, Arizona PBS’ Educational Outreach team has offered pre-K students summer reading camps themed after “Super Why!” – the PBS Kids series designed to help preschool children learn to read through interactive story adventures.

Each day during these summer reading camps,

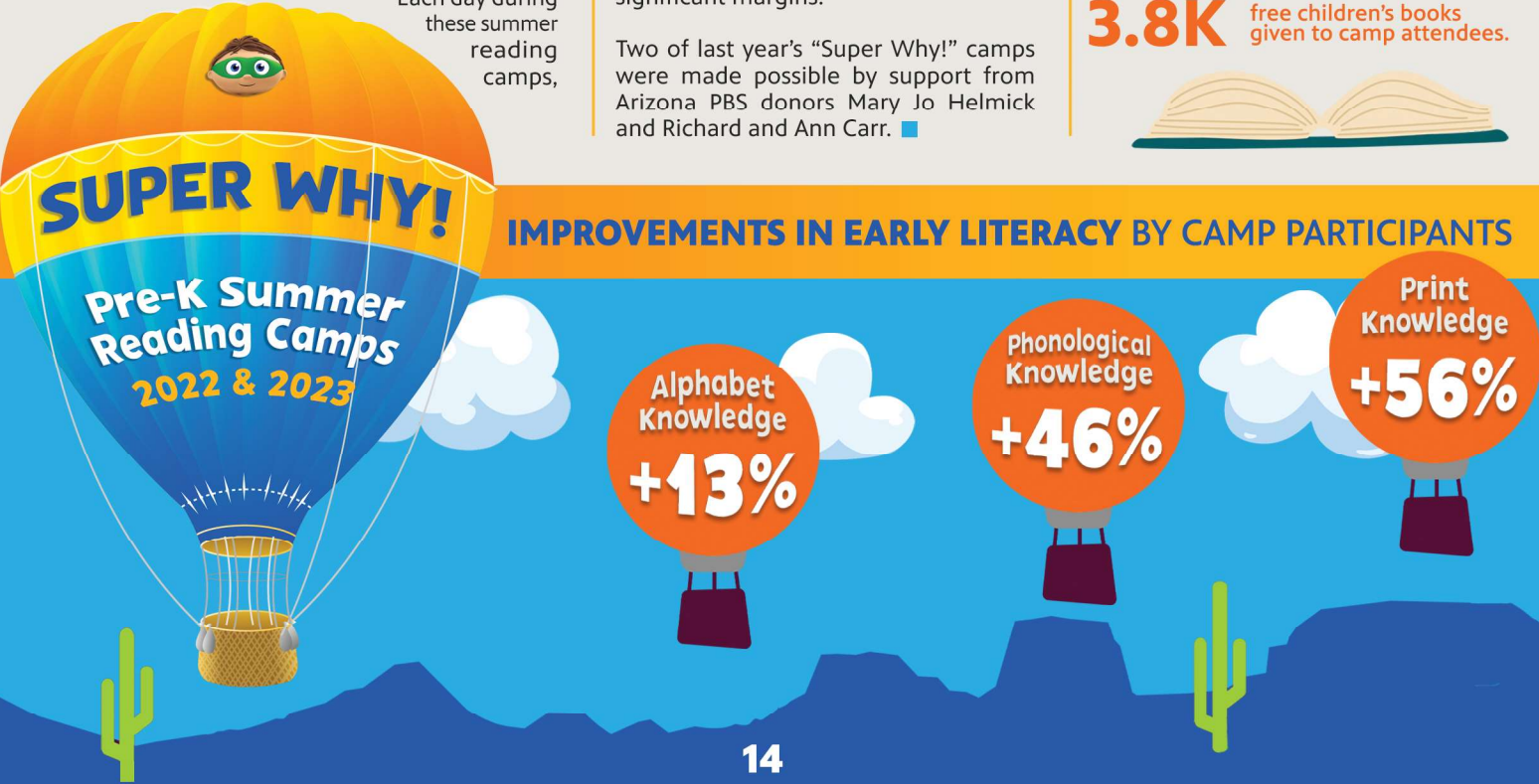
children morph into one of the “Super Why!” characters and take part in reading-based, branded crafts and other activities that practice the early literacy skill of that day. These transformational camps have a substantial impact on the reading skills of participating campers, boosting literacy-related knowledge by significant margins.

Two of last year’s “Super Why!” camps were made possible by support from Arizona PBS donors Mary Jo Helmick and Richard and Ann Carr.

2024 CAMPS BY THE NUMBERS



IMPROVEMENTS IN EARLY LITERACY BY CAMP PARTICIPANTS



SCHOLARSHIP PROGRAM FOR FUTURE EARLY CHILDHOOD EDUCATORS EXPANDS

In 2023, Arizona PBS announced the expansion of Arizona’s early childhood educator scholarship program. Supported 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, 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.

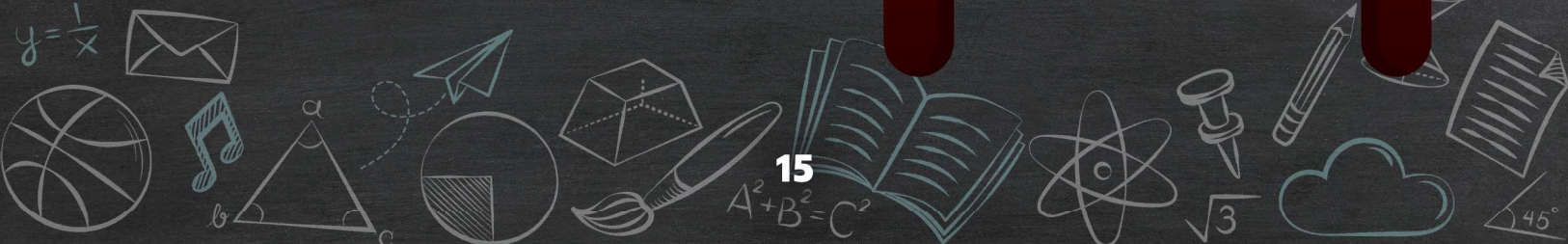
The early childhood educator scholarship program was launched in the fall of 2015 and awarded approximately 680 individuals with scholarships in its inaugural year.

**8K+** prospective educators have been connected with a scholarship since the program’s inception.



MEASURING IMPACT

	Handed out approximately <b>12,000 free children’s books</b> across the state.
	Traveled more than <b>55,000 miles</b> across Arizona delivering educational resources
	Approximately <b>39,000 educators</b> are actively engaged in the AZ Early Childhood Workforce Registry, which is administered by AZPBS







ARIZONA STATE UNIVERSITY



## 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, connecting viewers across the state with informative and entertaining programs.



## KEY SERVICES

In FY 2023-24, 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 Learning Media database.

In addition, Arizona PBS local productions kept viewers across Arizona informed, entertained and connected.

**YOUR  
ARIZONA  
CONNECTION**  
starts here

