

PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

I. INTRODUCTION

OUR COMMUNITY



At **PBS SoCal**, **KCET** and **Link TV**, we are deeply grateful for our community. We are committed to being essential local media that focuses on serving the needs of the Southern California area during one of the most difficult times in recent history. We exist to educate and serve our community. We take that responsibility very seriously. As you'll see in this report, community support made it possible for PBS SoCal, KCET and Link TV to overcome the odds in the last year. Through all the uncertainty and unpredictability, it is because of our community interaction that we have created one of the most innovative and responsive public media organizations in the country. For over 50 years now, our stations are trusted, community-based conveners who specialize in facilitating public dialogue to our diverse populations with a reminder in our 2021 messaging that "You Happen Here."

In 2021, we were able to meet the moment and the needs of our community through examples that included providing critical early learning resources through our **Family Math** initiative as well as showcasing our region's artists and art organizations to the rest of the country through locally-produced, original programs that included **Artbound** and **In Concert at the Hollywood Bowl**. Our local content was also able to provide multiplatform-based information that connected our communities during these uncertain times with linear and digital programming options like **SoCal Update** and **SoCal Wanderer**.

As a trusted, community-based convener and facilitator of public dialogue, we are dedicated to using the power of media for the public good. We are committed to fostering a workforce and providing programs that reflect the richness of diversity found in the communities we serve. At its heart, diversity speaks to the range of viewpoints, ideas and creative energy that comes from a variety of individuals. Southern California is a highly diverse region in terms of culture, race, ethnicity, sexual orientation, age, gender, religion, national origin and education. Listening to the successes and struggles of those in our community gives us insight into the programming and outreach that will best serve our market.

In this always-changing television landscape, Public Media has never been more important. We are committed to delivering quality arts and culture, education, news and community engagement to Southern California. 2021 showed us that the beacon of public television shined more brightly than ever before and our greatest takeaway from this past year is the power of community. Together, we lived up to that ideal, as you'll see in the pages that follow.

CONTENT OVERVIEW



In early 2021, a rebranding effort included the launch of new logos and a creative refresh both on-air and online for both KCET and PBS SoCal. Two years after both local public media stations merged along with satellite service Link TV (Dish 9410 and DirecTV 375) to create the **Public Media Group of Southern California (PMGSC)**, they unified their online platforms with an all-new website redesign that made it simpler for visitors to discover programming, editorial and resources as well as make it more efficient for the organization to manage video assets and content. This rebrand also helped us to connect seamlessly with viewers across all platforms. Although the looks of both PBS SoCal and KCET changed, our mission remained the same: to strengthen the civic fabric of Southern California while sharing diverse perspectives and providing an essential connection to a wider world.

The comprehensive rebranding initiative was the result of PBS SoCal and KCET's strategy of transforming for a digital world and strengthening the connection to a community where one-third of the current audience is streaming content.

Our three stations are dedicated to creating original programs that reflect the diversity of the region as well as sharing the full schedule of PBS programs that viewers love and trust. Southern California is a global center for innovation, a trend-setter and home to the world's foremost creative talent. We continued to build on our current content and programming strategies by providing high-quality, culturally diverse programming designed to engage the public in innovative, entertaining and transformative ways.

KCET tells the stories that bring California's communities together. KCET showcases the best of PBS and is a leading source for arts, culture and news in Southern California. Through innovative storytelling, KCET explores and expresses our dynamic local communities helping residents understand and connect with the region's diverse communities and ideas.

PBS SoCal brings PBS to Southern California. PBS SoCal is home to the entire PBS schedule and a crucial educational resource for the region. A leader in children's programming and the region's go-to access point for family-friendly storytelling, this trusted brand transports Southern California audiences around the country and the world with high-quality programming that sparks curiosity and promotes a love of lifelong learning.

Link TV connects viewers from Southern California and across the U.S. to the entire world. Link TV is our satellite platform connecting viewers to the world. Through powerful human stories and high-quality international journalism Link TV presents important cultural perspectives with the power to bridge divides and facilitate conversation, understanding and change on critical national and global issues.

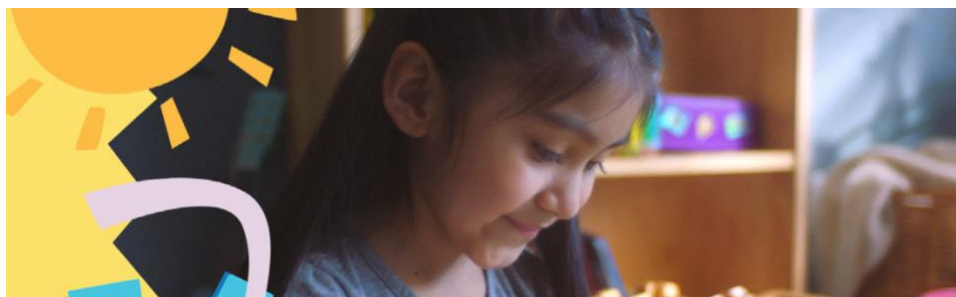
AWARDS



In 2021, Public Media Group of Southern California's programming continued to receive outstanding recognition regionally and nationally. For the fifth year in a row, PBS SoCal and KCET Original productions received more awards than any other broadcaster in the region with 10 total Los Angeles area Emmy® Award wins. Our programming was recognized with a multitude of honors throughout 2021 from the Regional Edward R. Murrow Awards, the Southern California Journalism Awards, the National Educational Telecommunications Association, the LA Press Club's National Arts and Entertainment Journalism Awards as well as the Golden Mike awards from the Radio and Television News Association of Southern California.

Outside of the programming, the organization's At-Home Learning initiative was honored by the National Educational Telecommunications Association (NETA) at the 52nd Annual Public Media Awards and was recognized in the "Overall Excellence in Innovation" category. Additionally, America's Public Television Stations (APTS) awarded our organization with their Pillar of Public Service Award.

EDUCATION



We increased the school readiness of California's children by helping to bridge opportunity gaps for its earliest learners. Our objective is to ensure that all children have the chance to learn and grow. And our strategies to achieve this included the creation of co-designed digital content and curriculum resources for parents and caregivers. This is supported by deep engagement work that teaches adults ways to empower their child's learning and expands our collaboration with the early childhood community locally while engaging users state-wide in a meaningful education service. We served our Learning Neighborhoods with partnerships driven experiences from Ready to Learn and Family Math and conducted needs assessments of the communities for future work. We were able to build personalized, multi-lingual professional development and resources for educators. Finally, we partnered with state government, non-profits and public media stations across the state of California to create and distribute high-quality digital content and training to caregivers and children that fall outside of the traditional preschool environment. We believe that parents and educators will continue to seek out tools and resources to complement what formal education is not able to provide, especially with respect to early children education and the particular needs of unserved and Spanish speaking communities.

II. LOCALLY PRODUCED AND PROGRAMMED CONTENT

All-new KCET Original productions spotlighted our region's changing population, values and social movements. We believe a strong local presence strengthens the fabric of the community, and we fill a void when commercial media is stepping back. We elevate unheard local stories and highlight our region's rich cultural tapestry by developing local partnerships around Arts & Culture, the environment, social justice issues and local news that are important to our community.

We also recognize the need for access to the arts to help create a vibrant community. It was so important during this time to re-connect artists with their audiences, because it's the arts that have the ability to help us heal and thrive as a community.

Finally, we want to make sure that our content sparks curiosity and understanding relevant to a rapidly diversifying Southern California audience. So, in everything we do, our commitment is to serve our diverse community, advance the values of inclusion and to support progress towards greater equity.

Some of the key, locally-produced programming highlights for 2021 were as follows:



A. Arts and Culture Programming

In Concert at the Hollywood Bowl (January) – Produced in partnership with the **Los Angeles Philharmonic Association**, the series previously aired in Southern California in summer of 2020, and in 2021 premiered nationwide for PBS viewers all over the country to experience iconic moments from the Hollywood Bowl. Six episodes featuring the “best of” live performances from the past 10 years at the Bowl’s Summer Concert Series were hosted by LA Phil’s Music and Artistic Director **Gustavo Dudamel** and included performances by **Kristin Chenoweth**, **Herbie Hancock**, **Carlos Santana**, **Katy Perry** and more.

LA Phil: Icons on Inspiration (February) – In partnership with the Los Angeles Philharmonic Association, *LA Phil: Icons on Inspiration* provided Southern Californians with a special opportunity to enjoy an exclusive concert showcasing LA Phil Music & Artistic Director **Gustavo Dudamel** and the LA Phil. The program, which was filmed at the iconic Hollywood Bowl, featured Dudamel in one-on-one online conversations with **Julie Andrews**, **Common**, **Katy Perry**, **Natalie Portman**, **Carlos Vives**, **Yuja Wang** and more.

Variety Studio: Actors on Actors (March/July) – PBS SoCal and Variety partnered again to present the thirteenth and fourteenth seasons of the Daytime Emmy® award-winning series that took viewers inside the biggest Hollywood films and TV series of the year through candid conversations with today’s most

acclaimed actors. Each season, the specials bring together actors engaging in intimate one-on-one discussions about their craft and work. Both seasons were also available for streaming on PBSSoCal.org and PBS Video App while full length conversations were available on Variety's website.



Artbound (April/June/October) Emmy® award-winning arts and culture series **Artbound** returned to examine the lives, works and creative processes of arts and culture innovators making an impact in Southern California and beyond through long-form documentaries. **-Arts Education Special (April):** An exploration of the values that arts education provides for all young people and communities, building the foundation for an inclusive and economically vibrant society. By growing social-emotional intelligence, inspiring a sense of belonging and developing creative skills, the arts help individuals make sense of the past, act powerfully in the present and imagine the future. The film featured young poets from local organization **Get Lit** and professional artists that include **Catherine Opie, Vijay Gupta, Hector Tobar, Debbie Allen** and **Chloe Arnold** sharing personal stories.

-Graphic Design Digital Series (June): **Artbound** also kicked off a new digital series featuring five short films highlighting the regional efforts of trailblazing local graphic designers. The lineup was available online and included profiles on legendary names in the graphic design space that included **Emory Douglas, John Van Hamersveld, Sister Corita, Ernesto Yerena Montejano, Dignidad Rebelde** and more. A partnership with online publication **Hyperallergic** offered their newsletter subscribers a first look at one of the new documentaries as well as created editorial content around all five of the videos exploring the efforts of regional graphic designers plus two new shorts spotlighting Griffith Park's [Ellen Reid SOUNDWALK](#) and [Cumbiatón](#), an intergenerational cultural movement that utilizes music and art to uplift oppressed communities.

-Season 12 (October): The twelfth season of the series kicked off in October with an examination of one of the pioneers of Chicano rock 'n' roll, **Rubén Funkahuatl Guevara**. The 2021 episodes included:

- **"Con Safos":** 'Con Safos' ('With Respect') is a tribute to **Rubén Funkahuatl Guevara** who recounts his youthful experiences in Santa Monica during the 1940s which prepared him for early success in the music world.
- **"Life Centered: The Helen Jean Taylor Story":** Renowned ceramicist and educator **Helen Jean Taylor** has not only crafted timeless artworks inspired by colors found in home gardens, but also helped her students improve their mental health through the art of throwing clay.
- **"Sweet Land: The Making of a Myth":** The making of The Industry's groundbreaking site-specific opera **Sweet Land**, named Best Opera of 2020 by the Music Critics Association of North America. An eye-opening pageant that disrupts the dominant narrative of American identity, **Sweet Land** was a highly collaborative creation produced by The Industry, the Los Angeles-based experimental company founded by MacArthur Fellow **Yuval Sharon**.

- **“Desert X 2021”**: The recurring site-specific, international art exhibition **Desert X 2021** explored the histories and realities of the people who live there and the political, social and cultural contexts that shape their stories. Following widespread lockdowns, **Desert X 2021** was one of the first safe, outdoor art experiences in the region, and it was free and open to all. Curated by artistic director **Neville Wakefield** with **César García-Alvarez**, the exhibition included newly commissioned works by 12 participating artists from eight countries. Multiple screening events were hosted throughout California including one at the Getty Museum as well as the Palm Springs Art Museum.
- **“Imagined Wests”**: Southern California’s **Autry Museum of the American West** is working to recontextualize a large mural that depicts a widely accepted mythology of the West, which prioritizes white settler colonialism at the expense of other perspectives including those of Native Americans, Black settlers, Asian Americans and women.
- **“Mustache Mondays”**: For a generation of multicultural Queer artists, gay nightclubs were a haven for seeking communion and solidarity. One particular event, “Mustache Mondays” was a weekly destination for over a decade and became a seminal event for the Queer art community in the early 2000s. The episode was promoted in the fall at the Outfest Legacy Awards and hosted a premiere screening event at LGBTQ+ nightclub Precinct.



Southland Sessions (August/September) The weekly series that welcomed the Southern California community to experience regional arts and cultural offerings served as a critical source for regional viewers, and was honored at the 36th Annual Imagen Awards for last year’s episode of **Southland Sessions** **“A Tribute to Linda Ronstadt at The Soraya.”** This year **Southland Sessions** presented specials that included **“The Music Center’s 33rd Annual Spotlight Grand Finale”** with host **Josh Groban** to virtually honor Southern California’s most talented high school artists in dance and music as well as local legendary jazz guitarist **Kenny Burrell** celebrated in **“Kenny Burrell: Jazz Master and Mentor”** that weaves archival footage with a behind-the-scenes look from his 80th birthday celebration at UCLA’s historic Royce Hall in 2011. In partnership with over 290 Arts organizations from around our region over its two year-run, the episodes and specials reached over half a million viewers. Supported in part by the **City of Los Angeles Department of Cultural Affairs** (DCA), the **National Endowment for the Arts** and **The Los Angeles County Arts Commission**.

Fine Cut (September) In the 22nd year of producing this flagship program showcasing student filmmaking, KCET launched an online submissions process for Southern California film schools, which garnered over 350 shorts submitted in the categories of Documentary, Animation and Narrative. All short films selected as finalists were included in a series of half-hour broadcast episodes in the fall. Over 30 Southern California schools were represented in the submissions with the final films selected including themes of climate change, mental health and LGBTQ relationships. Almost 70% of the finalist filmmakers were people of color and almost 70% of the finalist’s films were directed or produced by a female. A private COVID-safe outdoor awards ceremony was held at **The Montalbán Theatre** in Hollywood followed by a virtual workshop designed to provide tomorrow’s generation of filmmakers with opportunities to engage with various entertainment industry experts in the film, unscripted television, animation and documentary fields.

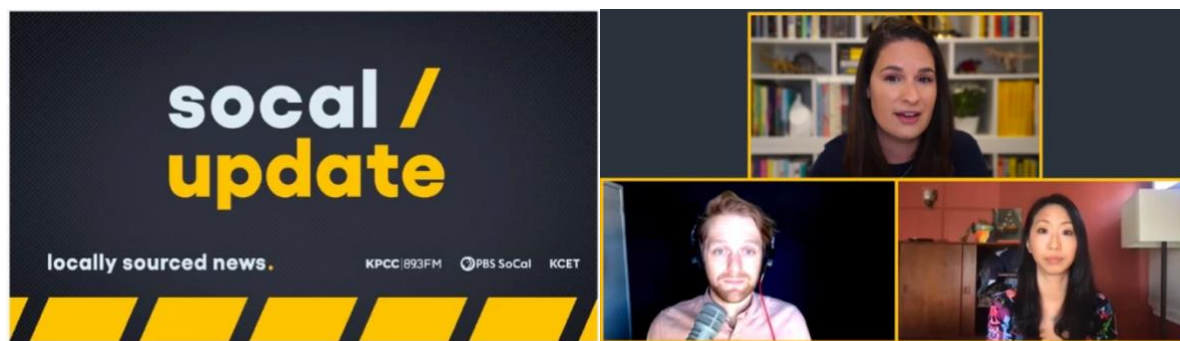
This year a virtual speaker series was offered to pair student filmmakers with industry professionals to dive deep into topics most relevant to young filmmakers. A new educational resource to the Fine Cut program, the component provided a new generation of filmmakers with access to one-on-one conversations with a guest speaker addressing a designated topic, then opening the floor for questions from the virtual audience. Topics spanned from how to find your voice to navigating the job search.



62nd Annual L.A. County Holiday Celebration (December) – The three-hour seasonal music and dance spectacular featured more than 20 music ensembles, choirs and dance companies from the many neighborhoods and cultures of Los Angeles County. A production of The Music Center and PBS SoCal in association with CDK Productions, the Emmy® Award-winning holiday show honored the dynamic, rich cultures of the area and featured many L.A.-based artists and community groups including **the Gay Men’s Chorus of Los Angeles**, gospel singers **Lorenzo Johnson & Praizum**, **Jung Im Lee Korean Dance Academy**, klezmer band **Mostly Kosher** and two-time Grammy® award-winning Mariachi **Divas de Cindy Shea**.

The Sounding Joy! A Concordia Christmas (December) – Another regional Christmas concert from **Orange County’s Concordia University** returned to the Renée and Henry Segerstrom Concert Hall and the campus of Concordia University Irvine to perform festive carols and Christmas favorites, old and new. The annual tradition featured 200 students from eight vocal and instrumental performing ensembles under the masterful direction of **Dr. Michael Busch** and **Dr. Jeff Held**.

B. News and Community Affairs



SoCal Update (March) – PBS SoCal and KCET’s strong public media partnership with Southern California Public Radio’s flagship radio station 89.3 KPCC-FM continued to provide Southern California viewers with free, local daily news in under two minutes in a new format across a variety of platforms. The daily news series featured the region’s leading experts and reporters featuring the day’s most pressing topics throughout Southern California to keep both viewers and listeners informed. Topics included the potential for school openings, the city’s rent crises, financial challenges for regional childcare providers and the potential impact of proposed new immigration plans among many others.

Infodemic: Global Conversations on Science and Misinformation (May) – Produced by the **Aspen Institute Science & Society** Program and **Robyn Lane Productions**, the series dived into the costs of science misappropriation and denialism and offers solutions to the challenges that science faces on a global level. Featuring top science experts from around the world, including young Sudanese climate journalist and activist **Lina Yassin**, American author and philosopher of science **Lee McIntyre**, Italian journalist/TV personality **Massimo Polidoro** and Brazilian microbiologist **Natália Pasternak**.

A virtual public event was held as a prelude to the series to explore the documentary's subjects and explore the costs of science misappropriation and denialism and offer solutions to the challenges science faces globally. The event panelists included filmmakers **Robyn Rosenfeld**, **Aaron Mertz** and international science experts from the series.

SoCal Wanderer (September) – KCET Original digital series returned for a second season to feature trailblazing female business owners of color around the Southern California region. With support from Wurwand Foundation's FOUND/LA initiative, host **Rosey Alvero** brought viewers closer to their local neighborhoods and thriving businesses in the San Fernando Valley, Compton and more. Starting on KCET as a popular online blog sharing local Southern California must-see destinations and hidden gems, the series morphed into the on-air show that quickly became an insider's guide to connect with engaged enthusiasts and locals highlighting local people and businesses around our region.



VOCES (October) – As part of **Hispanic Heritage Month**, PBS SoCal and KCET's slate of programming celebrated the histories, cultures and contributions of Hispanic and Latino Americans of past and present. In partnership with Latino Public Broadcasting, PBS SoCal served as the presenting station for two documentaries from LPB's signature series, **VOCES**, highlighting the best of Latino arts, culture and history as well as shining a light on current issues, like immigration policy and LGBTQ rights, and generational impacts that affect Latino Americans today. The two new **VOCES** titles "**Letters to Eloisa**" and "**American Exile**" highlighted current issues and generational impacts that affect Latino Americans today.

C. Environmental Programming



Earth Focus Presents (April/September) – The acclaimed documentary series exposed audiences to today's most pressing environmental issues in Southern California and beyond. Tied to KCET's Original award-winning environmental series **Earth Focus** which features investigative reports about the environment, **Earth Focus Presents** spotlighted environmental challenges and solutions with titles that included "**Public Trust: The Fight for America's Public Lands**" (from executive producer and

Patagonia owner **Yvon Chouinard** and actor-turned-environmental activist **Robert Redford**) about a passionate plea for protecting our last wild places in America.

Also, in partnership with Patagonia Films, a special fall edition of **Earth Focus Presents** featured a curated lineup of intimate documentaries offering fresh perspectives on critical global and local issues that included topics ranging from a Southern California environmental justice youth group's fight against urban oil and gas drilling to the story of obsolete dams on healthy river ecosystems in Europe's largest river.



Tending Nature: Indigenous Land Stewardship (November) – Produced in partnership with **The Autry Museum of the American West**, the film focused on the importance of preserving environmental knowledge and traditional practices of Indigenous peoples across California. The hour-long special honored Indigenous knowledge in a broader context: as a way of life centering around resilience, revival and renewal. From coming-of-age rituals, seasonal food harvests and handmade artistry like basket weaving and jewelry making, the special takes viewers across the state to hear first-hand from Native communities how traditional practices can be protected and maintained as a way of life for future generations.



III. EDUCATION

We recognize there is a critical gap in School Readiness for those children who don't have access to pre-school. We are developing programs to ensure that all young children are prepared to succeed in school and life by empowering parents and teachers.

A. Early Learning

Early Learning Initiative – In 2021, PBS SoCal's Early Learning Initiative prepared children for kindergarten and beyond by providing the adults around them with training and resources, all the while creating fun and interactive virtual learning experiences. We partnered with schools, community organizations and over 50 nonprofits to improve access to early education opportunities in LA and Orange Counties. We made technology, curriculum, bilingual parent workshops, family learning events and educator training available to our partners virtually—all of which strengthened services in the highest-need neighborhoods of Southern California during the COVID-19 pandemic. We equipped parents with

skills to be their children's first teachers using age-appropriate mobile apps and hands-on activities. In 2021, some key early learning figures included:

- Over 3,824 parents and children received educational materials through direct service, light touch in-person and virtual events and fairs where resources and information were disseminated,
- 824 parents were trained on S.T.E.M. curriculum and PBS KIDS resources,
- 1,318 parents were trained on Family Math curriculum and PBS KIDS resources,
- 1,296 educators were trained on how to use high-quality PBS resources in the classroom, and
- Over 50 local community partners worked with PBS SoCal to enhance our collective impact in the community.

B. Learning Neighborhoods and Ready To Learn

In 2021, PBS SoCal conducted a series of parent and partner interviews, and a community design workshop as part of a community assets and needs assessment in East Los Angeles. Through the community assets and needs assessment, PBS SoCal identified four themes which will be used to guide our Ready To Learn work in East Los Angeles. PBS SoCal's **Ready To Learn** (RTL) program focused on parents, teachers and community partners as we worked to make sure Southern California's 1.5 million children are prepared for kindergarten and reading on level by 3rd grade, and introduced to S.T.E.M. concepts at an early age. In 2021, PBS SoCal continued to leverage the Ready To Learn resources through the creation of our bilingual S.T.E.M toolkits and activity booklets. Most importantly, the successful implementation of this project was directly related to the relationships PBS SoCal created with community partners in Los Angeles and Orange County communities, including Head Starts, nonprofits, early education centers and after school programs. This investment in our Ready To Learn program provided PBS SoCal a unique opportunity that will be leveraged for years to come.

Early Education is a strategic priority for the station and the Ready To Learn service is at the core of how we will continue our engagement locally, making ourselves relevant and essential to the community. Furthermore, throughout the pandemic, PBS SoCal answered the call to provide educational services to families, educators and schools. Public media stations delivered enhanced educational content that focused on specific subject areas, providing it for free to all on broadcast and digital channels. Having already established our expertise in early education resources through RTL, PBS SoCal and community organizations in Southern California came together quickly to support educators and parents with the California At-Home Learning Education Partnership, which shared CC-EML/ RTL resources statewide. Resources for parents and young children were provided for free to all schools, districts and county offices of education across the state to ensure equitable access to at-home learning opportunities during school closures. This initiative became a national model that was replicated by more than 100 public media stations across the country.



Other RTL highlights included:

Ready To Learn Outreach: In 2021, 2,883 backpacks containing PBS SoCal and PBS KIDS resources, activities and books were distributed during community partners' summer engagement events in Los Angeles County and Orange County. Each backpack included resources and curated activities for each of the common core subjects inside the backpack: ELA, Science, Social Studies, Math and Social-Emotional Learning. PBS SoCal provided 40 PBS KIDS Playtime Pad Tablets to USC's School of Early Childhood Education and KidWorks to provide equitable access to virtual family workshops.

Partnerships: Over the course of the year, PBS SoCal partnered with the following organizations to offer virtual family workshops and events: **Plaza Community Services, Mexican American Opportunity Foundation, Carson Street School in LAUSD, Project Access, THINK Together, Boys & Girls Club of Tustin, KidWorks, PACE Preschools, Santa Ana Library, Children's Institute Inc., Girls Club of Los Angeles, Crystal Stairs, Inc., SBCC Thrive LA, SBCC Thrive-Grupo con Decision Parent Leaders, Antelope Valley Preschool Without Walls and USC School for Early Childhood Education.**

Community Feedback: PBS SoCal hosted 40 introductory workshops, reaching 824 caregivers and parents. After attending STEM Introductory Workshops, parent confidence with non-standard measurement, outdoor exploration and observation, introducing life science topics, planetary science topics and coding increased on average by 15%. Parents also experienced an 11% increase in their confidence in guiding their child's experience with media and technology. 98% of parents felt motivated to create more learning opportunities for their child using hands-on activities. 90% of parents felt capable of teaching their child STEM concepts that would prepare them for success in school.

PBS SoCal hosted four STEM Parent Academies, reaching 70 parents and caregivers. The Parent Academy provided unique STEM experiences to help parents inspire their children to explore and engage in topics and skills around number sense, hypothesis testing, engineering design principles and scientific inquiry. After participating in the parent academy, 100% of parents reported feeling confident in their ability to create STEM opportunities at home and 100% of parents held positive attitudes toward helping their child with STEM at home.

One parent shared, "I never imagined I could teach hypotheses in such a simple manner to a preschooler until I took this workshop. I definitely will do more activities featuring hypothesis testing now."



C. Family Math

A key priority for 2021 and beyond, Family Math is a multiplatform early learning initiative that aims to close the achievement gap for young learners from low-income households. It empowers families to fully integrate themselves into their children's learning community and increasing math proficiency and kindergarten readiness. PBS SoCal provides access to high-quality, math-centric resources while offering fun learning opportunities and engagement experiences. Key components include introductory parent

workshops and academies, creative family learning workshops and fun family events centered around math. Family Math lives in the community and online.

In the community, we engage families in Compton, California with live, bilingual virtual and in-person events, including fun family nights and more in-depth educational workshops for parents and caregivers. For other families outside of Compton, we have a suite of digital bilingual articles sharing tips and books, stories from local families and educators, math activities and bilingual videos that allow for creative and playful learning experiences. PBS SoCal's Family Math grant aims to achieve the following goals: 1) Cultivate and empower parents and family leaders to more fully integrate caregivers into children's learning community; 2) Increase math proficiency and kindergarten readiness for low-income children by providing access to high-quality, math centric-resources; and 3) Increase child and family math positivity by offering fun learning opportunities and engagement experiences.

Family Math Outreach: In 2021, 876 backpacks containing PBS SoCal and PBS KIDS resources, activities and books featuring math concepts were distributed to Compton community partners' centers. PBS SoCal hosted 55 family outreach events including Family Math Nights, Virtual Family Storytime, and PBS KIDS Camps, reaching 1,044 parents and caregivers and 1,073 children. PBS SoCal partnered with Compton Unified School District to equip three Compton elementary schools with thirty iPads total to provide equitable access to virtual family workshops.

Partnerships: Over the course of the year, PBS SoCal partnered with the following Compton nonprofit organizations and schools in Compton Unified School District to offer Family Math resources, parent workshops and family events: Stephen C. Foster Elementary, McKinley Elementary, Clinton Elementary, McNair Elementary, Children's Institute Inc., Crystal Stairs, Inc., Compton Library, YWCA Compton, Best Start Compton- East Compton, and SHIELDS for Families.

Community Feedback: PBS SoCal piloted our Family Math Parent Academy with 13 parents. After attending the Parent Academy, parents experienced a 20% increase in positive math attitudes when it came to supporting their child's early math skills at home. Parent confidence with sorting, number sense, patterns, shapes and spatial relations increased by 12% after attending the parent academy. 100% of parents reported that they could recognize early learning opportunities during everyday activities at home and felt moderately or very confident in their ability to recognize where they could insert math learning opportunities at home.

One mother shared how the parent academy helped her see that math could be practiced in many different ways at home: "I didn't realize that when my son plays with dinosaurs, he was practicing sorting by putting the dinosaurs in groups of nice and mean dinosaurs. "The nice group eats trees or grass. The mean group eats each other and kills," my son says. I didn't realize that he was actually using math when he was playing and grouping his toys."



PBS SoCal hosted 22 **Family Math** Nights, reaching 419 parents and 209 children. Each event featured a hands-on activity from the PBS SoCal Family Math website and introduced early math concepts such as shapes, spatial sense, counting or measurement. By participating in early math learning events such as Family Math Night, families become motivated to engage in their child's learning at home and improve their child's mathematical school readiness. 100% of parents were motivated to create learning opportunities at home after attending the event. 100% of parents had positive perceptions of their child's enjoyment, engagement and learning experience, reporting that Family Math Night served as a safe virtual learning environment for their child. 98% of parents reported that the hands-on activity featured during the event had educational value for their child and believed it was a great way for their child to learn math concepts.

PBS SoCal partnered with **KidTime StoryTime**, a popular bilingual children's book YouTube storyteller, to bring families an opportunity to experience educational entertainment right from home. We hosted six Storytime sessions, reaching 127 adults and 147 children. Through community partnerships with **Compton Unified School District** and **Compton Library**, the reach of Storytime was broadened to serve more Compton families. Family Storytime allowed families to participate in active reading time with books featuring math concepts. Our bilingual storyteller engaged families with puppets, encouraged conversations around math and introduced fun ways to do math at home. Families were introduced to a hands-on and engaging activity that related to math concepts.



PBS SoCal hosted a hybrid-virtual **Peg+Cat Camp** with seven family childcare home providers in Los Angeles and Santa Ana, California, reaching 62 children across the sites. The hybrid model featured a virtual facilitator who provided guidance through the camp activities while childcare providers supported in-person engagement during the session. The hybrid model was successful in engaging childcare providers and young children in hands-on math and science activities. The goal of the camp was to get young learners excited about science and math, provide access to math-centric resources and inspire early childhood educators to find ways to be more involved with math and science learning in the classroom. Results indicated that 100% of childcare providers had positive perceptions of the Peg + Cat Virtual Camp overall, reporting that it was an educational and engaging experience for their students.

Digital: The Family Math content hub expanded in 2021 with additional digital resources such as an online extension of the Family Math initiative and new hands-on activities to help families practice early math concepts in fun at-home experiences. The activities were written in English and Spanish and included playful instructional videos, demonstrating how to complete the activity and practice the concept. This yielded 20 new videos, growing the library to a total of 28 videos, which garnered more than 100,000 video views through the end of the year. The most popular activity was a Spanish version of a [homemade scale](#) to practice nonstandard measurement, which received more than 3,000 page views and over 50,000 YouTube video views. To grow this audience of families looking for fun activities to do at home, we continued publishing original activities on a monthly basis in English and Spanish. We also expanded our content to include quick-and-easy collections of seasonal activities and fun book lists related to math.

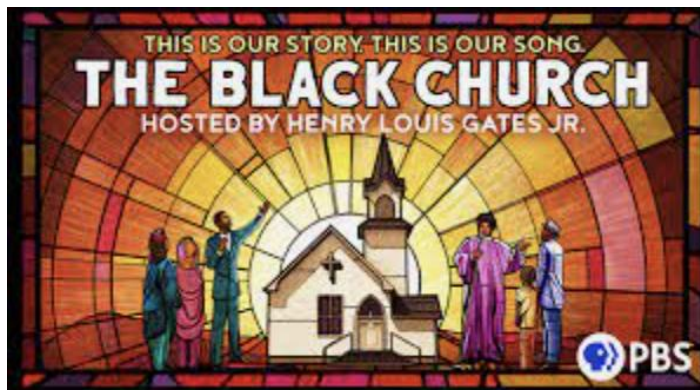
We ended the year serving more than 56,000 website visitors who spent an average of nearly 2 minutes browsing through our content.

IV. COMMUNITY ENGAGEMENT

Public media is a powerful force in our community, creating an environment where people are inspired to learn more about each other, do more to solve societal issues and become their best possible selves. We believe that direct engagement connects us with the people in our community and increasingly differentiates public media from its commercial counterparts.

A. Calendar Events

Educator Webinar: Guiding Students Through Media-based Personal Storytelling (January) - PBS SoCal and local nonprofit **Venice Arts** hosted an exploration of media-based lesson plans that encourage students' creativity and build personal storytelling skills including PBS' educator platform, PBS LearningMedia. Additionally, a series of new lesson plans, created in collaboration with PBS SoCal showed students how the power of storytelling can work in virtual, blended, or in-person classrooms. This webinar was part of PBS SoCal and KCET's work with **PBS American Portrait**, a national storytelling project that invited individuals to participate in a conversation about what it really means to be an American today.



The Black Church Events (February) - In honor of Black History Month, both PBS SoCal and KCET showcased a robust lineup of enlightening programs from PBS including **The Black Church** to help Southern California viewers increase awareness and understanding of racial history in America. The film highlighted the untold history of the Black Church in Los Angeles, giving community members the opportunity to reflect and express the impact of these public spaces in their communities around Southern California.

PBS SoCal hosted two virtual panel discussions on the history of the Black Church in Los Angeles. The first event was hosted by **Dr. Lorn Foster** and featured panelists **Jackie Broxton** and **Pastor Eddie Anderson** who welcomed 163 attendees from around the Southern California region. The conversation covered a range of topics, from the importance of Biddy Mason's legacy on the role of the church in Los Angeles to the importance of the church engaging in social movements.

A second virtual event "**Gospel in Los Angeles, the Legacy and Future**" was hosted by **Dr. Daniel E. Walker** featured panelists **Dr. Margaret Pleasant Douroux**, **Onikhol Wells-Howard**, **Isiah Walker** and **Donald Webber** for a Songversation style panel streamed to 246 guests. The screening covered a wide range of topics, from the difference between gospel music and actually preaching the gospel, to the role music makes in bringing a sermon home.

Winter “URL”: Student Press Freedom (February) - Students from around Southern California gathered virtually to discuss the critical role that student media plays in covering our communities and the need to protect student journalists' independence. The casual gathering gave students the opportunity to ask questions of our journalist panel, who included: **Marie Cusick**, Youth Media Producer for PBS NewsHour Student Reporting Labs; **Suhauna Hussain**, a journalist for the *LA Times* covering Business and Technology; and **Omar Rashad**, a student journalist at Cal Poly San Luis Obispo and an editorial intern for *Cal Matters* covering higher education. This event kicked off a content initiative that asks students to share the importance of student press freedom and how student journalists tell community stories.



Inventing Tomorrow Workshop (April) - 22 teachers joined PBS SoCal for the STEM focused workshop aimed to equip teachers with resources based on the Peabody Award-winning PBS film *Inventing Tomorrow*. The learning modules, lessons, and activities discussed were used for in-person or online learning and are centered on the exploration of environmental problems and the process of science. The workshop was hosted by **Gary Abud Jr.**, an educational consultant and award-winning educator.

Well Beings Tour Stop - “Lowering Barriers: Race, Income & Mental Health” (May) - PBS SoCal and KCET hosted a national Tour Stop event as part of the WETA-produced Well Beings Youth Mental Health initiative. Over 400 people joined the Livestream event, with a total of 1.1k views in the following weeks.

The local event explored how race and income can have an impact on access to mental health resources and the work being done to lower these barriers to destigmatize mental health and create pathways for access. The event featured interviews by local PBS News Hour Student Reporters and two panels moderated by Los Angeles Area Emmy® and Knight Foundation Award-winning journalist *SoCal Update* host **Cara Santa Maria** and student reporter Andre Tinoco, featuring the following panelists:

- **Dr. Manuel Pastor**, Distinguished Professor, Sociology and American Studies & Ethnicity at USC; Director, USC Equity Research Institute
- **Roshawn Davis**, Intermediate Typist Clerk/Student
- **Janae Oliver**, Founder, Mindful Beauty Initiative
- **Dr. Jorge Partida**, PsyD, Chief of Psychology, Los Angeles County Department of Mental Health
- **Katherine Yeom**, Executive Director, Korean American Family Services



Along with the event, a [SoCal Resource Guide](https://www.wellbeings.org/pbssocal), which curates local and national mental health resources for young people was launched on www.wellbeings.org/pbssocal.

Summer Learning Live! (July) - PBS SoCal hosted a live learning event on Facebook for families. Over 900 viewers met Elinor of *Elinor Wonders Why*, the butterfly experts at the Natural History Museum in Los Angeles and engineering YouTuber **Xyla Fox** to learn all about butterflies.

CSUN J-Day Virtual Conference (October) - CSUN's Journalism Department partnered with the LA Times High School Insider and the SoCal Journalism Education Association to host its 29th Annual High School Journalism Day. The virtual event featured student competitions, reporter roundtable discussions and a keynote address by *L.A. Times* deputy editor for culture and talent **Joseph Serna** for a reporter roundtable featuring PBS SoCal and KCET Senior Producer of Arts & Culture **Nic Cha Kim** about community-centered journalism and an intro to video production for news.

VOCES American Exile Screening (November) - PBS SoCal and KCET co-presented a screening with Latino Public Broadcasting of *VOCES "American Exile"* in honor of Veteran's Day. The screening was moderated by immigration journalist **Pilar Morrero** and featured panelists filmmaker **John Valadez**, **Valente Valenzuela** and **Mariela Sagastume, Esq.** (both featured in the film). The conversation centered around recent policy updates, the future of deportations for veterans and advocating for change. The event had a 70% attendance rate with 21 attendees.

B. Student Reporting Labs

PBS SoCal and KCET continued its support of PBS NewsHour's Student Reporting Labs program in 2021, matching station staff as mentors in 5 high school journalism classrooms: Northview High School in Covina, CA; Etiwanda High School in Rancho Cucamonga; Canyon High School in Santa Clarita, CA; Don Antonio Lugo High School in Chino, CA; and, Daniel Pearl Magnet High School in Los Angeles, CA.

In support of a Spring Student Reporting Labs education special, student journalist Hannah Kiyan from Etiwanda High School in Rancho Cucamonga co-produced an episode of KCET's short-form news series **SoCal Update**. Taking place all over Zoom, the youth-produced episode provided robust professional development experience for the selected student.

C. PBS Learning Media

In January 2021, PMGSC began to contribute to PBS LearningMedia lesson plans and activities to support both local and national content geared towards middle and high school educators. In support of the national PBS initiative **American Portrait**, our station collaborated with local nonprofit **Venice Arts** to create media arts-focused lesson plans that were inspired by the series.

Over the course of the year, we also produced lessons utilizing KCET Original content, including **Ballot Brief** and **Immigration 101** initiatives, the historical series **Lost LA**, and in support of our **Artbound: Arts Education** special, a partnered with local nonprofit **Get Lit** to create poetry activities based on student-created poems that are featured in the special.



Tending Nature Digital Curriculum (November)- Developed over two years for educators to integrate Native peoples beyond the social studies classroom, the **Tending Nature** curriculum focuses on the series theme: nature tends to humans and humans (Native peoples) tend to nature. Produced in partnership with **The Autry Museum of the American West**, the **Tending Nature** Curriculum Project features interdisciplinary resources for middle school grades designed as both stand-alone individual lessons or a lesson series with a step-by-step teacher guide and teaching tips. This STEM curriculum was aligned with Next Generation Science Standards for Life or Environmental Sciences and included 2-5-minute video clips with accompanying science or environmental studies classroom lessons and additional interdisciplinary art and history activities to bring awareness to the special relationship between the Klamath Basin Rivers, the salmon and local **Yurok** and **Karuk** peoples. Preview one of the lessons at: <https://ca.pbslearningmedia.org/collection/tending-nature/>

In the year 2021, PMGSC's PBS LearningMedia activities were accessed by educators in all 50 states and received 11,070 pageviews from 4,830 users.

D. PBS KIDS Early Learning Champion

Recognizing passionate educators who work with the nation's youngest students, from infants to second graders, PBS KIDS and local PBS stations like **PBS SoCal** surround educators with professional learning and networking opportunities. The initiative has celebrated various early learning educators, including Pre-K, Head Start and early elementary teachers; center care providers and directors; museum and community educators; and home care providers and owners. The program represents the diverse teaching community impacting young learners today. Early Learning Champions also connect with educator networks across the nation and further their commitments to their community's families, education officials and administrators through the utilization of PBS KIDS and local PBS stations tools and resources. A promotional video honoring **Charisse Sims** as our local PBS KIDS Early Learning Champion can be found [here](#).



E. ENGAGEMENT GUIDES AND LOCAL SCREENINGS

To support local community screening efforts outside of station-sponsored activities, PBS SoCal and KCET created local screening guides that align with locally-produced content. This mode of engagement has become valuable in light of the COVID-19 pandemic and related restrictions around larger in-person gatherings. The guides feature information on the content, background on the issues discussed in the film and example activities and discussion questions. In 2021, a guide and other resources were created for our local documentary ***City Rising: Youth & Democracy*** and were distributed via KCET’s website. Local youth-focused community organizations hosted 8 events across the state of California utilizing the station-produced resources.

V. Programming/PR Events

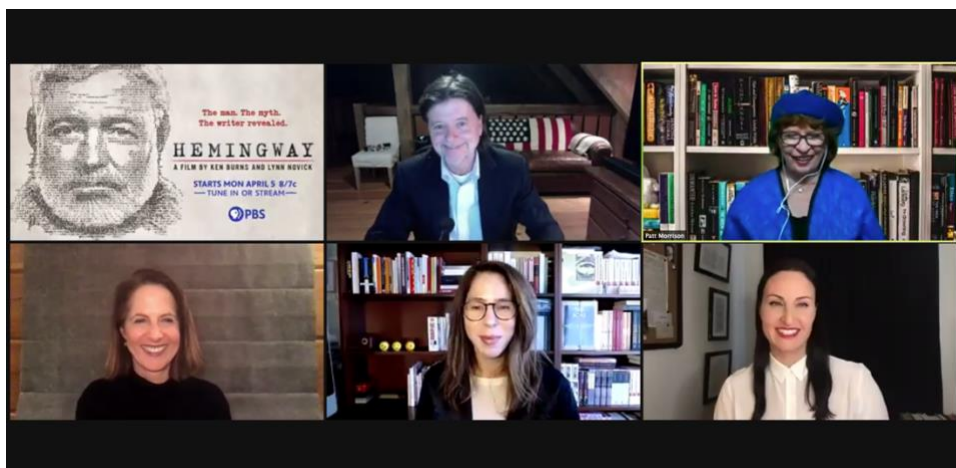
In 2021, we pivoted to bring our content to life through mostly virtual experiences in partnership with local arts, culture, community and educational organizations. We believe a strong local presence strengthens our community and we fill a void when commercial media is stepping back.

American Portrait (January) – PBS SoCal and KCET’s efforts around the new four-part crowdsourced storytelling docuseries ***American Portrait*** aimed to capture the most remarkable stories of 2020 as told by Americans from every U.S. state and territory. To accompany the series, a national public street art series commissioned by PBS presented an original mural in Los Angeles to increase community engagement and awareness of the series. Additional community activations included classroom engagement resources and a web miniseries to leverage the initiative’s local reach. In partnership with nonprofit **Venice Arts**, a media arts-focused curriculum, a corresponding educator training was held for educators to access lesson plans and standards-aligned, distance learning resources on PBS LearningMedia.

KCET Cinema Series Lumière Award (January) – Legendary Academy Award®-winning actress **Sophia Loren** (“Two Women,” “Marriage Italian Style,” “Yesterday, Today and Tomorrow”) was presented the **KCET Cinema Series Lumière Award** at a special virtual screening event for KCET Cinema Series members for her Netflix feature film “***The Life Ahead***.” The Lumière Award recognizes excellence, artistry, and innovation by an actor or filmmaker for their outstanding contribution to film and was presented virtually to Loren who was joined by her son (and the film’s director) **Edoardo Ponti** for a candid conversation with the actress about the film, her career and life.



Asian American Pacific Islander Heritage Month *Donut King* Event (May) – PBS SoCal and KCET showcased enlightening programs to honor Asian American Pacific Islander communities in May including a nationwide virtual screening and discussion of the *Independent Lens* film ***The Donut King***. The event discussed perspectives on immigration, cross-cultural community relationships and the promise of the American Dream moderated by writer, director and showrunner **Kulap Vilaysack** and special guests **Andrew Hem** (artist) and **Mayly Tao** (owner & CEO, DK's Donuts X Donut Princess LA).



Conversations on Hemingway “Hemingway on Celebrity” - *LA Times* Virtual Discussion (April) – PBS SoCal's regional efforts to support the premiere of the new documentary series ***Hemingway*** included co-hosting a virtual discussion of “Hemingway on Celebrity” co-hosted by the *Los Angeles Times* in anticipation of the eagerly anticipated **Ken Burns** miniseries. The event was attended by filmmakers **Ken Burns** and **Lynn Novick** as well as journalist **Lesley Blume** and author **Rachel Kushner** in a conversation moderated by *LA Times* journalist **Patt Morrison** for an intimate conversation examining the visionary work and turbulent life of **Ernest Hemingway** exploring how celebrity influenced his art.

Earth Focus Environmental Film Festival (April) – The third annual *Earth Focus Environmental Film Festival*, presented a virtual two-week long festival featuring film screenings and Q&A discussions with the goal of confronting global issues that impact all living creatures and natural resources. The festival premiered with the film “***Playing With Sharks***,” acquired by **National Geographic Documentary Films** at the 2021 Sundance Film Festival with a post-screening panel discussion with writer/director **Sally Aitken** (*The Week The Women Went*, *The Pacific: In the Wake of Captain Cook*), creator/producer **Bettina Dalton** (*Big Red: The Kangaroo King*, *Borneo's Secret Kingdom*) and the subject of the film, Australian pioneering marine conservationist, cinematographer and renowned shark expert **Valerie Taylor** moderated by **KCET CINEMA SERIES** host and *Deadline* chief film critic **Pete Hammond**. Additional films included in the virtual fest were “***Greta Thunberg: A Year to Change the World***” which premiered on Earth Day 2021 as well as the California premiere of “***Citizen Nobel***.”

Pride Month Promotion with Outfest (June) – With programming dedicated to celebrating the history of the LGBTQ Movement and spotlighting cultural icons that included **Keith Haring, Michael Tilson Thomas** and **Melissa Etheridge** from LA's Historic Orpheum Theatre, PBS SoCal and KCET partnered with LA's Outfest to promote the month-long lineup of programming highlighting poignant stories of activism that continue to inspire and represent critical touchstones in the history of the movement.



“Ali To LA” (September) – PBS SoCal and local nonprofit **Transformative Arts** collaborated to create an immersive artist experience prior to the broadcast of the new Ken Burns series **Muhammad Ali**. The exhibit **“Ali To LA”** highlighted the icon's influence on Los Angeles and explored his support for communities of color. Through exclusive talks, workshops and experiences led by six notable artists from Transformative Arts, the interactive experience attended by many Angelenos (including the PBS SoCal and KCET Community Advisory Board) established pathways for community members to reconnect art and daily life with a focus on freedom, equity, accessibility and justice for opportunities that foster visual literacy.

KCET Cinema Series/Virtual KCET Cinema Series (November) – Screening the best of Hollywood, independent and festival films prior to their release in theaters for over 25 years now, Southern California PBS members were once again able to attend in-person exclusive screenings of new films prior to their public theatrical or streaming release at the Aero Theater as we re-opened the series in the fall to in-person screenings. Post-screening discussions for the 2021 KCET Cinema Series featured Academy Award contenders that included Director **Jane Campion** (**“The Power of the Dog”**) and Director **Kenneth Branagh** (**“Belfast”**).

Burbank Public Library (November) – A virtual screening and discussion event was hosted for the locally-produced series *Tending Nature* as part of the Burbank Reads 2021 series called **“Seeing Through The Trees – California Wildfires: A Native American Perspective”** which included clips from *Tending the Wild* (the documentary film that the series *Tending Nature* was based on) with participants that included the Autry's **Josh Garrett-Davis**, culture bearer of the Ajachemen and Mutsun Ohlone Tribes **Heidi Harper Lucero** and lead investigator and research associate with *The West On Fire* research and education initiative of the Huntington-USC Institute on California and the West **Jared Dahl Aldern**.



Community Advisory Board Activities

Our **Local Heroes** initiative recognizes the accomplishments of those who are dedicated to making a difference in the community: recognizing activists, educators, community leaders and visionaries doing critical work that often goes unrecognized in the Southern California region. The honorees named this year were **Chanchanit (Chancee) Martorell** and **Brandon ‘Stix’ Salaam-Bailey** as the 2021 KCET Local Heroes. The two honorees and nine nominees for the 2021 Local Heroes Program were recognized at a virtual Holiday Community Celebration Luncheon which brought together the organization’s Board of Directors, the Executive Management Team and the current members of the Community Advisory Board. PBS SoCal and KCET’s community engagement efforts with its viewers and supporters would not be possible without the help of their Community Advisory Board (CAB). This active group of volunteer leaders is the stations’ eyes and ears of the community. The organization plays an integral part in the planning and implementation of many outreach programs including the Local Heroes initiative.



Conclusion and Going Forward

We are so proud of the work of the entire PBS SoCal and KCET team this past year with all the challenges that our communities have faced. More than ever before, 2021 proved a shining example for PBS SoCal, KCET and Link TV to help strengthen the fabric of Southern California and share our distinctive perspectives with the rest of the country.

We have built a powerful public media station with eight channels available to 19 million viewers in Southern California and a digital service with over a million visitors to our websites each month that is second to none as well as availability on the PBS App, YouTube TV and more. Our content focuses on Education, the Arts, Environment, News and a continued commitment to diversity, equity and inclusion. We make the promise to our community that our programs and services are widely available for EVERYONE anytime and anywhere for free.

So, what’s ahead? We have set an ambitious set of goals for the next five years. In addition to transforming for a digital future in this ever-changing media landscape, we plan to grow our early childhood education program and strengthen our role in the community. Following our success of national distribution for our locally-produced program ***In Concert at the Hollywood Bowl*** this past year, we are looking to grow our storytelling efforts to share the California ethos with the country and to transform ourselves from a public television station to Southern California’s cornerstone public media organization.

We are confident that we are implementing a plan for the future that will allow us to provide real impact for our community in the years ahead. From our studios in both Burbank and Costa Mesa, as well as from the makeshift offices of our team working safely from home, we are finding exciting opportunities to share content and resources across all of our platforms and expand the possibilities of media production and distribution. We continue to build a vibrant and strong institution, as making significant contributions to the advancement of public media and our community is our number one priority.