



## **I. INTRODUCTION**

In 2023, the **Public Media Group of Southern California** (comprised of **PBS SoCal**, **KCET** and **Link TV**) served as an essential cultural and educational institution in our community. For nearly 60 years, we have been dedicated to strengthening the civic fabric of the greater Southern California region. Over the past year, with the generous support of our community, we have been proud to continue this storied tradition. We served as the region's flagship PBS stations and stayed true to our mission to use the power of media for the public good.

Thanks to the backing of our supporters, we have established a robust multi-platform broadcast and digital media company catering to nearly 19 million individuals across Southern California. As a leader in the PBS system, we continued to innovate and adapt to the rapidly changing world we live in and helped shape public media for the future. Throughout 2023, our organization created new on-air and digital content produced locally, offered comprehensive and engaging educational initiatives and held unique and immersive community engagement events.

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In the report that follows, we are pleased to share highlights of our offerings throughout 2023.

**Content.** In 2023, we continued our efforts to transform for a digital future in this ever-changing media landscape. We worked towards achieving our goal to ensure that our content is available on the platforms where our viewers want to watch it. We also continued our commitment to telling stories that matter and leaning in on topics that commercial media seldom covers. We provided content options that encouraged opportunities for community engagement and social action, including through rich lineup of award-winning, nationally recognized programs that elevated a diverse array of local, national and global perspectives. By thinking globally and highlighting local stories, we not only educated our audiences, but also inspired and empowered them.

**Education.** We grew our early learning program locally, statewide and nationally over the year. We helped prepare children for kindergarten and beyond by bringing bilingual, hands-on learning experiences to our community for free. We identified an unmet need for the children of Southern California and are implementing a family engagement focused plan that provides real impact for our community's children and their caregivers.

**Community.** For Engagement and Impact, PBS SoCal and KCET connected audiences to content beyond broadcast and digital viewing experiences, inviting them across Southern California to come together to learn more about a topic, challenge assumptions and to connect – not only with each other, but with local organizations and experts as well. The organization's Community Advisory Board (CAB) is integral to the planning and implementation of many outreach programs and acts as the stations' eyes and ears of our community.

**DEI.** As a cornerstone of our community, we are dedicated to advancing values of inclusion and supporting progress towards greater equality. At its heart, diversity speaks to the range of viewpoints, ideas and creative energy that comes from a variety of individuals. We are committed to fostering a workforce and governing board that reflects the richness of diversity found in the communities we serve with programs and services that facilitate public dialogue in the Southern California region. Specific to the education front, we were able to make bilingual content, curriculum, parent workshops, family learning events and educator training available to our community for free – which strengthened services in the under-served neighborhoods across Southern California as over 90% of the families we serve are eligible for free or reduced lunch.



## **II. 2023 By the Numbers**

- 32 New, Locally Produced Programs/Series
- 43 New Awards for Programming (and 133 Nominations)
- 64 Hosted Events in our Community
- 91 National Programs Designated as Diversity Equity and Inclusion (DEI)
- 200+ Virtual and In-Person Family Education Workshops
- 362 Articles and Videos on our Websites Related to our DEI Efforts.
- 19K Regional Parents and Children Received Educational Materials
- 254K Family Math YouTube Channel Views



## **III. PRODUCTION AND PROGRAMMING**

Our programming is available to viewers on all key streaming platforms via the free PBS App and PBS KIDS App as well as over-the-air, via seven channels — including 2 primary broadcast channels, PBS

SoCal and KCET. With a commitment to make content available anytime and anywhere for free, our programming reflected the diversity of Southern California and showcased the full schedule of beloved and trusted PBS content spanning Education, News, Environment and Arts & Culture.

We believe a strong local programming presence strengthens the fabric of our community. We strive to ensure our content sparks curiosity and promotes a unifying understanding relevant to our rapidly diversifying Southern California audiences. In 2023, our locally produced, original productions elevated Southern California's stories and continued to highlight our region's rich cultural tapestry while providing our community with an essential connection to a wider world.

We further enhanced our content and programming strategies by delivering award-winning, culturally diverse programming aimed at captivating the public through innovative, entertaining and transformative experiences. Our commitment lies in offering viewers programs that mirror the region's diversity, along with providing unrestricted access to the entire PBS schedule, free of charge, anytime and anywhere.



## **A. Awards**

In 2023, our programming received outstanding recognition regionally and nationally with 43 first-place awards for our content and 133 nominations (including one national Daytime Emmy Award nomination for *Variety Studio: Actors on Actors*) by various organizations including the below.

- **8 Los Angeles area Emmy Awards** - 7<sup>th</sup> consecutive year of most awards of any other LA broadcast station leading all others in the region with 26 nominations spread across 11 different categories honoring 10 separate, locally produced productions.
- **21 Southern California Journalism Awards** first-place awards - 59 nominations spread across 40 different categories, earning more top honors than any other regional-based broadcast news organization.
- **5 National Arts and Entertainment Journalism (NAEJ) Awards** presented by the Los Angeles Press Club (and several 2<sup>nd</sup> and 3<sup>rd</sup> place honors) - the event also paid tribute to two PBS icons: author and Harvard professor *Finding Your Roots* host **Henry Louis Gates, Jr.** as well as actor lifelong literacy advocate *Reading Rainbow* host **LeVar Burton**).
- **7 Radio & Television News Association's Golden Mike Awards** - the longest-running broadcast news awards show in America, and one of the most distinguished because only the nation's top journalists are involved in the judging.
- **2 First-Place Telly Awards** (also recognized with 8 Second and 7 Third Place awards) - honoring excellence in video and television content across all screens and excellence in local, regional and cable non-broadcast video and TV programs.

Over the years, our organization has received more than 320 local awards, 17 national awards and 37 global recognitions for excellence in broadcasting, as well as the prestigious **Peabody, duPont-Columbia** and **Edward R. Murrow Awards**.

## **B. Programming & Production Overview of Content**



A chronological calendar of our key, locally produced original content and programming from 2023 are as follows:

## **JANUARY**

**Newport Beach Film Festival Honors (January)** - As part of the prestigious Newport Beach Film Festival, this co-production celebrated outstanding achievement in film and television and featured interviews with Oscar® winners **Ron Howard** and **Eddie Redmayne**, actors **Patton Oswalt**, **Keke Palmer**, **Aubrey Plaza**, **Colson Baker** and writer/producer **Paul Feig**. The 30-minute special premiered locally in Southern California and was filmed at LA's largest film festival in October of 2022.



**Variety Studio: Actors on Actors (January)** - The 17<sup>th</sup> season of the Emmy® Award-winning series co-produced with *Variety*, brought four new half-hour specials that offered audiences intimate and exclusive conversations between the most accomplished Hollywood actors and 2023's potential Academy Awards® acting category frontrunners including **Michelle Yeoh** ("Everything Everywhere All At Once"), **Colin Farrell** ("The Banshees of Inisherin"), **Brendan Fraser** ("The Whale"), **Ana de Armas** ("Blonde") and **Eddie Redmayne** ("The Good Nurse"). The new season premiered locally in Southern California back-to-back after an exclusive announcement of the lineup locally by *Variety* in December of 2022. The series was also nominated for a 2023 national Daytime Emmy Award.

**Hip-Hop and the Metaverse (January)** - This **PBS Digital Studios** co-produced series examined the intersection of music, art and technology. Hosted by **Dr. Robeson "Taj" Frazier**, a writer, multimedia producer and professor of media arts, explored the way Hip-Hop artists and entrepreneurs are reshaping and remixing emerging technologies. In each episode, Taj engaged with experts and artists in their fields who shared their real-world experiences and discussed Hip-Hop as a culture, genre and multi-disciplinary art form as well as how it continues to transform and influence the future.

## **FEBRUARY**

**Black History Month (February)** - A robust programming slate in February highlighted Black History Month content. Reinforcing both KCET and PBS SoCal's commitment to telling diverse stories, both stations showcased 18 all-new program debuts kicking off the month with the premiere of the national tentpole docuseries ***Fight the Power: How Hip Hop Changed the World***. In partnership with BBC Music and developed by Grammy® winner and Rock and Roll Hall of Fame inductee **Chuck D**, the four-part docuseries recounted the origins of hip hop through the voices of those who were there at the beginning. This programming was scheduled alongside original, local content dedicated to a richer and more authentic California experience including episodes of arts and culture series ***Artbound***, history series ***Lost LA*** and the documentary ***Hollywood's Architect: The Paul R. Williams Story***.





**10 Days in Watts (February)** - From actor and Emmy® nominated filmmaker **Raphael Sbarge** (“Once Upon a Time,” “Murder in the First”) came the documentary series about an urban garden in Watts called MudTown Farms, built and nurtured by dedicated residents who saw more than economic hardship in their future. The series reflected on social inequality and environmental racism by chronicling three generations of activists in the Watkins family, as well as students, farmers and community leaders committed to healing past social injustices.

**Classicalia (February)** - A special YouTube presentation of the international classical music competition for youth, the series featured performances by some of the best young musicians in the world. Classically trained in piano, violin, saxophone and more, the digital series had young musicians competing in three age categories. Produced by PBS SoCal, the series also aimed to break down barriers to encourage innovation and reinvention within the classical music genre. Hosted by acclaimed vocalist **Pia Toscano** and Vienna-based singer **Arabella Fenyves**.

**Starstruck: Gene Kelly’s Love Letter to Ballet (February)** - This Valentine’s Day broadcast was the broadcast premiere of the **Scottish Ballet’s** loving revival of the original ballet that legendary entertainer **Gene Kelly** (“Singin’ in the Rain,” “On the Town”) created for the Paris Opera Ballet in 1960. His jazzy, joyful Pas de Dieux was highly acclaimed at the time but has been rarely performed since; this performance features a new twist with principals **Christopher Harrison** and **Sophie Martin**.

## MARCH



**Women's History Month (March)** - Showcasing a lineup of 24 enlightening programs to increase awareness of women’s history in America as well as confront the most pressing issues facing women today, we curated a lineup of programming in March that included locally-produced relevant content, as well as curated programming from PBS stations across the country including a special presentation of **Kelli O’Hare**, **Renée Fleming** and **Joyce DiDonato** performing in **Great Performances at the Met: “The Hours”** as well as activists and artists **Joni Mitchell**, **Dolly Parton**, **Loretta Lynn**, **Roberta Flack**, **Fannie Lou Hamer**, **Mabel Dodge** and more.

**Bonnie Boswell Presents: Saving Moms** - From award-winning producer/reporter **Bonnie Boswell**, this brand-new, locally produced special investigated the country’s rapidly growing maternal mortality epidemic, examining why specific groups of women disproportionately experience higher mortality rates related to pregnancy and childbirth. Boswell addressed disparities and contributing factors that resulted in poor health outcomes for mothers and babies and ways for local public health professionals to combat the national crisis.



***Everybody Dance (March)*** - The film explored the lives of five Southern California kids with disabilities, and their dance teacher, as they prepared for an emotional end-of-year dance recital. Exploring the everyday life of kids with different disabilities and how ballet has changed their lives, the documentary showed how dance is an empowering and equalizing force that offers children a way to feel capable and in control, teaching them discipline, focus and social skills. Made to be relatable to all, the film follows the daily lives of a group of remarkable children along with the challenges, obstacles and exhilaration that all kids feel.

#### **APRIL**



**Earth Month (April)** - A new lineup of local and national environmental specials and documentaries that explored the intersection of scientific activism, historical events and current climate change issues was offered throughout April 2023 in celebration of Earth month. One of programs featured in April was the locally produced award-winning documentary ***River's End: California's Latest Water War*** which explored the global water crisis and California's history of water politics detailing California's struggle over who gets fresh water and how moneyed interests game the system. The film also explored the building uncertainty over an impending crisis of water supply in California and beyond. Designed to inform and inspire viewers to learn more about the impact of climate change and engage in meaningful action, we also promoted new PBS national content to our local viewers and members throughout April including the story of a pioneering biophysicist in ***American Experience: The Sun Queen*** and new episodes of ***NOVA*** featuring cutting-edge climate technologies around the globe.

**Earth Focus Presents (April)** - The stations presented five environmental documentaries under the **Earth Focus Presents** banner in spring 2023 with newly acquired titles debuting on KCET in late April through May. This environmental documentary series was part of PBS's unprecedented environmental

and climate programming initiative that builds on more than 200 hours of climate and environmental content currently available across various platforms. The **Earth Focus Presents** documentary slate highlighted the challenges of a changing climate and included the U.S. broadcast premiere of “**Zero Gravity**,” the story of a diverse group of middle-school students as they competed in a nationwide tournament to code satellites aboard the International Space Station. Directed by **Thomas Verrette**, the film kicked off last spring’s 2022 **Earth Focus** Environmental Film Festival hosted by KCET and PBS SoCal (see “Events” section for details).

**Henry T. Segerstrom: Imagining the Future (April)** - PBS SoCal’s locally produced documentary was updated to mark what would have been the Orange County icon’s 100<sup>th</sup> birthday. The personal journey and broad impact of a man raised on a Southern California farm who played a part in discovering, celebrating and supporting some of the world’s great artists. In addition to his arts patronage, Henry proved to be quite savvy, understanding the unique partnerships that could be created between cultural amenities and urban development.

## MAY



**AAPI Month (May)** - A specially curated lineup of programs celebrated **Asian American Pacific Islander (AAPI) Heritage Month**, continuing our commitment to telling diverse stories with 26 enlightening AAPI programs, documentaries and specials dedicated to amplifying Asian voices. The schedule included the world broadcast premiere of the award-winning documentary about the California all-female rock band called **Fanny: The Right to Rock**. This program tells the story of two Filipina American sisters in the 1970s who challenged early barriers of race, gender and sexuality with their all-female, all-female rock band “Fanny,” and revealed the empowering story of the women who set the stage for equality in the music industry today. Additionally, PBS encore presentations highlighted relevant local stories including **Waterman Duke: Ambassador of Aloha**, which tells the story of five-time Olympic medalist and Hawaiian surfing icon **Duke Kahanamoku**, and the **Independent Lens** documentary “**The Donut King**” about the man who built a multi-million-dollar donut empire throughout Southern California. Encore episodes of our locally produced series **Artbound**, **Broken Bread**, **The Migrant Kitchen** and **Lost LA** were also scheduled during AAPI Month dedicated to a richer and more inclusive Southern California experience.

**Memorial Day Massacre: Workers Die, Film Buried (May)** - We broadcast the world premiere of this half-hour documentary, which revealed a largely forgotten episode in labor—and media—history devoted to the tragic events in Chicago in 1937. At the height of union activity across America, police opened fire on striking steel workers and their supporters in an open field, killing ten. Narrated by actor **Josh Charles** (“Sports Night,” “The Good Wife,” “Dead Poets Society”), **Memorial Day Massacre** also tells the story of the film cover-up that followed.

## JUNE





**Pride Month Programming (June)** - Pride Month featured a lineup of programs that celebrated the rainbow of visionaries, advocates and unsung heroes who have inspired the world to see love without labels. We premiered new locally produced co-productions ***Dear Ike: Lost Letters to a Teen Idol***, a partially animated documentary about a childhood quest to contact a teen idol, as well as the world broadcast premiere of ***UNIDAD: Gay & Lesbian Latinos Unidos***, the story of the Los Angeles area's first major Queer Latin@ organization which chronicles events at a pivotal time in the history of LGBTQ equality, women's rights and civil rights movements.

***Fire on the Hill: The Cowboys of South Central LA* (June)** - To recognize Juneteenth, this western documentary film follows three Black cowboys from South Central Los Angeles. In the wake of a stable fire that threatens their way of life, they set out to find purpose, hope and freedom through the cowboy lifestyle. Their journey from the streets of LA to the professional rodeo circuit explores both physical and mental aspects of what it means to be a "cowboy" in the modern world.

***Variety Studio: Actors on Actors* (June)** - The new season of four half-hour specials offered audiences exclusive, one-on-one conversations between actors from the year's most notable television shows. This summer lineup of pairings of prominent actors discussing their craft for the PBS SoCal-produced, Emmy® Award-winning series included **Jenna Ortega** ("Wednesday"), **Pedro Pascal** ("The Mandalorian" and "The Last of Us"), **Steven Yeun** ("Beef"), **Kieran Culkin** ("Succession"), **Sheryl Lee Ralph** ("Abbott Elementary"), **Jennifer Coolidge** ("The White Lotus"), **Jeremy Allen White** ("The Bear") and **Ali Wong** ("Beef").

## **JULY**

***Newport Beach Film Festival UK Honours* (July)** - In partnership with the Newport Beach Film Festival, this special demonstrated the power of film and the strong ties between SoCal and the United Kingdom and celebrated the best of British and Irish talent in film and television. Interviews included acclaimed actor **Bill Nighy**, Nobel Prize winner **Kazuo Ishiguro**, actors **Letitia Wright**, **Taron Egerton**, **Paul Mescal** and **Toby Jones**. It also featured *Variety's* 10 Brits to Watch.

## **SEPTEMBER**

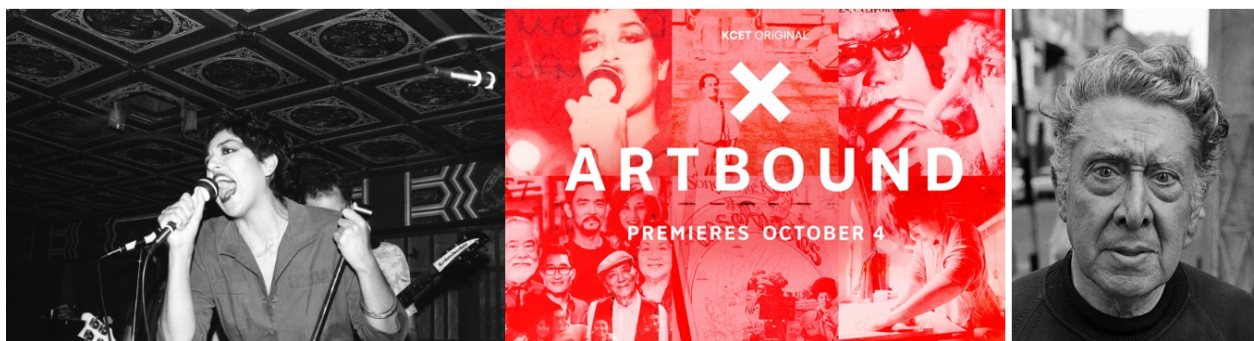
***Have You Heard About Greg? A Journey Through Alzheimer's* (September)** - Distributed to PBS stations across the country timed to World Alzheimer's Awareness Month, this documentary was written and narrated by **Greg O'Brien**, a lifelong award-winning investigative reporter who was diagnosed with early-onset Alzheimer's at 59 after a traumatic brain injury. Drawing inspiration from the international award-winning book "On Pluto: Inside the Mind of Alzheimer's," the film endeavors to humanize the disease by following O'Brien's journey to foster discussions about this quiet killer.



***Fine Cut (September)*** - Nine industry judges were responsible for selecting the finalists and winners of the 24<sup>th</sup> season of the **FINE CUT Festival of Films**, a collection of short films from Southern California student filmmakers. Since the call for submissions announcement went out in March of 2023, over 350 films were submitted by student filmmakers enrolled in over 40 Southern California schools. Made possible by a generous grant from **The Bridges / Larson Foundation**, the 2023 **FINE CUT Festival of Films** was broadcast as a series of six one-hour broadcast episodes featuring a selection of documentary, narrative and animated short films in each episode.

**Hispanic Heritage Month (Mid September-October)** - The achievements and history of Latinx culture in America and local to Southern California were seen over the course of the four-week period, with all-new installments of popular PBS series **POV**, **Independent Lens** and **American Masters** and the U.S. broadcast TV premiere of the new documentary series **Becoming Frida Kahlo**. A new season of the award-winning arts and culture series **Artbound** paid tribute to the heritage month with the all-new documentary **"América Tropical: The Martyr Mural of Siqueiros"** (see next section) as well as encore airings of **Artbound's** **"Con Safos"** and **"Arte Cósmico"** documentaries, plus **Fine Cut's** **"Claim My Place,"** all focused on celebrating Latinx culture. California stories were also celebrated with **American Masters: A Song for Cesar** which looks at the civil rights activist who cofounded the National Farm Workers Association (NFWA), which later became the United Farm Workers (UFW) labor union, as well as airing the **Independent Lens: Sansón and Me** which traces a young immigrant's path from coastal Mexico to a life sentence for murder in California.

## OCTOBER



***Artbound (October)*** - Our original Emmy® Award-winning arts and culture series returned for a 14<sup>th</sup> season, which continued to shine a light on the spirit of the arts and culture community in Southern California and beyond. The series explores and illuminates the cultural issues of our times, providing critical in-depth analysis of how arts and culture affect society. Utilizing public media as a place to find quality arts and culture programming, **Artbound** reveals cultural touchstones that have shaped the fabric of the region's communities and the broader nation whose stories are indelibly linked to the arts. The six new one-hour episodes included:

- **“Chinatown Punk Wars”** – In the late 1970s, two Chinese restaurants became the unlikely epicenter of L.A.’s burgeoning punk rock scene.
- **“América Tropical: The Martyr Mural of Siqueiros”** – Mexican social realist painter **David Alfaro Siqueiros** created Olvera Street’s popular “América Tropical,” introducing an innovative and unprecedented technique to muralism that required revolutionary techniques and materials.
- **“L.A. Rebellion: A Cinematic Movement”** – Following the Watts Uprising, **UCLA’s School of Theater, Film and Television** enacted affirmative action policies to increase the enrollment of students of color in the film program—a group that had historically been underrepresented in the student population.
- **“Artists-in-Residence”** – Artists-In-Residence programs provide opportunities to artists like **Céline Brunko**, **Christine Lee** and **Carol Zou** to have time and space to create new work and engage with different communities and cultures, while growing as artists and people.
- **“Angel City Press: L.A. Through the Pages”** – *Angel City Press* has been a publisher of distinctly high-quality nonfiction books about Southern California for over 30 years. Founded by **Paddy Calistro** and **Scott McAuley**, they shaped and influenced the public’s understanding and appreciation of Los Angeles.
- **“East West Players: A Home on Stage”** – The longest running theatre of color in the United States, East West Players theatre company has been a home for Asian American artists such as **George Takei**, **John Cho**, **Daniel Dae Kim**, and **James Hong**. Featuring these actors and many others, this documentary chronicles almost six decades of producing works and educational programs that give voice to the Asian American experience.



**SoCal Wanderer (October)** - We debuted five new digital episodes of our locally produced, digital-first series exploring the rich culture, history and landscape of Southern California. Host **Rosey Alvero** met BIPOC women-led businesses and LGBTQ+ entrepreneurs who are making a positive impact in their communities and took audiences on a journey around Southern California including trying creative taco and margarita pairings in East LA, weightlifting at LA’s first Queer Latina owned gym in Compton and checking out a yoga class at a wellness space dedicated to BIPOC communities in South LA, to name just a few. With support from **Wurwand Foundation’s FOUND/LA** initiative, all episodes were available to viewers on the free PBS App and rolled out episodes weekly on YouTube throughout the month.

## **NOVEMBER**

**Native American Heritage Month (November)** - Our specially curated programming lineup celebrated the voices of Indigenous peoples throughout the month of November. Programming highlights included the groundbreaking portrait of contemporary Indian Country in season two of **NATIVE AMERICA** and the six-part limited drama series **LITTLE BIRD**. We also debuted the new locally produced, half-hour documentary on the work of contemporary fine art photographer **Cara Romero** called **CARA ROMERO: FOLLOWING THE LIGHT**. That film explored the artist’s work capturing Indigenous and non-Indigenous cultural memory, collective history and lived experiences from a Native American female perspective. The documentary also delves into the Chemehuevi and California Indigenous history that informs her work.





***The New Divas: Live In Vienna (November)*** - Taped by PBS SoCal at the Konzerthaus in Vienna in June 2023, this new concert special was filmed for Pledge purposes and featured five talented young singers from around the world: **Juliana Grigoryan** from Armenia, **Lily Kerhoas** from France, **Larisa Martinez** from Puerto Rico, **Serena Sáenz** from Spain, and **Shelée** from the United States. The repertoire included classical, jazz, pop, opera and musical theatre selections performed by the Divas as solo and group pieces.

***Classicalia (November)*** - Season two of this international music competition saw hundreds of musical prodigies from around the world enter the competition, and after two preliminary rounds of judging, nine finalists were chosen to travel to Vienna and perform at the Konzerthaus with the Vienna Opera Ball Orchestra. Season two of the program was hosted by singer, pianist, composer and actress **Shelée Melody McDonald** and conductor **Maestro Alistair Willis**.

## **DECEMBER**

***2023 Media Access Awards with Easterseals (December)*** - This annual awards ceremony in collaboration with nonprofit disability services provider **Easterseals Southern California** honored artists of film and television projects that are inclusive of disabled characters and actors. This event marked the first time in history that an awards show celebrating disability representation aired on broadcast television. Founded by **Norman Lear** in 1979, the **Media Access Awards** pays tribute to individuals that have redefined on-screen representation for the disability community, while advancing the portrayal and employment of people with disabilities in Hollywood. Oscar-winning actors **Troy Kotsur** (“CODA”) and **Marlee Matlin** (“Children of a Lesser God,” “CODA”) hosted.



***64th Annual L.A. County Holiday Celebration (December)*** - Celebrating the region’s vibrant diversity, creativity and energy, this one-of-a-kind, free holiday spectacular has been an annual Los Angeles holiday tradition since 1959. In 2023, the event took place at **The Music Center’s Dorothy Chandler Pavilion** on Christmas Eve and featured 23 music ensembles, choirs and dance companies from the

many neighborhoods and cultures that make up L.A. County. The show welcomed back two-time Grammy® Award-winning **Mariachi Divas de Cindy Shea**, 10-piece Latin jazz band **Gabrielito y La Verdad** and the **Gay Men's Chorus of Los Angeles**. Newcomers included the **Carnegie Gospel Choir**, "America's Got Talent" quarter-finalists **Divas and Drummers of Compton**, Mexican folklórico company **Técnica Arte y Folklore** and many others. The two-time LA Emmy® Award-winning event was produced on behalf of the **County of Los Angeles** by **The Music Center** and **PBS SoCal** in association with **CDK Productions** and was directed by Emmy® Award-winning producer/director **Kenneth Shapiro**. Audiences at home could watch the live broadcast on PBS SoCal or stream it live on the free PBS App.

**NAVIDAD! A Concordia Christmas (December)** - Concordia University Irvine's co-production with PBS SoCal featured a special performance by Colombian artist and university student **Maria Jose "Majo" Insuasti**. The brand-new Christmas concert was performed by student and alumni musicians who showcased festive carols and Christmas favorites, including some direct from Orange County's **Renée and Henry Segerstrom Concert Hall**. The event featured 200 students from Concordia University's critically acclaimed choirs, handbells, orchestra and commercial music program.



### **C. Ongoing Digital Content**

With weekly releases commencing in January 2023, we published an ongoing stream of digital-exclusive content centered around local exploration which has been instrumental in strengthening connections with our community.

Through online articles and videos, **SoCal Wanderer** featured additional digital content highlighting local neighborhoods in the Los Angeles area, including Montebello, Boyle Heights, Compton, South L.A. and Thai Town. PBS SoCal produced companion digital shorts for each episode, providing a deeper dive into each community and offering suggested itineraries for exploring the areas that immediately surrounded the featured female-operated businesses. The content highlighted community leaders, significant cultural and historical landmarks and uncovered "hidden in plain sight" narratives.

Another digital-first effort saw the publishing of a series of short **Weekly Arts** documentaries, which highlighted makers, collections, curators and performers that constitute the rich cultural fabric of Southern California. With award-winning short features focused on the **Gay Men's Chorus of Los Angeles**, Afro-Surrealism, textiles, photography, film, the biennial Desert X desert art exhibition and more, the **Weekly Arts** series created an exploration into lesser-known art forms and the creatives behind them, while amplifying artistic voices from across Southern California.



## **IV. EDUCATION**

In 2023 we focused on increasing the school readiness of California's children by helping to bridge opportunity gaps for its earliest learners. Our objective was to ensure that all children in our region had the chance to learn and grow. Our strategies led to co-designed multilingual digital content and curriculum resources for parents and caregivers. Efforts were supported by deep engagement work that empowered adults with skills and strategies to support their child's learning. Through a variety of in-person and virtual opportunities over the year, we expanded our collaboration with the early childhood community locally, while engaging users statewide in a meaningful education service.

Highlights included:

- Serving our Learning Neighborhoods with partnership-driven experiences from “Ready To Learn” and Family Math.
- Launching the Family Math YouTube channel featuring music videos in English and Spanish, reaching over 254,000 views and 383 subscribers by the end of 2023.
- Creating co-designed bilingual digital content and curriculum resources for parents and caregivers

We continued to make huge progress with direct impact on our local communities, making sure that all children are prepared to succeed in school and in life. We believe in sharing tools, practices and resources to support parents in helping all children reach their full potential especially to underserved and Spanish-speaking communities.



### **A. PBS SoCal's Early Learning Initiative**

In 2023, PBS SoCal's Early Learning Initiative prepared children for kindergarten and beyond by providing the adults around them with training and resources, including fun and interactive virtual and in-person learning experiences. Like past years, we partnered with schools, community organizations and nonprofits to improve access to early education in Los Angeles and Orange Counties. We made technology, curriculum, bilingual parent workshops, family learning events and educator training available



to our partners, strengthening services in the highest-need neighborhoods of Southern California. And finally, we empowered parents with strategies and skills to be their children's first teachers using age-appropriate, hands-on activities. In 2023, some key Early Learning figures included:

- Over 19,000 parents and children received educational materials and resources through family workshops, in-person and virtual outreach events.
- Over 1,200 parents engaged in STEM curriculum and PBS KIDS resources.
- Over 500 parents were reached through PBS SoCal's Ready To Learn (RTL) program in East L.A.
- Over 5,900 parents engaged in Family Math curriculum and PBS KIDS resources.
- 146 educators were trained on how to use high-quality PBS resources in the classroom.
- Over 30 local community partners worked with PBS SoCal to enhance our collective impact in the community.



## **B. Ready To Learn Learning Neighborhood**

The **PBS SoCal Ready To Learn (RTL) Learning Neighborhood** is an innovative model of community engagement. Through the 2020-2025 Ready to Learn grant, the Corporation for Public Broadcasting (CPB) and PBS SoCal provide resources that support intergenerational learning and skill development for children in literacy, critical thinking and collaborative problem solving, while providing opportunities to explore world of work knowledge and skills in age-appropriate ways.

Participation in RTL and STEM Family Workshops resulted in a 10 percent increase in parent confidence to support their child's learning of early literacy skills, a 12 percent increase in parent confidence to help their child learn early critical thinking and science skills, and a 7 percent increase in parent enjoyment in helping their child with early literacy skills.

In 2023, we continued to offer RTL in East LA as we expanded statewide our efforts grounded in listening and honoring the history and culture of the East Los Angeles community. PBS SoCal and local partners engaged parents and caregivers in the co-design of family engagement experiences. We had a goal to leverage statewide networks to scale Ready To Learn resources across California in alignment with our state's Preschool Development Grant priorities and to maximize the program's impact on our early learners. As part of this expansion, PBS SoCal partnered with three key organizations at the state level that have significant interactions with children from birth to age 5 (and their caregivers) to increase reach and impact: **California State Library, California Department of Social Services and California Department of Public Health.**

In partnership with the **California State Library**, PBS SoCal also created a **PBS KIDS Watch Party** experience. Nineteen libraries across the state piloted the Watch Party experience, which included a link to screen an episode of ***Molly of Denali***, books that connected to the episode, bilingual ***Molly of Denali*** placemats, and additional educational resources. The Watch Parties were run in collaboration with library meal programs that offer students the option to receive a free meal during school break closures that they would typically receive at school.



### **C. Family Math**

**PBS SoCal's Family Math** initiative is a multi-platform, bilingual program that focuses on building math positivity, confidence and knowledge of foundational math skills for families with children ages 2–5. Family Math equips parents and caregivers with strategies and resources to facilitate meaningful math experiences at home through playful learning and hands-on activities.

By participating in Family Math over the last year, families had access to in-depth virtual and in-person workshops, educational activity nights, family story time sessions, and PBS KIDS camps. We continued to explore the needs of Southern California families and amplified their voices by co-creating our programs and educational resources with a wide range of community collaborators.

Findings from program evaluation have demonstrated that Family Math works. Participation in Family Math workshops resulted in a statistically significant 10 percent increase in parent math confidence, 11 percent increase in parent knowledge and awareness of foundational math skills, and 9 percent increase in math positivity.

**Family Math Toolkit:** To broaden the impact of Family Math nationally, we developed and released the Family Math Toolkit in May 2023. Public media stations and community-based organizations are now able to access and download the over 350 bilingual assets that comprise Family Math for free. These assets include workshop materials and facilitator guides, printables, broadcast videos, activity videos, and other key Family Math information such as evaluation pathways, a program overview and branding materials. The Family Math Toolkit has been visited 5,468 times since its launch on May 1, 2023, and has 313 registered users. These users represent a variety of organizations, including PBS stations, early childhood centers, K-12 schools and community-based organizations that support early learners.

**Family Math PBS Station Partnerships:** PBS SoCal provided ten PBS stations with grants to implement Family Math in their communities. Seven stations received a Tier 1 designation, requiring them to broadcast Family Math spots and distribute Family Math materials. Three stations received a Tier 2 designation, which included the additional requirement of facilitating Family Math workshops. All ten stations broadcasted over 1600 Family Math Helpful Tip Spots on air in English and Spanish. Over 10,000 materials, including the Family Math Activity Booklet, Family Math Booklist, and math-focused children's books were distributed to parents, caregivers and early childhood educators at events across the region. Three Tier 2 stations hosted 6 Family Math workshops, reaching 148 caregivers and 88 children.

**Family Math Digital Expansion:** In 2023, PBS SoCal published 50 new activity and community videos and 19 bilingual editorial articles on the Family Math website, garnering over 11,000 page views. We translated 69 editorial articles and activities into Spanish to complete a mirror digital experience. We also launched a free toolkit with more than 300 bilingual assets, available to organizations everywhere. We reached an average of 500,000 total monthly users across PBS KIDS platforms, including the PBS KIDS Video and PBS KIDS Games app, and pbskids.org, which connects families with RTL content.

**Family Math Music Videos:** The Family Math music videos, launched in November 2023, cover math topics like shapes, sorting, patterns and measurement. English and Spanish videos are available at the Family Math YouTube Channel ([www.youtube.com/@familymathkids](https://www.youtube.com/@familymathkids)).

In 2023, the videos reached 254,356 views and the channel had 383 subscribers. In addition to the 12 original music videos that were launched in November (6 in English and 6 in Spanish), we have also published 4 compilations and 1 short video. We are continuing to populate the channel with new content monthly. We also released a bilingual music video song guide to support parents and caregivers with co-viewing the music videos with their child. We are proud to see that the videos have been so well received by families and particularly that the Spanish videos have performed very well.



#### **D. Early Learning Partner Convening**

We hosted our annual Early Learning Convening on May 24, 2023, a virtual event that brought together over 40 partner organizations, funders and leaders in the early childhood space. We shared about our early learning work and resources and provided a space for partners to choose a relevant topic for discussion.

**Dr. Shaun Nelms** gave the keynote address. Dr. Nelms is vice president of community partnerships at the University of Rochester and is also the director of the Center for Urban Education Success at the university's Warner School of Education. Previously, he was the superintendent of East Upper and Lower Schools in Rochester, New York.



#### **E. Summer Campaign**

The free Summer Learning Day event returned to an in-person format for the first time since 2019 offering engaging family activities, entertainment, music and learning resources during a fun-filled day in the community. The Summer Learning Day theme “**Discover Learning Everywhere**” provided hands-on



exploration activities for families at interactive booths outside the Museum. Throughout the day, over 3,000 families had free entrance to the Museum, meet-and-greets with favorite PBS KIDS characters **Curious George**, **Nature Cat**, **Elinor** from ***Elinor Wonders Why*** and front row access to stage shows. The event also allowed access to the Museum's seven galleries and exhibits including a Nature Walk, STEAM Lab, Carousel Room, Science Station and Family Art Center, an outdoor dinosaur topiary garden and historic 1942 train.

The day's live events included a special read aloud from the Mayor of La Habra, **James Gomez**. Additional performances of the day included an appearance by YouTube's most watched reading channel, **KidTime Storytime**. Other local children's music performers joined the event like **Baila Baila** and **Jelly of the Month** who specialize in music education as well as local youth dance groups **Dance Image** and **Ballet Folklórico Cielito Lindo**.

### **F. John and Louise Bryson Transformative Leader in Early Childhood Award**

The **John and Louise Bryson Transformative Leader in Early Childhood Award** recognizes passionate individuals who work with the nation's youngest learners, from infants to second graders, to help all children achieve school readiness and lifelong success. This year, the award was presented to the **Santa Ana Early Learning Initiative (SAELI)** for efforts in the community to create lasting impact for young children and families. The award carries on the Brysons' dedication to improving access to high quality early childhood experiences for all. SAELI's work has been vital in bridging the gap for young learners in Santa Ana.

Launched in 2015 through an initial system-building grant from **First 5 Orange County**, SAELI established as its core task to drive system-wide, sustainable changes for early childhood and significantly improve outcomes for young children. During the past year, PBS SoCal worked with over 200 SAELI families through multiple modes of engagement, including Family Math Nights, a 5-week Parent Academy and introductory workshops, and through distributing books and educational materials. In addition, PBS SoCal provided leadership opportunities for parents to engage in the co-design of a Family Math workshop guide and digital math games.



### **G. PBS KIDS Early Learning Champion**

**Nancy Duran** from East Los Angeles College was recognized as one of the 14 early education professionals across the country named to the 2023 honorees of the PBS KIDS Early Learning Champions program. The awards, established in 2018, recognize and celebrate passionate educators who work with the nation's youngest students, from infants to second graders. The program represents the diverse community impacting young learners today. Supported by the CPB-PBS Ready To Learn Initiative, this year's cohort will work on national co-design projects, such as professional development resources for educators and everyday learning resources for families while also supporting Learning Neighborhood work across the country. Through the Early Learning Champions program, PBS KIDS and local PBS stations, including PBS SoCal, surround educators with professional learning and networking

opportunities. These Early Learning Champions will also connect with education 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.

**Nancy Duran** was selected for her creative teaching and classroom practices, mentoring and coaching peers and her effective family engagement efforts. Duran has been an instrumental community partner in building PBS SoCal's Ready To Learn Learning Neighborhood. Her passion, commitment and dedication to early childhood education resonates with a community of children, college students, peer teachers, community partners and families. Duran is a former teacher at the Child Development Center and an instructor at **East Los Angeles College** where she teaches courses in the Child, Family, & Education Studies Department. She inspires future early childhood educators by seeking opportunities to apply the theory behind the coursework.

## **V. COMMUNITY ENGAGEMENT, IMPACT & PARTNERSHIPS**

Public Media promotes a love of learning and supports our local communities, so that those living in them may have a fulfilling life in a strong, inclusive, informed society. Our work is made stronger through partnerships. We collaborate with a wide range of partners—everyone from community organizations, thought leaders, cultural and educational institutions, as well as peer-based organizations to deepen the impact of our work and make sure our programming reflects and is valuable to the vast array of communities we serve.

Our high-quality content and early educational services are at the core of everything we do. We amplify the power of public media through engagement in the community. We create opportunities for connection and conversation by sharing our programming and services with audiences across media platforms and in-person. Whether by hosting screening events, creating engagement experiences around our original content, holding partner convenings, offering family engagement workshops and educator trainings, or distributing educational resources, we find ways to spark conversation and energize audiences, hopefully inspiring them to be active participants in their communities.



### **A. Events**

In 2023, we brought our content to life through experiences in neighborhoods across the region in partnership with local arts, culture and other organizations that share our commitment to serving our Southern California region. Highlights over the course of the year included the following:

**"Homelessness and the Unhoused in L.A." Community Townhall (January)** - Produced and facilitated by PBS SoCal and KCET's Community Advisory Board (CAB), this virtual conversation allowed the community to engage directly with those working to address homelessness in Southern California. Participants of the panel included **Vanessa Delgado** (Founder and President of **Azure Development**), **Becky Dennison** (Executive Director of **Venice Community Housing**) and **Dhakshike Wickrema** (Deputy Secretary of Homelessness at the **California Business, Consumer Services and Housing Agency**). The panel was moderated by CAB member **Charmaine Jefferson**.

**NOVA James Webb Event with co-presenter Carnegie Observatories (January)** - The Deputy Executive Producer of PBS's flagship science series **NOVA**, **Julia Cort**, was on hand to speak to

Pasadena attendees for this sneak peek of the new documentary “*The New Eye on the Universe*.” The program featured commentary from scientists as they use NASA’s new James Webb Space Telescope to peer deep in time to hunt for the first stars and galaxies in our universe.



***Making Black America Celebrating Black Joy in Music, Dance, & Community (February)*** - In association with the **African American Cultural Center of Long Beach** and Long Beach-based public radio station **KJazz**, we hosted this Black History Month event informed by the **Dr. Henry Louis Gates, Jr.** film of the same name. The event featured performances, exhibits about Black art movements throughout the 20<sup>th</sup> century, a panel discussion, and content from the film. Hosted by KJazz host **Rhonda Hamilton**, performers included **LA Swing Dance Posse**, renowned dancer **Chester Whitmore**, jazz musician **Ryan Porter**, local band **Black Art Distrikt** and dancer/educator **Tashara Gavin-Moorehead**.

***Starstruck: Gene Kelly’s Love Letter to Ballet Screening Event (February)*** – Our Orange County community supporters had the opportunity to learn about the artistic legacy of entertainer **Gene Kelly** at a dinner and screening of **Starstruck** in our Costa Mesa studio. Gene’s widow **Patricia Ward Kelly** was in attendance and shared personal stories about their life together and his storied career.

***Work It Out Wombats! Screening Events (February)*** - PBS SoCal hosted two screening events of the new PBS KIDS series, **Work It Out Wombats!** The first screening took place in person at the **East Los Angeles Child Development Center**. The second screening took place virtually via Zoom. Over 50 families joined the screenings and participated in a hands-on activity that modeled the connection between computational thinking and day-to-day life.

***Marie Antoinette Pop-Up Event (March)*** - Cake pops, photo ops, makeup and more were found at the pop-up event in Santa Monica to celebrate the March premiere of PBS’s new eagerly anticipated series **Marie Antoinette**. This free pop-up garnered quite a bit of traffic and some well-known local influencers. Visitors could take the opportunity to get a Marie-inspired makeover.



***Finding Your Roots Screening with Danny Trejo (March)*** – PBS SoCal and KCET members were treated to a screening of **Finding Your Roots “Far from Home”** featuring actor and restaurateur **Danny Trejo**. The event took place at **LA Plaza De Cultura Y Artes** in Downtown Los Angeles where over 100 guests enjoyed a discussion with **Danny Trejo** and *Entertainment Weekly*’s Digital Editor **Yolanda Machado**.



**Family Math Outreach at OC Libraries' Kinderpalooza Event (March)** - The Family Math outreach day connected families to early learning resources in preparation for kindergarten. At this event, PBS SoCal reached over 250 children and distributed 260 books and 100 Family Math activity books.



**La Frontera with Pati Jinich Screening Event and Panel Discussion (April)** – PBS SoCal hosted a special screening featuring chef and acclaimed chef and James Beard Award® -winning host **Pati Jinich** to promote the second season of the series where viewers travel to the U.S.- Mexico border to experience the region's rich culture, people and cuisine. The event took place at **LA Plaza De Cultura Y Artes** in Downtown Los Angeles where close to 200 guests enjoyed a conversation and music-filled tacos and margaritas reception with **Pati Jinich** and *LA Times*' Food Editor **Daniel Hernandez**.

**City of STEM and Virtual STEM Workshops (April)** - This month-long, community focused celebration of Science, Technology, Engineering and Math, engaged diverse audiences across Los Angeles. The event reached 800 parents and children. PBS SoCal then hosted a weekly series of virtual, open-to-the-public STEM workshops that explored concepts like bioluminescence and coding reaching over 100 families.



**Los Angeles Times' Festival of Books Mainstage Performance (April)** - PBS SoCal presented a Main Stage Performance and distributed **Family Math** Activity Books at the 2023 *Los Angeles Times*' Festival of Books, the nation's largest literary event and free, public festival at the **University of Southern California**. The event welcomed over 300 exhibitors and more than 500 authors. The Main Stage performance created a story with integrated math curriculum featuring **KidTime StoryTime** and was seen by an audience of over 400.

**KCET Spring Cinema Series (April)** – Screening the best of Hollywood, independent and festival films prior to their release in theaters for 29 years now, the **KCET Cinema Series** spotlighted the best of Hollywood independent and festival films prior to their public theatrical or streaming release dates. The spring exclusive screening events were held at the new home of the KCET Cinema Series, the **Landmark Westwood Theater**. Hosted by Deadline's Chief Film Critic **Pete Hammond**, the spring 2023 lineup of guests included actor **Ray Romano** and writer **Mark Stegemann** ("**Somewhere in Brooklyn**"), director **Sean Mullin** ("**It Ain't Over**") as well as director, writer and star **Matt Johnson** ("**Blackberry**").

**EdCamp at East Los Angeles College (April)** - The PBS KIDS EdCamp program welcomed local educators who connected through shared experiences and peer-led conversations. In partnership with **East Los Angeles College (ELAC)**, PBS SoCal planned an EdCamp with the theme “**Learn Together Anywhere, Anytime**” for 150 early childhood education professionals - teachers, librarians, ELAC faculty and practicum students. The East Los Angeles College Child, Family and Education Studies Department is part of PBS SoCal’s Ready To Learn network of Learning Neighborhood partnerships. The Ready To Learn Initiative is a cooperative agreement funded and managed by the U.S. Department of Education’s Office of Elementary and Secondary Education.

**Iconic America Screening Event (May)** – PBS SoCal and KCET hosted a sneak peek of “**The Hollywood Sign**” episode of the new series **Iconic America** at the **Directors Guild of America** in Los Angeles where close to 100 guests enjoyed a reception and panel discussion with the host of *LAist*’s “Retake” podcast **John Horn** and a post-screening discussion with television host **Melissa Rivers**, sociologist **Nancy Wang Yuen**, *Vintage Los Angeles* creator **Alison Martino** and series producer **Maro Chermayeff**.

**Fanny: The Right to Rock Local Events (May)** - Ahead of the broadcast premiere, an exclusive screening of **Fanny: The Right to Rock** was held at downtown LA’s **Grammy Museum** with a Q&A discussion with award-winning filmmaker **Bobbi Jo Hart** and Fanny bandmates following. And almost 50 years later, the group was able to reunite for an anniversary performance at the famed **Whisky A-Go-Go** nightclub on Sunset Strip featuring special guests.

**National Association of State Directors of Migrant Education Conference (NADSME) (May)** - PBS SoCal presented the Family Math Toolkit during the session “**Family Math: Using Songs, Games, and Hand-on Activities to Promote Math Positivity**” to 80 attendees in both English and Spanish at this year’s Migrant Education Conference in Albuquerque, New Mexico.

**Artbound “Giant Robot: Asian Pop Culture and Beyond” AAPI Month Screening (May)** - Hosted by L.A.’s **Natural History Museum** as part of the 2023 “First Friday” Season: Fandoms & Fantasy screening series, a screening of **Artbound “Giant Robot: Asian Pop Culture and Beyond”** and panel event celebrated prominent Southern California Asian American artists and the creators of *Giant Robot Magazine*. Featuring a discussion of pop-culture fandom and collections at the Museum, the panel was moderated by filmmaker **Renee Tajima-Peña** and featured founders of *Giant Robot Magazine* **Eric Nakamura** as well as **Martin Wong**, artist **James Jean** and director **Dylan Robertson**.



**Earth Focus Environmental Film Festival (May)** – The fifth annual event from presenting sponsor **Southern California Edison** in 2023 was a week-long festival featuring film screenings and Q&A discussions with the goal of encouraging a better understanding of and dialogue on environmental issues. This year’s festival opened with “**Delikado**” from journalist-turned-filmmaker **Karl Malakunas** with a virtual screening in collaboration with the **DC Environmental Film Festival (DCEFF)**. The film followed three environmental activists as they put their lives at risk to stop politicians and big business from destroying the Philippines’ last ecological frontier.

An in-person screening and reception for **“Deep Rising”** marked the Los Angeles debut of the film narrated by **Jason Momoa** and took place at the **Landmark Westwood Theatre** and was co-presented by **UCLA Institute of Environmental and Sustainability, Luskin Center for Innovation** and the **Laboratory for Environmental Narrative Strategies**. The film illuminated the vital relationship between the deep ocean and sustaining life on Earth. Closing night showcased the Southern California premieres of two short films from Tangled Bank Studios, **“Does Nature Have Rights?”** and **“The Beautiful Undammed”** as seen on **American Public Television’s** environmental series **Wild Hope** that traverses the globe to spotlight changemakers who are restoring and protecting the natural world. Attendees had the opportunity to enjoy the premieres of these award-winning documentaries, as well as engage with filmmakers and environmental experts during the post-screening conversations.

**Virtual Early Learning Convening (May)** - The Early Learning Convening brought together over 40 partner organizations, funders, and leaders in the early childhood space. This year’s keynote speaker **Dr. Shaun Nelms** welcomed early childhood leaders to discuss collective efforts around family engagement and shared tools, practices and resources to support all families and children.



**Summer Learning Day (June)** - With over 3,000 guests, PBS SoCal’s Summer Learning Day was the largest attended event of the year. Taking place at **The Children’s Museum at La Habra**, this family-focused event was a fun-filled day of hands-on exploration activities, entertainment, music and interactive resources around the theme of “Discover Learning Everywhere.”

**UNIDAD Pride Month Screening at LA Film School (June)** - Filmmakers **Gregorio Davia, Mario Novoa, and Roland Palencia** hosted a Pride Month screening event at the **Los Angeles Film School** for the world broadcast premiere of **Unidad: Gay & Lesbian Latinos Unidos**, the story of the Los Angeles area’s first major Queer Latin@ organization. The film featured interviews with **GLLU** members, activists, community leaders and included archival footage of the group’s work.

**Casa Susanna Pride Month Screening and Discussion at Harmony Gold Hollywood (June)** - The preview screening and discussion of **American Experience: Casa Susanna** was held at the **Harmony Gold Theatre** in Los Angeles and was open to the public. The film told the story of an underground network of transgender women and cross-dressing men in the ‘50s and ‘60s who found refuge at a modest house in the Catskills region of New York.

**KCET Summer Cinema Series (July)** –This summer season’s four exclusive screening events were held at the **Landmark Westwood Theater** and treated guests to some undiscovered hidden cinematic gems for audiences including **“Jules,” “Dreamin’ Wild”** and **“The Grotto.”** The summer lineup of guests included Oscar®-winning nominated **Marc Turtletaub** (“Jules”), producer **Kim Roth** (“Dreamin’ Wild”) Oscar®-winning director **Guy Nattiv** and Tony®-winning actress **Joanna Gleason** (“The Grotto”). **Must See Movies** Host and *Deadline’s* Awards Columnist and Chief Film Critic **Pete Hammond** once again hosted the film series and conducted in-person conversations with filmmakers and talent.



**Newport Beach Film Festival UK Honours (August)** - In celebration of the **Newport Beach Film Festival UK Honours** PBS SoCal President and CEO **Andrew Russell** met with the co-Founders of the Newport Beach Film Festival, **Todd Quartararo** and **Gregg Schwenk** at an event in our Costa Mesa studio. The intimate gathering welcomed all the players who made the international production possible with additional guests **Gary Sherwin** from **Visit Newport Beach** as well as Newport Beach City Councilmember **Robyn Grant**.



**Hispanic Heritage Month Events (September – October)** - Four local screening events were held to commemorate the 2023 Hispanic Heritage Month programming lineup.

- In collaboration with **LA Plaza De Cultura Y Artes** in Downtown Los Angeles, we hosted a screening that was followed by a filmmaker panel discussion for the locally produced **Unidad: Gay & Lesbian Latinos Unidos**, the story of the Los Angeles area's first major Queer Latin@ organization. Attendees were given a first look at the eagerly anticipated 2024 PBS series **American Historia: The Untold History of Latinos** which is co-created and hosted by actor **John Leguizamo**, as well as some local content relevant to the new series created by PBS SoCal.
- The Getty Museum hosted a screening of **Artbound "America Tropical: The Martyr Mural of Siqueiros,"** which was introduced by PBS SoCal's Chief Content Officer **Tamara Gould**. The film screening was followed by a panel discussion moderated by **Susan Macdonald**, head of Buildings and Sites at **Getty Conservation Institute**. Panelists included assistant general manager of El Pueblo de Los Angeles Historical Monument **Edgar Garcia**, filmmaker and cofounder of **Dignicraft Omar Foglio** and wall paintings conservator and senior project specialist at Getty Conservation Institute **Leslie Rainer**.
- UCLA's James Bridges Theatre, UCLA's School of Theatre, Film and Television as well as the UCLA School of Law hosted a screening of the **Independent Lens** film **"Sansón and Me,"** director **Rodrigo Reyes'** vibrant portrait of a friendship navigating immigration and the depths of mass incarceration. The nonprofit **Represent Justice** collaborated in partnership with the film team and **Sansón** to drive conversations about extreme sentencing for young people and immigrant communities, as well as the importance of values and accountability-centered approaches in filmmaking.

**Fine Cut Festival of Films Awards (September)** - This awards ceremony for the Southern California student short film festival was held at **The Landmark Westwood Theatre**. The event was attended by student entrants from across Southern California, film school professors and local media. Four winning short films in the documentary, narrative and animation categories were announced and screened those students selected as finalists by an entertainment industry judging panel. *Variety* Senior Editor/KCRW "Screengrab" Host **Michael Schneider** and Senior Entertainment Writer **Angelique Jackson** hosted and presented the awards in an intimate ceremony.

**Native America Screening (September)** - PBS SoCal and KCET partnered with the **Autry Museum** and **Providence Pictures** to host a preview screening for season 2 of **Native America**, which was followed by a panel discussion and reception. Panelists included Executive Producer, **Gary Glassman**; **Aaron Yazzie** (Navajo) a mechanical engineer for NASA's Jet Propulsion Laboratory featured in "New Worlds;" Producer/Director **Charles "Boots" Kennedy** (Kiowa); Producer **Pam Belgarde** (Turtle Mountain Band Anishinaabe) and the discussion was moderated by **Shawn Spruce** of **Native America Calling**. We worked in partnership with the **Autry Museum of the American West** to ensure students studying filmmaking and science from **Sherman Indian High School** were incorporated in the event and had an opportunity to engage directly with the panel. As such, the panel discussed the value of seeing indigenous representation both on screen and behind the camera.

**UNIDAD: Gay and Lesbian Latinos Unidos Hispanic Heritage Month Screening (September)** - An event in collaboration with **LA Plaza de Cultura y Artes** for **UNIDAD: Gay and Lesbian Latinos Unidos** had close to 200 people attend who had the opportunity to listen to LGBTQ+ mariachi band **Mariachi Arcoiris de los Angeles**, peruse various LGBTQ+ Latinx artisans curated by **Queer Mercado** and enjoy food by local vendor **Tirzah's Mexi-Terranean**. Following a screening of the film, Professor and Director of UCLA Chicano Studies Research Center **Dr. Veronica Terriquez** moderated a panel with The TransLatin@ Coalition's **Bamby Salcedo**, Latino Equality Alliance's **Eddie Martinez** and Board Chair at Bienestar **Rita C. Gonzales** along with the filmmakers **Gregorio Davila** and **Mario J. Novoa**.



**Artbound / LAist Season 14 Screening Events (September-December)** – We joined forces with **Grand Performances** and **LAist** to kick off the 14th season of original arts and culture series, **Artbound**, with a free outdoor screening event premiering "**Chinatown Punk Wars**," a documentary on the origins of punk rock music in Los Angeles. The event took place at **Grand Performances** in downtown Los Angeles where over 1,000 guests previewed an advance screening of the film followed by a panel discussion. **Chicxs Rockerxs of Southeast LA**, a non-profit music program for girls and gender-expansive youth, led the audience in a few punk rock dance moves before introducing a live performance by LA-based popular punk rock band **The Linda Lindas** with special guest appearances by punk rock trailblazers **Alice Bag** and **Chip Kinman** from **The Dils**. Attendees included fans, Grand Performances members, LAist listeners and PBS SoCal/KCET viewers as well as the filmmakers and onscreen experts from all six of the upcoming documentaries from the new season of **Artbound**.

Throughout the fall, **LAist** partnered with us for live tapings of **LAist Studios'** "Retake" podcast with all six of the season 14 **Artbound** episodes at the Pasadena-based Crawford event space at LAist. Each screening was followed by a conversation with LAist Studio's **Antonia Cerejido** and the filmmakers and onscreen experts of each episode, who held discussions for over 100 attendees each week at the public radio station's Pasadena-based studios.

These **Artbound** episodes included "**America Tropical: The Martyr Mural of Siqueiros**," "**L.A. Rebellion: A Cinematic Movement**," "**Artists-In-Residence**," "**Angel City Press: L.A. Through the Pages**" and "**East West Players: A Home on Stage**." Notable panelists included educator and filmmaker **Ben Caldwell**, actor

**James Hong**, entertainment executive **Moctesuma Esparza**, artist **Christine Lee**, director **Richie Kulchar**, Angel City Press Publishers **Paddy Calistro** and **Scott McAuley**, director **Yu Gu**, actress **Zandi De Jesus**, actress **Tamlyn Tomita** and others.

Additional community screenings of *Artbound* season 14 included:

- **Japanese American National Museum (JANM)**: screened “*East West Players: A Home on Stage*.” The event featured a pre-show reception, followed by the screening and a post-show panel that included actors **James Hong**, **Tamlyn Tomita** and additional talent featured in the documentary.
- The **San Diego Asian Film Festival (SDAFF)**: screened “*East West Players: A Home on Stage*” as their Centerpiece Film and included a post-screening Q&A attended by *Artbound* producer **Nic Cha Kim**.
- The **Santa Barbara Museum of Art (SBMA)**: screened “*America Tropical: The Martyr Mural of Siqueiros*” followed by a discussion with Dignicraft filmmakers **Omar Foglio**, **Paola Rodríguez**, and **José Luis Figueroa**, which was moderated by **Edgar Garcia**, Assistant General Manager, El Pueblo de Los Angeles and **James Glisson**, Curator of Contemporary Art, SBMA.



**KCET Fall Cinema Series (October)** – Every fall, all of Hollywood’s top Oscar® contenders make a stop at the **KCET Cinema Series** which is made possible by ticket sales, membership passes and charitable gifts. The series is sponsored by Presenting Sponsor **Mitzi Ash Bland** and Director Sponsor the **MaddocksBrown Foundation**. Hosted by *Deadline’s* Chief Film Critic **Pete Hammond**, the fall 2023 lineup of guests included actors **Carey Mulligan** and **Matt Bomer** (“Maestro”), Oscar-winning director **Alexander Payne** (“The Holdovers”) and actors **Julianne Moore** and **Charles Melton** (“May December”).

**2023 Newport Beach Film Festival (October)** – Attracting nearly 60,000 attendees to Orange County, the Festival is the largest international cinema event in coastal Southern California, connecting its audience with the very best in U.S. and international films. An annual highlight for the Orange County region, the festival spotlights over 300 films over a week in the critical run-up timeframe to Awards season in Hollywood. More than 60 partners (including **PBS SoCal**) participated this year, including many of the region’s most notable restaurants and businesses. Opening night of the **2023 Newport Beach Film Festival** took place at **The Lot in Fashion Island** where we hosted a photo booth opportunity for attendees and promoted the debut of **Ken Burns’ The American Buffalo** onscreen and in the printed program distributed to attendees.





**Holiday Community Celebration (December)** - The annual event in downtown Los Angeles honored **Local Heroes** and **PBS KIDS Early Learning Champion** initiatives. The 2023 Local Heroes were selected from nine nominees and recommended by the organization's **Community Advisory Board** for making a difference in the community. The two honorees were revealed to be **Meymuna Hussein-Cattan** for her visionary work dedicated to empowering refugees and immigrants, as well as 26-year-old **Brandon Tsay**, who demonstrated remarkable courage this past January when he disarmed a Monterey Park mass shooter during Lunar New Year celebrations.

Our **Local Heroes** initiative once again recognized 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 and nominees were recognized at a private Holiday Community Celebration event which brought together a few past Local Heroes, some of the organization's Board of Directors, the Executive Management Team and the current members of the Community Advisory Board.

Additional accolades from PBS SoCal's Early Learning team were announced for **East Los Angeles College's Nancy Duran** who was recognized as one of 14 early education professionals across the U.S. and named as one of the 2023 Honorees of the PBS KIDS Early Learning Champions program. **Santa Ana Early Learning Initiative (SAELI)** was also honored with a new award called the **John and Louise Bryson Transformative Leader in Early Childhood Award**. This year's honoree provided parents and caregivers with the necessary resources and training to support early education, while also supporting schools and community partners, creating a lasting impact for young children and families in our community.

**Rick Steves Membership Event / Taping of New Pledge Program (December)** - PBS SoCal's Membership team hosted an exciting afternoon lecture on European art with **Rick Steves** of **Rick Steves' Europe** at the Bowers Museum for almost 250 of our members. The beloved and popular travel connoisseur also stopped by the PBS SoCal Costa Mesa studio to film some live Pledge spots which will debut over the coming year.

## **B. Intern Program**

PBS SoCal and KCET continued to grow the paid intern program in 2023, hosting seven interns in its spring cohort and eight interns in the summer cohort. In total, 15 interns supported nine different departments across the organization (Marketing, Social Media, Communications, Impact & Partnerships, Production, Digital, Post-Production, Membership and Education).

In addition to providing paid positions, the wrap-around cohort program gave interns multiple touchpoints to learn about the organization and build community with their peers and public media colleagues. The program consisted of bi-weekly activations, virtual and in-person career chats with staff, lunch with members of the executive team, a field trip to a local community partner, invites to in-person All Staff and community events, as well as special welcome and end-of-cohort gatherings.

As part of PBS SoCal and KCET's commitment to create inclusive and accessible career pathway opportunities into media, the intern program places no restrictions on intern eligibility—people from all

types of backgrounds and career trajectories can participate. Since its inception, eight interns were hired internally, one was hired by another public media organization, and one was hired as a reporter for a commercial media organization in the region.



### **C. Student Reporting Labs**

PBS SoCal and KCET continued its support of **PBS NewsHour's Student Reporting Labs** program with station staff providing ongoing mentor support and in-person visits to four high school journalism classrooms at **Northview High School** in Covina, **Etiwanda High School** in Rancho Cucamonga, **Don Antonio Lugo High School** in Chino and **Ontario High School** in Ontario. Staff provide feedback on student work, on-the-ground support and skills-building workshops in the journalism and media production space based on educator-identified needs.

In addition to partner classrooms, we hosted two studio tours in the Costa Mesa office space in 2023 including bringing 23 students from **Ontario High School** for a tour and conversation with Senior Producer **Maria Hall-Brown** and Multimedia Producer **Henry Cram**. In May, we partnered with the OC-based career education nonprofit **Vital Link** to bring 30 students from **Corona Del Mar High School** for a studio tour led by **Maria Hall-Brown** and career presentations from Graphic Designer **Giovanna Cruz** and Editor **Vu Vuong**.

### **D. PBS LearningMedia**

The six PBS SoCal and KCET collections on the PBS LearningMedia platform continued to serve as a support tool for middle and high school educators across the nation. In 2023, our PBS LearningMedia activities received 16,034 pageviews from 8,780 users across all 50 states.

### **E. Events Resource Library**

In the Fall of 2023, a new digital screening tool called the Events Resource Library (ERL) launched on the organization's website as a place for community partners to find downloadable content, screening guides and other resources to host screenings in their own communities. The aim of this portal was to expand geographic reach of partnerships and create opportunities for partners to share content easily. ERL launched with archival and new episodes of the original series **Artbound**. The organization began promotion of the platform this year, sharing it with libraries, schools, museums and nonprofit organizations in the region, encouraging usage across our large geographic region. This free digital hub will continue to host additional content from other locally produced original series in the future and offer customizable invites, downloadable episodes and engaging post-screening content, with the goal to foster local storytelling, dialogue and connections.

### **F. 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). In 2023, the CAB onboarded five new members during an August off-site retreat in downtown Los Angeles where we kicked-off a strategic planning process, which is giving all 23 members of the current CAB an opportunity to provide input and lend their expertise in the development of the priorities and work plan for the CAB for the next 18+ months.

This active group of volunteer leaders continues to be the stations' eyes and ears of our community and plays an integral part in the planning and implementation of many outreach programs.



## G. Ambassador Program

PBS SoCal and KCET employ an Ambassador Team who represent public media and the organization out in the community. Over the course of the year, we increased our presence at community events, including piloting a PBS SoCal and KCET pop-up at **Levitt Pavillion's Summer Concert Series**—a local partner who hosts free concerts in MacArthur Park in the Westlake neighborhood of Los Angeles. At that and other events, the Ambassador team shared public media resources and engaged in conversation with community members. In 2023, the Ambassador team supported 77 events across the region, including events hosted by PBS SoCal and KCET and other community partner organizations.

## V. Conclusion

As we begin the new year, we have some exciting news about the way we will be serving Southern California moving forward. Beginning February 6, 2024, we will be consolidating our two core brands – KCET and PBS SoCal – into a single, unified brand: **PBS SoCal**.

PBS SoCal and KCET merged in 2018, and since then, we have grown our organization into a strong public media entity serving Southern California, reflecting the diversity of our region and providing a full schedule of beloved and trusted PBS programs. As evidenced in this report, we have embraced the digital transformation in media, and going forward, our programs will be available on our seven broadcast channels, on our PBS and PBS KIDS apps, on our website, on YouTube, and social media platforms. Regardless of where audiences find our programming, it is – and will remain – accessible, free, and uninterrupted by commercial messages.

As part of this change, the KCET broadcast channel will become PBS SoCal Plus. While the broadcast channel name may be changing, the local programs viewers love such as **Lost LA**, **Artbound**, **Earth Focus** and **Must See Movies** will remain available across all our platforms. And our honored tradition of



producing original, thoughtful, and inspiring content around the arts, local culture, environment, and news remains core to our deep commitment of serving Southern California with high-quality public media.

PBS SoCal remains steadfast as your enduring source for public media, dedicated to educating, informing, and inspiring both now and in the future. Our mission persists in leveraging the power of media for the common good. Join us as we anticipate and celebrate PBS SoCal's forthcoming journey together.

