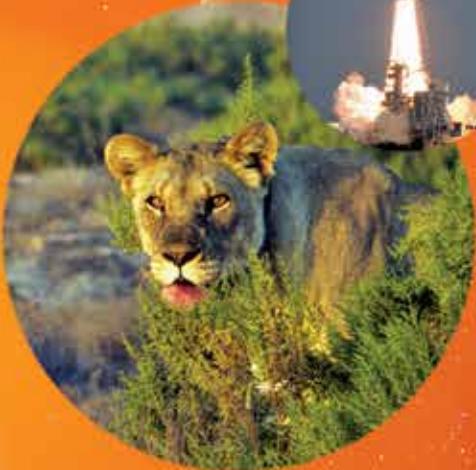


Eight delivers ...on-air, online, in schools and in the community

2014



eight

ARIZONA STATE UNIVERSITY



Dear Friends,

On January 30th, 1961, KAET-Channel 8 signed on air. We had one analog channel, broadcast 5 hours a day, 5 days a week, from a trailer on ASU's Tempe campus and they would sign off to go to lunch.

PBS was not yet a network when we began broadcasting, and the beautifully edited, high definition, surround sound, closed captioned programs that you now expect from Eight are a far cry from those early days of live programs, black and white images, and monaural sound.

This was the hopeful beginning of what is now Arizona PBS. Since then, we have continually attempted to use the most modern technology of our day to advance the education of children, provide balanced news & public affairs, celebrate arts & culture and, of course, deliver lifelong learning to all Arizonans.

One of the most famous quotes about the potential of television was made by legendary CBS reporter Edward R Murrow. "Television ... is being used to distract, delude, amuse and insulate us... This instrument can teach, it can illuminate; and yes it can even inspire. It can do so only to the extent that humans are determined to use it to those ends. Otherwise it's nothing but wires and lights in a box."

Today, we broadcast 4 digital channels, 24 hours a day, 365 days a year, and have won more than 97 Rocky Mountain Emmy Awards. We reach 80% of Arizona households, have over 51,000 annual contributors and a million viewers each week.

As the public media enterprise and community service of Arizona State University, Eight delivers... on-air, online, in schools, and in the community.

We appreciate your ongoing support and ... stay tuned!

Kelly McCullough
General Manager



Eight Delivers...

Eight Delivers... Access

- **Eight delivers... Across Arizona.**
 - Approximately 80% of Arizona households can watch Eight's quality programming on multiple digital TV channels – Eight HD (DTV8.1 & Cox 8/1008), Eight Life (DTV8.2 or Cox 80), and Eight World (DTV8.3 or Cox 88).
- As a result of the rural digital upgrade that took place in 2013, funded by various grants, 6 of 7 new digital translators have been installed and brought online. With the completed installation of all 7 translators, an additional 300,000 people can receive Eight's multi-channel digital signal and another 100,000 people who previously could not receive our broadcasts at all are now also able to receive all of our channels in clear digital format.
 - Each week, more than 1 million Arizonans tune in to Eight DTV services. Eight is...
 - Arizona's largest performing arts venue
 - Arizona's largest history museum
- **Eight delivers... Local Productions.** Arizona PBS is virtually the last locally-owned media in Arizona. Eight is all about community service – not profit making. Eight is an independent, local channel that is free from commercial influence.
- **Eight delivers... Beyond Television.** Eight's website draws more than 35,000 unique visitors to our website www.azpbs.org each month with thousands downloading pages of information from the site, podcasts of previous programs that have aired, and viewing our video content. Eight's monthly program magazine is sent to more than 45,000 households. Eight also conducts educational outreach services and community-based initiatives.

Eight Delivers... Excellence

- **Eight delivers ... Breadth and Depth in High Quality Programming.** We specialize in the education of children, provision of unbiased news and public affairs programs, opportunities for lifelong learning, and the celebration of the arts, science and culture.
- **Eight delivers... Education.**
 - PBS is the foremost media educator of children ... more than 9 hours each weekday is devoted to high-quality educational programming for children.
 - Delivering unprecedented access to a robust digital library searchable by national standards, grades and key words, PBS LearningMedia is the next generation in digital media platforms with high-quality content and more than 100,000 downloadable resources for PreK-16 educators. See: az.pbslearningmedia.org
 - Over 1000, early childhood educators, parents, and family members have participated in community workshops and professional development.



Eight Delivers... Impact

- **Eight delivers... A Safe Environment for Family Viewing.** Eight's viewers feel that Eight offers programming that is safe to watch with children without obscene language, images, and commercial messages for products for adult consumers.
- **Eight delivers... Trust.** PBS is the most trusted media in America and is considered the best use of federal tax dollars, second only to military defense.
- **Eight delivers... Transparency.** You can see what your individual contribution to Eight is used for each and every day... just turn on your TV (or computer).

Eight Delivers ... Thanks to your Support!



PBS LearningMedia
az.pbslearningmedia.org

azpbs.org



... By The Numbers

For over **50** years, Eight, Arizona PBS has been a trusted community resource. Eight began broadcasting on January 30, 1961 in Phoenix, Arizona, now the 11th-largest TV market.

PBS is the **#1** trusted media in America and, after the country's military defense, is considered the best value for federal tax dollars (CARAVAN ORC International, January 2014).

Eight typically ranks among the top **10** most-watched PBS stations.

Approximately **80%** of Arizona households can watch Eight's quality programming on **3** digital television channels: Eight HD (8.1/Cox 1008), Eight Life (8.2/Cox 80) and Eight World (8.3/Cox 88).

Each week, more than **one million** Arizonans tune in to Eight:

	Primetime			Whole-Day		
	Eight HD	Eight Life	Eight World	Eight HD	Eight Life	Eight World
Number of homes in Phoenix DMA viewing Eight channels Nov. 2013	547,222	92,830	85,740	851,249	150,236	148,615
Number of people	804,058	104,462	129,798	1,389,292	191,961	210,130

What is the Phoenix (Prescott) DMA (Designated Market Area)? (January 2014 Nielsen Estimates):

- 1,855,310 total television households
- 40% of TV households in the market have cable
- 43% of TV households in the market have satellite
- 17% of TV households in the market receive TV signals over-the-air

Eight has more than **51,250** members (annual contributors).

Over **1,500** volunteers contributed more than **15,000** hours last year in support of Arizona PBS.

Eight's website averages more than **135,000** page views each month. The top five pages viewed are *Check, Please! Arizona*, Program Schedule, Online Videos, Home Page and *Arizona Horizon*. Go to: www.azpbs.org.

Since its inception in April of 2012, *Capture My Arizona*, received more than **8.8 million** page views and **86,829** photo submissions. Go to: www.capturemyarizona.com.

Eight Magazine, the station's monthly program guide, is sent to more than **45,000** Arizona households who donate \$40 or more annually.

YouTube total views of our content have climbed to more than **1** million, reaching over **250,000** views last year by Arizonans and viewers around the world including more than **2,000** regular subscribers to our YouTube channels (Eight, Arizona PBS and CheckPleaseAZ).



Our Facebook pages receive an average of **80,000** views each month with more than **5,400** total followers on our Eight Arizona PBS, Check Please Arizona, and Volunteer Friends of Eight pages.

On Twitter more than **10,000** followers receive updates about our events and programming, including thousands who interact with and share our content.

Eight also reaches thousands of visitors on its Pinterest, Instagram, Google+ and Tumblr pages.

Eight has won more than **97** 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 Horizon, Eight's Emmy Award-winning nightly public affairs program of more than 30 years, was recognized as Arizona Capitol Times' 2011 Leader of the Year in Public Policy, and in addition to multiple Emmy Awards, host Ted Simons was voted "Best TV Host in Phoenix" in 2014 by Phoenix New Times readers.

Local restaurant owners have credited Check, Please! Arizona with increasing their sales as much as **50%** following their appearance on the show.

CENTRAL SOUND at EIGHT (formerly the KBAQ Production Studio) continues its tradition of capturing classical and acoustic music performances of the highest professional caliber. Now recording an average of **100** performances each year, CENTRAL SOUND produces over **80** new programs annually for broadcast on the airwaves of KBAQ-FM, as well as exceptional television audio, featured on Eight, Arizona PBS and beyond.

Eight & Education

Eight devotes nearly **10** hours each weekday to high-quality educational programming for children. An average **200,000** Arizona children watch Eight's PBS KIDS programs each day.

Eight is one of **80** American Graduate PBS stations in the U.S.

PBS Learning Media provides teachers with instant access to over **100,000** classroom-ready, digital resources. **29,000** Arizona educators have created personalized free accounts. Learn more at: az.pbslearningmedia.org.

96 hours of early childhood professional development has been facilitated to over **500** educators

PBS KIDS Characters, including Maya & Miguel, Super Why, Clifford, Curious George, Daniel Tiger, Arthur, Cat in the Hat, Buddy from Dinosaur Train, KIP and WordGirl visited with nearly **100,000** Arizonans from July 2013 to June 2014!

Learn more at www.azpbs.org



2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Eight, Arizona PBS is a community service of Arizona State University



"These two programs (Arizona Horizon and Horizonte) truly are television at its very best. Keep up the great work – Please."

Ken Kuenzli

For over 50 years, Eight, Arizona PBS (KAET - Phoenix) has been a trusted community resource. We enrich the lives of all Arizonans through quality programming and educational outreach that informs, inspires and delights.



Eight, Arizona PBS is a valuable contributor to Arizona's quality of life:

Available free to everyone, Eight is a trusted source of in-depth news and a neutral convener of civil dialogue at a time when Arizona needs it most. Eight is a catalyst for educating children, bridging academic achievement gaps through work with partners, parents and educators. We also specialize in lifelong learning and celebrate our state's diverse arts and cultures. We connect daily with Arizonans through noncommercial television, the Internet, social media, educational outreach and other community initiatives.

Eight, Arizona PBS in 2014 provided these key local programs and services

- *Arizona Horizon* – Clean Elections Debates
- *Arizona Horizon* specials:
 - Giving & Leading
 - AZ Technology & Innovation
- Arizona Spelling Bee
- Arizona Teacher of the Year
- *ArtBeat Nation*
- *Ask an Arizona Expert: Keeping Children Safe*
- ASU Academic Bowl
- *Books & Co.*
- Central Sound concert partnerships
- *Check, Please! Arizona*
- Educational Events & Workshops
- *Horizonte*
- Rural Arizona digital signal upgrades and community engagement events
- *The Latest Procedure*, episode 3

Eight, Arizona PBS's local services deeply impact Arizonans:

Eight's signal reaches 80 percent of Arizona homes. With more than 1 million viewers weekly, Eight consistently ranks among the most-viewed public television stations per capita in the U.S. During fiscal year 2013-14 our website azpbs.org and sub-sites like CaptureMyArizona.com received 4,432,175 page views. Eight hosted more than 275 community events and workshops, reaching more than 130,000 Arizonans. These included a symposium on child abuse and human trafficking prevention, youth and early literacy projects, professional development – and many more. Eight partnered with dozens of community organizations, including the City of Phoenix Latino Institute, Read On Arizona, Phoenix Children's Hospital, First Things First, and many others.



2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Roots in education: Eight, Arizona PBS (KAET – Phoenix) began broadcasting on January 30, 1961. The station’s call letters, KAET, stand for “Arizona Educational Television.” Located in Phoenix, the country’s 11th-largest TV market, Eight has developed close ties with the Arizona community over the past 50 years. Roughly 80 percent of its revenue comes from the local community, mainly through membership support and program underwriting. More than 50,000 viewers become contributing Friends of Eight each year. *Eight Magazine*, our monthly program guide, is mailed to more than 45,000 members who donate \$40 or more.

Educating children: Eight is the foremost media educator of children. We offer an independent source of the objective information required for effective citizenship and a source of lifelong learning. Our daily programming helps children start school prepared. Eight’s Ready To Learn program, including early literacy workshops, uses our PBS KIDS content to improve the school readiness of young children statewide through camps, clubs, library corners and projects developed in cooperation with the U.S. Department of Education. On a larger scale, Arizona’s pre-K-12 students also benefit from outreach programs and educator professional development shared by Eight’s Educational Outreach team.

Providing local access: Eight serves as a trusted, independent catalyst for community involvement. Serving 80 percent of Arizonans, Eight is one of the last local broadcast stations in the communities it serves that is locally owned with a community service mission. What makes Eight so unique is its noncommercial television status that allows it to deliver in-depth, impartial educational, public affairs, arts and cultural programming at no cost to Arizona viewers. Through its public affairs reporting, Eight is committed to presenting diverse voices in a civil discourse that allows Arizonans access to a true marketplace of ideas.

Community engagement: During this period, Eight, Arizona PBS partnered with organizations to host community engagement events, including a premiere of the bilingual film *The Graduates/Los Graduados*, featuring breakout sessions that helped teens explore pressures facing Latino and Latina students in completing their education and then develop community action plans with event mentors. Eight also hosted a curriculum development workshop and panel discussion for Arizona educators, launching a national outreach tour for six-part, six-hour series *The African Americans: Many Rivers to Cross* – among a diverse offering of more than 40 outreach events and 225 workshops in fiscal year 2013-14. Eight also partnered with the City of Phoenix Latino Institute, inviting community members and *Student DREAM Act ‘Dreamers’* to a panel discussion, featuring civil rights leader Dolores Huerta, unveiling the landmark three-part, six-hour PBS documentary series *Latino Americans*.

Covering Arizona: During this period, *Arizona Horizon*, Eight’s nightly public affairs program of more than 30 years, covered a variety of public policy issues, including immigration reform, the Affordable Care Act, and the disintegration of the state’s Child Protective Services agency. Another highlight in 2013 was *Arizona Horizon’s* interview with fire expert Jim Paxon the day after the Yarnell Hill Fire tragedy. The half-hour program is hosted by Rocky Mountain Emmy Award-winning host Ted Simons.

Arizona Horizon continued to develop and implement a series of program segments focused on the arts, economic development, sustainability, and technology and innovation. Many of these segments were re-packaged as half-hour specials and aired in Eight’s prime-time schedule.

Eight’s locally produced *Horizonte* – a weekly series examining Arizona issues through a Hispanic lens, celebrated its 10th year in 2013 with a special episode highlighting some of its biggest stories including SB1070, the recall of Senate President Russell Pearce and the federal investigation of Sheriff Joe Arpaio. Airing Thursdays, the show is hosted by José Cárdenas, a recognized Latino leader in the state.



2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Producing local programs: In addition to airing programs distributed nationally by PBS, Eight produces award-winning shows for the community. Especially noteworthy are its public affairs programs, *Arizona Horizon* and *Horizonte*.

Eight's local productions feature a wide array of topics and guests that encourage viewership and participation from underserved communities throughout Arizona. In 2013, *Books & Co.*, hosted by Arizona's Poet Laureate Alberto Rios, kicked off its 20th Anniversary season, celebrating with its biggest season in 15 years and a multitude of online resources. The 13-part series, showcasing intimate conversations between renowned authors on the literary scene, presented prominent writers, including national icon Sandra Day O'Connor and famed Phoenix columnist Laurie Notaro. Each week Eight also showcases music, dance, theatre, literature and the visual arts with *ArtBeat Nation*.

Other original productions included *The Texas Tenors: You Should Dream*, a visually stunning front row view to a live concert performed by popular artists The Texas Tenors, which won three Rocky Mountain Emmy Awards; *Arizona Artbeat*, a look at artists, creators, producers and venues shaping Arizona's cultural past and present; *Arizona Spelling Bee*, the state's annual competition to determine Arizona's best K-8 speller; *ASU Academic Bowl*, live coverage of ASU's annual academic challenge in which teams of accomplished Sun Devils compete for \$24,000 in scholarship money; *Arizona Teacher of the Year*, an annual recognition of the state's best K-12 public school educators; *AZ Technology & Innovation*, a series on Arizona's latest in the high-tech arena; *AZ Focus on Sustainability*, a series exploring sustainability from all angles; and *Giving and Leading*, a series showcasing philanthropic Arizonans, organizations and projects.



Eight also produced *The Latest Procedure: Endovascular Leg Therapies* for national distribution, encouraging patients across the United States to research and understand the risk factors of a sweeping national epidemic. This unique documentary marked the third episode of Eight's locally produced award-winning medical series, keeping viewers current on healthcare advances and options available to them during a time when America's healthcare landscape is changing. Programs in this series also include: Emmy award-winning *TLP: Anterior Hip Replacement* and the more recent *TLP: Transcatheter Aortic Valve Replacement*. Through the years, Eight has garnered numerous local and national honors, including 97 prestigious Rocky Mountain Emmy Awards, for the programs we have produced.

Among the many local productions and services that Eight, Arizona PBS provides, is our audio-media production service Central Sound at Eight (formerly KBAQ Production Studio). Central Sound at Eight is dedicated to recording and producing broadcast quality classical and acoustic music performances of the highest professional caliber, taking special care to preserve the authenticity of the experience. Our studios are equipped with state-of-the-art technology and provide an array of services ranging from voice recording to products such as audio books, CDs, online media and digital audio. Central Sound remains as committed as ever to serving as a central hub for capturing notable musical events in the community, bringing concerts of internationally acclaimed artists, performances by leading ASU faculty and the next generation of young musicians to thousands of listeners.



2014 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Central Sound at Eight records an average of 100 performances each year, and produces numerous quality programs of live music performed in Arizona and throughout the West, for broadcast on the airwaves of KBAQ FM, Eight's digital over-the-air broadcast channel 8.4 and on-line. These include:

- Southwest Season Ticket
- ASU in Concert
- Encounters with Young Musicians
- Phoenix Symphony (new for 2014)

Central Sound will also continue to expand its service offerings in Eight's long-standing tradition of excellence in what has become a truly multimedia enterprise... on-air, online, mobile, in schools and in our community.

Driving local business: In the fall of 2010, Eight made a programming decision that was to contribute mightily to the economic vitality of locally owned and operated restaurants in the Valley. It launched *Check, Please! Arizona*, a weekly half-hour show hosted by James Beard Award-winning chef Robert McGrath, featuring a trio of guests who dine at and then review three local restaurants they recommend to each other. Since the show's debut, more than 150 Arizona restaurants have been featured, and nominations received by more than 1,500 of the show's viewers. Its website received an average 33,000 visits each month in 2013. Season 3 of *Check, Please! Arizona* boosted its primetime audience by 13 percent over season 2, which was 154 percent over its premiere season.



The program's viral popularity also causes significant impacts to the bottom lines of featured restaurants. Some said the boost in business allowed them to expand, including Pomegranate Café, which doubled their restaurant's footprint after being featured on the show; others said it was what kept the doors open during tough economic times; and MacAlpine's reported it enabled them to add staff and undergo much-needed repairs. In 2014, Eight premiered the 4th season of its most popular locally produced TV show, but also gave viewers their own taste of Arizona's locally-owned restaurant scene by holding the 2nd annual *Check, Please! Arizona* Festival, showcasing food and beverage samples from restaurants featured on the show, cooking demonstrations, seminars, and panel discussions.

2014 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



Arizona Horizon website keeps Arizona viewers informed:

- Featured video of Arizona Horizon's recent shows
- Video archive of Arizona Horizon's shows
- Podcasts of all Arizona Horizon shows
- Legislative Updates
- Journalists' Roundtable

Arizona Horizon Specials:

- *Arizona ArtBeat*
- *AZ Technology & Innovation*
- *Focus on Sustainability*
- *Giving & Leading*



Books & Co. is host of diverse "firsts" in its 20th anniversary season:

- Sandra Day O'Connor, the first woman Supreme Court Justice and Colin Powell, the first African American Secretary of State, shared their latest non-fiction works.
- Series host Alberto Ríos named Arizona's first Poet Laureate.
- *Books & Co.* expands to 13 episodes, its largest ever season.



AZPBS Learning Media:

- More than 27,000 Arizona educators (out of 65,000 statewide) have created personalized free accounts.
- Provides teachers instant access to over 100,000 classroom-ready, digital resources.
- Eight provides teacher training in support of AZPBS Learning Media throughout the entire state, in partnership with KUAT in Tucson.
- Learn more at www.az.pbslearningmedia.org.





2014 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

Eight's Educational Outreach team takes the initiative

During this period, Eight's Educational Outreach team served the entire Arizona community through efforts aimed at a variety of niche audiences. Learning initiatives included Early Literacy Workshops, Early Childhood Professional Development funded by First Things First, PBS KIDS Ready To Learn transmedia after-school activities, community events and K-12 projects. For Arizona educators, Eight offered STEM-robotics workshops, PBS LearningMedia online resources, PBS TeacherLine online courses and ASSET Educator Memberships.

Reach in the Community:

Eight's target audiences for these initiatives included families, caregivers, educators and the children themselves. PBS content, materials based on PBS resources and PBS KIDS character appearances by Super WHY!, Curious George, Martha Speaks, Buddy the Dinosaur and Clifford provided the basis for on-the-ground efforts across the state. We led train-the-trainer sessions, literacy workshops for underserved communities (families and educators), and provided several library corners in Yuma County

Partnerships:

Eight's key partners in its educational outreach efforts during this time included First Things First Yuma Regional Partnership Council (www.asset.asu.edu/new/workshops_yuma.html), Maricopa Integrated Health System's Family Learning Centers, Arizona Association for the Education of Young Children/Valley of the Sun Association for the Education of Young Children, Arizona Technology In Education (www.asset.asu.edu/new/education_partners.html), City of Phoenix After School Programs/Latino Institute (phoenix.gov/parks/culture/cultural/latino.html), ACE (Adverse Childhood Experiences) Consortium (www.asset.asu.edu/new/summit) and The Steele Foundation (www.azpbs.org/strongkids).

Impact and Community Feedback:

Eight's Early Literacy Workshops served over 3,000 participants and their children, including Spanish speakers, in both Maricopa and Yuma counties. PBS KIDS and CenturyLink writing contests attracted over 1,000 entries from young authors. Our Educational team delivered on-site professional development to teachers across the state from Sierra Vista to Bullhead City, Kingman to Payson, leading the nation with over 27,000 educators using the free PBS LearningMedia digital service.



"The Yuma Early Literacy project led by Arizona PBS has brought our families and caregivers the necessary skills needed to share the love of reading! Our community benefits as our child's first teacher learns the importance of having a rich literacy environment at home and ways to make connections in their everyday life as a Yuman! Arizona PBS has not only collaborated with key community leaders but they have supported our elementary schools to help build a stronger bridge for kindergarten transition. Because of this our schools are enhancing their ability to act as a community hub for resources; empowering our families to support their child to be ready for school and set for life!"

Rudy J. Ortiz
First Things First Regional Director
Yuma Regional Partnership Council

2014 LOCAL CONTENT AND SERVICE REPORT SUMMARY



"My wife and I kept thinking that we wished you were running for governor...but then the public would lose your civility and the balanced perspective you bring to the media."

– Rich Evans (to Arizona Horizon host Ted Simons)

Eight, Arizona PBS works with a number of partner organizations, including:

- Arizona Commission on the Arts
- Arizona Educational Foundation
- Arizona Science Center
- Arizona Technology Council
- ASU's Walter Cronkite School of Journalism/Mass Communication
- Bookmans Entertainment Exchange
- City of Phoenix
- First Things First Yuma Regional Partnership Council
- City of Phoenix Latino Institute
- Rio Salado Community College
- Read On Arizona
- Maricopa Integrated Health Systems
- Arizona Technology in Education Association
- Lakeshore Learning
- Cesar Chavez Foundation/Radio Campesina
- Association for the Education of Young Children



Interviews with restaurant owners confirm business increases of 30-50 percent in 2013 after premiering on *Check, Please! Arizona*.

"Being fans of (Arizona) PBS made the inclusion on 'Check, Please! Arizona' very special. The high regard we have for the station makes this one of our proudest media relationships."

– Tad Peelen, Joe's Real BBQ

Eight, Arizona PBS (KAET – Phoenix) is embedded in the community through more than 1,500 Arizonans who volunteer their time, talent and service. These Volunteer Friends of Eight act as an extension of Eight's relatively small staff to invest in our community through volunteering, supporting, and fundraising. Eight's 28-member Community Advisory Board provides public input for the station's planning and decision-making process. Members meet quarterly to evaluate Eight's progress and conduct an annual assessment of our programming and services.



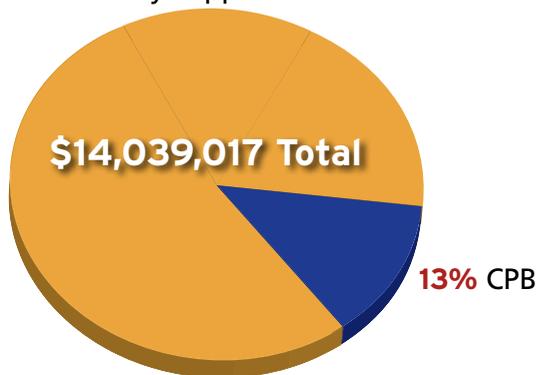
Fiscal Year 2014
FINANCIALS

How we are funded

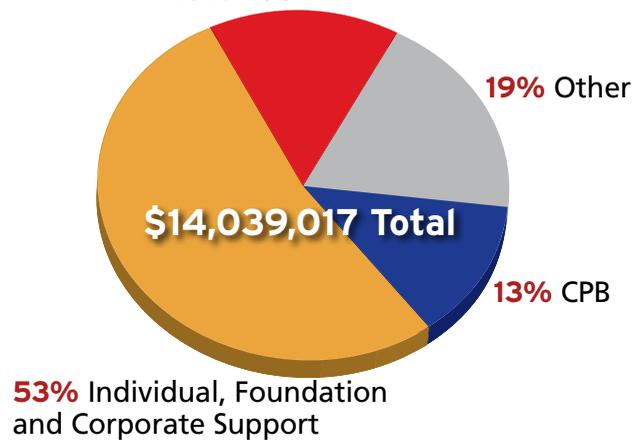
Our annual budget is approximately \$12 million. Over 80% comes from the local community, mainly through membership support, program underwriting, Arizona State University and other sources. The remainder comes from the Corporation for Public Broadcasting.

Eight Revenue: FY 2014 Directly Supporting Public Television \$14 Million

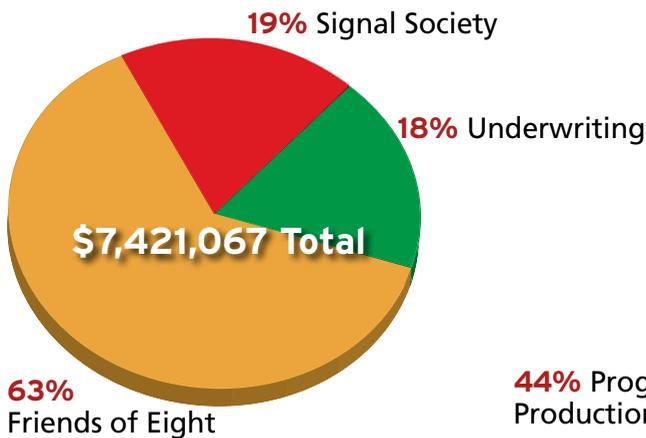
87% Community Support



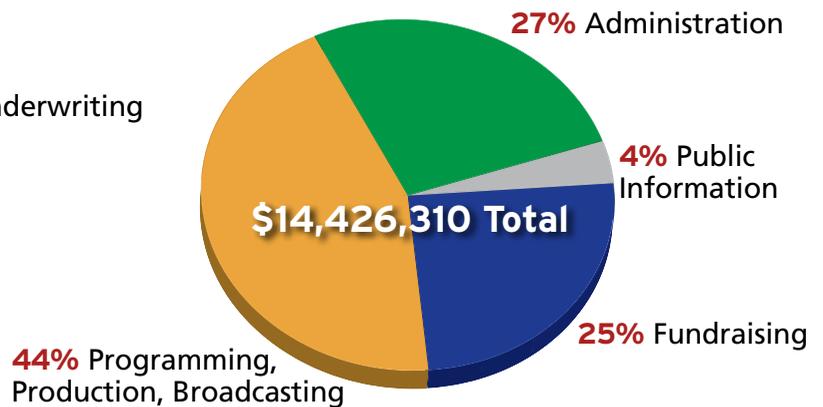
15% ASU



**Eight: FY 2014
Community Support \$7.4 Million**



**Eight Expenditures: FY 2014
Direct Operating Expenses for
Public Television \$14.4 Million**





ARIZONA STATE UNIVERSITY

www.azpbs.org