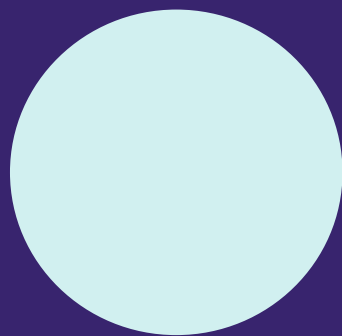
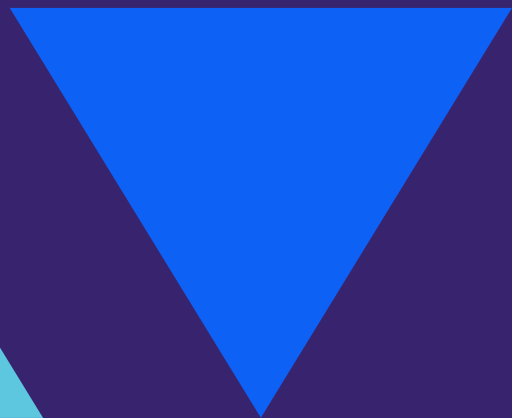
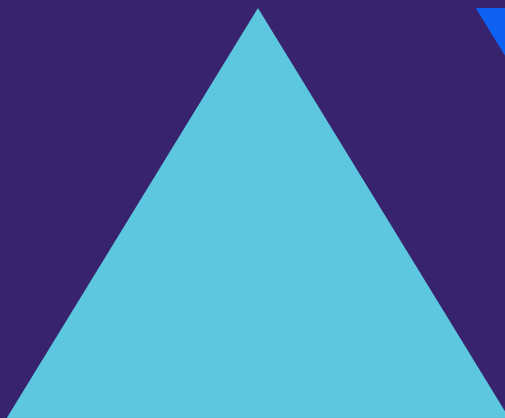


# Media for the Public Good



**Annual Impact and Local Service  
Report to the Community**

July, 2019 – December, 2020

**KCET**



**PBS SoCal**

**Link<sup>TV</sup>**

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# Programming with Impact

This past year was challenging for everyone in Southern California. And true to our mission to Inform, Educate and Inspire—we quickly mobilized to face these challenges to ensure that our content and PBS programming was helping and bringing value to our community in these extraordinary times. In 2020, PBS SoCal and KCET:

## Helped all kids learn and thrive

- We launched **At-Home Learning**—ensuring that all children had access to continued learning resources when COVID-19 forced school closures.

## Supported our arts community by connecting local organizations and artists with SoCal audiences

- We dedicated two nights to **Arts and Culture** programming, ensuring that viewers had access to local arts and performances.
- We created **Southland Sessions** that helped local artists and organizations maintain connections to audiences during the pandemic.

## Helped to fill a void with locally sourced news

- We partnered with KPCC to deliver daily news reporting with **Reporter Roundup** (now **SoCal Update**)—a trusted source for critical COVID-19 regional information and locally sourced news.
- We created **“Props in a Minute”**—ensuring that our citizens were well-informed on local voting issues in the 2020 Election year.

## Continued our mission of public service

- We curated a unique programming schedule with national and locally-produced programming to ensure audiences had a full picture of the experiences of our diverse communities in order to advance the values of inclusion and support progress towards greater equity.
- We celebrated the 50th Anniversary of PBS with new seasons of **Masterpiece**, **Finding Your Roots**, **American Masters**, **NOVA**, **Nature** and more.

And as we navigate our way through 2021, PBS SoCal and KCET will continue to find ways to foster a love of learning, culture and community using the power of public media.

# Dear Community,

In this rapidly changing television landscape, Public Media has never been more important, and as much as television is changing, our commitment to educating, informing, and inspiring Southern California has never wavered. Our organization combines PBS SoCal's beloved PBS content and excellence in education, KCET's award-winning, locally produced content and LinkTV's international news and global perspectives.

Our greatest takeaway from this past year is the power of community. Through all the uncertainty, your engagement and generous contributions have helped to inspire and encourage our efforts as we strive to be one of the most innovative and responsive public media organizations in the country. We are continuing our work to close the opportunity gap for young children across the state and grow our production team to share California stories with the country.

As our technologies advance, we continue to fulfill our promise to you that our programs and services will be widely available for everyone to use anytime and anywhere for free. In everything we do, our commitment is to serve our diverse community, advance the values of inclusion and support progress towards greater equity. In response to the multiple crises that marked this challenging year, we took a deep dive into every aspect of our work and culture to review our current practices and what we can do better to actively promote a more inclusive and equitable future. We are committed to making significant steps towards that vision.

I am grateful for the leadership of former Board Chair **Dick Cook** and our President and CEO **Andy Russell**. In the last two years, Dick Cook worked with Board members and staff to merge KCET and PBS SoCal into an effective organization with a strong financial foundation for the future. Andy Russell, a nationally recognized leader in public media, built a talented team and led the effort to modernize and create an innovative organization for the 21st century to serve Southern California. The Community Advisory Board, under the leadership of **Darick J. Simpson**, ensured our stations were meeting the educational and cultural needs of all the communities we serve.

We have set ambitious goals for the next five years. I am confident that we have implemented a plan for the future that will deliver meaningful contributions to our communities in Southern California and beyond. Thank you for helping all of us at PBS SoCal, KCET and LinkTV make these goals possible through your viewership, engagement and support.

Warmly,  
Louise Bryson

Chairperson of the Board of Directors  
PBS SoCal, KCET and LinkTV

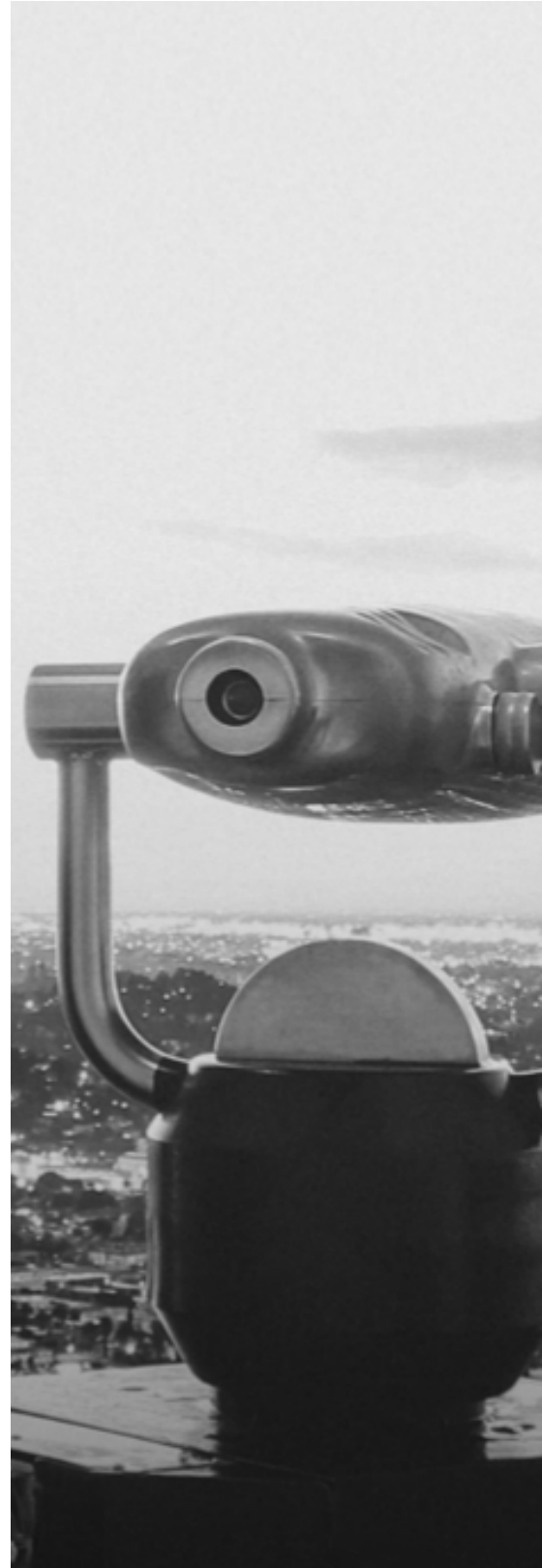


# Board of Directors

**Board Chairs:** Louise Bryson (Present), Dick Cook

**Vice-Chair:** Anne Gates

Mary Lyons  
David Zuercher  
Gordon Bava  
Margaret Black  
JoAnn Bourne  
Jo Ellen Chatham  
Ina Coleman  
Paul Gomez  
Todd Hollander  
Channing Johnson  
Jenny Jones  
Kelly Mazzo  
Bill O'Hare  
Judi Partridge  
Susan Reardon  
Michael Riley  
Bob Romney  
Jim Rosser  
Cathy Schulman  
Dennis Shapiro  
Basit Sheikh  
Charlie Steinmetz  
Chris Thompson  
Pep Valdes  
Ernie Wilson  
Val Zavala



# Dear Members,



When I reflect on the past 12 months, my first thought is of deep gratitude to our members. **Your generous support has helped power essential local media to serve the needs of the Southern California area during one of the most difficult times in history.** We are truly humbled by member giving which provides more than half of the funds that make our work possible. We exist to serve our community and we take our responsibilities very seriously. This is why I invite you to see the breadth and depth of our services in our 2020 Local Content and Service Report to the Community.

**As you'll see in the report, community support made it possible for PBS SoCal, KCET and LinkTV to provide critical resources from the very start of the pandemic.** We launched an **At-Home Learning** program to fill educational gaps for homebound students and teachers to provide resources and content used all across California and in over 40 states throughout the nation. We provided you with up-to-the-minute news and information on the COVID-19 crisis through our KPCC partnership in the new daily series **Reporter Roundup** (now called **SoCal Update**). We created a new series **Southland Sessions** for our city's arts and culture organizations to showcase their work and connect artists with their audiences. We helped amplify the L.A. Mayor's response to the pandemic with local youth in the timely special **Mayor Garcetti's Check-In: Young Angelenos**.

Our commitment is to serve all the residents of our diverse Southern California community. At its heart, diversity speaks to the range of viewpoints, ideas and creative energy that comes from a wide variety of individuals. Southern California is a highly diverse region in terms of culture, race, ethnicity, sexual orientation, age, gender, religion, national origin and education.

And finally, to keep your spirits up, we continued to bring you powerful art and storytelling that connected you to the world outside our homes with new seasons of locally-produced series that included **Artbound**, **Earth Focus**, **Variety Studio: Actors on Actors**, **Tending Nature** as specials such as **187: The Rise of the Latino Vote** and the annual **LA County Holiday Celebration**. Of course, we also continued to bring you the PBS programs series that viewers love... **Masterpiece**, **Nature**, **NOVA**, PBS KIDS Programs, **Great Performances**, **PBS NewsHour**, **Frontline**, **Rick Steves**, documentaries from **Ken Burns** and much more.

You can read more about what we accomplished together in our annual digital report that we submit to the Corporation for Public Broadcasting **here**. We hope it makes you proud to call yourself a member of our Southern California public media team.

Thank you for supporting and believing in us.

Warmly,  
Andrew Russell

President and CEO, PBS SoCal, KCET and LinkTV





# You Happen Here

As the region's flagship PBS organization, we utilize the power of media for public good. We strive for more engaged audiences, who benefit from the programming they see and experience on our stations. Why? Because **YOU HAPPEN HERE**. You may have noticed this slogan on-air or in some of our email messages as we launched this new campaign earlier this year. This mantra celebrates all the things that make our viewers unique and provides a connection to programming and events that tap into the vibrant spirit of our viewers. Your life happens here.

We also make sure that **EDUCATION** happens here, with opportunities for all. And **INCLUSION** happens here, as we support and champion diversity and amplify voices of all Southern California communities.

Trustworthy **INFORMATION** happens here. We're your unbiased source of news. And of course, art and culture always find innovative ways to shine with PBS SoCal and KCET so we make sure that **INSPIRATION** happens here too!

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**We utilize the power of media for public good.**



# 50 Years of Educating, Informing, Inspiring

We celebrated PBS turning 50 in 2020, which first launched on October 4, 1970. Meanwhile, **KCET** (the call letters of which stand for Community Educational Television) first signed on the air six years earlier on September 28, 1964. **PBS SoCal** (then KOCE) first signed on the air on November 20, 1972, as the first television station licensed to Orange County, initially airing four hours of programming per day from Huntington Beach. TV in those days was a limited resource and was largely dedicated to commercial television and making money. PBS came along with the goal of serving the public interest, and now, half a century later, PBS is “America’s largest classroom, its largest stage and a trusted source for news and information.”

PBS has produced celebrated programs and stars that have included **Julia Child** from *The French Chef*, **Fred Rogers** from *Mr. Rogers’ Neighborhood*, **Carl Sagan** from *Cosmos*, **Bob Ross** from *The Joy of Painting*, **Bob Vila** from *This Old House*, **Maggie Smith** from *Downton Abbey*, **Gwen Ifill** from *Washington Week*, **Ken Burns** from his number of acclaimed documentaries including *The Civil War* and of course, **Big Bird** from *Sesame Street*—to name a few.

Over the years, PBS has remained the network that aspires to a higher cultural, informational and spiritual standard, even as it is entertaining. Indeed, our programming has proven to be surprisingly influential. Before there were channels entirely dedicated to travel, cooking, science and animals, PBS was at the forefront. Now, half a century later, we continue to provide our viewers with beloved series that include *Antiques Roadshow*, *Austin City Limits*, *Frontline*, *NOVA*, *Nature*, *PBS NewsHour*, and countless other hours of enlightenment.

Now we are bringing forward a new generation of programs that we can be proud of, that over the past year have included *Masterpiece* dramas *Sanditon* and *All Creatures Great and Small*, as well as popular series like *Independent Lens: Philly D.A.*, *Finding Your Roots with Henry Louis Gates, Jr.* and of course, all the great unbiased news we get from *PBS NewsHour* anchored by **Judy Woodruff**.

We look forward to the next 50 years, and ensuring that our viewers feel like we’re a part of something bigger.





# Our rapid response during a tumultuous year

In 2020, we can proudly say that we responded to the pandemic in a way that no other organization could. When the COVID-19 pandemic arrived in spring of 2020, we focused on meeting new urgent needs in our community for education, information and inspiration (and escape) in challenging times. The results included a nationally recognized **At-Home Learning** program, a local news partnership with our fellow public media organization KPCC for daily local reporting with **Reporter Roundup** and new local programs to connect Southern Californians to Arts and Culture during a time of lockdown, with new series **Southland Sessions** and **In Concert at the Hollywood Bowl**.

In June, as our community and the nation protested, debated and marched in response to racism and social justice, PBS SoCal and KCET launched a special programming initiative **“Black in America”** and expanded our long-term commitment to issues of diversity, equity and inclusion. The organization also stood in solidarity with the Black community following the murder of George Floyd and the ensuing protests that erupted across the country.

Throughout 2020, as in past election years, KCET and PBS SoCal were at the forefront of delivering in-depth election coverage, regional resources, locally produced documentaries, online interaction and social media commentary on key topics that impacted the community and our nation in an especially heated campaign year.



# At-Home Learning collaboration creates national model

Over 700,000 local Los Angeles Unified School District (LAUSD) students and 9 million students across the state had free access to on-air and online educational programming provided by Southern California local public media organizations PBS SoCal, KLCS (part of LAUSD) and KCET, each broadcasting content specifically targeted to PreK–12th grade students. A daily educational TV schedule with original short-form content (over 130 educational spots) and corresponding state standards curriculum-approved resources were created in collaboration with LAUSD.

By working with LAUSD curriculum leads in subjects such as math, science and history, we redesigned our TV program schedules to provide a rich array of educational content including the Emmy® Award-winning series **NOVA**, documentaries from acclaimed filmmaker **Ken Burns** and PBS KIDS series such as **PEG + CAT** and **CYBERCHASE**. Additionally, we distributed weekly newsletters to parents and teachers in Southern California, along with interactive activities and easy-to-read, bilingual

programming grids (at [athomelearning.org](http://athomelearning.org)) devoted to educational content. In collaboration with our partner PBS station KQED/ San Francisco, we created online toolkits for stations, educators and students that included standards-aligned PBS video content, associated lesson plans and support materials, as well as online training sessions for teachers. Statewide, 100% of the PBS stations in California (14 in total) implemented our At-Home Learning programming and resources to serve the whole state. While nationally, our At-Home Learning initiative became a model for other partnerships between local PBS stations and school districts throughout the U.S., with over 50% of the nation using our programming and resources to develop their own local services for their communities.



# Filling a void with locally sourced news

We recognized the urgent need for a new model for trusted local journalism in Southern California. In the past year, our region faced some of the most critical health, economic, social and political challenges across the nation. The need for trusted local journalism became greater than ever. With commercial media challenged and shrinking, public media stepped up in new and innovative ways.

***Reporter Roundup*** (now ***SoCal Update***)—

Launched just after the outbreak of the pandemic, KCET launched a five-minute daily report featuring various local reporters from our regional public radio station KPCC and its online editorial team at LAist.com. In addition to coverage of breaking COVID developments, topics included health inequities, school closures, the protests in response to the murders of **George Floyd**, **Breonna Taylor** and more.

***Earth Focus***—This acclaimed original environmental investigative news series about our changing environment launched a new season exploring environmental politics. The series, co-produced with the Thomson Reuters Foundation, featured an episode about youth climate activists, featuring **Greta Thunberg** as well as California's own **Alexandria Villaseñor**.

***VOTE 2020***—In 2020, a broad array of online/on-air initiatives were part of our “VOTE 2020” campaign including our trusted national programs such as PBS NewsHour and Frontline. Locally, we published online voter information content that included **“Props in a Minute”** and **Ballot Brief** updates to help our community build an understanding of key issues.





# Providing a unique local perspective

All-new KCET Original documentaries spotlighted our region's changing population, values and social movements:

***Earth Focus: The New West and the Politics of the Environment*** described how iconic Nevada U.S. Senator **Harry Reid** settled water wars while respecting Native Americans, protecting endangered species and ushering in a transition to renewable energy.

***187: The Rise of the Latino Vote*** chronicled Proposition 187, a California ballot measure passed in 1994 that denied public services to undocumented immigrants.

***The First Angry Man*** tackled California's 1978 historic Prop 13 that launched a tax revolt and dramatically shaped the state's education system and economy.

***City Rising: Youth & Democracy*** explored how California's young people are activating their civic power to reshape systems and institutions for a better future.

***Power & Health*** examined the underlying sociological and economic forces that fundamentally shape public health outcomes.





# Ensuring Arts & Culture Thrive

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

In the middle of the pandemic, we launched a robust new Wednesday night of Arts programming on KCET, which expanded the already established Friday Arts night on PBS SoCal. Under the theme "Create Wednesday," the KCET schedule featured popular Arts and Culture programs that included our Emmy® award-winning Original arts series **Artbound** and student film showcase **Fine Cut**.

**Southland Sessions**—A new weekly series that welcomed the Southern California community to experience regional arts and cultural offerings during this unique time when attending live events in person was not an option. Seventeen episodes were produced by year's end in partnership with over 290 Arts organizations from around our region. As Southern California's largest stage we reached over half a million viewers through this new series alone.

**In Concert at the Hollywood Bowl**—For the first time in its 98-year history, the Hollywood Bowl season was officially canceled. The series allowed viewers to experience iconic moments from the LA Phil archives at the Hollywood Bowl. It featured some of the Bowl's brightest stars including **Sutton Foster, Kristen Chenoweth, Audra McDonald, Katy Perry**, plus **John Williams** with **Gustavo Dudamel** and the **LA Phil**.

**Artbound**—The Emmy® Award-winning arts and culture series returned for its eleventh season to examine the lives, works and creative processes of arts and culture innovators making an impact in Southern California and beyond through long-form documentaries about the light and space movement, jazz, the Watts Towers Arts Center, and a city-wide public art triennial around food.





**Variety Studio: Actors on Actors** (Emmys® Edition & Oscars® Edition)—In both January and July, PBS SoCal and *Variety* partnered again to present two new seasons of our Daytime Emmy award-winning series that took viewers inside the biggest Hollywood films and TV series of the year through candid conversations with today's most acclaimed actors, including **George Clooney, Michelle Pfeiffer, Regina King, Anthony Hopkins** and **Glenn Close**. This locally produced series aired on over 300 PBS stations across the country.

#### **Additional Arts & Culture Programming:**

- ***Hollywood's Architect: The Paul R. Williams Story***
- ***Fine Cut Festival of Films***
- ***61st Annual LA County Holiday Celebration***
- ***All is Bright, A Concordia Christmas***





# Committed to Diversity, Equity & Inclusion

Listening to the successes and struggles of those in our community, gives our organization insight into the programming and outreach that will best serve our market.

In addition to celebrating Heritage Months throughout the year with programming that recognizes our commitment to Black history, Women's history, Asian-American Pacific Islander heritage, LGBTQ+ Pride, Hispanic Heritage and Native American heritage, additional highlights in our **DEI efforts included:**

**Latino Community Education Efforts for At-Home Learning**—As part of March 2020's At-Home Learning content, PBS SoCal and KCET produced eight new spots that aired on all three local channels and six of them were distributed nationwide with half of these spots in Spanish as well as over 90 unique on-air assets (many in Spanish) that were created and produced to run as five-second cards between programming. Our Education Team also helped bridge opportunity gaps for its earliest learners and the particular needs of our underserved Spanish-speaking communities. They created and distributed high-quality digital content to caregivers and children that fall outside of the traditional preschool environment including continuing work in the Antelope Valley community with the organization Preschool Without Walls. Additional programming throughout the year designed to educate both children and adults about our Latino community included programs like ***Southland Sessions***, ***Power & Health, 187: The Rise of the Latino Vote*** as well as ***City Rising: Youth & Democracy***.

**"Black in America"**— We restructured the programming schedules of both PBS SoCal and KCET during the summer months and both channels hosted a digital hub called **"Black in America"** with content that explored the impact of racism on Black Americans and the country at large. Highlights included relevant encore airings of ***Lost LA***, ***Artbound*** and ***Broken Bread*** plus all-new PBS programming highlighted by the ***PBS NewsHour*** special **"Race Matters: America in Crisis"** as well as an updated look at the 2016 special ***America In Black and Blue 2020***.

**Asian Americans**—During Asian American Heritage Month in May of 2020, we premiered the groundbreaking five-part PBS documentary series ***Asian Americans*** which chronicled the Asian American story in the United States: the fastest growing racial/ethnic group in the country told through personal histories. We hosted three local events centered around the docuseries, as we explored the impact of this group on the country's past, present and future.

**Tending Nature**—Produced in partnership with the Autry Museum of the American West, this series shines a light on the environmental knowledge of indigenous peoples across California. The third season of the series aired during Native American Heritage month in November and featured the Yocha Dehe Wintun Nation, Wiyot, and collaboratives of tribes in the Mojave Desert and the San Francisco region who generously gave their time for the series to share their engagement in contemporary projects that revive their culture and inform western science.



# Fostering a love of learning with family math

A key priority for 2021 and beyond, our Family Math program aims to close the achievement gap for young learners from low-income households, while increasing math proficiency and kindergarten readiness. The concept is simple: Family Math supports Parents and Caregivers with access to high-quality, math-centric resources to help their children gain valuable math knowledge, math interest and math positivity. Family Math offers fun learning and engagement experiences and leverages no-tech, low-tech and high-tech tools with goals that include:

- **Integrating caregivers into children's learning community.**
- **Improve kindergarten readiness**
- **Increase child and family math positivity**

To see the entire program of resources and tools visit [pbssocal.org/familymath](https://pbssocal.org/familymath)



# Strengthening our role in the community

Public media is a powerful force in our community, creating an environment where people are inspired to learn more about each other, do more to solve societal issues and become their best possible selves. In 2020, we pivoted to bring our content to life through mostly virtual experiences in partnership with local arts, culture, community and educational organizations. Some of the highlights of the year included:

***Hollywood's Architect: The Paul R. Williams Story Premiere***—The story of African American architect Williams who defied the odds to become one of the most notable architects in history premiered with a standing room only, red-carpet screening event (the last before the pandemic hit) and panel discussion hosted by **Bonnie Boswell** before an audience that included legendary music producer **Quincy Jones**, former Disney CEO (and Williams' homeowner) **Robert Iger** as well as Williams' grandchildren **Paul Hudson**, **Gayle Harvey Beavers** and **Karen Hudson-Freeman**.

***Three Asian Americans Events***—In early 2020, we partnered with our colleagues in the Bay Area at KQED to host two sneak previews and panel discussions about the new PBS

documentary series ***Asian Americans: Identity and History in California and Evolution of the Asian American Voice*** which focused on entertainment and representations of Asian Americans in pop culture. Additionally, we hosted a third event highlighting a new curriculum available to teachers on PBS LearningMedia called "Racial Identity and American Citizenship in the Court."

***And She Could Be Next Nationwide Watch Party***—To celebrate the 100th anniversary of the passage of the 19th Amendment, we worked closely with producers of the POV miniseries "And She Could Be Next" to host a nationwide watch party with special guests including filmmaker **Ava DuVernay**, congresswomen **Rashida Tlaib**, and CA State Senator **Maria Elena Durazo**.





**Virtual KCET Cinema Series**—Screening the best of Hollywood, independent and festival films prior to their release in theaters for over 25 years now, film fans had the unique opportunity in 2020 to preview the most anticipated films of the season in the safety of their own homes and virtually “meet” the on-screen talent and filmmakers.

***Earth Focus: The New West and the Politics of the Environment* Premiere Event**—A special virtual screening and Q&A session in collaboration with Vegas PBS and UNLV was held to highlight the story of the new American West as told through the eyes of Nevada’s legendary U.S. Senator Harry Reid.

**Fine Cut Film Festival Awards Event & Student Workshop**—A virtual awards ceremony was held in the fall for the first time on YouTube TV to announce the winners of the 21st annual Fine Cut Film Festival where nominees and judges gathered for a pre-taped ceremony to unveil the winners.

## Other Summer Learning Events:

- Summer Learning Live! ***Odd Squad*** Math Learning Event
- ***Elinor Wonders Why*** Drawing Workshop
- ***Dinosaur Train*** Learning Event with Paleontologist Dr. Scott

## Student Reporting Labs:

- High School Insider: ***SoCal Connected*** “Under Pressure” Screening/Discussion on College Admissions Process
- Election 2020: What Issues Do You Care About?
- CSUN J-Day Virtual Conference for High School Journalism



# Ready for the Future Media Landscape

We are building a new public media model that is multi-platform, diversified and centered around high-quality content with distinctive brands. In these times where viewers want to watch “whatever they want, whenever they want,” our content—from **PBS SoCal**, **KCET** and **LinkTV**—is available on eight broadcast channels and available to over 18 million viewers in Southern California (with a monthly average of over 3.5 million viewers) as well as over one million monthly digital users that we reach for streaming on any internet-connected screen.

Our content is also free and available to stream on the PBS App as well as on iOS and Android devices, Roku, Amazon Fire TV, Apple TV, Android TV, Samsung Smart TV and Chromecast.

**PBS Passport** has become our most popular member benefit ever. Passport allows members to stream a much larger library of programs than is available on the free PBS app. It also provides early access to many new dramas and history specials. Last year, 68,000 members watched more than 2.7 million videos with Passport.

Far and away the most popular series for members was **Masterpiece**. The top *Masterpiece* series in 2020 were **Sanditon**, **Endeavour** and **World on Fire**. After *Masterpiece*, the most popular series were **Frontline**, **PBS NewsHour**, **NOVA**, **PBS American Portrait** and **Nature**.



# Award-winning productions

In 2020, Public Media Group of Southern California's programming continued to receive recognition, garnering 11 Los Angeles area Emmy Awards, more than any other broadcaster in the region for the fourth year in a row. KCET Original productions were recognized with eight Emmys, and PBS SoCal was honored with three wins.

KCET took home 11 First Place Awards at the 62nd annual Southern California Journalism Awards presented by the Los Angeles Press Club. For the third consecutive year, KCET received more nominations and won more honors than any other Los Angeles broadcaster, receiving 54 nominations in 33 categories. Of KCET's 11 original productions in the qualifying year, six were honored with first place awards.

Among other award recognition for our work, KCET received nine accolades at the Golden Mike awards from the Radio and Television News Association of Southern California, including Best Documentary for ***Blue Sky Metropolis***. PBS SoCal received nine honors from the Telly Awards. Our organization has received virtually every significant award for excellence in broadcasting, including more than 100 local and national Emmys® as well as the prestigious Peabody, duPont-Columbia and Edward R. Murrow Awards.



# Financials

## Support/Revenue

**For the Year Ended June 30, 2020**

Financials in \$('000)

**Contributions and Grants**

**34,978**

**Facility and Other Rental Income**

**2,998**

**Net Investment Return**

**563**

**Education Programs**

**403**

**Other**

**342**

**Total Revenues**

**39,284**

**Programming and Production**

**13,569**

**Broadcasting**

**10,907**

**Underwriting and Grant Solicitation**

**2,376**

**Fundraising and Support**

**6,996**

**General and Administrative**

**7,572**

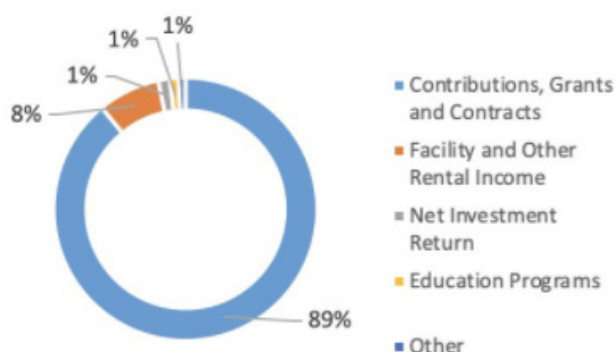
**Total Expenses**

**41,420**

### REVENUE PERCENTAGES

**for the year ended**

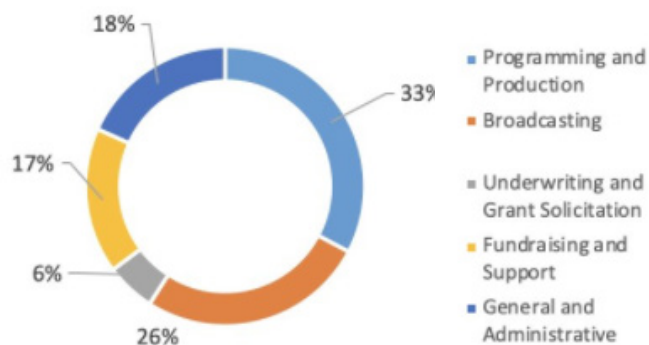
**JUNE 30, 2020**



### EXPENSE PERCENTAGES

**for the year ended**

**JUNE 30, 2020**





# Ensuring we have impact now and in the future

Looking ahead, we will continue to innovate and evolve to advance our mission long into the future. From our studios in both Burbank and Costa Mesa we are maintaining the distinct and complementary services of PBS SoCal, KCET and LinkTV, while also finding exciting opportunities to share content and resources across all of our platforms.

**In the year ahead, we will focus on our efforts in the following areas:**

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

Together, we are working to close the opportunity gap for young children across California, to grow our storytelling efforts to share California perspectives and ethos with the country, and to transform ourselves from a public television station to a public media organization that is a cornerstone institution for our community.



# Acknowledgements

## **Community Advisory Board:**

Board Chair  
Darick J. Simpson

Vice-Chair  
Lauren Deutsch

Ishraq Mir Ali  
Ruben Aronin  
Sonia Bautista  
Kathleen Davis Bowman  
Ken Chan  
Albert Chang  
Nichole Curtis  
Laarni Rosca Dacanay  
Stephen Einstein  
Sue Fractman  
Todd Frandsen  
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Alexander C. Kim  
Bobby Kobara  
Carol Kwan  
Jason Lacsamana  
Karen Mack  
Azucena Maldonado  
Lori Margaret  
Michael A. Mata  
Dan McCrory  
Marium Mohiuddin  
Steven Muro  
Marco Perez  
Gary Phillips  
Tim Ramos  
Marcellous Reed  
Carrie Luger Slayback  
Jonathan Strum  
Bonnie Williams

## **Executive Team**

Andrew Russell  
*President and CEO*

Jamie Myers  
*Chief Operating Officer*

Juan Devis  
*Chief Creative Officer*

Paul Nelson  
*Chief Financial Officer*

June M. Baldwin  
*Senior Vice President, General Counsel*

Dan Ferguson  
*Senior Vice President, Marketing & Communications*

Dawn Ariza  
*Senior Vice President, Finance & Administration*

Maura Daly Phinney  
*Vice President, Membership & On-Air Fundraising*

Corbett Barklie  
*Vice President, Advancement*

Bob Dea  
*Vice President, Corporate Sponsorships & Underwriting*

Kim Spencer  
*Senior Programming Executive, LinkTV*

Claudia Jenkins  
*Executive Assistant*

Leonora Gutierrez  
*Executive Assistant*

## **Thank You!**

### **Connect with our team:**

member@pbssocal.org  
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**PUBLIC MEDIA GROUP  
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