



# DEI REPORT

## PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

**Fiscal Year 2023**  
(July 2022 – June 2023)

KCET  PBS SoCal  Link<sup>TV</sup>

# **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

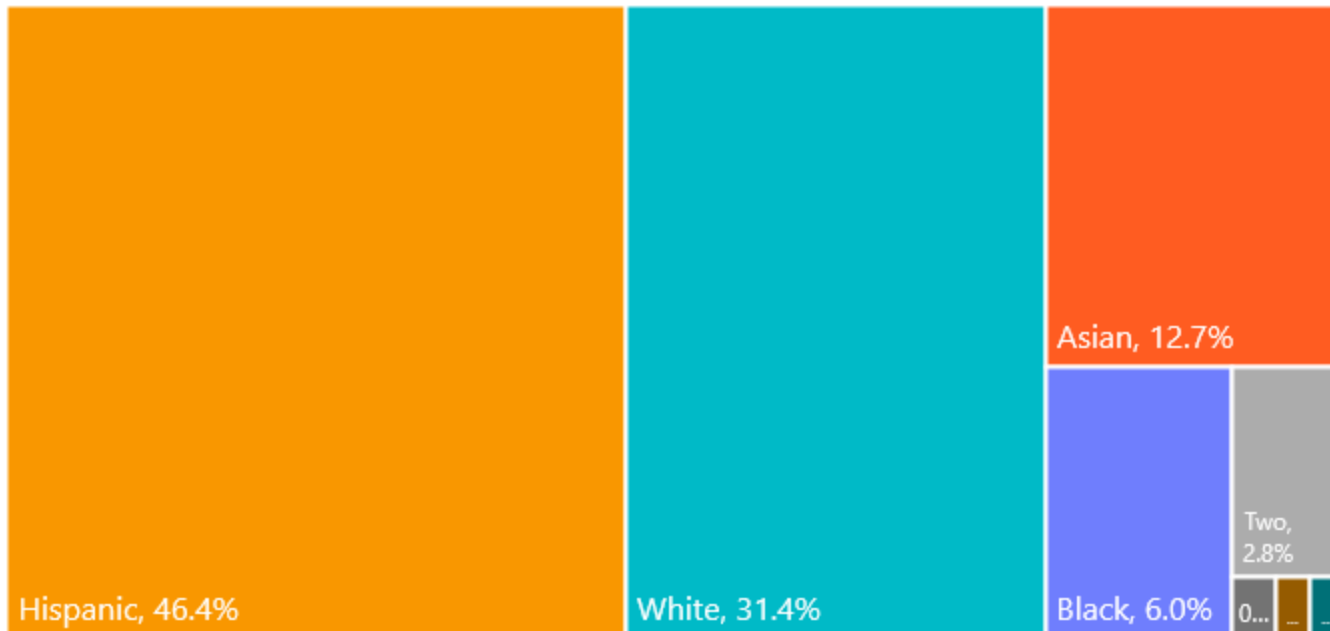


Our content and services inspire curiosity and understanding for a rapidly diversifying Southern California audience.

# DEMOGRAPHICS AND COVERAGE AREA

## Southern California Population Demographics

Hispanic White Asian Black Two Other Native Islander



## AUDIENCE DEMOGRAPHICS

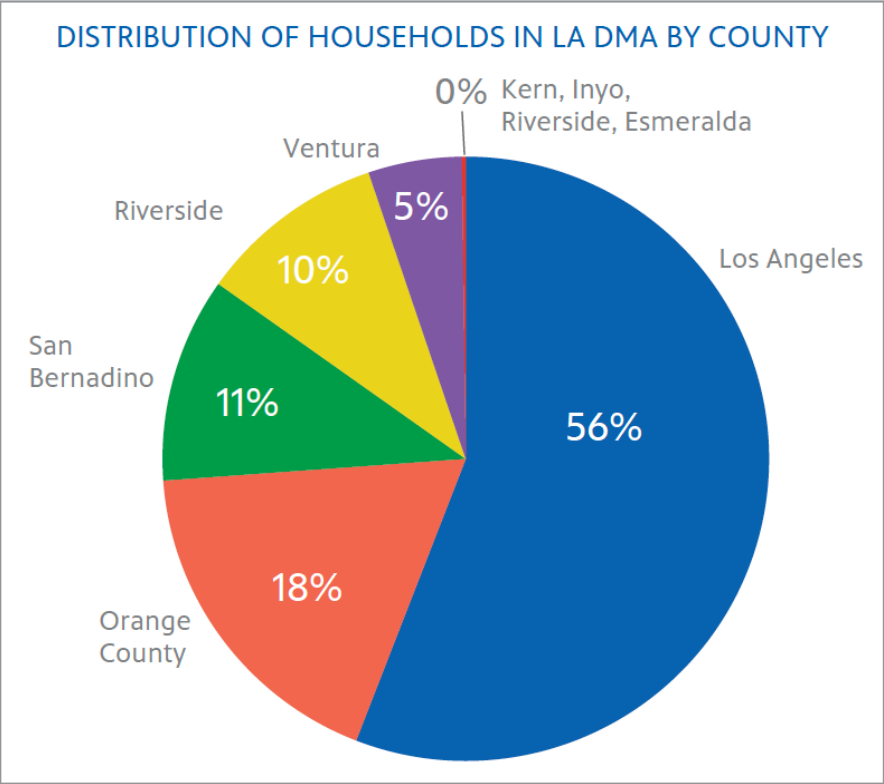


PBS SoCal & KCET linear channels are available to over 18M viewers in 10 counties.

- **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

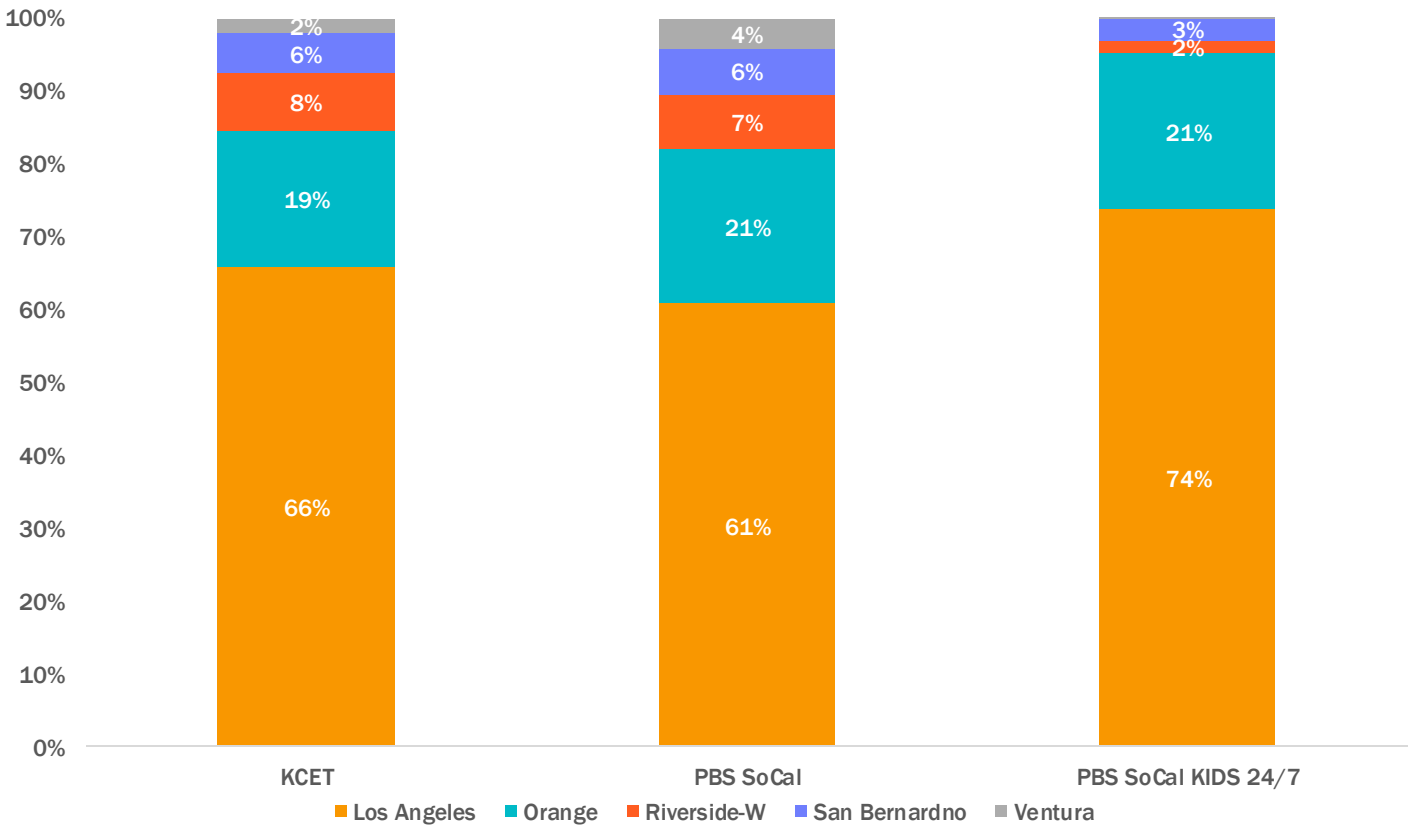
## COVERAGE MAP

# DEMOGRAPHICS AND COVERAGE AREA



Source: Nielsen defined territory for the Los Angeles Market.

Broadcast Viewers by County in LA DMA



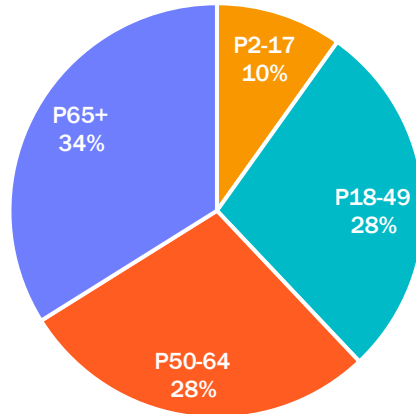
Source: Nielsen NLTv, Time Period Custom Analysis, 1/6/2022-12/31/22, LA DMA, DMA and County Level, P2+, L+7, KOCE 50.1, KCET 28.1, QOCE 50.5, M-Su 3a-3a

# AUDIENCE DEMOGRAPHICS – GENERAL AUDIENCE

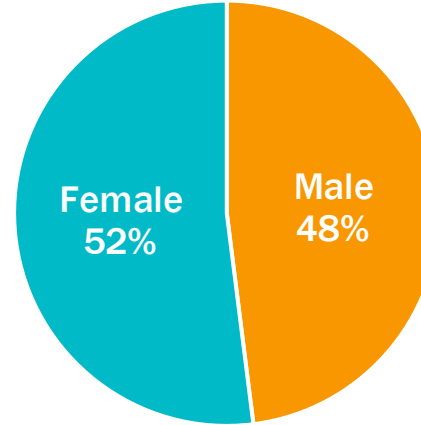
PBS SoCal and KCET – January 2022- December 2022

PBS SoCal

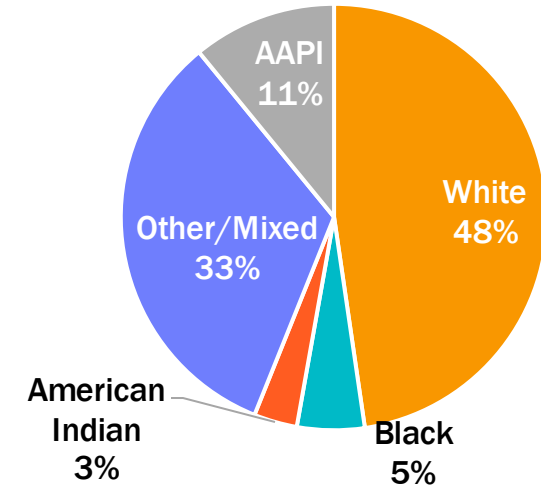
Age



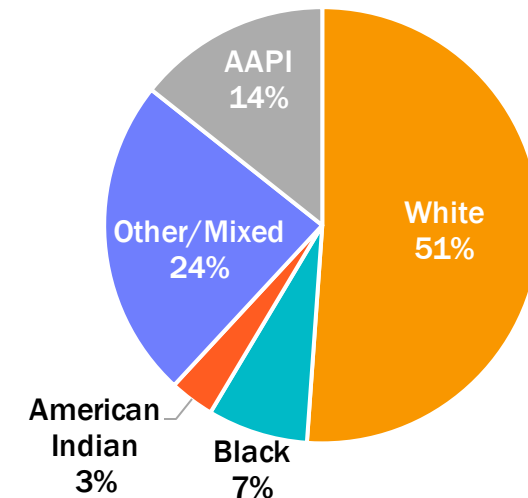
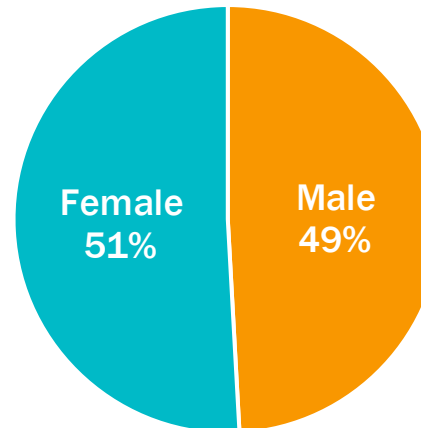
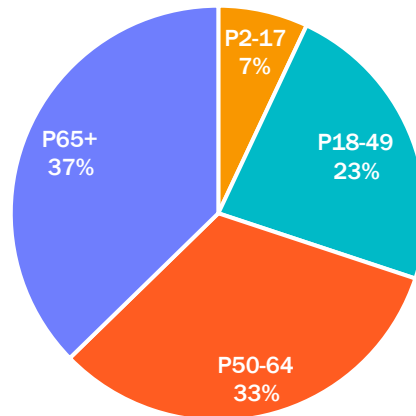
Gender



Race



KCET



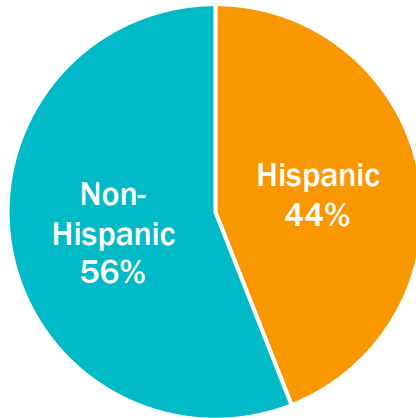


# AUDIENCE DEMOGRAPHICS – GENERAL AUDIENCE

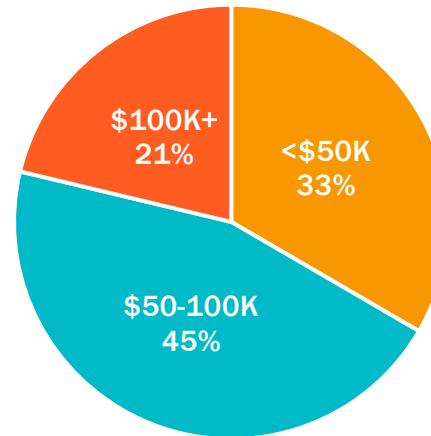
PBS SoCal and KCET – January 2022- December 2022

PBS SoCal

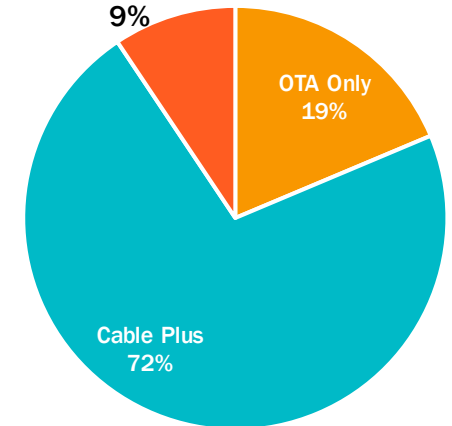
Hispanic Identity



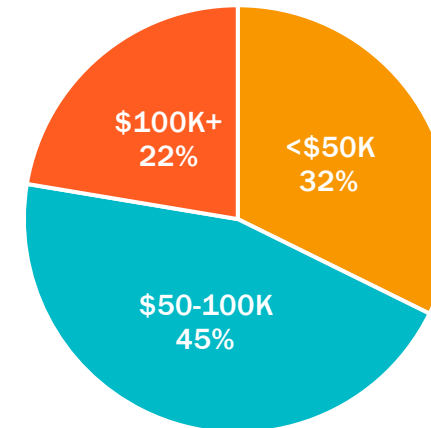
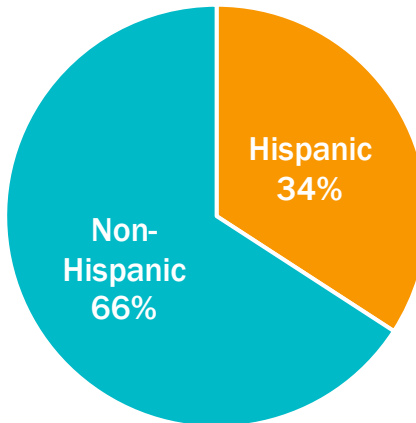
Income



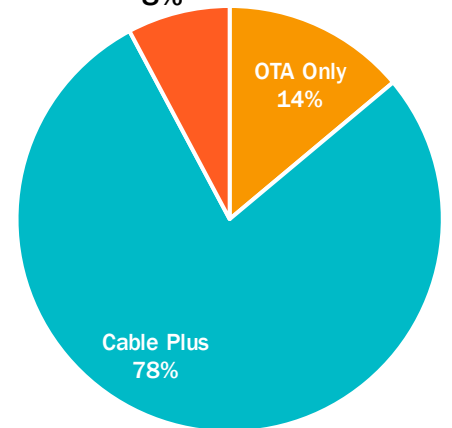
Over-the-air Viewership



KCET



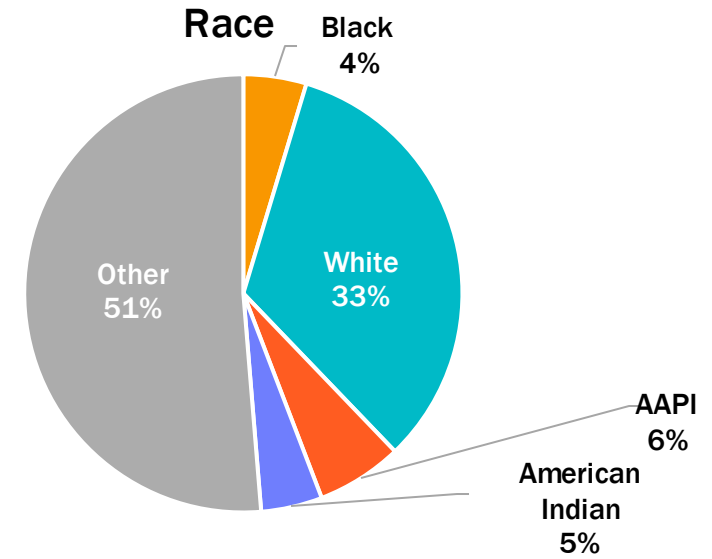
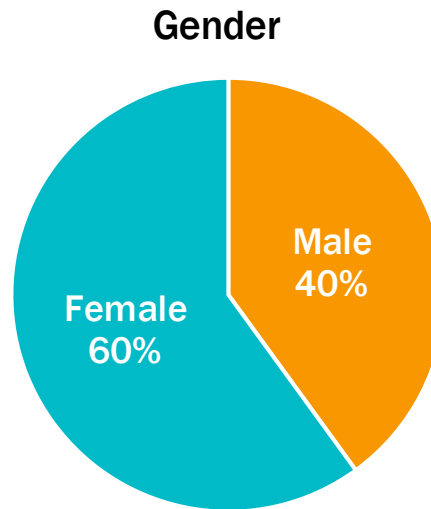
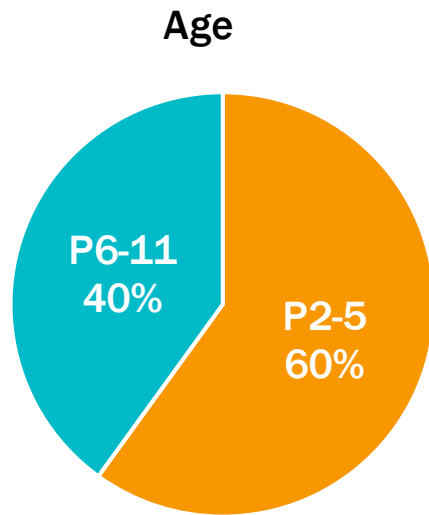
Broadband



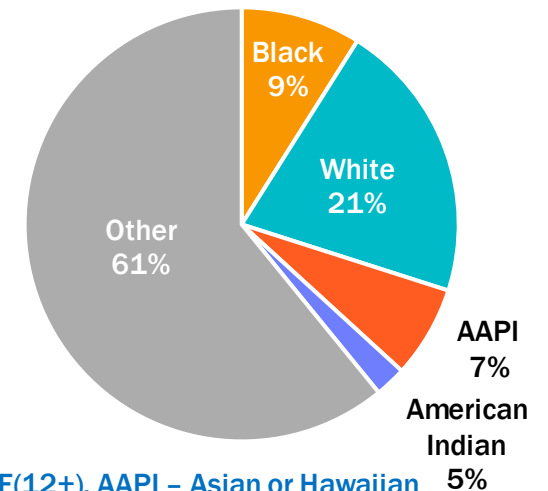
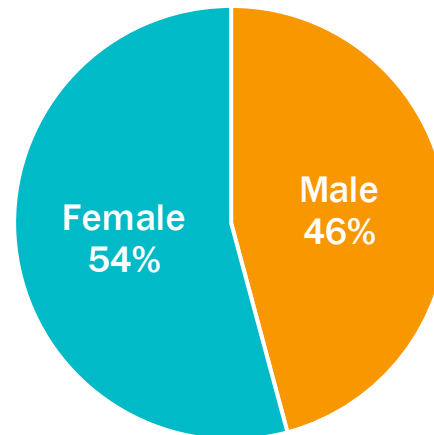
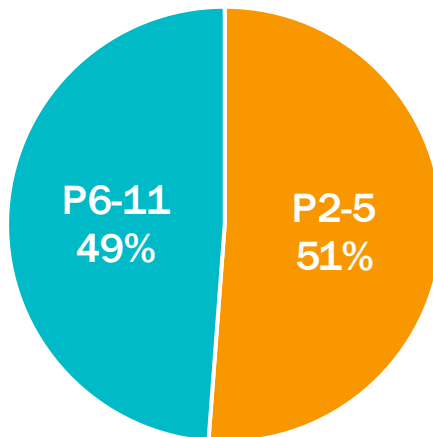
# AUDIENCE DEMOGRAPHICS – KIDS

PBS SOCAL KIDS BLOCK AND KIDS 24/7 – JANUARY 2022 – DECEMBER 2022

PBS SOCAL (50.1)  
KIDS BLOCK



24/7 PBS SOCAL KIDS  
(50.5)



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

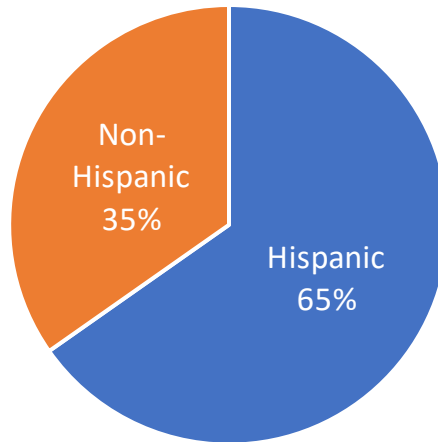


# AUDIENCE DEMOGRAPHICS – KIDS

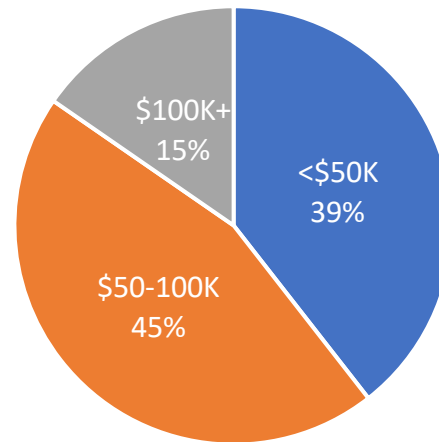
PBS SOCAL KIDS BLOCK AND KIDS 24/7 – JANUARY 2022 – DECEMBER 2022

PBS SOCAL (50.1)  
KIDS BLOCK

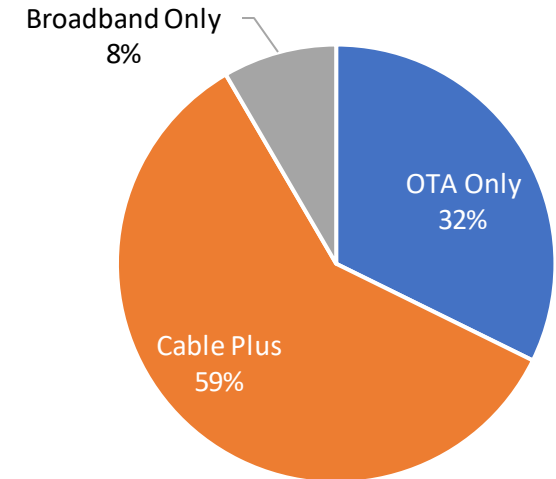
Hispanic Identity



Income

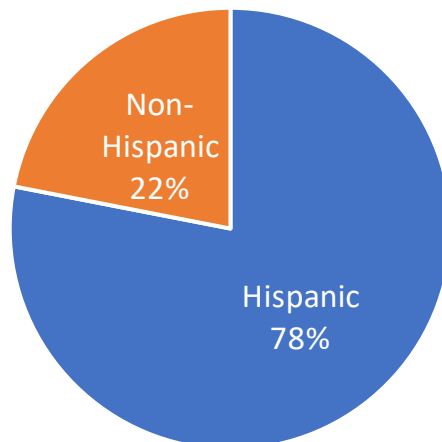


Over-the-air Viewership

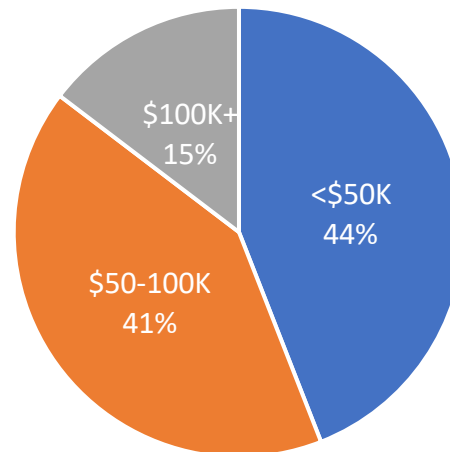


24/7 PBS SOCAL KIDS  
(50.5)

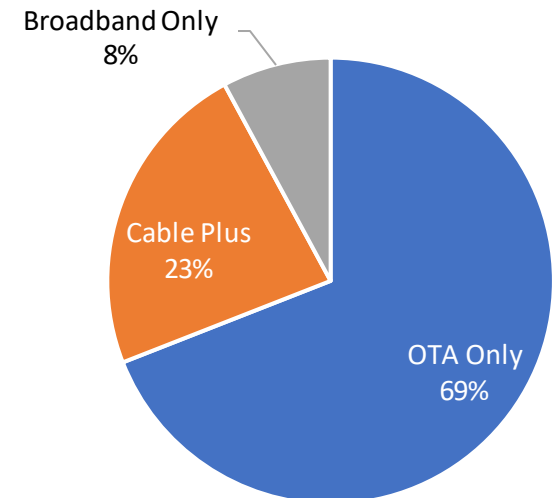
Hispanic Identity



Income



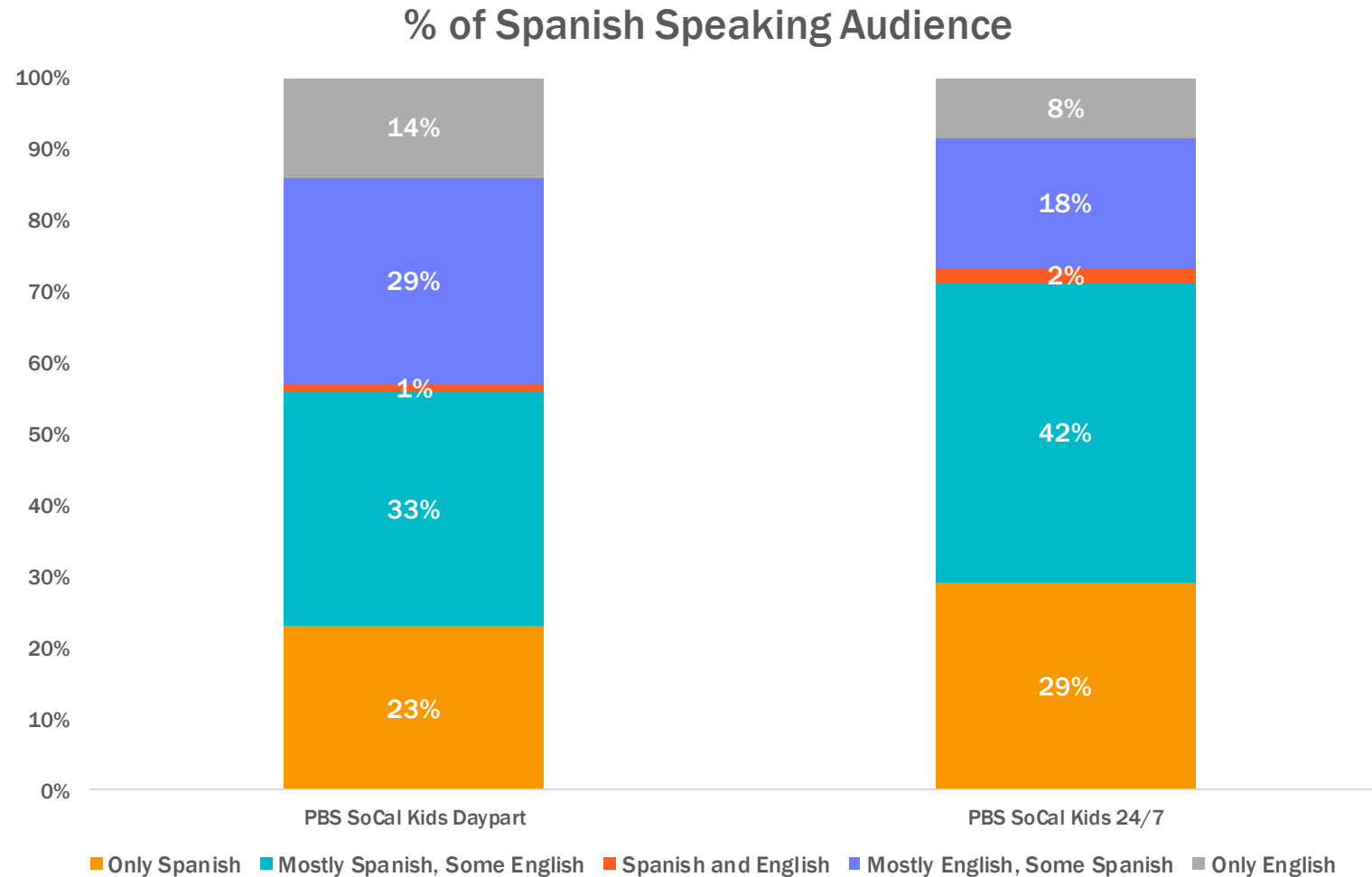
Over-the-air Viewership



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



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



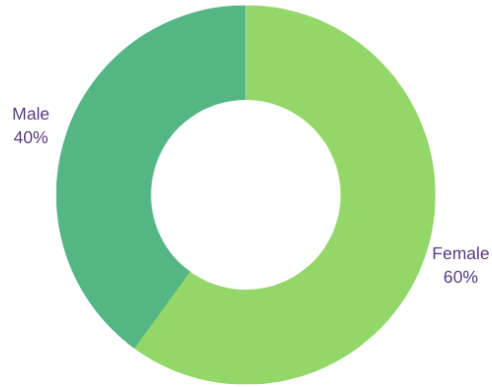
# OUR PEOPLE



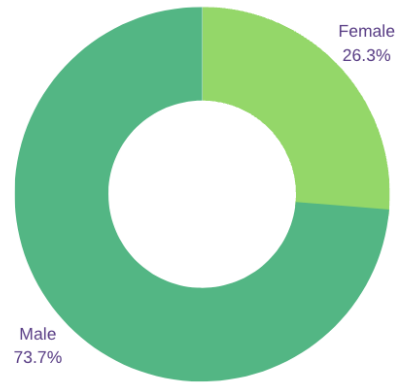


# ORGANIZATIONAL DATA

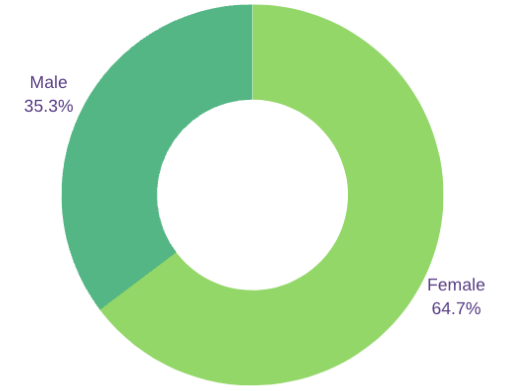
**PMGSC: All Staff  
Gender**



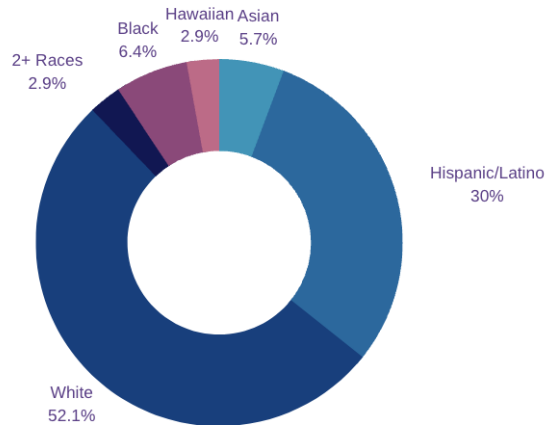
**PMGSC: Professionals  
Gender**



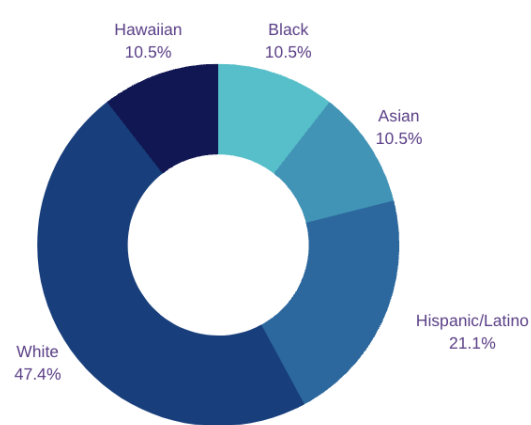
**PMGSC: Manager  
Gender**



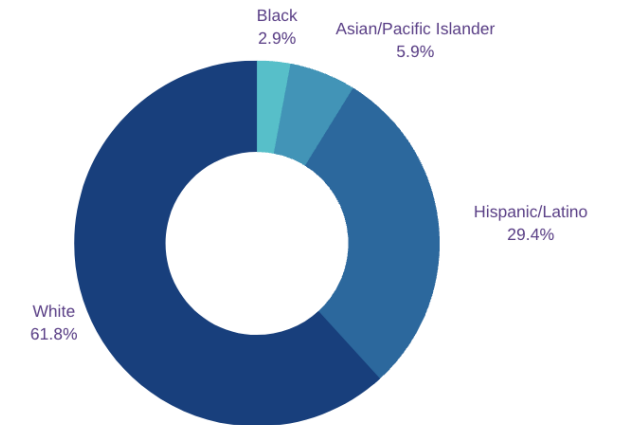
**PMGSC: All Staff  
Race/Ethnicity**



**PMGSC: Professionals  
Race/Ethnicity**



**PMGSC: Manager  
Race/Ethnicity**

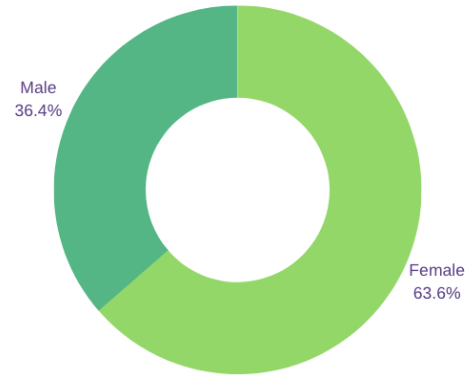


# ORGANIZATIONAL DATA

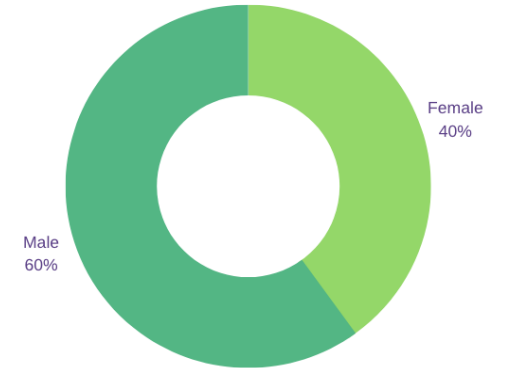
**PMGSC: Operational Leads  
Gender**



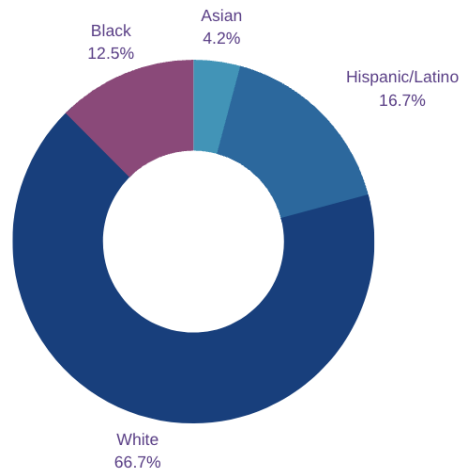
**PMGSC: Executives  
Gender**



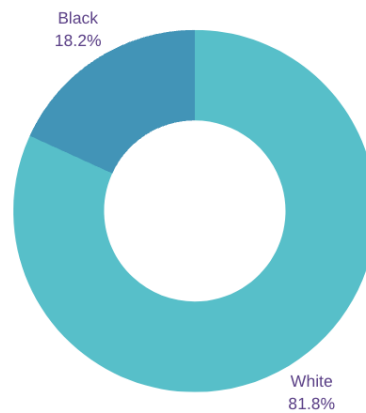
**PMGSC: Board of Directors  
Gender**



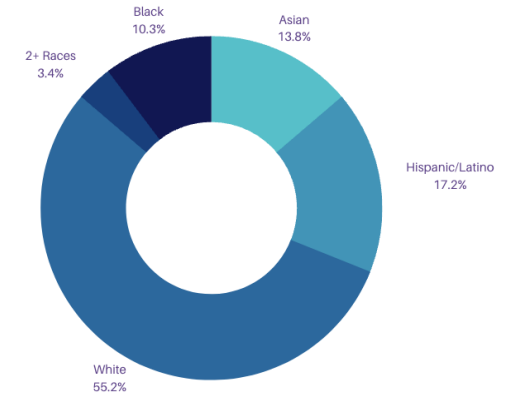
**PMGSC: Operational Leads  
Race/Ethnicity**



**PMGSC: Executives  
Race/Ethnicity**



**PMGSC: Board of Directors  
Race/Ethnicity**



# 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), 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.



# EMPLOYEE SPOTLIGHT



## **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."

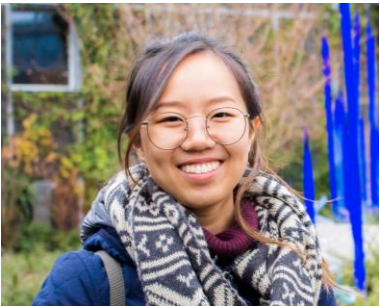


# EMPLOYEE SPOTLIGHT



**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 the ir 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.

## African American/Black

- Built a supportive place where members are sharing and exchanging ways to support the group.
- Supported diverse African American voices in February's Black History Month release.

**June M. Baldwin**  
Executive Sponsor

## Women

- Hosted "Career chats" with the new Chief Content Officer and Chief Development Officer (who are both women).
- Distributed keynote speeches from PMDMC for the group to watch.
- Discussed staff presentations from the PBS Annual meeting.

**Maura Daly Phinney**  
Executive Sponsor

## Latino

- Amplified Latinx voices in a press release to celebrate Hispanic Heritage Month with films that aired from September to October

**Bob Dea**  
Executive Sponsor

## LGBTQ+

- Sneak peek of Pride Month's UNIDAD followed by a Q&A
- Hosted org wide discussion on Queer & Trans Perspectives in media
- Coordinated messaging supporting inclusive community in June's Pride Month press release

**Dan Ferguson**  
Executive Sponsor

## Bi-Racial/Mixed Race

- Built a supportive place where members are sharing and exchanging ways to support the group.

**Ashley Vickers**  
Executive Sponsor

## Asian

- Highlighted programming that celebrates AAPI perspectives in May 2023 and hosted multiple local screenings of ARTBOUND: Giant Robot.

**Bob Dea**  
Executive Sponsor

## Parent

- Built a supportive place where members are sharing and exchanging ways to support their children.
- Provided resources for parents in June's Summer Learning Day release.

**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.**



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.

# COMMUNITY ADVISORY BOARD

## 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.





# COMMUNITY ADVISORY BOARD CHAIR AND VICE CHAIR SPOTLIGHT



"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**







# LOCAL ORIGINAL & ACQUIRED 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  
LA 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**

# NATIONAL PBS CONTENT

- 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.

National

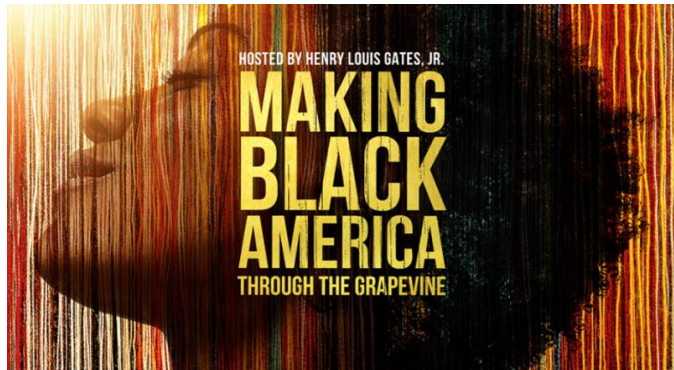
91

Programs

Designated as DEI

Including:

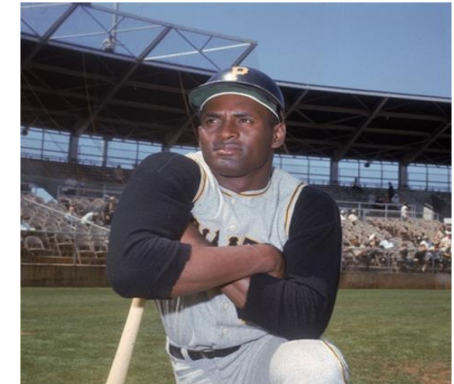
*America Outdoors with Baratunde Thurston, Great Muslim Roadtrip, U.S. and the Holocaust, Making Black America: Through the Grapevine, Dia De Los Muertos, American Masters: Buffy Saint-Marie: Carry It On, American Masters: Roberta Flack, Fight the Power: How Hip Hop Changed the World, Great American Recipe, Fanny: The Right to Rock, and Independent Lens: Mama Bears*



**Making Black America**



**The Great American Recipe**



**AMERICAN EXPERIENCE:  
Roberto Clemente**



**Fanny: The Right to Rock**



**AMERICAN MASTERS:  
"Buffy Sainte-Marie: Carry It On"**



**INDEPENDENT LENS:  
Mama Bears**



# DIGITAL CONTENT

- 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

# INCLUSION HAPPENS HERE CAMPAIGN

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.

2021



2022



2023



# 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



# 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.



# EARLY LEARNING PARTNER AWARD

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.

**Graciela 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**

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**Public Media Group of  
Southern California**

**KCET  PBS SoCal Link<sup>TV</sup>**