



ANNUAL REPORT

TO THE COMMUNITY

JULY 1, 2018 — JUNE 30, 2019

CONGRATULATIONS
2019
KCE Local Heroes



NALLELI COBO JIHAD SAAFIR

PBS
SOCAL

Link TV

PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

To Our Community,

2018 marked a historical year for public media in Southern California. PBS SoCal and KCETLink merged to form a new flagship PBS station for the region. The joining of our two storied institutions brought a strengthened commitment to delivering our viewers more of what they love through stories that matter.

Each organization was built from a long legacy of providing trusted, quality public media in this region. By combining PBS SoCal's beloved, high-quality PBS programming; arts and culture experiences and vital education services with KCET's acclaimed original content and its innovation in digital production and distribution, we knew we could be more successful in advancing our mission together.

Through this partnership, we sought to spark important civic dialogue, share diverse perspectives, and build an informed and engaged citizenry. And over the past year, we were able to offer more educational, informative, and inspiring content, plus even more community events, local stories, and learning opportunities.

We are excited for what we can build in the future, together, in the coming years. Thank you for your continued support as we create an innovative west coast flagship public media organization to serve Southern California.



Andrew Russell

President and CEO

A handwritten signature of Andrew Russell in black ink, written in a cursive style.



Dick Cook

Chairman of the Board of Trustees

A handwritten signature of Dick Cook in black ink, written in a cursive style.



THE POWER OF PUBLIC MEDIA FOR GOOD

Public Media Group of Southern California (PMGSC) is the parent company created by the merger of PBS SoCal and KCETLink in 2018.

As the flagship PBS organization for Southern California and a donor-supported community institution, we spark the sharing of ideas through a variety of services.



OUR MISSION

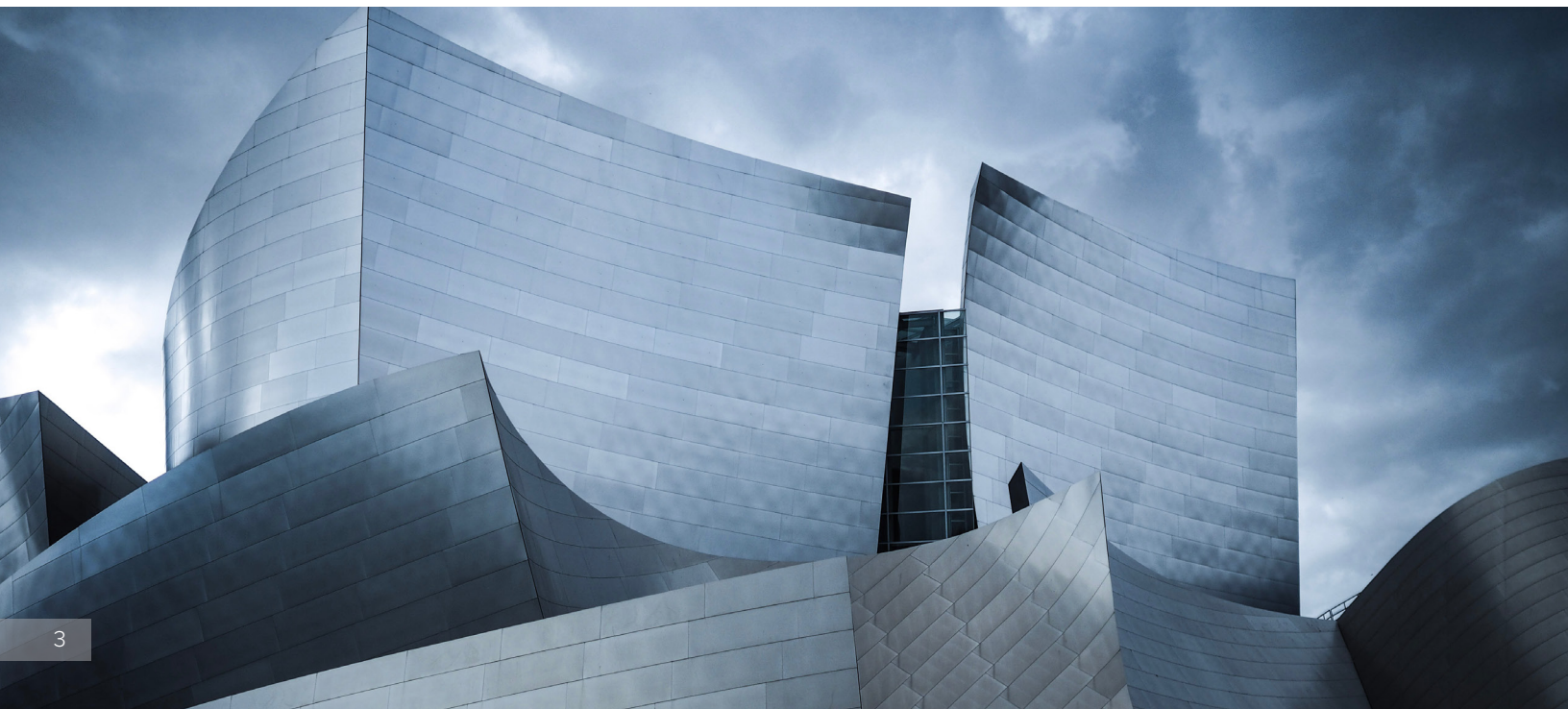
- 1 **STRENGTHEN** the civic fabric of Southern California
- 2 **SHARE** distinctive perspectives with the rest of the nation
- 3 **PROVIDE** an essential connection to a wider world

We create, curate, and distribute content and experiences that **open people's minds, lift spirits, and connect people to each other and the world.** We are creating a new public media model that is multi-platform, diversified, modern and built around high-quality content with distinctive brands.

KCET

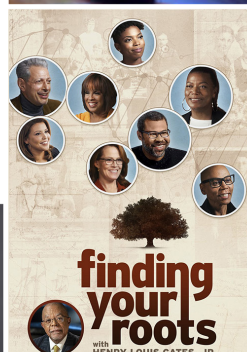
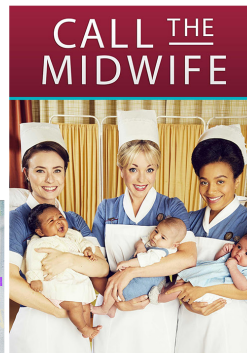
PBS
SOCAL

Link^{TV}



An aerial night view of a city skyline, likely Los Angeles, with a semi-transparent dark blue rectangular box overlaid in the center. The city lights are visible in the background, and the sky is a deep purple and blue. The text "A YEAR IN REVIEW" is written in white, bold, sans-serif capital letters within the box.

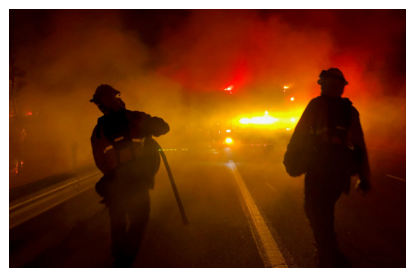
A YEAR IN REVIEW



STORIES THAT MATTER

We 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. We tell stories that matter through our award-winning content that covers a wide variety of important topics.

NEWS & INFORMATION

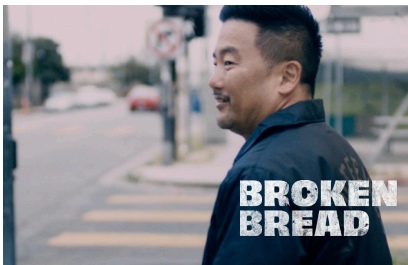


ARTS & CULTURE



SCIENCE AND TECHNOLOGY

ENVIRONMENTAL



SOCIAL JUSTICE

AWARD-WINNING PROGRAMMING

51 AWARDS IN 2019

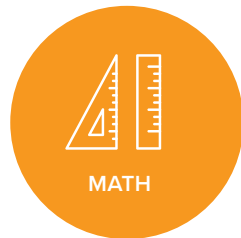
- 14 LA Area Emmys
- 1 National Daytime Emmy
- 19 Southern California Journalism Awards
- 4 National Arts & Entertainment Journalism Awards

- 7 Golden Mikes
- 5 Telly Awards
- 1 Walter Cronkite Award for Excellence in TV Political Journalism

LEARNING FOR ALL AGES

38.7% of Southern California children don't attend preschool*

We bridge educational gaps for the youngest and most vulnerable people across Southern California by connecting learning opportunities for children, parents, and educators.



These services use a transmedia approach—where individuals learn by watching, playing, exploring and sharing—and we commit to equipping teachers and parents with the tools and resources to accelerate learning.



Family Engagement Workshops



Educator Professional Development



After School and Summer Camps for Students



Annual Summer Learning Day



PBS SoCal KIDS Writers Contest

*Retrieved from <https://www.kidsdata.org>

PARTNERSHIPS

Our work to bridge early childhood learning gaps is made possible in part by the invaluable partnerships with education leaders in the community.



55

local community partners



20,000

families received educational materials



1,000

free PBS KIDS mobile apps given to families



1,000

parents trained on S.T.E.M. resources



600

educators trained to use PBS and PBS KIDS resources



Curriculum-based resources from PBS KIDS

WHAT FAMILIES HAD TO SAY:

97%

of parents who participated in S.T.E.M.-centric workshops reported an increase in S.T.E.M. understanding

99%

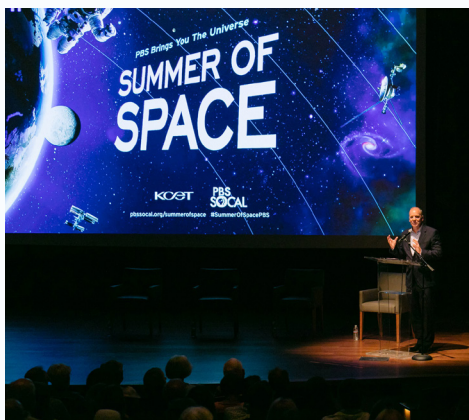
reported positive attitudes toward at-home learning

97%

felt more confident in their ability to select educational media for children

OUR WORK WITH COMMUNITIES

We engaged our community to explore the world and participate in community conversations about important societal topics through events in neighborhoods across the region in partnership with local arts, culture, community and educational organizations.



Community Screenings



Cinema Series



Community Discussions



Foster Youth Outreach



Community Advisory Board



Community Councils



Local Heroes

FINANCIALS

As part of our commitment of being good stewards of public trust, below you will find our audited financial statements which includes 9 months as a newly merged organization and 3 months prior to the merger as KOCE and KCETLink.

The early years of our merger have been focused on finding cost efficiencies and building cost-effective operations, in addition to investing in integrating the organization's infrastructure and processes. Our current year losses reflect accounting corrections on a sublease transaction from prior year and costs from merging of two organizations. Our five year plan for our integrated organization will soon bring us to financial breakeven while we continue to grow, improve and streamline operations.

Combined Statement of Activities

For the Year Ended June 30, 2019

SUPPORT AND REVENUE	TOTAL
Contributions, grants, and contracts	33,653,747
Facility and other rental income	3,965,147
Net investment return	4,801,981
Educational programs	436,937
Other	601,584
Total support and revenue	43,459,396
FUNCTIONAL EXPENSES	
Program Services	
Programming and productions	14,247,006
Broadcasting	13,927,288
Underwriting and grant solicitation	2,934,287
Total program services	31,108,581
Supportive services	
Fundraising and development	5,912,385
General and administrative	8,705,805
Total functional expenses	14,618,190
Total functional expenses	45,726,771
OTHER CHARGES	
Net loss on Switch transaction	(2,538,337)
Change in net assets	(4,805,712)

PMGSC is a 501(c)3 that is supported by individual donors, foundational grants, corporate sponsorships, federal and state grants and earnings from an endowment.

8 WEEKS
OF GREAT
FILMS

THOUGHT-
PROVOKING
STORIES

EN
TA
TO

ARC LIGHT
CINEMAS



DONORS

We are grateful to our donors for their generosity and commitment to our public media mission. It is only with the support of individuals and charitable organizations that we are able to serve our large and diverse region.

CINEMA SERIES

For 32 weeks each year, KCET Cinema Series offers exclusive preview screenings of new motion pictures. Screenings are followed by intimate conversations between top talent and filmmakers hosted by movie critic Pete Hammond. These live, in-person events in Los Angeles generate revenue from series memberships. Remarkably, some members have attended screenings since the beginning, in 1994, making the Series one of the most popular and successful film programs in Southern California. Beginning spring 2020, the new Virtual KCET Cinema Series affords a similarly engaging movie experience to a new, broader audience of online members.

“WE ARE LOVING THIS!
I AM ENRAPTURED.”



LEGACY CIRCLE

Over 200 supporters have included a future gift to KCET, PBS SoCal and/or Link TV in their estate plans. Legacy Circle donors share a passion for our mission and a desire to help ensure that future generations continue to have access to public media in Southern California.

This year, 48 Legacy donors contributed over \$3 million. Their Gifts came from trusts, wills, charitable trusts, retirement plans and donor advised funds. The gifts included cash, securities, real estate and personal property.

We are deeply honored by their trust and commitment to public media. Please let us know if you would like to be included in this group of generous legacy donors.



LEADERSHIP CIRCLE

Leadership Circle* donors share a belief in the impact and potential of Public Media Group of Southern California. Over the last year, the Leadership Circle grew to just over 300 donors whose high-level donations, totaling over \$1.2 million provide crucial unrestricted funds that support highly regarded local, national and international news programs, educational programming, as well as award-winning original arts and cultural productions.

Leadership Circle donors enjoy personal attention and invitations to special events and salons with creators and influencers of our many local and national shows. Donors may also be recognized on-air, online or in print for their generosity.



* Leadership Circle giving begins at \$2,000.

INSTITUTIONAL

We are grateful for the numerous private and corporate foundations and government agencies who support our mission to use the power of media for public good.

Institutional support totals over \$5.1M and is critical for maintaining the general operations of PMGSC's three content channels—KCET, PBS SoCal, and Link TV—and creating award-winning original programs. Institutional funds also help us to serve thousands of families across our region with educational initiatives.

For more information, please contact Jamie at jcarter@pmgsocal.org or (747) 201-5474.

Albert E. and Nancy G. Jenkins Charitable Trust	Lucille Ellis Simon Foundation
Angels Baseball Foundation	Manoogian Simone Foundation
Annenberg Foundation	National Endowment for the Arts
Bridges-Larson Foundation	NoVo Foundation
California Arts Council	Orange County Community Foundation
California Community Foundation	Overdeck Family Foundation
California State Library	Roy E. Crummer Foundation
City of Los Angeles Department of Cultural Affairs	The Attias Family Foundation
Conrad N. Hilton Foundation	The Boeing Company
Corporation for Public Broadcasting	The California Endowment
Edison International	The Frieda Berlinski Foundation
Evalyn M. Bauer Foundation	The Kenneth T. and Eileen L. Norris Foundation
Fund for Investigative Journalism	The Negaunee Foundation
Harold Yellen Charitable Foundation	The Ralph M. Parsons Foundation
Heising-Simons Foundation	The Rosalinde and Arthur Gilbert Foundation
Held Foundation	The Rose Hills Foundation
James C. Stewart Charitable Foundation	Southern California Chapter of the Employees Community Fund of Boeing
Jerome Foundation	Steinmetz Foundation
Lenfest Institute for Journalism	The Stringer Foundation
Lon V. Smith Foundation	William C. Bannerman Foundation
Los Angeles County Department of Arts and Culture	Winky Foundation
	And all those who wish to remain anonymous.

BUILDING FOR THE FUTURE

Public Media Group of Southern California is committed to educate, inform and inspire this community. As we continue to transform ourselves to a public media organization that is a cornerstone institution for our community, we will focus on our efforts in the following areas:

1

TRANSFORM FOR A DIGITAL WORLD

As technologies advance, continue to ensure our programs and services are widely available for all to use anytime, anywhere for free.

2

STRENGTHEN OUR CONNECTION TO OUR COMMUNITY

Tap the power of local media to help strengthen the civic fabric of our community, and help advance our local arts and culture, journalism and local storytelling.

3

CREATE LOCALLY, SHARE NATIONALLY

Create a west-coast voice for public media to bring light to local, regional and global stories that matter.

4

GROW EARLY CHILDHOOD EDUCATION

Expand efforts to ensure all children have access to quality educational resources and have a supportive learning community around them, regardless of their situation.

