



PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

2020 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

INTRODUCTION

Public Media Group of Southern California (PMGSC), a donor supported public media organization, was formed by the merger of KCETLink and PBS SoCal in 2018. The organization's leadership team includes: President and CEO Andrew Russell, Chief Operating Officer Jamie Myers, Chief Creative Officer Juan Devis and Chief Financial Officer Paul Nelson. In October 2020, the PMGSC Board of Directors elected Louise Bryson to the position of Board Chair and Anne Gates to the position of Vice Chair. Bryson succeeds 38-year Disney veteran Dick Cook who, while stepping down as Chair, will remain on the Board. The Board of Directors is comprised of 28 members who, along with staff leadership, are committed to serving the public by offering high quality programming aligned with our core commitment areas of education, the arts, news and public affairs, the environment and social justice issues.

As the region's flagship PBS organization, PMGSC utilizes the power of media for public good. We are creating a new public media model that is multi-platform, diversified, modern and built around high-quality content with distinctive brands. Through our three content services, KCET, PBS SoCal and Link TV, we provide our community with an essential connection to a wider world, curate and distribute content for each of our channels and provide experiences that open minds, lift spirits and connect people to each other and to the world. With a reputation for fostering a love of learning and culture, we operate to strengthen the civic fabric of Southern California and to share our distinctive perspective with the rest of the nation. Our library of programs is available for streaming on any internet-connected screen, on KCET and PBS SoCal's combined Southern California broadcast channels and on Link TV's national satellite channel.

In 2020, PMGSC worked to make content available "whenever and wherever," as we responded to the pandemic. With COVID 19 hitting in spring of 2020, we pivoted our focus to educating, informing and inspiring our community. The result was a nationally recognized At-Home Learning program, a local news partnership

with a fellow public media organization, and arts and culture programming designed to connect Southern Californians to the community and each other by focusing the spotlight on the high quality work of leading arts organizations throughout the region. In June, PBS SoCal and KCET announced a revamped programming schedule and an increased commitment to issues of diversity, equity and inclusion. The organization also stood in solidarity with the Black community following the murder of George Floyd and the ensuing protests that erupted across the country. And finally, in 2020 as in past election years, KCET and PBS SoCal were at the forefront of delivering in-depth information, locally produced documentaries, online interaction and social media commentary on key political topics impacting the community and the nation in an especially heated election year.

In 2021, PMGSC will continue working to transform our organization from a traditional broadcast television station to an agile public media organization that meets viewers wherever they are, via both broadcast and digital platforms, across all devices with an on-air and online rebranding initiative on the horizon in anticipation of a digital future.

CONTENT OVERVIEW

PMGSC is dedicated to telling stories that matter by creating original programs that reflect the diversity of our region and sharing the full schedule of PBS programs that viewers love and trust. Currently, we reach one of the most diverse populations in the country with the finest local, national and international programming—highlighting important stories that foster an understanding of critical issues and spark dialogue. Our three brands continued to build on their current content and programming strategies by providing high-quality, culturally diverse programming designed to engage the public in innovative, entertaining and transformative ways.

KCET—The iconic Southern California public media channel is home to a richer and more inclusive California experience, helping residents understand and connect with diverse communities and ideas. California has long been a global crossroads where cultures fuse,

forming new ways of being and creating dynamic local communities. Through innovative and high-quality storytelling, KCET connects viewers to California and the nation. In 2020, KCET shined a weekly spotlight on the visual arts and performances from diverse communities, local arts organizations, and leading artists with two new series: *Southland Sessions* and *In Concert at the Hollywood Bowl*. These arts shows were augmented by the 11th season of our Emmy® Award winning series *Artbound*.

To keep our community informed on issues related to COVID 19, KCET created *Reporter Roundup* (in partnership with local public radio station KPCC) and addressed the concerns of young people with the special *Mayor Garcetti's Check-In*. Additionally, KCET provided opportunities for local student filmmakers with *Fine Cut*, uncovered pressing environmental concerns with *Earth Focus*, and gave voice to indigenous cultures with *Tending Nature*, while addressing issues on the ballot in an election year with documentaries that included *187: The Rise of the Latino Vote*, *City Rising: Youth & Democracy*, *First Angry Man* and *Power & Health*. Original content created by KCET in 2020 continued to inspire audiences and win awards for excellence.

PBS SoCal—The trusted Southern California channel connects over 19 million people to the full PBS national schedule, and includes access to the PBS lineup of beloved programming that includes *MASTERPIECE*, *NOVA*, *Nature* and *Antiques Roadshow*. PBS SoCal transports local audiences with programming that sparks curiosity and promotes a lifelong love of learning. By leveraging thought-provoking and educational experiences, PBS SoCal was an obvious destination for children's programming. It is the region's go-to access point for parents and caregivers for education and inspiration for Southern California families and viewers of all ages. In 2020, PBS SoCal worked with talented Los Angeles area producers on series relevant to Angelenos including *Hollywood's Architect: The Paul R. Williams Story*, *Variety Studio: Actors on Actors*, and the annual *L.A. County Holiday Celebration*, telling important stories about the diverse cultures within our region adding a West Coast perspective to the PBS schedule.

Link TV—The national independent non-commercial satellite television channel is available to Dish Network and DirecTV's subscribers as part of their basic packages. Link TV programming is also available on one of KCET's three digital multi-cast channels in Southern California, providing viewers in the 11 counties of the Los Angeles market with access to Link TV's news, documentaries and programming from around the world. In 2020, Link TV celebrated 20 years of delivering global perspectives that encourage cultural understanding. As a passport for the globally engaged, Link TV brings Americans closer to people and events beyond our borders. Leveraging

its strong relationships with international distributors, it has become a place for sharing powerful human stories, international journalism, documentaries and scripted dramas from around the world. By conveying diverse perspectives and unfiltered viewpoints, Link TV works to bridge divides and facilitate conversation, understanding, empathy and action about important global topics.

Awards—In 2020, Public Media Group of Southern California's programming continued to receive recognition. KCET Original productions garnered 8 Los Angeles area Emmy® Awards, more than any other broadcaster in the region for the third year in a row and PBS SoCal was honored with three wins. Both channels received accolades at the Golden Mike awards from the Radio and Television News Association of Southern California, as well as multiple wins from the Los Angeles and Orange County Press Club awards. The organization has received virtually every significant award for excellence in broadcasting, including more than 100 local and national Emmys® as well as the prestigious Peabody, duPont-Columbia and Edward R. Murrow Awards.



EDUCATION & COMMUNITY

In the 50 years since PBS was founded, 2020 proved more than ever the importance of connecting public media and education. In March, PBS SoCal and KCET announced *At-Home Learning*, a plan in partnership with The Los Angeles Unified School District, the second-largest district in the nation, to provide for continuity of learning for its students during the recent school closures due to the coronavirus. This measure allowed millions of California students free educational resources via television and online. In collaboration with KQED in the San Francisco Bay Area to develop online resources and train teachers, over 100 stations in almost 30 states ended up using the model to develop their own local resources and services in their communities.

PBS SoCal and KCET have always been dedicated to delivering real social impact through an Early Learning service that prepares even our most vulnerable children for school, as well as other special public service initiatives focused on parents, teachers and youth. We continued to make huge progress in having a direct



impact on our local communities, making sure that all children are prepared to succeed in school and in life. Along with our immensely popular annual efforts with the Ready to Learn program and a new commitment to a Family Math initiative, highlights from 2020 included 52 teacher training sessions, 82 parent workshops, 26 outreach events for parents and children (which included PBS KIDS camps, virtual family storytimes, and a local Odd Squad event) and free educational resources distributed via 3,000 physical backpacks. In the coming year, PMGSC will continue its commitment to community engagement, early childhood education and social impact services.

As community conveners and expert storytellers, we also have the power to have real social impact by bringing light to and promoting action to solve critical issues faced by the local communities we serve. Our community engagement team pivoted in 2020 to bring our programs and our organization's vision to the community through a variety of events that ranged from Zoom meetings to virtual workshops and Facebook Live panels to OVEE Screenings, all in partnership with local educational, community, and arts organizations.

LOOKING FORWARD

Looking ahead we know that Public Media Group of Southern California will continue to innovate and evolve so we can advance our mission long into the future. 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 maintaining the distinct services and brands of PBS SoCal, KCET and Link TV, while also finding exciting opportunities to share content and resources across all of our platforms and expand the possibilities of transmedia production and distribution. Our award-winning content covers a wide variety of important topics including news and information, arts and culture, science and technology, the environment, social justice issues and more. Over the next several years, PMGSC will continue to build a vibrant and strong institution—making significant contributions to the advancement of public media.

Below, please find an overview of the Public Media Group of Southern California's service to the community in 2020.



LOCAL CONTENT

In 2020, Public Media Group of Southern California partnered with more local producers than ever before to broadcast more content for and about the region in which we live, while at the same time, creating content that resonates with the rest of the country. This year, we provided programming options that encouraged opportunities for community engagement (done safely and often virtually) and social action. Maintaining our commitment to telling stories that matter, we continued to produce and broadcast a rich array of award-winning programs that offered both local and global perspectives.

By shining a light on the history and leadership of different cultures with programs celebrating stories of courage, commitment and strength, our programming team scheduled content that advances equality and understanding of our world's diverse communities and their impact on our country and the world. From Black History Month in February through November's celebration of the culture of Native peoples, PMGSC acquired and produced a rich selection of titles with the goal of celebrating the diversity of the human experience.

Most of the programming detailed below was accessible on the air locally (and in some cases nationally through distribution with the National Education Television Association), as well as available to stream at kcet.org, pbssocal.org, linktv.org and through the PBS app. Many programs were also available on Apple TV, Roku, Hulu, YouTube (as well as YouTube TV) and other OTT platforms. Additionally, multi-media content to support each program was produced and available on our websites and through our Facebook, Twitter and Instagram platforms.

Programming highlights for 2020 are as follows:

News and Information Programming

SOCAL CONNECTED (January)—The weekly half-hour investigative news series provided substantive and engaging stories about the issues and events that affected Southern California. Producers took viewers behind the scenes of some of the biggest local headlines, challenging those in power with tough questions. Highlights from this season of this Emmy® award-winning series included an investigation into once secret files involving hundreds of police departments, a rare behind-the-scenes look inside the busiest fire station in the country and a new original digital series, “I Was There,” that featured first-hand accounts from Southern California individuals as they recalled personal memories of historic moments.

REPORTER ROUNDUP (April)—KCET kicked off coverage of the pandemic with an all-new, five-minute daily report featuring various local reporters from our regional public radio station KPCC and its online editorial team at LAist.com. Every day, a variety of reporters provided viewers a recap of the biggest local headlines of the day. The “*Reporter Roundup*” aired weeknights just before 9 pm PT on KCET as well as online at kcet.org/coronavirus. Topics included health inequities, school closures, the protests in response to the murder of George Floyd, Breonna Taylor and more.

MAYOR GARCETTI'S CHECK-IN: YOUNG ANGELENOS (April)—In April, KCET and PBS SoCal debuted a new broadcast special that provided an opportunity for the city's youth to be in direct conversation with our city's Mayor about the coronavirus. PBS SoCal and KCET collaborated with the Mayor's office to produce the all-new special featuring Mayor Eric Garcetti along with Director of LA County Public Health Barbara Ferrer, who hosted a virtual conversation moderated by KCET/PBS SoCal Chief Creative Officer Juan Devis. Fourteen students from schools across Los Angeles participated via a Zoom conference, which also included a sign language interpreter.



LISTOS CALIFORNIA (June)—a statewide emergency preparedness campaign anchored in the Governor’s Office of Emergency Services (Cal OES), was a partnership with PBS stations across California to launch an on-air and online campaign focused on preparing Californians for emergencies. This first-of-its-kind media partnership, called “Building Resiliency with Emergency Preparedness,” was designed to reach vulnerable populations and encouraged them to take free and easy steps to prepare for wildfire and other disasters as they stay home and practice physical distancing in response to the COVID-19 pandemic. The partnership—which launched during Wildfire Preparedness Week as declared by Governor Gavin Newsom—consisted of public service announcements appearing throughout the entire state across seven markets, including PBS SoCal and KCET (Los Angeles), KPBS (San Diego), KVCR (San Bernardino), KQED (San Francisco Bay Area), Valley PBS (Fresno), KVIE (Sacramento) and KIXE (Redding).

WHAT A DISASTER! (November)—A fun new PBS SoCal pledge drive in a game show format hosted by Jay Jackson (*Parks & Recreation*) challenged three Southern California families to test their emergency readiness plans in the event of the next wildfire, earthquake, flood or other disaster. Viewers followed contestants’ progress through a series of fast-paced, exciting tasks that included comical twists designed to teach critical, lifesaving guidance.



Arts and Culture Programming



VARIETY STUDIO: ACTORS ON ACTORS (January/ July)—PBS SoCal and Variety partnered again to present the eleventh and twelfth 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. The series received pickup by 408 stations across the country for the film-centric version that was distributed in January 2020, and received pickup by 340 stations across the country for the television-focused edition featuring one on one virtual conversations distributed in July 2020. Both seasons were also available for streaming on PBSSoCal.org while full length conversations were available on Variety’s website.

HOLLYWOOD’S ARCHITECT: THE PAUL R. WILLIAMS STORY (February)—The PBS SoCal original documentary told the story of African American architect Paul R. Williams as he defied the odds to become one of the most notable architects in history. His fortitude, talent and determination led him to design iconic homes and buildings across the country for movie stars and moguls, in spite of personal tragedy and racial prejudice. The film received pickup by 420 stations across the country and a steady stream of media coverage after it was originally distributed in February, 2020.



SOUTHLAND SESSIONS (July)—A new weekly series that welcomed the Southern California community to experience regional arts and cultural offerings during this unique time when attending live events in person is not an option. As regional artists adapted to an uncertain future created by a global pandemic and social unrest, the new broadcast and digital initiative drew together prominent voices from around Southern California for up-close, virtual “sessions.” Every Wednesday, viewers were introduced to inspiring artists with a front-row seat to the creative process, guided by the community’s arts leaders.

The series engaged house-bound viewers at the same time that COVID was having a devastating impact on the future of theaters, concert halls, and art galleries across the region, making *Southland Sessions* equally beneficial to both arts consumer and art maker. The series varied in format on a weekly basis showcasing a variety of artistic communities and programs. Episodes featured diverse arts and cultural events, including the Watts Towers Day of the Drum Festival, and the annual Simon Rodia Watts Towers Jazz Festival. The 17-episode lineup included a compilation of artistic disciplines such as music, dance, theater, spoken word, and poetry, capturing the immediacy of the region’s artists’ responses to COVID-19 and the racial and social injustices that were happening across the City and the nation. *Southland Sessions* was 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.

The new series kicked off with a conversation among key cultural leaders from around the city, working together to discuss how arts and culture are essential to Angelenos, following episodes featured the tradition of mariachi music in Los Angeles, the diverse dance community of the city, and local artists exhibiting their work through at-home interviews and virtual studio visits. Several of the episodes were produced in partnership with community cultural leaders including online cultural trendsetting radio station dublab, avant-garde opera company The Industry, artist/designer/writer Rosten Woo, San Fernando Valley’s performing arts center The Soraya on the CSUN campus, Orange County’s Pacific Symphony and many more.

A full list of episode titles are as follows:

- “Change(makers): The Future of Arts and Culture”
- “The Industry Presents Sweet Land”
- “Mariachi: From Romance to Resistance”
- “Musical Expansions in Quarantine”
- “Dance Break”
- “The Music Center’s Spotlight Virtual Grand Finale”—Wed., Sept. 9 at 8 p.m. on KCET / Sat., Sept. 19 at 7 p.m. on PBS SoCal
- “Culture Clash’s Totally Fake Latino News”—Wed., Sept. 23 at 8 p.m. on KCET / Sat., Oct. 3 at 7 p.m. on PBS SoCal
- “Opening Night with Pacific Symphony”
- “Pan Afrikan Peoples Arkestra N.Y.E.L.A.”
- “Watts Towers Festivals”
- “The Heroic Beethoven”
- “Civic Imagination”
- “Soundscapes”
- “A Tribute to Linda Ronstadt at The Soraya”
- “Barbara Morrison: Standing on Their Shoulders”
- “Beethoven @ 250 with Pacific Symphony”
- “Audra Mae: Songs of Joy & Peace with Dylan Meek”



IN CONCERT AT THE HOLLYWOOD BOWL (August)—On May 13, the 2020 season of the Hollywood Bowl was officially cancelled for the first time in its 98-year history in an effort to protect artists, audiences and staff from the spread of COVID-19. The series, which aired in Southern California in summer 2020, will allow viewers nationwide in 2021 to experience iconic moments from the LA Phil archives at 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. The weekly music series produced in partnership between KCET and the Los Angeles Philharmonic Association included performances by Kristin Chenoweth, Herbie Hancock, Carlos Santana, Katy Perry and more.



ARTBOUND (September)—The Emmy® award-winning arts and culture series Artbound returned for its eleventh season 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. In 2020, the weekly on-air and online series captured the spirit of the burgeoning arts and culture community in our state and explored how it is shaping California as the creative capital of the world. Highlights from the 2020 series included:

“Light & Space” was a look into the art works of Robert Irwin, Larry Bell and Helen Pashgian and their exploration of perception, material, and experience in the Light and Space movement.

“The New West Coast Sound: An L.A. Jazz Legacy” was the story of Los Angeles’ emerging generation of

community-focused black musicians. Hosted by drummer Mekala Session as his peers grappled with how to preserve this rich legacy—striving to carry forward the tenets that took root in the work of Horace Tapscott and his Pan Afrikan Peoples Arkestra.

“CURRENT: LA FOOD” The Department of Cultural Affairs and the Institute of Contemporary Art, Los Angeles hosted a city-wide public art triennial around the topic of food. Activating public parks throughout the city, artists created works to spark conversation about what it means to live in Los Angeles and how to work together for a sustainable and hopeful future.

“The Watts Towers Arts Center” The Watts Towers Arts Center was founded by artists and educators in the 1960s and has been a beacon of arts and culture in the community for decades. This episode featured the work of artists including Noah Purifoy, John Outterbridge, Betye Saar, Charles White and Mark Steven Greenfield.

FINE CUT (September)—In the 21st year of producing KCET’s flagship program showcasing student filmmaking, the online submissions process garnered over 400 shorts submitted in the categories of Documentary, Animation and Narrative from Southern California film schools. In total, 18 short films (25 minutes or under) were selected as finalists in the categories of Documentary, Animation and Narrative. The winner of the Jack Larson Award received the opportunity to be a part of the American Pavilion screening at the Cannes International Film Festival in 2021. All short films selected as finalists were included in a series of one-hour broadcast episodes which premiered in the fall. A pre-taped virtual awards ceremony was 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.

61ST ANNUAL L.A. COUNTY HOLIDAY CELEBRATION/ ALL IS BRIGHT, A CONCORDIA CHRISTMAS

(December)—PBS SoCal and the Los Angeles County Arts Commission partnered once again to televise the three-hour holiday tradition on December 24. More than 20 bands, choirs and dance companies from the many neighborhoods and cultures of the region celebrated the season. This year’s pre-taped show offered viewers

a vibrant new format and was filmed on location at both The Music Center's Dorothy Chandler Pavilion and Jerry Moss Plaza as well as sites around Los Angeles County. This year's show featured music ensembles, choirs and dance companies from the many neighborhoods and cultures of our region. Given COVID restrictions as outlined by the Los Angeles County Department of Public Health, and the commitment to keeping artists and the public safe from community transmission, the performance was presented without a live audience this year. This year's show was simultaneously streamed on PBS SoCal and KCET's websites and aired as an encore presentation on KCET on Christmas Day.

Another regional Christmas concert from Orange County's Concordia University was added to the holiday lineup in 2020 as well. *All is Bright, A Concordia Christmas* was a new, made-for-TV Christmas concert that featured music produced in the recording studios of Concordia University Irvine's newest building, the Borland-Manske Center, including footage from a 2018 Concordia concert at Segerstrom Hall. The narrated special included arrangements of favorite Christmas carols by students, soloists, as well as Americana, jazz and commercial ensembles. Concordia's choirs, orchestras, and hand bells also performed. Filmed on the campus of Concordia Irvine and throughout Orange County, the special included a Christmas message, as well as a tribute to essential workers.



Environmental Programming



EARTH FOCUS (September)—The acclaimed original environmental series about our changing environment and how it affects people around the world launched a new season around the theme of environmental politics. The latest season of the series, co-produced by the Thomson Reuters Foundation, focused on youth climate activists around the globe, the transition away from coal in South Africa, gold mining in Peru and a feature-length documentary called *The New West and the Politics of the Environment* highlighting the work of Nevada's legendary Senator Harry Reid. Co-produced by KCET and LENS at UCLA, this special 90-minute episode focused on the iconic senator and how he built the foundations of a green new deal. Many stations aired the documentary through the WORLD Channel resulting in about 60% carriage across the country that included regionally adjacent stations like KQED (San Francisco Bay Area), KPBS (San Diego), KLVX (Las Vegas) and KNMD (New Mexico).

TENDING NATURE (November)—Produced in partnership with the Autry Museum of the American West, the series shined a light on the environmental knowledge of indigenous peoples across California. The third season of the series aired during Native American Heritage month in November and examined how traditional practices inspired a new generation of Californians to find a balance between humans and nature. Four 30-minute episodes allowed viewers to hear first-hand from Native communities engaged in contemporary projects that revive their culture and inform western sciences. This season showcased the Yocha Dehe Wintun Nation, Wiyot, and collaboratives of tribes in the Mojave Desert and the San Francisco region who gave their time to guide content about subjects ranging from managing groundwater, desert preservation, genetically modified food and the agri-business of olive oil.

Social Justice / Issues Driven Programming

“BLACK IN AMERICA” PROGRAMMING LINEUP (May/June)—Following the murder of George Floyd on May 25, 2020 and the ensuing protests that erupted across the country, KCET and PBS SoCal revamped their programming schedule to stand in solidarity with the Black community. Both channels showcased a curated lineup of enlightening programs to help viewers to increase awareness and understanding of racial and social injustices in our country. Reworked schedules featured previously produced local productions highlighting relevant content from series such as SoCal Connected, Lost LA, Artbound and Broken Bread plus PBS programming highlighted by the new PBS NewsHour special Race Matters: America in Crisis, as well as the 2016 special America In Black and Blue 2020, Independent Lens: Black Panthers: Vanguard of the Revolution and The Talk—Race In America. Reinforcing both KCET and PBS SoCal’s commitment to sharing authentic stories of people too often overlooked, we continued to roll out additional related content exploring the impact of racism on Black Americans and the country at large over the next few months.

VOICES FROM THE FRONTLINE: CHINA’S WAR ON POVERTY (May)—The documentary provided a textured and intimate portrayal of China’s historic anti-poverty campaign by following five cases that highlight China’s poverty alleviation policies. With access to travel in China, the film explored the country’s poverty alleviation programs, while interviewing villagers and local officials along the way. The film was a PBS SoCal original co-production written and hosted by Dr. Robert Kuhn, a renowned China expert.



187: THE RISE OF THE LATINO VOTE (October)—The 90-minute film chronicled Proposition 187, a California ballot measure passed in 1994 that sought to deny public services to undocumented immigrants. While the initiative was meant to keep the “immigrant threat” at bay, it mobilized non-immigrants and immigrants in Latino communities as well as their allies across the state. The political awakening of this powerful group would dramatically change the state’s electoral politics, transforming the state into a Blue and progressive

state for the first time. Proposition 187 created new and enduring political fault lines across California and across the nation as well as molded the political careers of a new generation of leaders. Since its distribution in October, 2020, the film has been broadcast by 38 different stations across the country.



THE FIRST ANGRY MAN (October)—The timely documentary revisited the history that led to one of 2020’s ballot propositions (Prop 15), and debuted just in time for Southern Californians as they received their mail-in ballots this past fall. The film recounted Howard Jarvis’ 1978 tax-slashing ballot initiative, Proposition 13, that promised to end big government in California. The documentary unpacked the dramatic campaign that led to the collapse of great public ambitions of postwar America and launched an enduring nationwide tax revolt that continues today. Since its distribution in October, 2020 the film was picked up for broadcast by 79 other channels.

CITY RISING: YOUTH & DEMOCRACY (October)—The new installment of the acclaimed documentary series examined how young people are activating their civic power to reshape systems and institutions for a better future. The film followed the stories of youth leaders, allies and organizations as they challenged institutional and systemic issues through civic engagement. Over the course of the one-hour film, the role and work of youth organizations in California was explained, demonstrating how young people are organizing their communities to participate in public policy and make lasting change in pursuit of a more just and equitable future for themselves and the world they live in. Produced in partnership with The California Endowment.



POWER & HEALTH (October)—Produced in partnership with The California Endowment, this new documentary examined the underlying sociological and economic forces that fundamentally shape public health outcomes.



EDUCATION

PBS educational content is developed specifically to build knowledge, critical thinking, imagination and curiosity. Our content is the first step. But as community conveners and expert storytellers, we also have the power to have real social impact. To bring light to—and promote action to solve—critical issues faced by the local communities we serve. We bring this content to the community—for free—through educational tools and workshops for parents and teachers, as well as through partnerships and events in neighborhoods across the region. Together, our content, resources, and experiences help children and youth achieve success in school, career, and life.

In 2020, highlights from our early learning, foster youth, and youth engagement initiatives included the following:



At-Home Learning

INCEPTION—Since March 16, 2020, all 700,000 local Los Angeles Unified School District (LAUSD) students have had free access to on-air and online educational programming provided by Southern California local public media organizations PBS SoCal, KLCS (owned by LAUSD) and KCET, each broadcasting content specifically targeted to kids Pre-K through the 12th grade. Under the joint leadership of PBS SoCal and KCET in the greater Los Angeles Area and KQED in the San Francisco Bay Area, a daily educational TV schedule with original short-form content (over 130 educational spots) and corresponding state standards curriculum-approved resources were created in collaboration with LAUSD.

CURRICULUM—By working with LAUSD curriculum leads in subjects such as math and history, we redesigned our current programming schedules to include content like the Emmy® Award-winning series NOVA, documentaries from acclaimed filmmaker Ken Burns and several PBS KIDS series including PEG + CAT and CYBERCHASE. Additionally, weekly newsletters were distributed to parents and teachers in Southern California, along with interactive activities and easy-to-read, bilingual programming grids (available at athomelearning.org) devoted to educational content during this unprecedented time. KQED, in collaboration



with PBS SoCal and KCET, created online toolkits for stations, educators and students that included standards-aligned PBS video content, associated lesson plans and support materials, as well as online training sessions for teachers.

VIEWERSHIP—In Southern California there has been a marked response from television viewers with an average of over 200,000 daily viewers (140,000 homes) in the region tuning in daily over the spring and summer months of 2020 to the redesigned daytime broadcast schedules on PBS SoCal, KLCS and KCET. Statewide, 100% of the PBS stations in California (14 in total) came on board with our At-Home Learning programming and resources. And nationally, the “At-Home Learning” initiative was a model for other partnerships between public media organizations and school districts throughout the U.S., with over 50% of the nation (almost 100 stations in over 40 states) utilizing our programming and resources to develop their own local services for their communities.



Early Learning

In 2020, 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 for the children. 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 2020, some key early learning figures included:**

- Over 3,673 parents and children received educational materials through direct service, light touch in-person and virtual events and fairs where resources and information were disseminated,
- 500 free PBS KIDS mobile apps were given to families to learn at home,
- 1,428 parents were trained on S.T.E.M. curriculum and PBS KIDS resources,
- 488 parents were trained on Family Math curriculum and PBS KIDS resources,
- 2,767 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.

Ready to Learn

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 2020, PBS SoCal continue 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.



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.

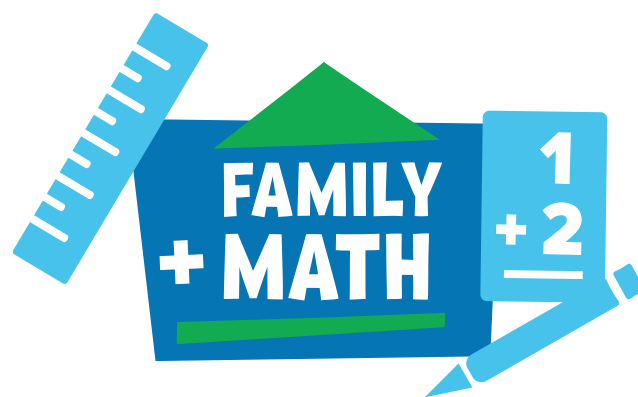
Other RTL highlights included:

OUTREACH—In 2020, 1,900 backpacks containing PBS SoCal and PBS KIDS resources, activities, and books were distributed at community partners' grab-and-go meal sites in Los Angeles County and Orange County as a rapid response to school closures brought on by the COVID-19 pandemic. 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 10 PBS KIDS Playtime Pad Tablets to Preschool Without Walls in Antelope Valley and partnered with Plaza La Roca Verde Child Development Center to equip 10 families in East Los Angeles with tablets to provide equitable access to virtual family workshops.

PARTNERSHIPS—Over the course of the year, PBS SoCal partnered with the following organizations to offer in-person and 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, and Antelope Valley Preschool Without Walls.

COMMUNITY FEEDBACK—Survey results gathered from participants consistently showed that PBS SoCal workshops made a difference in the lives of their families. Ninety-three percent of parents participating in STEM-centric workshops reported feeling confident in their ability to help their child learn STEM topics covered in the workshop, such as non-standard measurement, and outdoor exploration. In other words, parents' confidence in their ability to help their child learn various STEM topics was statistically significantly associated with their participation in the workshop. Ninety-seven percent of parents reported that they could take something they learned from the workshop and apply it to their child's learning experiences at home and 100% of parents felt motivated to create more learning opportunities at home for their child.



Family Math

The Family Math program aims to close the achievement gap for young learners from low-income households by empowering families to fully integrate themselves into their children's learning community, and increasing math proficiency and kindergarten readiness. PBS SoCal will provide 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. A digital hub will extend the reach of the initiative, making tools and forums available to parents and caregivers online. 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. Due to the COVID-19 pandemic, in-person events were transitioned to a virtual format, which included virtual introductory workshops, family story time, and virtual summer camps.

OUTREACH—In 2020, 840 backpacks containing PBS SoCal and PBS KIDS resources, activities, and books featuring math concepts were distributed to Compton community partners' centers and grab-and-go meal sites as a rapid response to school closures brought on by the COVID-19 pandemic. PBS SoCal hosted a five-week long virtual summer camp for children in K-2nd grade to help combat summer learning loss, which was expected to be further exacerbated by the fact that schools closed due to the COVID-19 pandemic. On average, 38 children attended each weekly camp session. Through virtual group activities, interactive content, games, and crafts, children meaningfully applied specific math skills modeled in the show at home. Parents/ caregivers were invited to join the virtual camp alongside their children. Families received a kit by mail with materials for the camp, including activity sheets and craft supplies, to ensure that all families would have access to completing camp activities regardless of income level. PBS SoCal piloted a hybrid virtual Peg + Cat camp with Crystal Stairs, Inc. in Compton and four of their family child care home providers to get early learners excited about science and math, provide access to math-centric resources, and motivate early childhood educators to find ways to be more involved with math and science learning in the classroom. The bilingual camps ultimately reached 41 children. Materials needed to complete the activities, including a curriculum guide, handouts, posters, and craft supplies, were distributed by PBS SoCal via mail to child care centers. PBS SoCal hosted 14 bilingual virtual family story time events, reaching 726 parents, caregivers, and children, creating a space for much-needed social interaction and connection while many families were staying at home. Virtual story time allowed families to participate in active reading of books featuring math concepts, have conversations around math, and practice hands-on activities that related to math concepts featured in the books.

PARTNERSHIPS—Over the course of the year, PBS SoCal partnered with the following Compton non-profit 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—Survey results gathered from participants consistently showed that PBS SoCal workshops made significant progress toward program goals. Pilot data indicated that participation in Introductory Family Math Workshops was statistically significantly associated with an increase in parents' positive beliefs about math. After attending workshops, there was 45% increase on average in positive beliefs about math, with 61% of parents reporting that they felt they were better at math and found math to be more enjoyable and stimulating, suggesting that workshops allowed parents to think more positively about their math abilities and attitudes. After attending workshops, there was a 13% decrease in parent concerns about teaching math at home to their child. Parents were less worried about not being able to help their child with math after attending the workshop, indicating that participation in the workshop may be associated with reduced anxiety about math. Ninety-four percent of parents/caregivers believed they would be able to take something that they learned at the workshop and apply it to their child's learning experience at home and believed that workshop activities would help them practice important math concepts with their child.

DIGITAL—The launch of a Family Math hub in February 2020 kicked off a multi-phased rollout of digital resources as an online extension of the Family Math initiative. The initial package included a series of activities to help families practice early math concepts in fun at-home experiences. The activities were written in English and Spanish and each version included playful instructional videos in each respective language, demonstrating how to complete the activity and practice the concept. This yielded a total of eight videos, which garnered more than 40,000 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 25,000 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 27,500 website visitors who spent an average of more than 2 minutes browsing through our content.



PBS SOCAL KIDS WRITERS CONTEST

Open to students across the state in kindergarten through third grade, the PBS SoCal KIDS Writers Contest showcased young students' creativity and imagination, with the idea that everyone has a story to tell. Designed to promote the advancement of children's literacy skills through hands-on, active learning, the annual contest encouraged children to create and submit their own original stories along with illustrations. The 2020 Contest received entries in the categories of fiction, non-fiction and poetry/prose story. Each submission was judged on creativity, originality, story structure, relevance, illustrations and overall quality. First, second and third place winners were selected for each grade level by PBS SoCal education staff as well as a panel of community partners. With in-person events not an option in June, PBS SoCal held an Awards Ceremony via Zoom which was hosted by KPCC public radio's education reporter Kyle Stokes and sponsored by Compass Charter Schools.

COMMUNITY ENGAGEMENT

Public media can be a powerful force in our communities, 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. In 2020, we pivoted to bring our content to life through virtual experiences in partnership with local arts, culture, community and educational organizations. **Highlights included the following:**

Summer Learning Events

SUMMER LEARNING LIVE!—On August 20th, PBS SoCal hosted a live learning event on Facebook. Participants met Odd Squad's Agent Orla to create a blob, then participated in a math activity with a teacher from Compass Charter Schools.

- 1.1k live views
- 71 comments on live stream

ELINOR WONDERS WHY—On August 13th, families met Jorge Cham, co-creator of Elinor Wonders Why to learn how to draw the new PBS KIDS show's main character and sing along with the explorer's pledge. It was followed by an art activity with educators and animals from the LA Zoo.

- 2.6k live views
- 64 comments on live stream

DINOSAUR TRAIN—On August 6, the live learning event featured Dr. Scott from Dinosaur Train for a live Q&A with a Paleontologist, followed by an activity with our friends from the LA Zoo.

- 2k live views
- The videos have been viewed over 2,000 times on YouTube following the live event



Student Reporting Labs

CANYON HIGH SCHOOL: STORY PITCH WORKSHOP—

On January 22nd, 20 students from Canyon High School in Santa Clarita, CA came to PBS SoCal and KCET's Burbank offices for a Story Pitch workshop. This Student Reporting Lab class worked in small groups to craft a story idea based on something happening in their community. Students then pitched their ideas to six station staff members from our Production and Digital departments. Staff gave feedback on the pitches, and spoke with students about their career paths.

HIGH SCHOOL INSIDER WINTER IRL: "UNDER PRESSURE" SOCIAL CONNECTED SCREENING—KCET partnered with the LA Times' high school journalism program, High School Insider, to host a screening of the SoCal Connected episode "Under Pressure," about the businesses fueling the hyper-competitive college admissions process, and the pressure students are under to succeed. A total of 30 students from 12 Los Angeles area high-schools convened at Glendale Community College on February 8th to watch the episode. Following the screening, students broke into small groups and had a spirited conversation with SoCal Connected producers and journalists from the LA Times and EdSource about their own experiences and careers in journalism.

ELECTION 2020: WHAT ISSUES DO YOU CARE ABOUT?—In October, 43 participants joined PBS SoCal, KCET, KPCC/LAist, and PBS NewsHour Student Reporting Labs for an interactive virtual event all about the upcoming election, political journalism and the issues students cared about most. The event began with a brief panel discussion with journalists from KPCC/LAist and PBS NewsHour Student Reporting Labs about their career paths. Then, students were divided into breakout groups based upon topics they identified as important to them, including: racial justice, climate change, immigration, and healthcare.

Other Events

"RAINBOW COALITION" INDIE LENS POP-UP WITH LAUSD—In January, PBS SoCal partnered with ITVS to support their screening of the documentary Rainbow Coalition for students from LAUSD's Humanizing Education for Equitable Transformation (HEET) program. Approximately 300 students from Dorsey High School, Crenshaw High School and George Washington Preparatory High School came together on the campus of Washington Preparatory to watch and discuss the film.

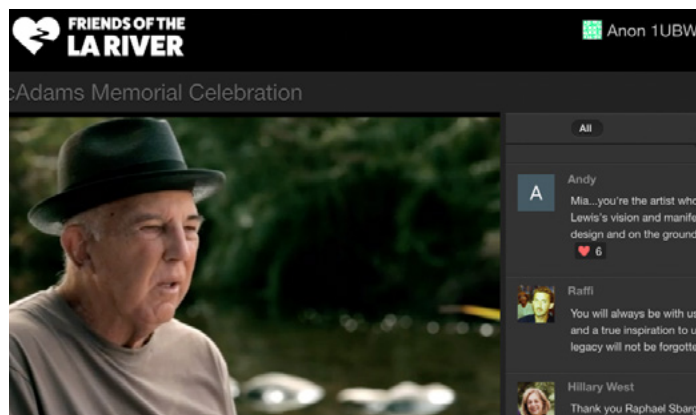
YOUTH VOICES SCREENING—On February 1st, former foster youth, family and friends joined together at the Downtown Independent to celebrate the youth's autobiographical pieces, Youth Voices. Six former foster youth screened pieces they spent the previous two months writing, filming and editing. Over 50 people attended.



ASIAN AMERICANS IDENTITY AND HISTORY IN CALIFORNIA—In late April, PBS SoCal partnered with KQED to host a sneak preview of the new PBS documentary series, Asian Americans on the ITVS platform, OVEE. Following the preview, KQED Forum host Mina Kim spoke with Vice President of Race Forward, Jeff Chang to discuss the role of Asian Americans in shaping California's history and culture. The event also featured a poetry reading by Bay Area poet Jason Bayani. This first screening had 516 attendees over the course of the event.

EVOLUTION OF THE ASIAN AMERICAN VOICE—PBS SoCal partnered with KQED to host a screening of Asian Americans, focused on entertainment and representations of Asian Americans in pop culture. A screening of clips from the series was followed by a discussion moderated by SoCal Wanderer host Rosey Alvero and featured series producer S. Leo Chiang and sociologist/pop culture expert Nancy Wang Yuen. The event took place on ITVS's OVEE platform on May 5, 2020, with 562 attendees joining the screening throughout the event.

EDUCATOR WEBINAR: RACIAL IDENTITY AND AMERICAN CITIZENSHIP IN THE COURT—In June, PBS SoCal hosted an educator webinar highlighting the PBS LearningMedia platform by exploring the newly released curriculum in support of the PBS series Asian Americans. 46 guests joined the webinar for an overview of PBS LearningMedia, followed by a deep-dive into a lesson about “Racial Identity and American Citizenship in the Court.” Jayson Chang, a high school social science educator, presented on how the lesson could be used in classrooms and shared tools to teach the lesson in a distance learning environment.



FOLAR PARTNER SCREENING: LEWIS MACADAMS MEMORIAL CELEBRATION—KCET partnered with Friends of the LA River (FoLAR) to screen a special presentation of the film Concrete River on the OVEE platform as part of a memorial celebration for FoLAR founder Lewis MacAdams. Over 200 attendees joined for the July 16th event. In addition to the film, the celebration featured clips of Mr. MacAdams' spoken word poetry and pre-recorded tributes from L.A. leaders that included LA Times journalist Pat Morrison and Los Angeles Mayor Eric Garcetti. The digital event featured an active chat conversation, with audience members sharing heartfelt memories of their time with Mr. MacAdams as well as their experiences on the Los Angeles River.

SOUTHLAND SESSIONS PRESENTS: MARIACHI FOR SOCIAL CHANGE—In August, Mariachi pioneers Maria Solis, Rebecca Gonzales from Mariachi Tesoro, and Carlos Samaniego from Mariachi Arcoiris de Los Angeles discussed how they are honoring and transforming mariachi culture to advocate for and support their

communities. Event was streamed live and included an interactive audience Q&A.

PBS BOOKS AUTHOR TALK: PAM MUÑOZ RYAN—As part of their partnership with The Library of Congress, PBS Books collaborated with PBS SoCal to host a virtual engagement event to support the broadcast of the 2020 Library of Congress National Book Festival: Celebrating American Ingenuity. In October, PBS SoCal's Maria Hall Brown interviewed SoCal-based author Pam Muñoz Ryan on Facebook Live. Author of “Esperanza Rising” and “Echo”, Ryan is the recipient of the Newbery Honor Medal and the Kirkus Prize, as well as many other literary awards. The Livestream received over 5,000 views online.

CSUN J-DAY VIRTUAL CONFERENCE—CSUN's Journalism Department partnered with the LA Times High School Insider and the SoCal Journalism Education Association to host its 28th annual high school journalism day. Teachers received pre-recorded virtual workshops and resources to share with their students in the week leading up to a jam-packed virtual event. Held on October 17, J-Day featured student competitions, reporter roundtable discussions, and a keynote address by LA Times Editor, Steve Padilla. PBS SoCal and KCET organized a reporter roundtable with PBS NewsHour Student Reporting Labs Youth Media Producer Victor Fernandez, who hosted a discussion about broadcast journalism and the art of the interview.

CITY RISING, SCREENING—As the year closed, KCET celebrated the amazing work young people are doing on the frontlines of social, climate and racial justice movements. Intersectional solidarity is an integral component of this work. Panelists included:

- Tony Douangviseth—Executive Director of Youth Together
- Andre Tinoco—Staff Reporter at SAC on Scene
- Claudia Perez—Executive Director of Resilience Orange County
- Famo Musa—Poet and Youth Organizer for City Heights Youth for Change
- Crisantema “Crissy” Gallardo—Director of 99Rootz

Following the panel discussion, Joshua Ham of Brothers, Sons, Selves Coalition led a mindful meditation to close out the screening. Panel included an ASL interpretation and featured opportunities for audience interaction.



COMMUNITY PROGRAMMING/ PR EVENTS

KCET CINEMA SERIES/ VIRTUAL KCET CINEMA

SERIES—Screening the best of Hollywood, independent and festival films prior to their release in theaters for over 25 years now, film fans had the unique opportunity in 2020 to preview the most anticipated films of the season in the safety of their own homes and virtually “meet” the on-screen talent and filmmakers. The Virtual KCET Cinema Series is hosted by Deadline’s Chief Film Critic Pete Hammond who offers audience members an in-depth conversation with the film industry’s top talent following each weekly screening. Post-screening discussions for the 2020 Virtual KCET Cinema Series included David Fincher (Director of “Mank”), Ron Howard (Director of “Hillbilly Elegy”), Aaron Sorkin (Director of “The Trial of the Chicago 7” and George Clooney (Star/ Director of “The Midnight Sky”).

AND SHE COULD BE NEXT—As part of PBS’s summer-long salute to female trailblazers celebrating the 100th anniversary of the passage of the 19th Amendment guaranteeing and protecting women’s constitutional right to vote in the United States, PBS SoCal and KCET worked closely with producers of the POV miniseries “And She Could Be Next” to host nationwide watch parties and virtual panel events on June 29 and June 30. Viewers were asked to join in for a live discussion and countdown to the broadcasts with special guests including filmmaker Ava DuVernay, congresswomen Rashida Tlaib, Lucy McBath, CA State Senator Maria Elena Durazo and more, as they shared a conversation about the future transformation of politics from the

ground up. The goal of the virtual events was to empower women in this unique time in women’s suffrage in the U.S., by telling the stories of modern women who continue to shatter the glass ceiling and transform modern American history.



HOLLYWOOD’S ARCHITECT: THE PAUL R. WILLIAMS STORY

PBS SoCal hosted the world premiere of the new documentary on Feb. 3 at Raleigh Studios in Los Angeles, the last in-person event of 2020 before the pandemic struck. Over 175 guests attended the red-carpet event and standing room only screening and panel discussion that included legendary music producer Quincy Jones, Disney CEO (and Williams’ homeowner) Robert Iger as well as Williams’ grandchildren Paul Hudson, Gayle Harvey Beavers and Karen Hudson-Freeman. Set to debut in 2021 on over 240 PBS stations across the country over the course of February (as part of Black History Month programming), the documentary tells the story of African American architect Williams as he defied the odds to become one of the most notable architects in history.



EARTH FOCUS: THE NEW WEST AND THE POLITICS OF THE ENVIRONMENT

A special virtual screening premiere and Q&A session in collaboration with both Vegas PBS and UNLV was held on Tues., Sept. 22 highlighting the story of the new American West as told through the eyes of legendary Nevada Senator Harry Reid. As he forged allegiances between unlikely allies and crafted policy to grow the economy of his home state while protecting its wilderness and in the process, Reid created Nevada's first national park and protected more than four million acres of wilderness. Senator Reid took part in the event hosted by Tom Axtell (General Manager of Vegas PBS) and featured panelists Juan Devis (KCET/Link TV Chief Creative Officer), Joe Ely (Stetson Engineers Director of Indian Project Development), and Mauricia Baca (Get Outdoors Nevada Executive Director). The panel was moderated by the documentary's executive producer Jon Christensen, UCLA Adjunct Assistant Professor in the Institute of the Environment and Sustainability. A special introduction was given by Nevada's current U.S. Senator Catherine Cortez Masto.

FINE CUT FILM FESTIVAL AWARDS EVENT & STUDENT WORKSHOP

A virtual awards ceremony was held in the fall to announce the winners of the 21st annual Fine Cut Film Festival via Zoom where nominees and judges gathered to unveil the winners in four categories. KCET celebrated the work of the regional student filmmakers who submitted their films for recognition by inviting the student filmmakers' friends and families. The winning short films were announced and screened by an industry judging panel comprised of notable film and television talent that included Deadline's Chief Film Critic/KCET Must See Movies Host Pete Hammond, Variety Senior Editor/KCRW "Screengrab" Host Mike Schneider, Actress and Director Yolonda Ross, Creative Producer/Head of Development for Six Point Harness Wendy Willis, VP of Creative Affairs at DC Entertainment Dan Evans, Producer Renee Tajima-Peña, President of Film Independent Josh Welsh, Producer/CEO of Frogbot Films Monica Lago-Kaytis and Director Tim Cruz. The Awards ceremony went live on YouTube on September 29, 2020 and to date has almost 700 views.

All semi-finalists and finalists of the 21st Annual Fine Cut Festival of Films were invited to one of three virtual workshop roundtable discussions that took place on September 26 and September 27. Attended by over 70 local film school students, the roundtable format was 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.



COMMUNITY ADVISORY BOARDS/COUNCILS

COMMUNITY ADVISORY BOARD—Public Media Group of Southern California’s Community Advisory Board (CAB) works to ensure that we are serving the needs of diverse populations across our region. Our 35 member CAB actively participate in the efforts to help engage the community around programming by guiding and connecting our organization in the community in order to achieve our goals while elevating community stories and leaders.

In 2020, the CAB convened 5 meetings throughout the year, including a retreat in August where a new Chairperson was voted upon and five subcommittees were established that included education, social media, Local Heroes nominations, new membership/recruitment efforts and social issues. Each of the CAB meetings throughout the year addressed integration efforts and organizational updates as well as offered up programming previews and often featured guest speakers from the organization to further educate the CAB on the direction of the organization.



LOCAL HEROES—Spearheaded by the Community Advisory Board, the Local Heroes subcommittee nominated 12 worthy names from the community to be recognized as an individual dedicated to making a difference in the community: honoring activists, educators, community leaders and visionaries doing critical work that often goes unrecognized in the Southern California region. Each nominee was highlighted online with links to their individual organization’s website.

After much discussion and several rounds of votes from the entire CAB, three heroes were selected. This year’s 2020 Local Heroes Honorees were Dr. Barbara Ferrer for her work in public health during LA County’s COVID-19 response, Ben Caldwell for his work as a cultural leader and media mentor in Leimert Park, as well as Tam Nguyen for his work advocating safety and anti-prejudice in the nail care industry during the pandemic. All three heroes had videos profiled on the Local Heroes webpage in December 2020 and these profiles were also broadcast as interstitials on KCET and PBS SoCal. The videos made their debut at the virtual Holiday Community Celebration Luncheon which brought together the Board of Trustees and the organization’s Community Advisory Board. The event allowed the CAB members a moment to celebrate the accomplishments of 2020 along with President Andrew Russell and new Board of Directors Chairperson Louise Bryson and gave the Local Heroes honorees a chance to accept their awards.



COMMUNITY COUNCILS—Since their inception in 2012, our community council members have generously volunteered their time, insights and efforts to support our mission. Our community councils consist of leaders from business, civic, arts and educational institutions as well as nonprofit organizations that represent diverse communities within Southern California. In 2020, virtual quarterly meetings were held with community leaders to help our station understand the issues and needs most important to the many communities of Southern California, to enable public media to grow in meaningful service to our audiences and region.

- 2/18/20—57 attendees (last “in-person” meeting)
- 5/20/20—36 attendees
- 8/19/20—33 attendees
- 11/18/20—37 attendees

CONCLUSION & LOOKING FORWARD

Public Media Group of Southern California is committed to educating, informing and inspiring the communities we serve through our three content channels, PBS SoCal, KCET, and Link TV. Our organization combines PBS SoCal’s beloved PBS content and excellence in community engagement, KCET’s passion for creating smart, award-winning content that tells the stories of our region, and Link TV’s commitment to conveying diverse perspectives to the globally engaged. As we continue to transform ourselves into a public media organization that is a cornerstone institution for our community, we will focus on our efforts in the following areas:

- Transform for a digital future.
- Strengthen our connection to our community.
- Create locally, and share nationally.
- And grow our early childhood education.

Together, we are working to close the opportunity gap for young children across California, to grow our storytelling efforts to share the California ethos with the country and to transform ourselves from a public television station to a public media organization that is a cornerstone institution for our community. We plan to be a leader in the PBS system as technologies advance, we promise that our programs and services will be widely available for EVERYONE to use anytime, and anywhere for free.