



Annual Impact and Local Service Report

JULY 2020 – JULY 2021

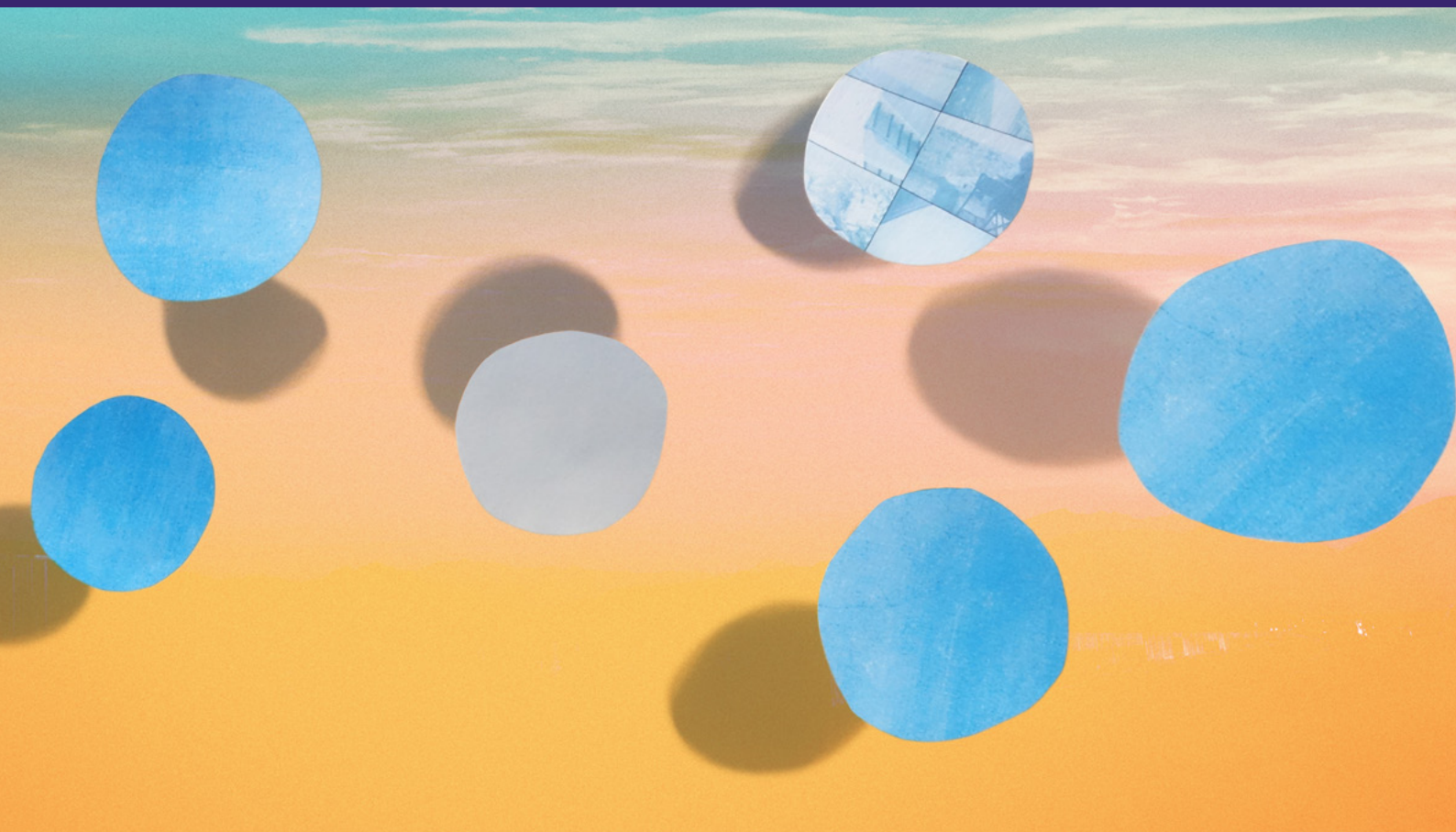


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Making an Impact

In 2021, Southern California continued to deal with the challenges of the pandemic and its impact on our local education efforts, the arts community and our regions' social development.

In this year's Impact and Service Report, we showcase inspiring examples of our stations' vital role in helping our community recover. We'll demonstrate our continued focus on our pillars of service—Arts & Culture, Education, and News & Journalism—to support Southern California's children and families, provide trusted news and information and share award-winning storytelling across an ever-growing slate of media platforms.

In the upcoming pages, we present the breadth and depth of our efforts in our vital role as Southern California's primary PBS stations. In 2021 we continued to bring audiences the stories and series they love including **Frontline** and **Finding Your Roots**. We helped viewers connect with stories from their own backyards with local programs like **Artbound** and **Earth Focus**. We produced a nationally distributed series, **In Concert at the Hollywood Bowl**, marking the beginning of an exciting new era of sharing SoCal's art and culture with viewers across the country.

And, as the 2020 election season unfolded, we provided a trusted source to help viewers make informed decisions with national reporting from programs like the **PBS NewsHour** and locally with **Ballot Brief's "Props in a Minute."**

2021 was also a time for important work enhancements—improving both our capabilities and our commitments. As an organization, we believe strongly in celebrating the multiculturalism that makes our region unique and iconic. We have doubled our commitment to diversity, equity and inclusion in our content and services as well as in our organization and people. We feel there's nothing more important today than bringing people together through our programming and initiatives in order to better understand each other, our commonalities, and our differences.

And finally, you will see we've put a spotlight on the extraordinary work we've undertaken in collaborating alongside our community to build new efforts that directly impact the many thousands of people and organizations throughout our state as well as the nation at large.

In our work, we seek to strengthen the fabric of our communities and enrich the lives of all Southern Californians by delivering media for the public good this year, and every year.

The Power of Media for the Public Good

PBS SoCal, KCET and Link TV, deliver thought provoking and inspiring media and engagement programs using “the power of media for the public good.” We deliver quality arts and culture, education, news and journalism content and initiatives across the region. We currently have over 155,000 members across Southern California whom we proudly call “part of the family.”

We strengthen the civic fabric of Southern California by sharing our distinctive perspective with the rest of the nation, and provide our community with an essential connection to a wider world. Public media is an essential cultural and educational institution in our region. In today’s media environment, the role of local public media is more critical than ever.

We work hard to provide our community with an essential connection to the wider world. With a reputation for fostering a love of learning and culture, we operate to strengthen the communities of Southern California and to share our distinctive perspective with the rest of the nation.





Programming & Content:

Growing and Adapting in Order to Make an Impact

In 2020, we partnered with more local producers than ever before to broadcast more content for and about the region in which we live. We also encouraged opportunities for community engagement (done safely and often virtually) and social action.

Although we are still dealing with the pandemic and its aftermath, we can proudly say that we responded in a way that no other organization could. With COVID-19 hitting in spring of 2020, we pivoted our focus to educating, informing and inspiring our community. The result was a nationally recognized **At-Home Learning** program, a local news partnership with our fellow public media organization KPCC and new programming designed to connect Southern Californians to the Arts and Culture community with the series ***Southland Sessions*** and ***In Concert at the Hollywood Bowl***.

In June 2020, PBS SoCal and KCET's revamped the programming schedules under the theme "**Black in America**" to increase our commitment to programming focused on diversity, equity and inclusion. Throughout the summer and fall of 2020, our organization stood in solidarity with the Black community following the murder of George Floyd and the ensuing protests that erupted across the country. From California's indigenous people in our series ***Tending Nature***, to local Californian filmmakers capturing ***The Latino Experience***, we told stories that matter by those closest to their communities.

And leading up to our national election day in November 2020, as in past election years, KCET and PBS SoCal were at the forefront of delivering in-depth information and news with trusted programs from PBS including ***Frontline*** and the ***PBS NewsHour*** as well as five locally produced documentaries, complete with online interaction and social media commentary.



**AT-HOME
LEARNING**



Awards

In addition to making a difference in our communities, our content was awarded with some extraordinary (and well deserved) recognition.

- We were honored with 11 Los Angeles area Emmy® Awards, more than any other broadcaster in the region for the fourth year in a row.
- Our programming was awarded with three wins from the Radio Television Digital News Association (RTDNA)'s 2021 Regional Edward R. Murrow Awards, for the acclaimed social justice documentary ***City Rising: Youth & Democracy***, ***SoCal Connected's "The Fight to Know"*** and ***Artbound's "Light and Space."***
- Both KCET and PBS SoCal received accolades at the Golden Mike awards from the Radio and Television News Association of Southern California, as well as multiple wins from both the Los Angeles and Orange County Press Club awards.
- At-Home Learning initiative was honored by the National Educational Telecommunications Association (NETA) at the 52nd Annual Public Media Awards "Overall Excellence in Innovation" category.
- PMGSC's President and CEO **Andrew Russell** was presented with the Pillar of Public Service Award by America's Public Television Stations (APTS) recognizing the contribution of an extraordinary leader and innovator. Russell was also announced as Chairperson of the Board of Trustees for APTS.
- Our Vice-President of Membership **Maura Daly Phinney** was named as the recipient of the 2021 C. Scott Elliott Development Professional of the Year Award by PBS for her passion and commitment to public television, as well as for her inspiring leadership and outstanding work done to move the public media system forward.
- The 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 the national Edward R. Murrow Awards.



PBS SoCal

KCET

You Happen Here



Transforming for a Digital Age:

Rebranding and Tech Advancements

In January of 2021, Southern California's flagship PBS Stations KCET and PBS SoCal rebranded in anticipation of the digital future. The rebrand included new logos, graphics and colors that delivered a fresh online and on-air look.

This rebrand helped us to connect seamlessly with viewers across all platforms. Our new advanced capabilities set us up for a bright future in a digital age where national and local PBS content is front and center, alongside programming from Disney +, Apple TV, Netflix, and other streaming leaders.

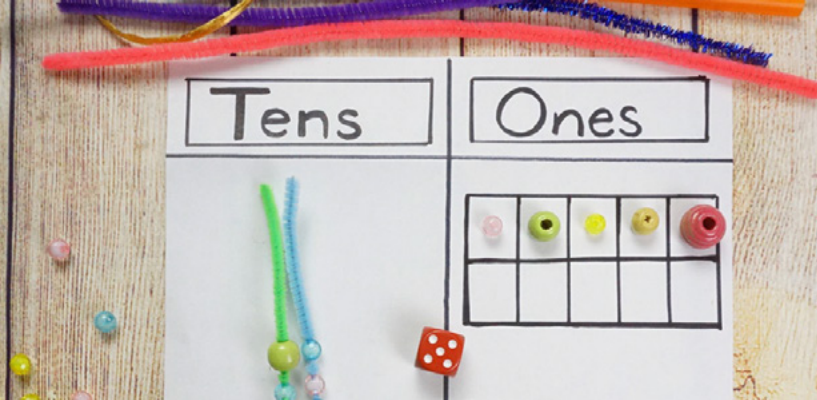
A multi-platform marketing campaign started airing on PBS SoCal and KCET under the banner "You Happen Here." Over the course of the year, a variety of on-air promo spots, website messaging, membership communications and social media posts were distributed emphasizing growth, culture and the positive impact we have on the SoCal community.

New Digital Integration and Website Launches

The goal of renovating the websites for PBS SoCal, KCET and Link TV was for users to find more of the content they enjoy by consolidating three different platforms into one, making it a more efficient and streamlined experience for both the organization and the user. A more colorful, modern, and easier-to-use format will now feature personalized capabilities and will be compatible with other systems used by the organization.

Upgraded Master Control System

Public Media Group of Southern California's digital advancements for the future also included merging PBS SoCal, KCET and Link TV Master Control into one streamlined operation. With a focus on leveraging cloud-based storage, combined with a scalable future proof roadmap to take the organization into the future. As a result, we can now deliver the best programming as well as the latest news and information from around the globe.



Growing Our Early Education Footprint:

Launch of Family Math Program

A key priority for 2021, our **Family Math** program aimed to close the achievement gap for young learners from low-income households by empowering families. The concept was simple. We provided access to high-quality, math-centric resources while offering fun learning opportunities and engagement experiences.

We see a great opportunity to better support outcomes for children in our local communities. By facilitating a positive math experience among both parents and children, our goal is to increase parents' confidence in their abilities to encourage their child's learning of math concepts at home.

The multi-platform initiative at pbssocal.org/familymath was designed to help families and caregivers with children ages 2–5 years old prepare for kindergarten and beyond. Highlighting the benefit “Early Learning=Success,” the new initiative emphasized the entire family learning together. Family Math was comprised of fun online workshops, in-person educational activities and original videos as well as a comprehensive collection of editorial content.

Family Math Components included:

- **Online Parent Workshops.** Five self-paced, 20-30-minute lessons created to build math confidence utilizing everyday objects and activities that turned math into fun, interactive learning experiences.
- **In-Person Parent Workshops and Events.** PBS SoCal hosted live, virtual workshops and experiences for caregivers spreading the Family Math curriculum to other communities.
- **Editorial Content.** Digital resources and articles complimented Early Learning lessons with the hopes of building good learning habits in youth.
- **Newsletters.** An English and Spanish newsletter was distributed to promote the most up-to-date content, in-person workshops and resources for caregivers and educators.
- **Teacher Resources.** Many educators shared the content with their families and used the activities in their classroom.



At-Home Learning

Ensuring Kids Have Access to Education

We continued the **At-Home Learning** initiative, the partnership with the Los Angeles Unified School District (the second largest district in the nation) into early 2021. The goal was to provide continuity of learning for students during school closures due to the coronavirus, by redesigning our daytime schedule to include content that aligned with state standards curriculum. We saw millions of California students participate with our free educational resources via television and online. We collaborated with KQED in San Francisco and encouraged over 100 stations in over 40 states to use our model to develop their own local resources and services in their communities.

Additionally, we continued our **Ready To Learn** and Early Learning programs, teacher training sessions, parent workshops, and outreach events as well as free educational resources.





Arts & Culture:

Keeping the Arts Alive in SoCal

Our organization is in a unique position to help bring arts and culture to our community because we can offer up “Southern California’s Largest Stage.” As regional artists adapted to an uncertain future created by a global pandemic and social unrest, we were able to bring our viewers prominent voices in the arts and culture space from around Southern California. With the city’s art scene forever transformed, our efforts during this time showcased the resiliency of the creative community and featured a diverse array of content that ranged from student films to Oscar® winners and from youth poetry to mariachi bands.

In 2020, we launched a robust new Wednesday night of Arts programming on KCET (in addition to the already established Friday night on PBS SoCal that regularly features America’s preeminent performing arts television series from PBS, **Great Performances**). Under the theme “**Create Wednesday**,” the KCET schedule also featured popular Arts and Culture programs that had previously aired on KCET and PBS that included our Emmy® award-winning Original arts series **Artbound** and student film showcase **Fine Cut**.

Arts and culture highlights of the year included:

Southland Sessions (July–December)—A new weekly series welcomed Southern California to experience regional arts and cultural offerings during a unique time when attending live events in person was not an option. Through unprecedented performances and archival footage from local organizations, audiences had the opportunity to experience incredible productions from the comfort of their home. 17 episodes were produced by year’s end in partnership with almost three hundred organizations from across our region.

Variety Studio: Actors on Actors (August Emmys® Edition & January Oscars® Edition)—In both January and July, PBS SoCal and **Variety** partnered again to present two new seasons of the 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.



***In Concert at the Hollywood Bowl* (August)**—For the first time in its 98-year history, the Hollywood Bowl season was officially cancelled to protect artists, audiences and staff from the spread of COVID-19. This series, which aired in Southern California in summer 2020 (and nationwide on PBS stations across the country in early 2021), allowed viewers to experience iconic moments from the **LA Phil** archives at the Hollywood Bowl. Six episodes featured the “best of” live performances from the past 10 years at the Bowl’s Summer Concert Series and were hosted by LA Phil’s Music and Artistic Director **Gustavo Dudamel**. The weekly music series produced in partnership between KCET and the Los Angeles Philharmonic Association included performances by **Kristin Chenoweth, Herbie Hancock, Carlos Santana, Katy Perry** and more.

***Artbound* (October)**—The Emmy® award-winning arts and culture series returned for its eleventh season to examine the lives, works and creative processes of innovators making an impact in Southern California. Told through long-form documentaries, the season explored Jazz, Food art, the Light & Space movement, and the Watts Towers Arts Center.

***Artbound: Arts Education* (April 2021)**—A special standalone special called “Arts Education” is an exploration of the values that arts education provides for all young people and communities, building the foundation for an inclusive and economically vibrant society. Developed in partnership with the **Los Angeles County Department of Arts and Culture**, the documentary focused on art as the pathway to the future and featured **Debbie Allen, Catherine Opie** and more. The **Los Angeles County Museum of Art** hosted two virtual

events including a premiere screening with participants from Get Lit and the 2021 LA Youth Poet Laureate **Arlene Campa**.

***Artbound Summer 2021 Digital Series Education* (June 2021)**—A new digital series featured five short films highlighting the regional efforts of trailblazing local graphic designers that included **Emory Douglas, John Van Hamersveld, Sister Corita, Ernesto Yerena Montejan, Dignidad Rebelde** and more. Additionally, two new short digital productions spotlighted Griffith Park’s **Ellen Reid SOUNDWALK** and Cumbiatón, an intergenerational cultural movement that utilizes music and art to uplift oppressed communities. The shorts were made available for streaming only on **[kcet.org/artbound](https://www.kcet.org/artbound)** and on the free PBS App.

Additional Arts & Culture Programming:

- ***Fine Cut*** Festival of Student Films
- ***61st Annual LA County Holiday Celebration***
- ***All is Bright, A Concordia Christmas***





Election 2020:

Ensuring voters are well informed

PBS SoCal and KCET headed into Election Season in 2020 with the **'VOTE 2020'** Campaign emphasizing the exploration of past, present and future of our democracy. With the goal of keeping the residents of Southern California well informed on the ballot initiatives and the candidates, we launched a voter registration partnership with 'I am a voter.' in an attempt to get as many potential voters registered as possible. And we continued our award-winning coverage of the election from trusted PBS news series as well as unbiased daily news coverage from multiple news programs around the globe. We also produced five local, topical documentaries and hosted a PBS NewsHour Student Reporting Labs event.

National Programming

Both KCET and PBS SoCal aired live coverage on election night as well as **PBS NewsHour's** unbiased coverage of the debates leading up to the General Election on Nov. 3. **Frontline's** critically acclaimed **"The Choice"** featured interwoven investigative biographies of the candidates in a two-hour special examining the defining moments that shaped their lives, their approach to power and their visions for America's future. Another highlight was the one-hour **Washington Week "Election 2020 Special Report"** which shared analysis from the country's top political correspondents

reporting on the issues driving the election as well as political analysts providing polling data to explore the state of key races around the country.

Local Programming

All-new KCET Original documentaries included the September return of a new season of the environmental investigative series **Earth Focus**, launching with a special on the youth climate movement around the world and concluding with the feature-length documentary **"The New West and the Politics of the Environment"** highlighting the work of Nevada's legendary **Senator Harry Reid**. Four other new documentaries rolled out in October on KCET and PBS SoCal that spotlighted California's changing population, values and social movements including anti-immigration law documentary **187: The Rise of the Latino Vote** and **The First Angry Man** which tackled California's 1978 historic Proposition 13 that launched a tax revolt and has dramatically shaped the state's education system and economy. **City Rising: Youth & Democracy** examined youth democracy as California's young people activate their civic power to reshape systems and institutions for a better future. Finally, **Power & Health** highlighted the correlation of these two social issues and the political determinants of health.



Online Content

The online election portals at kcet.org/vote2020 and pbssocal.org/vote2020 provided a one-stop digital voter resource where Californians could find a selection of videos, articles and explainers that broke down what voters could expect to find on their election ballots, including a downloadable printable “cheat sheet” that explained some of the key initiatives.

One of the online highlights for local voters over the past three election seasons has been **Ballot Brief’s “Props in a Minute,”** a series of one-minute, bilingual, impartial video explanations using animation and easy-to-understand language that helped voters decipher 2020’s 12 complex propositions on the ballot.

Events

PBS SoCal and KCET also partnered with **PBS NewsHour Student Reporting Labs** and Southern California NPR station, KPCC/LAist to foster civic engagement in our region’s young people by sharing student-produced content on our websites and social media channels.



News and Current Affairs: Filling the Void with a Trusted Voice

National/Global News

With our viewer's need for up-to-the-minute news coverage on the pandemic over the last year, we've made a substantial commitment to in-depth daily coverage by some of the best journalistic teams on television. Each day, we broadcast over 11 hours of national and international news across KCET, PBS SoCal and Link TV. In addition to our televised coverage, key news programs are also available within our PBS App, which also offers live streaming of our channel.

We are proud of the quality, range and depth of our coverage of important global issues that affect us all. In a world confronting enormous issues, international crises, and rising bigotry and extremism, PMGSC has an important mission to provide a broad scope of information, perspectives, and insight to help inform our viewers and build a strong understanding of the issues of the day. Listed, are the key programs from which our viewers can find valuable insights.

PBS SoCal

PBS NewsHour
Washington Week
Firing Line
Frontline

KCET

Newsroom Tokyo
Democracy Now
Amanpour and Company
PBS NewsHour
NHK Newsline (Japan)
DW News (from German international broadcaster Deutsche Welle)
BBC World News America
France 24
BBC World News

Link TV

NHK Newsline
Inside Story
Democracy Now!
DW News
France 24
Al Jazeera English Newshour
Al Jazeera English News Bulletin
Four Corners
Foreign Correspondent



Local News

We recognized the need for a new role model for trusted local journalism in Southern California. In the past year, our region faced some of the most important economic, social, and political challenges in the entire nation. The need for trusted local journalism is greater now than ever before.

SoCal Update (March)—PBS SoCal and KCET’s strong public media partnership with Southern California Public Radio’s flagship radio station **89.3 KPCC-FM** continued to provide Southern California viewers with free, local daily news in under two minutes in a new format across a variety of platforms. The daily news series featured the region’s leading experts and reporters reviewing the day’s most pressing topics throughout Southern California to keep both viewers and listeners informed. Topics included the potential for school openings, the city’s rent crises, financial challenges for regional childcare providers and the potential impact of proposed new immigration plans among many others.

Digital News Content

Articles and reports were curated through our own original reporting efforts to bring our online readers the latest on COVID-19 related news or any of the other breaking stories over the course of the year. Partnerships with news organizations that included **KPCC, City News Service, CalMatters, Capital and Main, California Healthline** and **Hyperallergic** were also forged to broaden the scope of the news content on our websites in order to create a network of media to co-publish and collaborate with on our own original reporting. As we expanded our efforts in current affairs and environmental journalism, new staff members were added to the team to help bring our community closer to the local and national issues that mattered most to them.



News & Current Affairs Programming

- ***Global Mosaic* (September)**—A new edition of the Peabody Award® -winning original series MOSAIC offered fresh perspectives on critical global issues, with each program going to the heart of the news cycle with personal stories.
- ***The West is Burning* (November)**—The new documentary examined the history of forest management and litigation to raise awareness of the current conditions of forests in the western U.S.
- ***Japan with Sue Perkins* (November)**—The new two-part travelogue documentary special followed Comedian **Sue Perkins** as she traveled around Japan experiencing a nation caught between the demands of a high-tech future and the pull of a traditional past.
- ***What a Disaster* (November)**—The debut of an entertaining new spin on emergency preparedness came in this PBS SoCal special. The fun new game show hosted by **Jay Jackson** (*Parks & Recreation*) challenged three Southern California families to test their emergency readiness plans in the event of the next wildfire, earthquake, flood or other disaster.
- ***Lives Not Grades* (May)**—KCET hosted the world premiere of a new documentary that followed a team of college students from the University of Southern California (USC) as they traveled to the Greek island of Lesbos as part of a unique course to design and build innovations to improve the lives of refugees.
- ***Infodemic: Global Conversations on Science and Misinformation* (May)**—Produced by the **Aspen Institute Science & Society**, the series dived into the costs of science misappropriation and denialism and offers solutions to the challenges that science faces on a global level.
- ***Reunited States* (June)**—The all-new, 90-minute documentary followed four everyday people on the difficult journey of bridging U.S. political divides. With a goal of bringing both sides of the country together, the film urged audiences to consider that when it comes to polarization, everyone is either part of the problem or part of the solution.

Diversity, Equity & Inclusion:

Because We All Matter

Throughout its history, public television has been committed to diverse and inclusive programming. Our commitment to diversity, equity and inclusion (DEI) took on even greater significance amid a national reckoning around racism and a pandemic that changed every facet of life as we know it.

PBS content reflects the diversity of our community. In addition, PMGSC is committed to fostering a safe, inclusive and high-performing culture, so that every staff member can bring their best work forward.

By shining a light on the history and leadership of different cultures with programs celebrating stories of courage, commitment and strength, our programming team scheduled content that advanced equality and understanding of our world's diverse communities and their impact on our country and the world.

From **Black History Month** in February, followed by **Women's History Month** in March, **Asian-American Pacific Islander Month** in May, **LGBTQ+ Pride Month** in June, **Hispanic Heritage Month** in September/October and wrapping up with November's celebration of the culture of Native peoples with **Native American Heritage Month**, we acquired and produced a rich selection of titles with the goal of celebrating the diversity of the human experience.

Locally-produced documentaries included **187: The Rise of the Latino Vote**, **Artbound "The New West Coast Sound: An L.A. Jazz Legacy"**, **Artbound "The Watts Towers Arts Center"** and **Tending Nature**. While nationally-produced

programs focused on the monthly heritage celebrations, included special episodes of series like **Finding Your Roots**, and on-air programming events like **The Black Church** and the **Independent Lens** documentary **"The Donut King."**

Additionally, our employees, board members, and Community Advisory Board (CAB) provide first-hand insight into these diverse communities. Together, we are committed to being an accurate representation of this multifaceted region.

There are three main areas of focus for our Diversity, Equity and Inclusion efforts.

- **Content:** Our content sparks curiosity and understanding relevant to a rapidly diversifying Southern California audience.
- **Culture:** Our environment promotes growth and connection as well as ideas from everyone.
- **People:** Our people reflect the diversity of Southern California and the experiences of our viewers.

All programming we air has always been dedicated to a wide variety of thorough and thoughtful historical and public affairs programming that provides all Americans with a better understanding of their communities, our country and America's place in the world.

Finally, we foster a workplace where we continue to learn how we can each do our part in making the world a place of inclusion, equity, support and respect.



Community Engagement:

Deepening Our Impact with Direct Connection

We believe that direct engagement connects us with the people in our community and increasingly differentiates public media from its commercial counterparts. In 2020, we pivoted to bring our content to life through virtual experiences in partnership with local arts, culture, community and educational organizations. Public media can be a powerful force in our communities, 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.

To support local community screening efforts outside of station-sponsored activities, PBS SoCal and KCET created local screening guides that align with locally-produced content. In 2021, a guide and other resources were created for our local documentary **City Rising: Youth & Democracy** and were distributed via KCET's website. Local youth-focused community organizations hosted 8 events across the state of California utilizing the station-produced resources.

Some of the programming highlights of the year for community engagement included:

- ***And She Could Be Next* Nationwide Watch Party (July)**—As part of PBS's summer salute to female trailblazers celebrating 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 and countdown to the two broadcasts with special guests including filmmaker **Ava DuVernay**, congresswomen **Rashida Tlaib**, **CA State Senator Maria Elena Durazo** and more, as they shared a conversation about the future transformation of politics from the ground up.





Belfast Screening/KCET Cinema Series



- **Virtual KCET Cinema Series** (*Summer–Fall*)—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. Hosted by Deadline’s Chief Film Critic **Pete Hammond**, in-depth conversations with the film industry’s most noteworthy Oscar® contenders followed each weekly screening.
- **Fine Cut Film Festival Awards Event & Student Workshop** (*September*)—A virtual awards ceremony was held in the fall to announce the winners of the 21st annual Fine Cut Film Festival via Zoom where nominees and judges gathered to unveil the winners. The winning short films were announced and screened by an industry judging panel comprised of notable film and television experts. All semi-finalists and finalists were also invited to one of three virtual workshop roundtable discussions attended by over 70 local film school students designed to provide tomorrow’s generation of filmmakers with opportunities to engage with various entertainment industry contacts.
- **Earth Focus: The New West and the Politics of the Environment Premiere Event** (*October*)—A special virtual screening premiere and Q&A session in collaboration with both 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**. As he forged allegiances between unlikely allies and crafted policy to grow the economy of his home state, Reid created Nevada’s first national park and protected more than four million acres of wilderness. A special introduction was given by Nevada’s current **U.S. Senator Catherine Cortez Masto**.
- **American Portrait** (*January*)—PBS SoCal and KCET’s efforts around the new four-part crowdsourced storytelling docuseries aimed to capture the most remarkable stories of 2020 as told by Americans from every U.S. state and territory. To accompany the series, a national public street art series commissioned by PBS presented an original mural in Los Angeles to increase community engagement and awareness of the series.



- **KCET Cinema Series Lumière Award** (January)—Legendary Academy Award®-winning actress **Sophia Loren** (“*Two Women*,” “*Marriage Italian Style*,” “*Yesterday, Today and Tomorrow*”) was presented the Lumière Award at a special virtual screening event for KCET Cinema Series members for her Netflix feature film *The Life Ahead*. The Lumière Award recognizes excellence, artistry, and innovation by an actor or filmmaker for their outstanding contribution to film.
- **The Black Church Events** (February)—PBS SoCal hosted two virtual panel discussions on the history of the Black Church in Los Angeles timed to the two-part series in February. The first event was hosted by **Dr. Lorn Foster** and featured panelists **Jackie Broxton** and **Pastor Eddie Anderson** who welcomed 163 attendees from around the Southern California region. The conversation covered a range of topics, from the importance of **Biddy Mason**’s legacy on the role of the church in Los Angeles to the importance of the church engaging in social movements.

A second virtual event “Gospel in Los Angeles, the Legacy and Future” was hosted by **Dr. Daniel E. Walker** featured panelists **Dr. Margaret Pleasant Douroux**, **Onikhol Wells-Howard**, **Isiah Walker** and **Donald Webber** for a “Songversation” style panel streamed to 246 guests. The screening covered a wide range of topics, from the difference between gospel music and actually preaching the gospel, to the role music makes in bringing a sermon home.



- **Well Beings Tour Stop—“Lowering Barriers: Race, Income & Mental Health”** (May)—PBS SoCal and KCET hosted a national Tour Stop event as part of the WETA-produced **Well Beings Youth Mental Health initiative**. Over 400 people joined the Livestream event, with a total of 1.1k views in the following weeks. The local event explored how race and income can have an impact on access to mental health resources and the work being done to lower these barriers to destigmatize mental health and create pathways for access.

Kids Summer Learning Events:

- **Summer Learning Live!**—A live learning event with over 1,000 live views was hosted on Facebook, where attendees met **Odd Squad's** Agent Orla and participated in a math activity with a teacher from **Compass Charter Schools**.
- **Elinor Wonders Why**—Families met co-creator **Jorge Cham**, to learn how to draw the new PBS KIDS show's main character and sing along with the explorer's pledge. It was followed by an art activity with educators and animals from the **LA Zoo** that resulted in over 2,600 live views.
- **Dinosaur Train**—A live learning event featured **Dr. Scott** from the series for a live Q&A with a local Paleontologist and resulted in over 2,000 views on YouTube.



Student Events:

- **Student Reporting Labs Election 2020: What Issues Do You Care About?**—Close to 50 participants joined us for an interactive virtual event around the 2020 election. Participating journalists from KPPC/LAist and PBS NewsHour Student Reporting Labs joined our staff members to participate in a conversation with topics that the students identified as important to them, including racial justice, climate change, immigration and healthcare.
- **CSUN J-Day Virtual Conference**—The 28th annual high school journalism day was hosted by **CSUN's Journalism Department** in partnership with the **LA Times' High School Insider** program and the **SoCal Journalism Education Association**.

Teachers across the region received pre-recorded virtual workshops and resources to share with their students in the week leading up to a jam-packed virtual event featuring student competitions, reporter roundtable discussions and a keynote address by *LA Times* Editor **Steve Padilla**.

Additional (Virtual) Community Engagement Events:

- **"Rainbow Coalition" Indie Lens Pop-Up with LAUSD**
- **Youth Voices Former Foster Youth Screenings**
- **Friends of LA River (FOLAR) Partner Screening: Lewis MacAdams Memorial Celebration**
- **Southland Sessions Presents: Mariachi for Social Change**
- **PBS Books Author Talk: Pam Muñoz Ryan**
- **City Rising "Youth and Democracy" Screening Event**
- **Asian American Pacific Islander Heritage Month Donut King Event**
- **Conversations on Hemingway**
- **Earth Focus Environmental Film Festival**
- **Inventing Tomorrow Workshop**
- **Educator Webinar: Guiding Students Through Media-based Personal Storytelling**



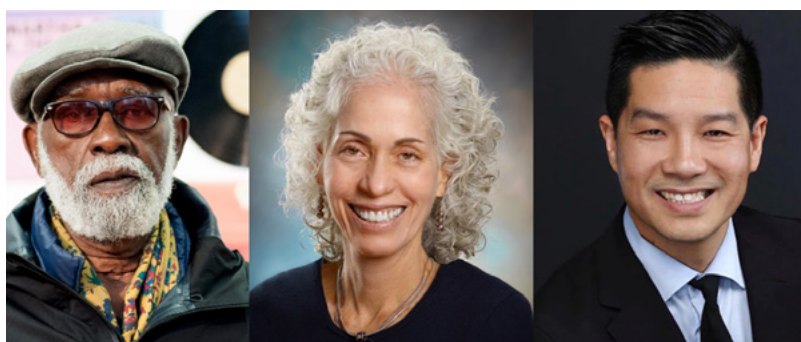
PBS LearningMedia

In January 2021, PMGSC began to contribute to **PBS LearningMedia** lesson plans and activities to support both local and national content geared towards middle and high school educators. In support of the national PBS initiative **American Portrait**, our station collaborated with local nonprofit **Venice Arts** to create media arts-focused lesson plans that were inspired by the series. Over the course of the year, we also produced lessons utilizing KCET Original content, including **Ballot Brief** and **Immigration 101** initiatives, the regional history series **Lost LA**, and in support of our **Artbound: Arts Education** special, we partnered with local nonprofit **Get Lit** to create poetry activities based on student-created poems that were featured in the special.

CAB Activities

PBS SoCal and KCET's community engagement efforts with its viewers and supporters would not be possible without the help of their Community Advisory Board (CAB). The organization plays an integral part in the planning and implementation of many outreach programs including the Local Heroes initiative.

Local Heroes recognizes the accomplishments of those who are dedicated to making a difference in the community: recognizing activists, educators, community leaders and visionaries doing critical work that often goes unrecognized in the Southern California region. The honorees named this year were **Chanchanit (Chancee) Martorell** and **Brandon 'Stix' Salaam-Bailey** as the 2021 KCET Local Heroes. The two honorees and nine nominees for the **2021 Local Heroes** Program were recognized at a virtual Holiday Community Celebration Luncheon which brought together the organization's Board of Directors, the Executive Management Team and the current members of the Community Advisory Board. This active group of volunteer leaders is the stations' eyes and ears of the community.

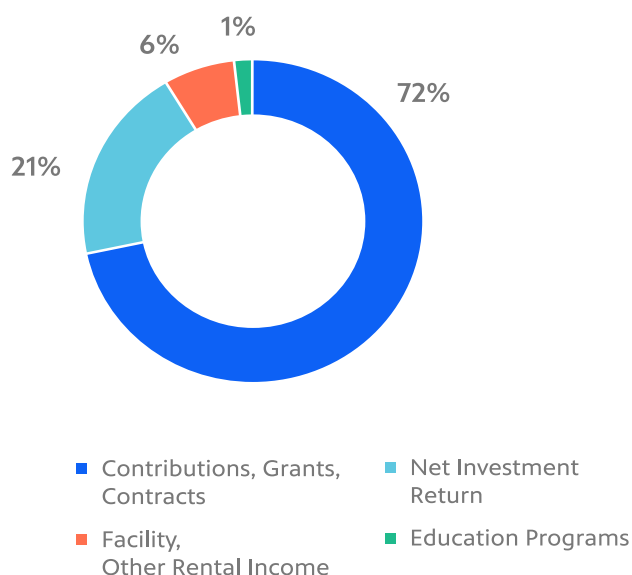


Financials

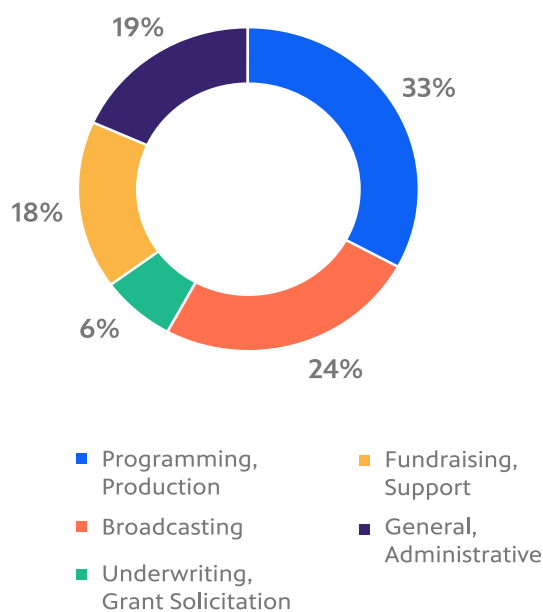
Support and Revenue

Contributions, Grants, Contracts	35.8M	Programming and Production	14.3M
Facility and Other Rental Income	3.0M	Broadcasting	10.1M
Net Investment Return	10.5M	Underwriting and Grant Solicitation	2.8M
Education Programs	0.3M	Fundraising and Support	7.8M
		General and Administrative	8.0M
Total Revenues	49.6M	Total Expenses	43M

REVENUE PERCENTAGES
for the year ended JUNE 30, 2021



EXPENSE PERCENTAGES
for the year ended JUNE 30, 2021

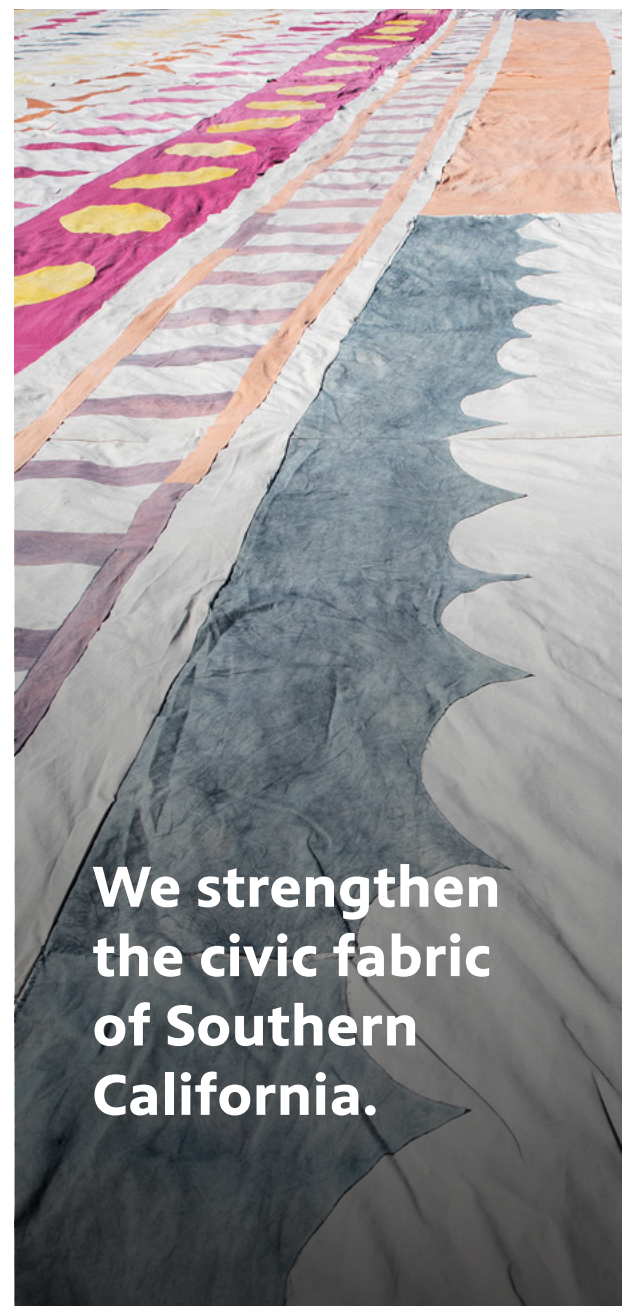




In Closing

Looking ahead we know that Public Media Group of Southern California will continue to innovate and evolve so we can advance our mission of public service long into the future. Our award-winning content covers a wide variety of important topics including news and information, arts and culture, science and technology, the environment, social justice issues and more. Over the next several years, PMGSC will continue to build a vibrant and strong institution—making significant contributions to the advancement of public media.

Thank you—from everyone at PBS SoCal, KCET and Link TV.



**We strengthen
the civic fabric
of Southern
California.**



Acknowledgements

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Human Resources*

Claudia Jenkins
Executive Assistant

Leonora Gutierrez
Executive Assistant

Thank You!

Connect with our team:
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**PUBLIC MEDIA GROUP
OF SOUTHERN CALIFORNIA**