PMG SoCal’s commitment is to serve our diverse community, advance the values of inclusion and to support progress toward equity.

PMGSC is committed to fostering a workforce and governing board that reflect the richness of diversity found in the communities we serve. At its heart, diversity speaks to the range of viewpoints, ideas and creative energy that comes from a variety of individuals.

Southern California is a highly diverse region in terms of culture, race, color, ethnicity, sexual orientation, age, gender (gender identity & gender expression), genetic information, religion, national origin, creed, ancestry, marital status, sex, registered domestic partner status, mental and physical disability, military or veteran status, and education. Listening to the successes and struggles of those in this diverse region gives our organization insight into the programming and outreach that will best serve our market.

Additionally, our employees, Board Members, and Community Advisory Board provide first-hand insight into these diverse communities. Together, we are committed to be a representation of this multifaceted region.
AREAS OF FOCUS

**People**
Our people reflect the diversity of Southern California and the experiences of our viewers.

**Culture**
Our environment promotes growth and connection as well as ideas from everyone.

**Content**
Our content and services spark curiosity and understanding for a rapidly diversifying Southern California audience.
DEMOGRAPHICS AND COVERAGE AREA

**Southern California Population Demographics**

- Hispanic, 46.4%
- White, 31.4%
- Asian, 12.7%
- Black, 6.0%
- Two, 2.8%
- Other
- Native
- Islander

**Coverage Audience Diversity**

*Area served by KCET and PBS SoCal*
AUDIENCE DEMOGRAPHICS – GENERAL AUDIENCE
PBS SoCal and KCET – January-December 2021

PBS SoCal:
- Age: 39% 65+, 22% 18-49, 28% 50-64, 11% 2-17
- Gender: 54% Female, 46% Male
- Race: 58% White, 24% Other, 6% Black, 11% AAPI

KCET:
- Age: 45% 65+, 18% 18-49, 4% 2-17, 33% 50-64
- Gender: 53% Female, 47% Male
- Race: 57% White, 20% Other, 7% Black, 14% AAPI
AUDIENCE DEMOGRAPHICS – GENERAL AUDIENCE
PBS SoCal and KCET – January-December 2021

PBS SoCal

- Hispanic Identity: 37% Hispanic, 63% Non-Hispanic
- Income: 33% $100K+, 32% $50-100K, 35% >$50K
- Over-the-air Viewership: 80% Cable Plus, 20% OTA Only

KCET

- Hispanic Identity: 28% Hispanic, 72% Non-Hispanic
- Income: 37% $100K+, 33% $50-100K, 29% >$50K
- Over-the-air Viewership: 87% Cable Plus, 13% OTA Only

Source: Nielsen NLTV, Reach and Frequency Report, LA DMA, 1/1/21-12/31/21, KCET & KOCE, M-Su, 3a-3a, Live +7, Persons 2+ impressions
AUDIENCE DEMOGRAPHICS - KIDS
PBS SoCal KIDS Block and KIDS 24/7 – January-December 2021
AUDIENCE DEMOGRAPHICS - KIDS

PBS SoCal KIDS Block and KIDS 24/7 – January-December 2021

Ethnicity: Hispanic Identity

- PBS SoCal (50.1) KIDS BLOCK
  - 56% Non-Hispanic
  - 44% Hispanic

- 24/7 PBS SoCal (50.5)
  - 56% Non-Hispanic
  - 44% Hispanic

Household Income

- 24% $100K+
- 15% $50K-100K
- 15% >$50K
- 60% $50K-100K

- 32% OTA Only
- 68% Cable Plus

Over-the-air Viewership

- 29% Cable Plus
- 71% OTA Only

Source: Nielsen NLTV, Reach & Frequency, LA DMA, KOCE 50.1 M-F, 5a-5p, QOCE 50.5 M-Su, 6a-12a., 1/1/21-12/31/21, Live +7.
AUDIENCE DEMOGRAPHICS - KIDS
PBS SoCal KIDS Block and KIDS 24/7 – January-December 2021

Language

LANGUAGE OF HISPANIC PERSONS

PBS SoCal KIDS Daypart
- 22% Only Spanish
- 26% Mostly Spanish
- 25% Spanish and English
- 0% Mostly English
- 19% Only English

PBS SoCal KIDS 24/7
- 14% Only Spanish
- 21% Mostly Spanish
- 34% Spanish and English
- 3% Mostly English
- 26% Only English

Source: Reach & Frequency Report, 1/1/2021-12/31/21, LA DMA, DMA and County Level, Hispanic P2+, KOCE M-F 5a-5p, QOCE M-S 3a-3a, L+7 (average monthly)
ORGANIZATIONAL DATA
ALL STAFF

PMGSC: All Staff
Gender

Male 44.1%
Female 55.9%

PMGSC: All Staff
Race/Ethnicity

Hispanic/Latino 26.6%
White 53.8%
Asian/Pacific Islander 9.4%
Black 8.6%
2+ Races 1.6%
ORGANIZATIONAL DATA

PROFESSIONALS

PMGSC: Professionals
Gender

Male 61.9%
Female 38.1%

PMGSC: Professionals
Race/Ethnicity

White 47.6%
Black 14.3%
Asian/Pacific Islander 23.8%
Hispanic/Latino 14.3%
ORGANIZATIONAL DATA
MANAGERS

PMGSC: Manager Gender

- Male: 37.8%
- Female: 62.2%

PMGSC: Manager Race/Ethnicity

- White: 62.2%
- Hispanic/Latino: 29.7%
- Asian/Pacific Islander: 5.4%
ORGANIZATIONAL DATA
OPERATIONAL LEADS

**PMGSC: Operational Leads Gender**

- Male: 47.6%
- Female: 52.4%

**PMGSC: Operational Leads Race/Ethnicity**

- White: 71.4%
- Black: 14.3%
- Asian/Pacific Islander: 4.8%
- Hispanic/Latino: 9.5%
ORGANIZATIONAL DATA
EXECUTIVES

PMGSC: Executives Gender

- Male: 44.4%
- Female: 55.6%

PMGSC: Executives Race/Ethnicity

- White: 77.8%
- Black: 22.2%
## RECRUITING

### Goal

We are committed to recruiting, retaining and advancing a workforce that represents the community we serve.

### Strategy

Our current recruiting practices include an expansive list of diverse job boards (updated annually), multiple levels of candidate screening, and training and execution of an interviewing program across all departments.

Interview panels have a diverse group of appropriate staff, and all candidates experience the same processes and questions. Currently, we are preparing to implement competency-based recruiting.

### Results

As of last year, we collected demographic data from our full candidate pool and compiled extensive annual Equal Employment Opportunity reports.

Additionally, we have launched a new applicant tracking system which will streamline our recruiting processes and provide data that tracks progress on our DEI goals.
As a Latina, I feel valued both as an individual and as an employee. I feel like I have a voice here and feel comfortable giving my input and sharing my ideas. I also appreciate that the company does a great job at telling the stories of my community.

Cristina Galvan (Social Media)

I truly enjoy working at PMGSC, I feel like my diverse background is a plus, and that my unique perspective and opinions are valued.

Angela Moreira (Marketing)

I am a fairly new employee here at PMGSC and have felt embraced with open arms into the company. My previous company was not as diverse and this company has a bit more ethnic diversity than I was accustomed to, that was a welcome change. It seems that people are valued by what you can bring to the table. As such, I think I'm heard for my ideas, whether good or bad. I hope to be here for many years and continue to contribute to making and telling stories that are not often heard in this media landscape.

Patrick Yew (Post-Production)

I am grateful to be part of an organization that values diversity, equity, and inclusion. As a Latina woman at PMGSC, I feel seen and respected. I love that I get to lean into my culture and values to best serve families and children in our Southern California communities.

Frances Zazueta (Education)
EMPLOYEE SPOTLIGHT

I have always been treated with such respect and honestly good old-fashioned decency. One of the reasons I’ve been here for so long is because everyone is so welcoming, and kind and our staff is so unique and diverse. I love that not only do I feel comfortable, my colleagues are also free to be themselves. I’ve also been given opportunities at PMGSC that I would not have been given elsewhere (like literally being on TV). I was given an opportunity based on my hard work, ability, and passion for our mission…the color of my skin was not a barrier. Also, I truly appreciate that my ideas…and concerns as a person of color are taken into consideration when making decisions about the content we create and share. Recently I spoke up about a program that I felt had offensive undertones to the indigenous of California and those concerns were taken very seriously.

Johnnya Burruss (Membership)

In my 8 years working at the station, I bring the perspective of a Los Angeles native, Central American, Spanish speaker, and first-generation college graduate to my role as an education-focused digital producer in public media. As a product of my station’s commitment to the children in local underserved communities of color, today, I embrace this mission by creating tools that promote education equity.

Carla Pineda (Digital)

Based on my experience, the importance an organization puts on DEI can be evaluated by looking at the management and executive teams. From day 1 I noticed that women, people of color, and LGBTQ+ employees were in positions of leadership. This is important to me because it shows a genuine desire to have diverse voices at the table instead of strategic hiring to improve optics. As a result, I have felt comfortable since day 1 to bring my background into everyday experiences at PMGSC. Confident that if I work hard, there may be actual opportunities for growth.

Michael Luevanos (Business Intelligence)
OUR CULTURE
EMPLOYEE RESOURCE GROUPS

As part of PMGSC’s efforts around diversity, equity and inclusion, the organization launched employment resource groups (ERGs) in 2021. In doing so, we are creating a space for individuals to foster community and cultivate relationships with their peers. It is our hope that through these groups we can share knowledge and promote a diverse and inclusive culture. Seven groups continue to have on-going meetings and work together to provide support and help in personal or career development and to create a safe space where employees can bring their whole selves to PMG.

**African American/Black**
- Built a supportive place where members are sharing and exchanges way to support the group.

  June M. Baldwin  
  Executive Sponsor

**Women**
- Attended the Brave Talk conference held by Public Media Women in Leadership
- Hosted Q&A and discussion around company policies.

  Maura Daly Phinney  
  Executive Sponsor

**Latino**
- Hosted a company book drive that led to over 100 books in Spanish and English being donated.
- Created and distributed a special Zoom background to staff to celebrate Hispanic Heritage Month.

  Juan Devis  
  Executive Sponsor

**LGBTQ+**
- Partnered with Outfest to drive awareness of LA: A Queer History
- Confirmed parity with our benefits
- Members attended a screening of POV Documentary Cured
- Hosted outside Team Building Events

  Dan Ferguson  
  Executive Sponsor

**Bi-Racial/ Mixed Race**
- Built a supportive place where members are sharing and exchanges way to support the group.

  Ashley Vickers  
  Executive Sponsor

**Asian**
- Increased awareness and participation for a AA Bystander training session.
- Shared a curated book list on Asian American culture with staff.
- Held outings at the Art of the Ramen Bowl exhibition and the Japan House.

  Bob Dea  
  Executive Sponsor

**Parent**
- Built a supportive place where members are sharing and exchanges way to support their children.

  Jamie Myers  
  Executive Sponsor
TRAINING

PROFESSIONAL DEVELOPMENT AND TRAINING IS AN IMPORTANT PART OF OUR COMMITMENT TO STAFF AND OUR ORGANIZATIONAL CULTURE. WE ARE ALSO COMMITTED TO DEVELOPING THE NEXT GENERATION OF DIVERSE LEADERS FOR OUR ORGANIZATION AND FOR PUBLIC MEDIA.

Organizationally, we provide access to LinkedIn Learning training, to Diversity & Leadership books, podcasts, articles, and share webinars & seminars around diversity, equity and inclusion.

We annually train staff on Sexual Harassment & Discrimination and Diversity and Inclusion Fundamentals with Burnham ThinkHR platform.

In 2021, PMGSC launched our first staff cohort for our leadership coaching program. Six executives and eight senior directors participated in the training and coaching program.

In 2021, PMGSC collaborated with the National Training Institute on Race and Equity for Implicit Bias and Bias Migration training for our senior leadership team and directors.
COMMUNITY ADVISORY BOARD

Purpose:

KCET and PBS SoCal’s community engagement efforts would not be possible without the help of the Community Advisory Board (CAB). This active group of volunteer leaders is the station’s eyes and ears of the community and plays an integral part of the planning and implementation of many the stations’ outreach programs.

The Community Advisory Board members represent diverse constituencies that are engaged with a wide array of issues such as aging/senior citizens, cultural diversity, disabilities, culture and the arts, LGBTQ rights, economy, family, health/medical services, media services, substance abuse, science/technology, youth, and education/schools.

Core Initiative:
Local Heroes Award

For over 20 years, the Local Heroes initiative has recognized activists, educators, community leaders and visionaries – the ones doing the critical work in our region that often goes unrecognized. The KCET and PBS SoCal Community Advisory Board (CAB) nominates people as finalists who are making a difference in our region and selected two remarkable Heroes from that group.

Pictured (from l to r): 2021 Local Heroes Honorees Chanchanit (Chancee) Martorell and Brandon ‘Stix’ Salaam-Bailey
"Since the first day of my participation with PBS SoCal nearly 10 years ago and it's early community engagement efforts with the-then Community Councils (African American, Asian Pacific Islander, Latino), I have found my time with the organization to be rewarding and inclusive. What I appreciate most about the now Public Media Group of Southern California (PBS SoCal, KCET, Link TV) is the authentic and conscious effort the organization makes to historically underrepresented groups in the region -- they truly believe in the rich diversity of our region and the stories we can elevate to better increase understanding, empathy and education. With all my interaction with PMGSC staff (from the C-suite to editorial), everyone has been and continues to be welcoming of ALL our voices and supportive in making public media in Southern California (and the country) as diverse and as inclusive as possible. This is why I continue to volunteer and serve as a way to give back to the community and the organization just as PMGSC has done for us."

Laarni Rosca Dacanay, Chair, Community Advisory Board, PMGSC 
Manager, DEI, Programs & Outreach, THE BACHELOR Franchise, Warner Bros. Television Group
PBS’s ongoing commitment to deliver a broad array of content to the American public is essential to fulfilling its mission to create relevant, timely and distinctive content that educates, engages and inspires. PBS makes it a priority to feature diverse voices pertaining to age, culture, race, ethnicity, religious preference, gender identity, sexual orientation, ability, geographic region, socioeconomic status and other identities. PBS continues to highlight unique perspectives and insights, and promote learning and shared understanding.

### National PBS Content

#### 81 Shows Designated as DEI

- **The Latino Experience**
- **Henry Louis Gates Jr: Uncovering America**
- **Muhammad Ali**
- **Independent Lens: Ferguson Rises**
- **American Masters: Waterman - Duke: Ambassador of Aloha**
- **American Masters: Rita Moreno: Just A Girl Who Decided to Go for It**
Locally at PMGSC, our programming offers a wide range of perspectives that celebrate the broad variety of backgrounds and lived experiences in the communities we serve. Our mission – “to strengthen the fabric of Southern California by creating media for the public good” feeds our imagination.

In 2021, PMGSC partnered with local producers to broadcast more content for and about the region in which we live. By shifting the narrative to consider issues of equity from structural and programmatic angles, PMGSC has come a long way to address issues of equity and access in the production and distribution of stories, and most importantly, to the trust, partnership and collaboration of our community.

From Black History Month in February through June’s LGBTQ+ Pride celebration, PMGSC acquired and produced a rich selection of titles with the goal of celebrating the diversity of the human experience.

Local Originals
8 Series and 4 Documentaries

Local Digital
180 Articles & 300 Videos

Lost LA
Artbound
Broken Bread
May 19 Project
Arts Education
People’s Guide to Orange County

L.A. A Queer History
Excavating the Future
Migrant Kitchen
Tending Nature: Indigenous Land Stewardship
Kneaded LA
Housing and Homelessness

INCLUSION HAPPENS HERE CAMPAIGN

In 2021 and into 2022, PMGSC executed the Inclusion Happens Here campaign to celebrate our commitment to diversity, equity, and inclusion, as well as the national heritage months. The awareness campaign is meant to create an environment where people are inspired to learn more about each other and find common ground as we work to solve societal issues.
VIEWER ENGAGEMENT & IMPACT

• Engagement & Impact is a way to connect audiences to content beyond the on-air or digital viewing experience. Audiences can explore topics more deeply, increase and deepen their understanding, and engage and connect in facilitated conversations.

• Engagement & Impact is distinct from the station’s marketing functions (which focus on promoting content) and is focused on depth of impact and partnership building rather than broad reach.

• Engagement is an extension of our content – both national content that we localize and our locally produced content.

Categories

• Local Content
• National Content
• Engagement Grantmaking for future PMGSC-produced national content

Content Focus

• Documentary; social issues content (vs. drama, etc.)
• Highlighting and working with diverse communities is embedded in our role

Format

• Free in-person and digital events or activations; select ongoing initiatives
• Activities are built to supplement content
ENGAGEMENT EVENTS & INITIATIVES

[Images of various event logos and names, including FINE CUT, TENDING NATURE, LOCAL HEROES, LOST LA, ARTBOUND, and BROKEN BREAD.]
INTERNSHIP PROGRAM

- PMG created eight Summer Intern positions that were housed in departments across the organization.
- Interns were provided with staff mentors, training, and hands-on job experience.
- All interns were enrolled in two- or four-year colleges/universities

Details:
- 7 Female and 1 Male
- 88% BIPOC
Intern Reflection:

“Immediately upon arrival, I was assigned to multiple projects, ranging from supporting research for a multi-year engagement portal to building relationships with partners.

While assisting with the ongoing research and community impact initiatives, I was also encouraged to take charge of my own projects which included creating an active partner directory of organizations and individuals PBS SoCal / KCET has collaborated with in the past.

Throughout the duration of the program, weekly career chats allowed me and the other interns to interact with individuals in other departments and learn more about the work being done across the org as a whole.

I was also able to attend meetings with other stations, providing me with an insightful opportunity to hear about grant-writing and community involvement strategies at the national level.”
We make content, curriculum, parent workshops, family learning events, and educator training available to the highest-need neighborhoods across Southern California. Our education commitments include:

<table>
<thead>
<tr>
<th>Spanish Language Centric</th>
<th>Culturally Responsive</th>
<th>Educator Resources</th>
<th>Supporting Neighborhoods</th>
<th>Equal Access</th>
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<tr>
<td>We believe in a Spanish-first approach, ensuring our content has a playful learning and supportive tone in both English and Spanish.</td>
<td>We are culturally responsive in all we do, provide, and create for families. Co-design is a core principle of how we create our content.</td>
<td>We support educators with classroom tools, professional development and strategies that promote an anti-racist and anti-bias approach.</td>
<td>We serve the most vulnerable populations across Southern California, providing free educational materials and resources.</td>
<td>We provide bilingual access to content in every form including broadcast, digital, technology, and family/educator engagement.</td>
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</tbody>
</table>
Charisse A. Sims is an educator, coach, trainer and mother. She currently operates Hidden Gems Preparatory Academy, serving children in preschool through 8th grade in the greater Los Angeles area. Sims also supports early childhood school administrators and educators as a trainer and consultant. Charisse is also on the leading side of creating culturally relevant, diverse and inclusive curriculum. Charisse works with parents and educators of children of color to help create anti-racist, inclusive and equal environments for children to thrive in.
EDUCATION IMPACT

WORKSHOPS
• Over 4,000 parents, caregivers, children, and educators received educational materials and training through in-person and virtual events.
• 89% of families and 50% of educators identified as Hispanic/Latino
• 91% of families who participated were eligible for Free or Reduced Lunch at their child's school

DIGITAL
• Released 48 new bilingual activity videos
• Published 42 bilingual editorial articles
EDUCATION IMPACT

BROADCAST
- Our 24/7 KIDS Channel provided access to educational content for over 2 million families.
- 78% of the audience was Hispanic/Latino.
- 44% of these viewers spoke mostly or only Spanish.
- 71% of the audience had an annual household income of less than $50K.

COLLECTIVE IMPACT
- Over 50 local community partners worked with PBS SoCal|KCET to enhance our collective impact in the community.
- We distributed over 4,200 educational materials and over 6,000 math activity books.
- Provided 4 Mobile Labs (40 iPads) to community partners.
- Provided 36 tablets/Playtime Pads pre-loaded with educational apps to families.
AHEAD IN FY23 AND FY24

**People**
- Vendor Assessment
- Two Additional Cohorts of Internships

**Culture**
- New Cohort of Director Level Coaching and Mentoring
- New DEI Training across entire organization

**Service**
- Expansion of Spanish First Content and Resources
- Teacher Pilot with East Los Angeles College

**Content**
- Content: Pipeline of PBS National Content with DEI themes
- Content: National PBS Show with DEI focused themes
FOR MORE INFORMATION ON OUR ORGANIZATIONAL COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

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