DIVERSITY STATEMENT

Public Media Group of Southern California (PMGSC) has a commitment to serve our diverse community, advance the values of inclusion and to support progress toward equity.

We are 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 inspire curiosity and understanding for a rapidly diversifying Southern California audience.
PBS SoCal & KCET linear channels are available to over 18M viewers in 10 counties.

- **LA DMA Counties**: Los Angeles, Orange, San Bernadino, Ventura, Esmeralda, Inyo, Kern
- **Santa Barbara DMA Counties**: Santa Barbara, San Luis Obispo
- **Palm Springs DMA Counties**: Riverside
DEMOGRAPHICS AND COVERAGE AREA

Broadcast Viewers by County in LA DMA

Source: Nielsen NLTi, Time Period Custom Analysis, 1/6/2022-12/31/22, LA DMA, DMA and County Level, P2+, L+7, KOCE 50.1, KCET 28.1, QOCE 50.5, M-Su 3a-3a
AUDIENCE DEMOGRAPHICS – GENERAL AUDIENCE

PBS SoCal and KCET – January 2022 - December 2022

Source: NLTV, Reach & Frequency Report, LA DMA, KOCE 50.1 & KCET 28.1, 1/6/22 - 12/31/22, M-Su 3a-3a, Impressions, Live +7
AUDIENCE DEMOGRAPHICS – GENERAL AUDIENCE
PBS SoCal and KCET – January 2022 - December 2022

Hispanic Identity

PBS SoCal
- Non-Hispanic: 56%
- Hispanic: 44%

KCET
- Non-Hispanic: 66%
- Hispanic: 34%

Income

$100K+
- PBS SoCal: 21%
- KCET: 22%

<$50K
- PBS SoCal: 33%
- KCET: 32%

$50-100K
- PBS SoCal: 45%
- KCET: 45%

Over-the-air Viewership

PBS SoCal
- Broadband: 9%
  - OTA Only: 19%
  - Cable Plus: 72%

KCET
- Broadband: 8%
  - OTA Only: 14%
  - Cable Plus: 78%

Source: NLTV, Reach & Frequency Report, LA DMA, KOCE 50.1 & KCET 28.1, 1/6/22 - 12/31/22, M-Su 3a-3a, Impressions, Live +7
AUDIENCE DEMOGRAPHICS – KIDS
PBS SOCAL KIDS BLOCK AND KIDS 24/7 – JANUARY 2022 – DECEMBER 2022

Age
- PBS SOCAL KIDS BLOCK
  - P2-5: 60%
  - P6-11: 40%
- 24/7 PBS SOCAL KIDS
  - P2-5: 51%
  - P6-11: 49%

Gender
- PBS SOCAL (50.1)
  - Male: 40%
  - Female: 60%
- 24/7 PBS SOCAL KIDS (50.5)
  - Male: 46%
  - Female: 54%

Race
- PBS SOCAL KIDS BLOCK
  - Other: 51%
  - White: 33%
  - Black: 4%
  - AAPI: 6%
  - American Indian: 5%
- 24/7 PBS SOCAL KIDS
  - Other: 61%
  - White: 21%
  - Black: 9%
  - AAPI: 7%
  - American Indian: 5%

Source: Nielsen NLTV, Reach & Frequency, LA DMA, KOCE 50.1 M-F, 5a-3p, QOCE 50.5 M-Su, 3a-3a, 1/6/22-12/31/22, Live +7. M(12+), F(12+), AAPI – Asian or Hawaiian
AUDIENCE DEMOGRAPHICS – KIDS
PBS SOCAL KIDS BLOCK AND KIDS 24/7 – JANUARY 2022 – DECEMBER 2022

Hispanic Identity
- PBS SOCAL (50.1) KIDS BLOCK
  - Hispanic: 65%
  - Non-Hispanic: 35%
- 24/7 PBS SOCAL KIDS (50.5)
  - Hispanic: 78%
  - Non-Hispanic: 22%

Income
- PBS SOCAL (50.1) KIDS BLOCK
  - <$50K: 39%
  - $50-100K: 45%
  - $100K+: 15%
- 24/7 PBS SOCAL KIDS (50.5)
  - <$50K: 44%
  - $50-100K: 41%
  - $100K+: 15%

Over-the-air Viewership
- PBS SOCAL (50.1) KIDS BLOCK
  - OTA Only: 32%
  - Cable Plus: 59%
  - Broadband Only: 8%
- 24/7 PBS SOCAL KIDS (50.5)
  - OTA Only: 69%
  - Cable Plus: 23%
  - Broadband Only: 8%

Source: Nielsen NLTV, Reach & Frequency, LA DMA, KOCE 50.1 M-F, 5a-3p. QOCE 50.5 M-Su, 3a-3a , 1/6/22-12/31/22, Live +7.
AUDIENCE DEMOGRAPHICS – KIDS
PBS SOCAL KIDS BLOCK AND KIDS 24/7 – JANUARY 2022 – DECEMBER 2022

% of Spanish Speaking Audience

Source: Reach & Frequency Report, 1/6/2022-12/31/22, LA DMA, DMA, P2+, KOCE M-F 5a-3p, QOCE M-S 3a-3a, L+7
OUR PEOPLE
ORGANIZATIONAL DATA

PMGSC: All Staff
Gender

PMGSC: Professionals
Gender

PMGSC: Manager
Gender

PMGSC: All Staff
Race/Ethnicity

PMGSC: Professionals
Race/Ethnicity

PMGSC: Manager
Race/Ethnicity

- Male
- Female

- White
- Hispanic/Latino
- Black
- Asian
- 2+ Races
ORGANIZATIONAL DATA
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), targeted recruitment via Linked In Recruiting, streamlined recruitment process via the use of an applicant tracking system, interview panels consisting of a diverse group of staff, multiple levels of candidate screening, and training and execution of the interviewing program across all departments. Additionally, we recently began piloting competency-based recruiting.

Results
We collect demographic data from our candidate pool and compile extensive annual Equal Employment Opportunity reports.
We utilize our applicant tracking system to assist with tracking progress on our DEI goals.
ROcio Lopez (Education):
"I am thrilled to be part of the Public Media Group of Southern California family. I am the proud daughter of Mexican immigrant farmworkers, and it’s important to me that any company I work for values my bicultural and bilingual experience in this country. PMG SoCal does just that. I have a seat at the table, and I feel that my voice is valued and respected by my team and colleagues."

Elvira Ocampo (Marketing):
“As a Filipina American, I am grateful to be a part of an organization that embraces diversity, equity and inclusivity not only in the workplace but within our community. I feel a sense of pride when I see myself or my colleagues represented in the stories that we tell and the services that we provide. I love being a part of a team that has a mix of backgrounds and where my input is welcomed, and my opinions are respected.”

Kayla Banks (HR)
"As a new employee here at PMGSC I can honestly say I have never felt more welcomed. I have worked in diverse environments previously, however there were never discussions centered around diversity and inclusion – ensuring that everyone feels valued and supported. I am truly grateful to be afforded the opportunity to be in a position where I can support PMGSC’s DEI initiatives and know that my perspective matters."
JASON BAZALAR (DIGITAL):
"Being part of a diverse organization such as PMGSC gives you a sense of belonging. You are highly supported with who you are. As someone of Latino background, who grew up with our very own content, it's great to see that there is representation of the different types of viewership within the company. Being able to express my voice and heritage provides a sincere thread to the work I do. And it helps continue the tradition of creating quality content for those we are looking to serve."

KAREN HO (SITE EDITOR):
"I am glad to be a part of an organization whose one mission of many is to tell lesser-known stories of the diverse communities of Southern California and beyond. Since I joined, I have always felt free to own and be proud of my cultural identity in the workplace."
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 ongoing hope that we can share knowledge and promote a diverse and inclusive culture. Seven groups continue to have on-going meetings and work together to support personal/career development and to create a safe space where employees can bring their whole selves to PMG.

<table>
<thead>
<tr>
<th>African American/Black</th>
<th>Women</th>
<th>Latino</th>
<th>LGBTQ+</th>
<th>Parent</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Built a supportive place where members are sharing and exchanging ways to support the group.</td>
<td>• Hosted “Career chats” with the new Chief Content Officer and Chief Development Officer (who are both women).</td>
<td>• Amplified Latinx voices in a press release to celebrate Hispanic Heritage Month with films that aired from September to October</td>
<td>• Sneak peek of Pride Month’s UNIDAD followed by a Q&amp;A</td>
<td>• Built a supportive place where members are sharing and exchanging ways to support their children.</td>
</tr>
<tr>
<td>• Supported diverse African American voices in February’s Black History Month release.</td>
<td>• Distributed keynote speeches from PMDMC for the group to watch.</td>
<td>• Hosted org wide discussion on Queer &amp; Trans Perspectives in media</td>
<td>• Hosted org wide discussion on Queer &amp; Trans Perspectives in media</td>
<td>• Provided resources for parents in June’s Summer Learning Day release.</td>
</tr>
<tr>
<td>June M. Baldwin</td>
<td>Maura Daly Phinney</td>
<td>Bob Dea</td>
<td>Dan Ferguson</td>
<td>Jamie Myers</td>
</tr>
<tr>
<td>Executive Sponsor</td>
<td>Executive Sponsor</td>
<td>Executive Sponsor</td>
<td>Executive Sponsor</td>
<td>Executive Sponsor</td>
</tr>
</tbody>
</table>

| Bi-Racial/Mixed Race | Asian | | |
|----------------------|-------|-----|
| • Built a supportive place where members are sharing and exchanging ways to support the group. | • Highlighted programming that celebrates AAPI perspectives in May 2023 and hosted multiple local screenings of ARTBOUND: Giant Robot. | |
| Ashley Vickers | Bob Dea | |
| Executive Sponsor | 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.

Offers an expansive list of Diversity, Equity, Inclusion, and Belonging trainings facilitated by industry experts. These interactive trainings encourage staff to open their minds and consider other perspectives and experiences. Additionally, the trainings offer practice quizzes, worksheets, and other materials. Staff are provided with monthly training recommendations and can access the training platform 24/7.

Offers a variety of National and Local compliance training. Annual Sexual Harassment & Discrimination Prevention training is administered through the training platform.

PMGSC collaborated with GroupWorks to complete its third cohort of leadership coaching. Six members of the executive management team and eight senior directors participated in the 12-month coaching program.

Jonathan Mayes Consulting facilitated a Diversity, Equity, Inclusion and Belonging training titled “Why DEIB Matter and What We Can and Should Do About It” for the entire staff. During the training, staff were given a brief overview of basic Diversity, Equity, Inclusion, and Belonging principles. The training concluded with a call to action to “do one thing to be more inclusive”.

We provide access to Diversity & Leadership books, podcasts, webinars, and articles, share DEIB resources, and provide staff the opportunity to attend workshops and seminars concerning diversity, equity, inclusion and belonging.
Purpose:
The Community Advisory Board (CAB) is an active group of volunteer leaders that serve as the station’s eyes and ears of the community. CAB members represent diverse constituencies that are engaged with a wide array of issues such as ageism, cultural diversity, disabilities, culture and the arts, LGBTQ rights, economy, family, health and education.

Local Heroes Award:
A core initiative for the CAB is recognizing the unsung heroes of the community. Annually, leaders and visionaries doing the work on the ground are nominated and two remarkable Heroes are honored. The 2022 honorees included archivist Marjorie Lee who has volunteered to record the histories of more than 400 Southern California WWII veterans, and Cynthia "Big Mama" Mendenhall who has worked to connect the residents of Watts to vital resources for more than 30 years.
“This year marks a decade of my volunteer service to the Public Media Group of Southern California. Since the beginning with the PBS SoCal Community Councils in January 2013 to today’s PMGSC Community Advisory Board, I continue to be inspired by the work our volunteer leaders, along with support from the PMGSC staff, brings to our region’s 19 million viewers. As we embark on the next chapter of the Community Advisory Board, I am excited for our first-ever strategic plan – a new must in the ever-changing world of public media.”

Laarni Rosca Dacanay
Chair, Community Advisory Board, PMGSC
Manager, DEI, Programs & Outreach, THE BACHELOR Franchise, Warner Bros. Television Group

“As I approach the last year of my term with the Community Advisory Board, I am proud of the contributions we have been able to make to the work of PMGSC across our region and of my fellow CAB members who reflect the communities we serve. As Vice-Chair, I acknowledge that there is more work to be done and am particularly encouraged by the strategic planning process that will guide the future of the CAB and expand our impact. It is critical that we continue to find effective and innovative ways for Southern California residents to be seen and heard.”

Bobby Kobara
Vice Chair, Community Advisory Board, PMGSC
Strategic Partnerships Manager, Everytable
OUR CONTENT
• 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 2022, PMGSC partnered with local producers to broadcast more content for and about the region in which we live.

Local DEI Productions (4 Series, 6 Documentaries and 3 Specials):

From Black History Month in February through November’s Native American Heritage Month celebration, PMGSC acquired and produced a rich selection of titles with the goal of celebrating the diversity of the human experience.

- UNIDAD: Gay & Lesbian Latinos Unidos
- Artbound
- Hip-Hop & the Metaverse
- Everybody Dance
- The 37th Annual Imagen Awards
- 63rd Annual L.A. County Holiday Celebration
- 10 Days in Watts
- The Thrill of Hope: A Concordia Christmas
- In the Water; Behind the Lens
- Can We All Get Along: The Segregation of John Muir High School
- Fine Cut Festival of Films
- Dear Ike: Lost Letters to A Teen Idol
- Bonnie Boswell Reports
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 as well as promote learning and shared understanding.
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.

**Educational Digital Content:**
- Released 50 new activity and community videos
- Published 19 bilingual editorial articles
- Translated 69 editorial articles and activities to complete a mirror Spanish-language digital experience
- Launched a free toolkit of over 300 bilingual assets available to organizations everywhere

**Local DEI Digital:** 362 Articles & Videos
Including Community Posts, Original Videos, Short Documentaries, Articles & Short Social Videos Including:
- Arts Weekly
- Family Math
- Lost LA Digital Shorts
- Belle Vie
- SoCal Wanderer
- Community Corner
Since 2021, PMGSC executed the "Inclusion Happens Here" campaign to celebrate our commitment to diversity, equity and inclusion. The awareness campaign creates an environment where people are inspired to learn more about the diverse heritages that form the various cultural identities in the U.S. FIND COMMON GROUND TO SOLVE SOCIETAL ISSUES.
VIEWER ENGAGEMENT & IMPACT

• Engagement & Impact is at the heart of using media for the public good and is the practice of connecting audiences to content beyond broadcast or a digital viewing experience.

• Distinct from the station’s marketing functions, which focus on promoting content, Impact is about inviting audiences across Southern California to come together to learn more about a topic, challenge assumptions, and to connect with each other, local organizations and experts.

• 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

MAKING BLACK AMERICA
A SOCIAL CELEBRATION OF BLACK JOY IN MUSIC, DANCE, AND COMMUNITY.

Join us for CA Prop Party!
@ Wednesday, Oct 19 @ 5pm via Zoom

PUBLIC SERVICE MEDIA

THE GREAT AMERICAN RECIPE
SoCal Edition
SCREENING AND PANEL DISCUSSION
#RecipePBS

PROCEDURAL GUIDELINES

PBS SoCal invites you and a guest to a FREE Reception, Outdoor Screening Event and Panel Discussion

SEASON TWO
LA FRONTERA
with Pati Jinich

ENGAGEMENT EVENTS & INITIATIVES

FOCAL POINTS

KQED ORIGINAL
LOCAL HEROES

KQED ORIGINAL
FINE CUT
FESTIVAL OF FILMS

KQED ORIGINAL
LOCAL HEROES

PUBLIC SERVICE MEDIA

The leading donation to support a public broadcasting station makes it possible for us to provide essential public service, education and civic leadership services to your community at the maximum level.

We are a non-profit public media institution in the community, service the ideological gap, and while we are proud of our ability to serve a community well, there’s much more to the work than what you see in your service.

More than 70 percent of the annual funding for the Corporation for Public Broadcasting (CPB) goes directly to local stations and enables us to serve everyone, everywhere, every day, for free. Now it’s your turn to support.
INTERNSHIP PROGRAM

• Since its launch in Summer 2022, PMGSC hosted 23 paid interns in positions across the organization and 8 have gone on to gain employment in public media.

• Interns receive hands-on training and professional development opportunities.

• PMGSC places no restrictions on intern eligibility—people from all types of backgrounds and career trajectories can participate.

• FY 23 Interns
  • 14 Female and 1 Male
  • 73% BIPOC
INTERN EXPERIENCE

• 100% commented that the program greatly exceeded expectations.
• 100% indicated that they would recommend to a friend.

Intern Reflections:

• "Having previously worked in pre-school and special education, I wanted to show that my skills are transferable and are not limited to the classroom."

• "I am grateful to be getting hands-on experience with these platforms and interpreting the data into meaningful results. I am using what I learned in school in a real work setting."

• “This internship put me in front of the right people to reach my end goal.”

• "PBS SoCal and KCET have its own special culture that you can't find anywhere else in the television industry."
EDUCATION EFFORTS

We make content, curriculum, parent workshops, family learning events, and educator training available to our community for free – which strengthen services in the highest-need neighborhoods across Southern California. Our education commitments include:

**Spanish Language Centric**
We believe in Spanish Language Excellence: in hiring, partnerships, curriculum, editorial, engagement and content.

**Culturally Responsive**
We are culturally responsive in all we do, provide, and create for families. Co-design is a core principle of how we create new content.

**Educator Resources**
We support educators with anti-bias education tools, curriculum and strategies.

**Supporting Neighborhoods**
We are committed to serving largely low-income communities across Southern California, providing free educational materials and resources.

**Equal Access**
We provide free access in every form including broadcast, digital, technology distribution, and virtual/in person engagement. Our content is available in English and Spanish.
The Early Learning Partner 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 individual is significantly improving the lives of families and children across Southern California, empowering caregivers, and creating opportunities for children that will unlock a world of possibility.

Gracelena Cerezo is the program director for Plaza La Roca Verde Child Development Center, providing childcare to the most economically disadvantaged families in East Los Angeles. She has been the Site Director for the last 15 years and feels very passionate about supporting and working with the children and families, and coaching staff for Plaza Community Services. Cerezo has been in the early childhood education space for more than 25 years supporting young children, teachers, and parents.
EDUCATION IMPACT

WORKSHOPS

- Over 17,000 parents, caregivers, children and educators received educational materials and training through in-person and virtual events.
- 82% of families identified as Hispanic/Latino.
- 88% of families who participated were eligible for Free or Reduced Lunch at their child’s school.

DIGITAL

- Released 50 new bilingual activity videos.
- Published 19 bilingual editorial articles.
EDUCATION IMPACT

BROADCAST
Our 24/7 KIDS Channel provided access to educational content for over 2M 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 and KCET to enhance our collective impact in the community.
We distributed over 17,700 educational materials and over 4,700 math activity books.
Provided 5 Mobile Labs (50 iPads) to community partners.
AHEAD IN FY24 AND FY25

**People**
- Two Additional Cohorts of Internships
- Focus on increasing diverse candidate pool for recruiting

**Culture**
- New Cohort of Director Level Coaching and Mentoring
- New DEI Training for Leadership
- ERG Assessment

**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

PLEASE CONTACT:
ASHLEY VICKERS
VICE PRESIDENT, HUMAN RESOURCES
HR@PMGSOCAL.ORG

Public Media Group of Southern California
KCET  PBS SoCal  LinkTV