

PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

INTRODUCTION

OUR COMMUNITY

In 2022, the **Public Media Group of Southern California** (comprised of **PBS SoCal**, **KCET** and **Link TV**) continued to serve as an essential cultural and educational institution in our community. We are dedicated to using the power of media for the public good. With a clear, identifiable mission to serve the greater Southern California region and a strong local presence for nearly 60 years, both **PBS SoCal** and **KCET** could not operate without the support of the community. As the region's flagship PBS stations, we are proud to call ourselves one of the most innovative and responsive public media organizations in the country.

This year coming out of COVID lockdowns, we provided programming options that encouraged opportunities for community engagement and social action. As part of a commitment to telling stories that matter, we produced and broadcast a rich array of award-winning, nationally recognized programs that offered both local and global perspectives. We were also able to bring our region

engagement opportunities that allowed our community to immerse themselves deeper in the content that they both love and trust.

As a cornerstone of our community, we provided programs that reflected the richness of diversity found in the communities we serve. We specialize in facilitating public dialogue to the diverse populations of our Southern California region. During 2022 we've counted over 80 national programs designated as Diversity Equity and Inclusion (DEI), including eight locally-produced series, four original documentaries and close to 500 articles/videos on our websites specifically related to our DEI efforts.

2022 BY THE NUMBERS

OVER 70

Events in our community
(Education, Programming,
Membership, Impact &
Advancement Teams)

21

New KCET and
PBS SoCal original,
locally produced
programs / series

13,655

Pageviews of PBS SoCal's
PBS LearningMedia
activities available nationwide

150%

Growth from last year in
video performance of
Family Math Digital Content



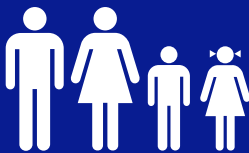
388

Educators trained
on PBS classroom
resources



24

New awards for
programming
in 2022



OVER 14K

Parents and children
received PBS
educational resources
(in-person and online)



65

Hours of
new, original,
locally produced
programming

CONTENT OVERVIEW

We continued to build on our current content and programming strategies by providing award-winning, culturally diverse programming designed to engage the public in innovative, entertaining and transformative ways. We are dedicated to bringing viewers programs that reflect the diversity of the region as well as presenting the full schedule of PBS content to nearly 19 million people in 11 counties across southern and central California.

KCET explores and expresses Southern California's dynamic local communities helping residents understand and connect with the region's diverse peoples and ideas. KCET Original content is a leading source for arts, culture and news in the region with innovative and high-quality storytelling for our viewers.

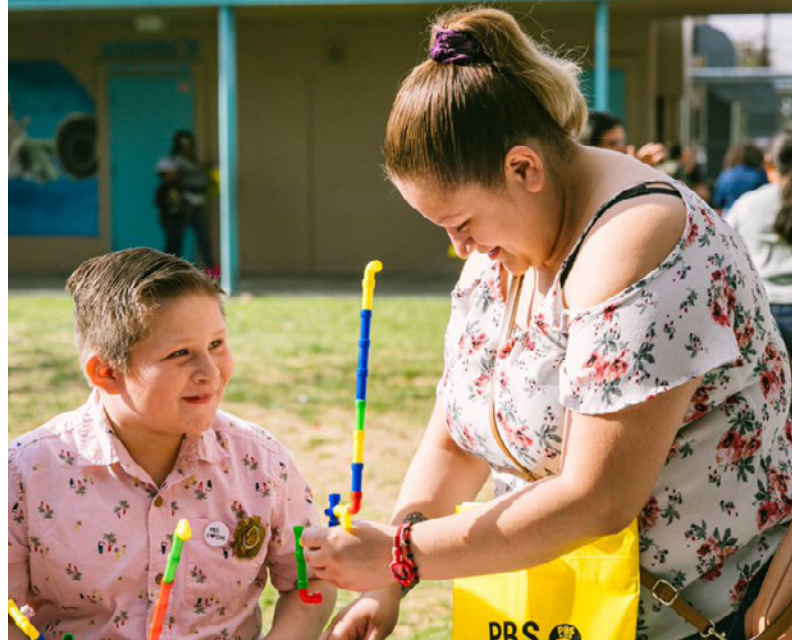
PBS SoCal is the trusted Southern California station to connect viewers to the entire PBS schedule. As a crucial educational resource for the region, the station is a leader in children's programming and the region's go-to access point for family-friendly storytelling. Through high-quality programming, PBS SoCal transports Southern California audiences around the world while both educating and inspiring lifelong learning.

Link TV connects viewers across the U.S. to the entire world. Through powerful human stories and high-quality international journalism, Link TV presents important cultural perspectives with the power to bridge divides and facilitate conversation, understanding and change on critical national and global issues.

AWARDS

In 2022, PBS SoCal and KCET programming continued to receive outstanding recognition regionally and nationally. For the sixth year running, we garnered the most awards of any other LA broadcast station with 7 total Los Angeles area Emmy Award® wins. Our programming was recognized with a multitude of additional honors throughout 2022 including nine wins at the Southern California Journalism Awards, 10 National Arts and Entertainment Journalism Awards, three Telly Awards, as well as four Golden Mike awards from the Radio and Television News Association of Southern California.

Since KCET's founding in 1964, PBS SoCal's founding in 1972 and Link TV's founding in 1999, the three channels have received more than 250 local awards, over 10 national awards and over 35 global recognitions for excellence in broadcasting. Including over 100 local Emmys as well as the prestigious Peabody, duPont-Columbia and Edward R. Murrow Awards.



EDUCATION

In 2022 we focused on increasing the school readiness of California's children by helping to bridge opportunity gaps for its earliest learners. Our objective was to ensure that all children in our region had the chance to learn and grow. Our strategies led to co-designed multilingual digital content and curriculum resources for parents and caregivers. Efforts were supported by deep engagement work that taught adults ways to empower their child's learning. Through a variety of in-person and virtual opportunities over the course of the year, we were able to expand our collaboration with the early childhood community locally, while engaging users state wide in a meaningful education service. Highlights included:

- Serving our Learning Neighborhoods with partnership-driven experiences from "Ready to Learn" and Family Math.
- Introducing a new multi-platform initiative "Summer Learning" for early learners to gain foundational math skills.
- Creating resources to increase parent engagement.
- Activating collaboration opportunities with our virtual Early Learning Partner Convenings.

We continued to make huge progress with direct impact on our local communities, making sure that all children are prepared to succeed in school and in life. We believe in sharing tools, practices and resources to support parents in helping all children reach their full potential especially to underserved and Spanish-speaking communities.





LOCALLY PRODUCED CONTENT

In 2022, all-new, locally-produced, original productions elevated Southern California's stories and continued to highlight our region's rich cultural tapestry.

We believe a strong local programming presence strengthens the fabric of the community. We strive to ensure our content sparks curiosity and promotes a unifying understanding relevant to our rapidly diversifying Southern California audiences. During the calendar year we highlight heritage months throughout the year with relevant programming to Black History Month (February), Women's History Month (March), Earth Month (April), Asian American Pacific Islander Month (May), LGBTQ+ Pride Month (June), Hispanic Heritage Month (mid September–mid October) and Native American Heritage Month (November).

Most of the programming detailed below was accessible on the air locally, as well as available to stream at kcet.org, pbssocal.org, linktv.org and through the PBS app. Many programs were also available on Apple TV, Roku, Hulu, YouTube (as well as YouTube TV) and other OTT platforms. Additionally, multi-media content to support each program was produced and available on our websites and through our Facebook, Twitter and Instagram platforms.

Some of the key, locally-produced programming highlights for 2022 were as follows:

Social Issues / Community Affairs / Local History Programming

Broken Bread (January–March)—Co-produced by **KCET** and **Tastemade** and hosted by **Chef Roy Choi**, the new season of the Emmy® and James Beard® award-winning series followed Choi as he explored complex social justice issues through the lens of food in California and beyond. In each of the six new half-hour episodes, Roy met some of today's most influential culinary masters like Chef **Wolfgang Puck** and food activist **Alice Waters** as well as farmer **Kristyn Leach** who are currently implementing innovative culinary and agriculture practices to transform food access, food justice and community. Roy also heard from activists **Damian Diaz** and **Othón Nolasco** (*No Us Without You*) including conversations with local businesses owners **Sara** and **Steven Valdes** (*Sara's Market*), **Uyên Lê** (*Bé Ủ*) and **Kathryn Ceppi** (*Phoenix Bakery*) to learn how their grassroots approach to food sovereignty in Los Angeles influences change. The new season explored communities across Southern California and in Tijuana, Mexico confronting some of the most pressing issues facing the food industry and society—including gentrification, cultural erasure, the corporate takeover of food and farming—all the while celebrating the people making big transformations to the current food landscape.





The Migrant Kitchen (January–February)—The new season of the Emmy®-winning and James Beard Award® nominated food series produced in partnership with *Life & Thyme*, ventured into the kitchens of those who have transformed the culinary landscape of not only Southern California but across the entire country. The fourth season explored the origins of Korean food in Brooklyn to Russian fare served up in the Pacific Northwest and investigated agricultural sovereignty in Puerto Rico and food inspired by the Black experience in Houston. The five episode, half-hour series invited viewers to view food as a form of cultural preservation through celebrating food culture and innovation, as well as history and human stories. A few of the chefs featured included Southern California’s own Chef **Jon Yao Kato** as well as other award-winning chefs and food influencers **Bonnie Morales** (*Kachka*), **José Enrique** (*Jose Enrique Restaurant*), **Chris Williams** (*Lucille’s*), **Jonny Rhodes** (*Indigo*), **Jenny Kwak** (*Haenyeo*) and **Sohui Kim** (*Insa*) representing a diverse range of cultures and food customs, historical backgrounds and American experiences.



Route 66 Women: The Untold Story of the Mother Road (March)—This three-part documentary series premiere from local filmmaker **Katrina Parks** uncovered the extraordinary lives and achievements of women who overcame gender discrimination and segregation to build fulfilling lives and legacies on America’s most iconic highway. From entrepreneurs and waitresses, anthropologists and politicians, to artists and military sergeants, these women transformed their communities and the American West through their hard work, perseverance and ingenuity as told in three parts of one hour each and is arranged chronologically.



Lost LA (March)—A co-production with the **University of Southern California Libraries**, the fifth season of the Emmy® award-winning historical documentary series hosted by public historian and writer **Nathan Masters** revealed the untold histories of five new subject matters that included the Red Car rail transit system, winemaking, Los Angeles’ prehistoric landscapes, the Japanese-American community of LA’s Crenshaw area and LA as a sanctuary during WWII for Europe’s most accomplished artists and intellectuals. The half-hour series explored our region’s hidden past through documents, photos and other rare artifacts from California libraries and archives like **USC’s Doheny Memorial Library**, **Japanese American National Museum** and more. KCET promoted the new season at USC’s annual Archives Bazaar event, one of the nation’s preeminent annual gatherings of historians.

Bonnie Boswell “A Conversation with Pastor James Lawson and Attorney Bryan Stevenson” (June)—Well known to Southern California viewers, award-winning producer/reporter **Bonnie Boswell** is the producer, reporter and host of the special ***Bonnie Boswell Reports*** (the feature news series that airs during ***PBS NewsHour Weekend*** showcasing how greater Los Angeles is a complex place of culture, community and contrasts). The 30-minute special is an intimate look at Pastor **James Lawson** who has been called “the leading non-violent theorist in the world” and Attorney **Bryan Stevenson**, oft referred to as “America’s Gandhi.” The two men, generations apart, are both iconic figures at the vanguard of America’s Peace and Justice Movement.

LA: A Queer History (June)—The two-part “**Culture & Criminalization**”, and “**Protests and Parades**”, two-hour documentary film uncovered the history of how Los Angeles became the forefront of the LGBTQ+ civil rights movement as activists shared their groundbreaking stories of resistance in one-on-one interviews and rare archival footage. From artists who helped shape early Hollywood to gay and lesbian organizing and beginning a national Civil Rights Movement, LGBTQ culture and community begins to take shape in the city of Angels. The documentary made its broadcast debut during Pride Month.



Hollywood Priest: The Story of Father ‘Bud’ Kieser (August)—The one-hour film explored the national influence of and the extraordinary life story of **Father Ellwood “Bud” Kieser** during the “Golden Age of Television.” With PBS SoCal as the presenting station for the locally-produced film, the special recounts the professional arc of the Los Angeles-based Roman Catholic priest, his impact on the entertainment industry and his forty-year career as a television and film producer through interviews with **Bob Newhart**, **Martin Sheen**, **Marion Ross** and more. During the course of his long career, he became renowned throughout Hollywood and the United States as the creator of televised content that reflected his deeply held, personal faith in social activism, non-violence, and the resilience of the human spirit. A longtime resident of Los Angeles and 44 years as a beloved Priest in the community, **Kieser** passed away in 2000 at the age of 71. His legacy continues to this day, with the annual awarding of the prestigious Humanitas Prize—an honor which he founded in 1974.

Can We All Get Along (August)—At his 30th high school reunion, Pasadena’s **John Muir High School** alumnus and filmmaker **Pablo Miralles** returns to his formerly integrated school to discover how it has changed since he graduated in 1982. The documentary questions what happened to the once integrated public high school and how policies have created almost insurmountable challenges to maintain well-funded and diverse public schools. Weaving stories from alumni, administrators and civic leaders of John Muir High School’s multi-cultural

community, the documentary also features interviews with **Bill Boggard**, **Ramon Cortines**, **Renee Tajima-Pena** and more to illustrate the complex history of Pasadena’s schools and the 1970 court order that created the first Federal desegregation plan outside of the south.



Ballot Brief (September)—Over the past five election cycles, KCET’s digital destination **Ballot Brief** has provided Southern Californians with a variety of digital resources for SoCal residents to feel informed every election cycle. For the 2022 midterm elections, KCET reprised the always-popular bilingual one-minute series **Props in a Minute**. The impartial video explanations used fun infographics and easy-to-understand language to help voters decipher the complex propositions on the ballot with each video addressing what a “yes” or “no” vote will mean. English and Spanish videos were hosted by Emmy®-nominated and AP award-winning newscaster **Garin Flowers** and Mexican-American Multi-Emmy® award-winning journalist and author **Naibe Reynoso** respectively.



The First Attack Ads: Hollywood vs. Upton Sinclair (October)—The world broadcast premiere of **The First Attack Ads** followed author and socialist **Upton Sinclair** who swept the Democratic primary for California governor in August 1934 that led to a massive grassroots movement provoking Hollywood’s first plunge into politics. This is the first film to focus on the revered MGM producer **Irving Thalberg** who ordered the creation of the first “attack ads” to appear on a screen, a forerunner of today’s media-based politics. The 1934 race marked the rise of “spin doctors,” false or manipulated news, and the modern campaign techniques that dominate political campaigning today.



Arts and Culture Programming

Variety Studio: Actors on Actors (February/June)—PBS SoCal and *Variety* partnered again to present the fifteenth and sixteenth seasons of the series that took viewers inside the biggest Hollywood films and TV series of the year through candid conversations with today's most acclaimed actors like **Daniel Craig, Penélope Cruz, Regina King, Nicole Kidman, Viola Davis, Andrew Garfield, Sandra Oh, Quinta Brunson, Tom Hiddleston** and more. Each season, the specials bring together actors engaging in intimate one-on-one discussions about their craft and work. Both seasons of four half-hour episodes were also available for streaming on pbsocal.org and PBS Video App while full length conversations were available on Variety's website.

Fine Cut Festival of Films (September)—In the 23rd year of producing this flagship program showcasing student filmmaking, KCET launched an online submissions process for Southern California film schools which garnered over 300 shorts submitted. All short films selected as finalists were included in a series of six one-hour broadcast episodes in the fall. This year, all student winners also had the unique opportunity to have their short films screened as part of a student showcase at Southern California's largest international cinema event, the 2022 **Newport Beach Film Festival**. Over 40 Southern California schools were represented in the submissions, with the final films selected including themes focused on mental health awareness, struggles with racial identity and belonging as well as LGBTQ+ issues. Almost 70% of the finalist filmmakers were people of color and 76% of the finalist's films were produced by a female.



Artbound (October)—The Emmy® award-winning arts and culture series returned to examine the lives, works and creative processes of arts and culture innovators making an impact in Southern California and beyond through long-form documentaries. The 2022 season of six one-hour episodes included:



“Love & Rockets: The Great American Comic Book”:

The alternative comic book garnered a world-wide fanbase by pushing the edge of storytelling through graphic art. Praised for its diversity and nuance, creators **Gilbert** and **Jaime Hernandez** have continued its storylines for 40 years with its characters aging and situations developing in real-time.



“Duchamp Comes to Pasadena”: In 1963, **Marcel Duchamp**, considered by many to be the father of conceptual art, was photographed in a museum playing chess against a nude model. This documentary tells the story behind this

iconic image as well as reveals how Duchamp agreed to hold his first-ever career retrospective in LA.



“Arte Cósmico”: Notable artists **rafa esparza**, **Beatriz Cortez**, **Patrick Martinez**, **Guadalupe Rosales**, **Gabriella Sanchez** and **Gabriela Ruiz** working in Los Angeles exhibiting both locally and worldwide, have been taking center

stage at international art fairs and museums, catalyzing conversations about their place in the history of American art.

“A New Deal for Los Angeles”: When **Franklin D. Roosevelt** created the Works Progress Administration (WPA) as a way to provide opportunities to millions of unemployed Americans recovering from The Great Depression, no one imagined how far-reaching the publicly funded arts programs impact would be. The film explores the critical infrastructure of WPA era Los Angeles and the visual art pieces where at least 300 projects were completed across the city.



“Giant Robot: Asian Pop Culture and Beyond”: In 1994, **Eric Nakamura** and **Martin Wong** founded the bimonthly magazine *Giant Robot* covering Asian and Asian American popular culture. The publication ultimately resulted in a

lasting legacy of Asian American artists such as **David Choe** and **James Jean**. The film features interviews with **Margaret Cho**, **Takashi Murakami** and **Daniel Wu** among others.

“A Rubén Ortiz Torres Story”: Since the early ‘80s, artist **Rubén Ortiz Torres** has been working as a photographer, painter, sculptor, writer, filmmaker and video producer. Often associated with the development of a specifically Mexican form of postmodernism, Ortiz Torres’s life is a collage that explores the social and aesthetic transformations related to cross-cultural exchange and globalization.

37th Annual Imagen Awards (October/November)—Viewers watched and streamed the **37th ANNUAL IMAGEN AWARDS** administered by the **Imagen Foundation**, an organization dedicated to encouraging and recognizing the accurate and meaningful portrayals of Latinas and Latinos in the entertainment industry. The one-hour awards event was filmed at **LA Plaza de Cultura y Artes** on October 2.



63rd Annual L.A. County Holiday Celebration (December)—The three-hour seasonal music and dance spectacular featured more than 21 music ensembles, choirs and dance companies from the many neighborhoods and cultures of Los Angeles County. A production of **The Music Center** and PBS SoCal in association with CDK Productions, the Emmy® Award-winning holiday show honored the dynamic, rich cultures of the area and featured many L.A.-based artists and community groups including the **Gay Men’s Chorus of Los Angeles**, all-women global soul ensemble **ADAAWE**, Grammy® award-winner **Daniel Ho** with Hawaiian hula dancers **Hālau Hula Keali’i o Nālani**.

The Thrill of Hope: A Concordia Christmas (December)—The new regional Christmas concert from **Orange County’s Concordia University** features student and alumni musicians performing from the Renée and Henry Segerstrom Concert Hall, Concordia University Irvine’s campus, and Nashville TN. This year’s hour-long concert featured 200 students from Concordia’s critically-acclaimed choirs, handbells, orchestra and commercial music program.



Environmental / Nature Programming

From Sea to Shining Sea (February)—Narrated by award-winning NPR newscaster **Dwane Brown**, the nationally distributed PBS SoCal Original production intertwines aerial and scenic 4K footage of American wilderness and public lands. The musical travelogue presents a stunning visual portrait of the country's national parks, historic sites and hometown locales meant to inspire viewers of all ages.

Featuring spectacular video from all 50 states, the special incorporates footage from the **National Park Service** and PBS member stations **Alaska Public Media**, **Arkansas PBS**, **Detroit Public Television**, **Idaho Public Television**, **PBS Wisconsin** and **South Carolina ETV**.

A variety of music from critically acclaimed audience favorites are featured, including internationally regarded contemporary artists like the **Vitamin String Quartet**, award-winning composer, recording artist and pianist **Emily Bear** as well as the **Los Angeles Philharmonic**. Poetry and quotes from modern writers as well as classic authors are woven throughout the program and include selections from internationally acclaimed poet **Dana Gioia** and current U.S. Poet Laureate **Joy Harjo**. Additional lines are featured from notable American writers **Emily Dickinson**, **Robert Frost**, **Langston Hughes**, **William Carlos Williams** and others.

Earth Focus (April)—Link TV's acclaimed original environmental series is the longest-running investigative environmental news program on U.S. television. This past season in partnership with the **Thomson Reuters Foundation** and from presenting sponsor **Hasa International** examined the social and environmental determinants of health affecting a wide range of populations living in the United States. With over two and half hours of new content airing on Link TV, KCET and PBS SoCal in 2022, the new season's subjects included farmers suffering the effects of rural isolation, warehouse workers breathing polluted air and uninsured families dealing with the stress of paying for health care. Since its inception, the series has provided audiences with urgent local and global environmental coverage that spotlights in-depth reports on key issues such as endangered species, climate change, environmental health and sustainable practices.

The Great Thirst: William Mulholland (April)—As part of a specially curated programming slate for Earth month, the new documentary looked at the complex and storied history of California through the lens of its relationship with water. Directed by **Matthew Justus** and inspired by the book of the same name by acclaimed author and professor **Norris Hundley Jr.**, the special highlights **William Mulholland** and the creation of modern Los Angeles by illustrating one of engineering's greatest achievements of the 20th century, and one of its biggest disasters: the St. Francis Dam.



In the Water, Behind the Lens (June)—PBS SoCal served as the presenting station for the locally created and nationally distributed one-hour film *In the Water, Behind the Lens*, which tells the story of passionate water photographers from all over the world in pursuit of the perfect shot. Interviews included a few iconic Southern California surf photographers like **Johnny Gonzales**, **Dan Merkel**, **Mike Harris**, **Brian Biemann** and **Brent Weldon** sharing their experiences and the deep history surrounding our Southern California waters.

Off the Beaten Path (June/July)—Four half-hour episodes aired of this original series from PBS SoCal/ KCET and **Lodger Films**, that featured the beauty, danger and endless wonder of our local environments, and how unseen forces shape where we live and how we live now and will in the future.



EDUCATION

In 2022, our efforts continued to ensure that all young children across California have the resources and opportunities to be school ready by helping to bridge opportunity gaps for the earliest of learners. Over the past year, we were able to isolate specific strategies for school readiness that included empowering all of the adults in a child's life in the critical years of early childhood. PBS SoCal's team created digital content and curriculum resources for parents and caregivers. We also provided access to over 20 virtual and in-person family workshops that equipped adults with skills and strategies to enhance their child's learning. Additionally, we expanded our collaboration with the early childhood community locally while engaging families across Southern California. And as always, we continued to support parents and educators as they sought tools and resources to complement what formal early childhood education is often unable to provide, especially in regard to the particular needs of underserved and Spanish-speaking communities.



PBS SoCal's Early Learning Initiative

In 2022, PBS SoCal's Early Learning Initiative prepared children for kindergarten and beyond by providing the adults around them with training and resources, including fun and interactive virtual learning experiences. Like in past years, we were able to partner with schools, community organizations, and nonprofits to improve access to early education opportunities in both Los Angeles and Orange Counties. We made technology, curriculum, bilingual parent workshops, family learning events and educator training available to our partners virtually, strengthening services in the highest-need neighborhoods of Southern California. And finally, we empowered parents with strategies and skills to be their children's first teachers using age-appropriate, hands-on activities.

In 2022, some key Early Learning figures included:

- Over 14,000 parents and children received educational materials and resources through family workshops, in-person, virtual outreach events.
- Over 500 parents were trained on S.T.E.M. curriculum and PBS KIDS resources.
- Over 1,100 parents were reached through PBS SoCal's Ready To Learn (RTL) program in East L.A.
- 3,455 parents were trained on Family Math curriculum and PBS KIDS resources.
- 383 educators were trained on how to use high-quality PBS resources in the classroom.
- Over 30 local community partners worked with PBS SoCal to enhance our collective impact in the community.



Ready to Learn Learning Neighborhood

The **PBS SoCal Ready To Learn (RTL) Learning Neighborhood** is an innovative model of community engagement. Through the 2020-2025 Ready to Learn grant, the Corporation for Public Broadcasting (CPB) and PBS SoCal provide resources that support intergenerational learning and skill development for children in literacy, critical thinking and collaborative problem solving, while providing opportunities to explore world of work knowledge and skills in age-appropriate ways.

Grounded in listening and honoring history and culture in the East Los Angeles community, PBS SoCal and local partners engaged parents and caregivers in the co-design of family engagement experiences. The Learning Neighborhood provided access to a comprehensive set of touchpoints, content and learning resources to encourage the sustained use and impact of the Ready to Learn Initiative. Participation in RTL and STEM Family Workshops resulted in a 9% increase in parent confidence and 12% increase in STEM positivity.

Parent feedback from a family workshop:

"I learned that we can use basic household items to create activities for our children to have fun and learn at the same time; for example, in one of the activities we cut out shapes from sponges to use for painting and creating patterns. Now we have made a lot of different shapes in various sizes from sponges that we use to paint."



Family Math

PBS SoCal's Family Math initiative is a multi-platform, bilingual program that focuses on building math positivity, confidence and knowledge of foundational math skills for families with children ages 2–5. Family Math equips parents and caregivers with strategies and resources to facilitate meaningful math experiences at home through playful learning and hands-on activities.

By participating in Family Math over the last year, families had access to in-depth virtual and in-person workshops, educational activity nights, family story time sessions, PBS KIDS camps and a self-paced online course for parents and caregivers. The Family Math initiative also included original "how-to" videos featuring culturally relevant activities and a comprehensive collection of editorial content focused on sharing the stories of local community members, weaving math with cultural traditions and capturing the essence of local families and places.

We continued to explore the needs of Southern California families and amplified their voices by co-creating our programs and educational resources with a wide range of community collaborators. Participation in Family Math workshops resulted in a statistically significant 14 percent increase in parent math confidence and 12 percent increase in math positivity.

Parent feedback from the Family Math Parent Academy:

"I learned the importance of taking any opportunity to discuss math with my child. Math is all around us, shapes, patterns, counting, etc. and by exposing our children every day now, it will give them an advantage to better understand and enjoy math later."

Family Math Digital Expansion: In 2022, our Family Math digital content efforts focused on activities to give families fun and creative ways to engage with math in a more playful manner. The program resulted in 76 new videos and nearly 149,000 video views, plus 70 new website pages and nearly 74,000 page views. Our video performance grew by almost 150% from last year.

Free Summer Resources



Summer Campaign

Our summer learning campaign offered free resources, including an activity book full of fun family-friendly activities to help children develop foundational math skills to prepare for school. This book, available in English or Spanish, for download or by mail, was our most trafficked page of the year. In alignment with this summer effort, our bilingual activities included videos showing how to make each craft, while our website pages offered step-by-step instructions and more ways to keep the conversation going. Additionally, we edited down some of our new activities into quicker previews or vertical YouTube shorts to experiment with advertising and algorithm preferences to reach new audiences.

The summer learning initiative was designed to engage families and caregivers with children ages 2–8 years old in meaningful math learning throughout the summer. The initiative offered multiple entry points for families to interact together with activities ranging from family-oriented online workshops with read-alongs from beloved children’s books like **Eric Carle’s** *The Very Hungry Caterpillar* and **Carter Higgins’** *Circle Under Berry* as well as bilingual educational activities and take-home booklets with accompanying videos at pbssocal.org/familymath.

The goal of the hands-on experiences was to strengthen critical thinking skills with bilingual activities designed for early learners to gain foundational math skills in areas like sorting and collecting, shapes, patterns, counting, spatial sense and more. These activities could be completed independently or together as a family to increase math proficiency and readiness for learning in the fall. The program aimed to empower families to fully integrate themselves into their children’s learning community.

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. The award celebrates the broad spectrum of early learning educators, including Pre-K, Head Start and early elementary teachers; center care providers and directors; museum and community educators; and home care providers and owners. Together, these individuals are 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.

This year’s Early Learning Partner Award was presented at December’s annual Holiday Celebration to **Graciela Cerezo** as the program director for Plaza-La Roca Verde Child Development Center, providing child care 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/working with the children, families and coaching staff for Plaza Community Services. Cerezo has been in the early childhood education space for more than 25 years now supporting young children, teachers and parents.



COMMUNITY ENGAGEMENT

Events

In 2022, we brought our content to life through experiences in neighborhoods across the region in partnership with local arts, culture, community and educational organizations. In total, we hosted over 30 in-person and virtual events. Highlights include:



BROKEN BREAD Season 2 Virtual Premiere Party (January)—In compliance with COVID-safe best practices, we partnered with **Tastemade** to host a free virtual live cooking demonstration followed by a watch-along of the first episode of season two of *Broken Bread*, “The Future of Restaurants.” Social activist, acclaimed chef and host of the series Chef **Roy Choi** was joined by special guests that included Chefs **Wolfgang Puck** and **Alice Waters** to discuss complex social justice issues through the lens of food, including gentrification, cultural erasure, as well as the corporate takeover of food and farming. Following the live discussion and screening, the event transitioned to a live interactive Q&A session where Choi answered questions from over 1,000 attendees from around the world in real time. In efforts to further engage supporters virtually, VIP mailers with items from the organizations featured in the show such as **Phoenix Bakery**, **Sara’s Market**, **Harun** and more were sent to influencers,

members of the press and fans encouraging them to generate excitement and buzz for the program on social media.

BROKEN BREAD “Owning the Block” Block Party (February)—In partnership with Tastemade, Black-owned retail co-op **Sole Folks** (a crucial Southern California organization that provides local designers the tools, mentorship and space for aspiring design entrepreneurs) held an outdoor screening and block party to premiere the series’ “Owning the Block” episode in Leimert Park. Prior to the screening, local DJ group **Utopia** spun records as people gathered around Leimert Park Plaza & Degnan Ave filling the streets with cars, people and music in anticipation of the screening.



FRONTLINE’s Local Screening of American Reckoning (February)—Every year PBS SoCal and KCET showcase national and locally-produced programs to honor Black History Month in February. One of the films, **Frontline: American Reckoning**, also premiered in theaters locally at the **Monica Film Center** in Santa Monica. The film probes the killing of NAACP leader **Wharlest Jackson** in Natchez, Mississippi, in 1967 as Jackson’s family searches for the truth and examines the history of white supremacy in Natchez. Members, influencers and local media were invited to the screening and encouraged to watch programming throughout the month that featured over 30 new programs spotlighting crucial moments of Black History in America.



SANDITON Lawn Party and Finale Screening (April)—

A private lawn party and screening of the beloved MASTERPIECE drama's Season Two Finale was hosted at the **Bel Air Bay Club** in the Pacific Palisades for members, press and local influencers that included representatives of the **British Consulate in Los Angeles** as well as members of **BAFTA** and **Britweek**. Champagne, wine and finger sandwiches were served to about 100 guests on the Grand Lawn overlooking the Pacific Ocean followed by a dinner buffet prior to the screening. Croquet, photo booths and costume contests were all part of the fun, for those who came dressed to impress with their best Jane Austen-style 1800s period themed attire.

LOST LA Premiere Sneak Peek (April)—The fifth season of **Lost LA** was celebrated at **Angeleno Wine Company**.

The filmmakers and talent from the series sat down with City Archivist **Michael Holland** for a discussion on the winemaking history of L.A. that included a sneak peek of the new season to more than 50 guests including wine connoisseurs from the region and history buffs from the Natural History Museum as well as KCET Community Advisory Board members.



EARTH FOCUS Environmental Film Festival (April)—

The fourth annual event was presented in 2022 as a virtual week-long festival from presenting sponsor **Edison International** featured film screenings and Q&A discussions with the goal of encouraging a better understanding of and dialogue on environmental issues. The festival premiered to an in-person crowd at Pasadena's Carnegie Observatories with the film "**Zero Gravity**," followed by a post-screening panel discussion

with NASA astronauts **Candy Coleman**, **Jack Fischer** and **Steve Smith** that was moderated by **Dr. John S. Mulchaey**, Science Deputy, Carnegie Institution for Science Crawford H. Greenewalt Chair and Director.

Following the opening night screening, the festival transitioned to virtual screenings for the next five days with Q&A discussions addressing climate change realities with the goal of confronting global issues that impact all living creatures and natural resources. The festival continued with films and conversations featuring films from today's most influential environmental filmmakers including two-time Oscar®-nominated filmmaker **Lucy Walker's** "**Bring Your Own Brigade**." Additional films included in the virtual fest were "**Inhabitants: An Indigenous Perspective**" as well as award-winning filmmaker **Holly Morris' "Exposure."**

FINE CUT Virtual Speaker Series (May)—Offering student filmmakers continued film education and resources with workshops, the virtual speaker series kicked off in the spring timed to the opening of the **Fine Cut** call for submissions. The purpose of the virtual speaker series was to provide student filmmakers with direct contact to industry professionals in order to dive into topics most relevant to young filmmakers.

Two new virtual workshops were hosted by two-time Emmy®-winning film and TV producer **Sasheen Artis** to moderate two panel discussions. "Keeping Up with Creativity" covered how to harness the power of personal emotions and connection to the narrative while "Making the Most of Your Festival" explored tips and tricks for students to maximize their film festival experience.

AMERICAN MASTERS "Waterman—Duke" Screening and Reception (May)—

As part of the Asian American Pacific Islander (AAPI) Heritage Month programming throughout the month of May, the premiere of new **AMERICAN MASTERS** documentary "**Waterman—Duke: Ambassador of Aloha**" chronicled the life of five-time Olympic medalist and Hawaiian surfing icon **Duke Kahanamoku** or "The Duke." Widely considered the "father of modern surfing," his success elevated the sport into the cultural phenomenon it is today and we know him well here in SoCal for his surf workshops and restaurant in Malibu. A VIP screening



event was held at the Director's Guild of America to honor the local surf legend during the AAPI heritage month. The film is just one of many programs in May dedicated to PBS SoCal and KCET's commitment to amplifying diverse voices as this heritage month honors local and national stories of Asian American Pacific Islander communities from around the globe.

LOST LA "From Little Tokyo to Crenshaw" Screenings (May/July)—PBS SoCal and KCET partnered with the **Japanese American National Museum** to host the screening where approximately 60 attendees joined for the screening and panel discussion that featured community leaders from the episode discussing Japanese-American influence in Los Angeles' Crenshaw neighborhood. The panel was moderated by Rafu Shimpō's **Mikey Hirano Culross** and included Director of Collections and Curator at JANM **Kristen Hayashi**, member of the Yellow Brotherhood **Nick Nagatani** and musical artist **Nobuko Miyamoto**.

A second private screening of the same episode was held at **Ben Caldwell's** art center **KAOS Network** in Leimert Park neighborhood of Los Angeles with art legend **Ulysses Jenkins** in attendance and a discussion panel with subjects of the film: **Nick Nagatani**, **Nobuko Miyamoto**, **Joy Simmons**, **Kristen Hayashi** and moderated by Brockman Gallery's **Dale Davis**.

LA: A Queer History Discussion and Talk Back (June)—Dedicated to celebrating the history of the LGBTQ+ Movement and spotlighting cultural icons included in programs like **LA: A Queer History**, PBS SoCal and KCET hosted a community discussion event in celebration of Pride Month in June. Set at Silver Lake's historic venue, **The Black Cat**, attendees included filmmakers **Gregorio Davila**, **Mario J. Novoa** and **Richard Xavier Corral**, interviewees from the film, **Outfest's Damien Navarro**, members from PMGSC's Community Advisory Board and the **Stonewall Democratic Club** among others. The event highlighted poignant stories of activism surrounding the film and the history of the movement in Los Angeles.

THE GREAT AMERICAN RECIPE SoCal Edition Screening and Panel (July)—A celebration of the cuisines and cultures of Southern California, the screening event took place at **LA Plaza de Cultura y Artes** in downtown Los Angeles. The event featured a VIP food (**Pez Cantina**) & wine (**Angeleno Winery**) pairing of dishes from series finalists **Silvia Martinez** and **Foo Nguyen** at LA Plaza's new food-centered museum/kitchen, as well as an outdoor screening open to the general public.

In partnership with **CASA FINA Restaurant & Cantina**, Vietnamese restaurant **Bé Ừ**, **LAUSD Adult Education** and **LA Plaza Cocina**, we shared resources with the event's 130 guests and screened the fourth episode of **The Great American Recipe**, which was followed by a Q&A session with the contestants, Producer of the series **Jilly Pearce**, and moderated by PBS SoCal's **Maria Hall-Brown**. The night came to a close with light refreshments accompanied by live mariachi music, courtesy of **Mariachi Las Catrinas**.

Early Learning Partner Convening "Reimagining the Role of Parents" (July)—The virtual event that was free and open to the public featured speaker **Dr. Dana Suskind**, co-director of the TMW Center for Early Learning and Public Health at the University of Chicago as well as Professor of Surgery and Pediatrics and Director of the Pediatric Cochlear Implant Program. Joining her was **Yolie Flores**, National Campaign Director for the Building a Parent Nation Campaign. The collective efforts around family engagement in Southern California were covered as was the sharing of tools, practices, and resources to support parents in helping all children reach their full potential. Following her keynote speech as an expert on parent engagement, Dr. Suskind and Ms. Flores participated in a Q&A with attendees from organizations across the Southern California region.



NEW SEASON PREMIERES

KCET.ORG/ARTBOUND #ARTBO



U.S. and the HOLOCAUST Reception and Screening (July)—A local screening of the new three-part documentary *The U.S. and the Holocaust*, directed and produced by **Ken Burns, Lynn Novick and Sarah Botstein** took place at the **Audrey Irmas Pavilion** in Los Angeles, with approximately 300 guests attending a screening event and a rooftop reception with food prepared by Chef **Wolfgang Puck** in the recently opened event space adjacent to **Wilshire Boulevard Temple**. After the screening, a short panel discussion was held with filmmaker **Sarah Botstein** and producer **Lynn Novick** moderated by author **Tom Teicholz** discussing the film's examination of the rise of Hitler and Nazism in Germany in the context of global antisemitism and racism, the eugenics movement in the United States and race laws in the American south.

ARTBOUND Season 13 Screening Events (October–December)—We celebrated the thirteenth season of the original series *Artbound* with a Premiere screening event for “**Love & Rockets: The Great American Comic Book.**” The event took place at the **Laemmle Theatre NoHo 7** in North Hollywood where close to 200 guests previewed an advance screening of the documentary followed by a moderated panel discussion with the comic creators and filmmakers. Following the screening, *Los Angeles Times* arts columnist moderator **Carolina A. Miranda** facilitated a short panel discussion with comic creators **Gilbert Hernandez, Jaime Hernandez** along with the filmmakers. A reception followed the screening at **The Federal** where guests celebrated the documentary as well as the 40th anniversary of the comic series.



FINE CUT Festival of Films Awards (September)—A private COVID-safe outdoor awards ceremony for the Southern California student short film festival was held at **The Montalbán Theatre** in Hollywood in order to announce the winners in documentary, narrative and animation categories. The event was attended by the finalists, film professors, as well as regional influencers and media.

In partnership with **NeueHouse**, a screening event celebrating the premiere of episode “**Arte Cósmico**” included a panel discussion moderated by Chief Curator of The Lucas Museum of Narrative Art **Pilar Tompkins Riva** that included panelists Director **Antonio Diaz** and artists **Gabriella Sanchez, Gabriela Ruiz, rafa esparza** as well as **Patrick Martinez** who sat down for a Q&A to discuss Latinx stories in the lexicon of American art exploring notions of identity, language, queerness and the cosmos.

And in December, **KPCC/LAist** partnered with our organization for a live taping of *LAist Studios’* “Retake” podcast with the *Artbound* episode “**Duchamp Comes to Pasadena.**” Followed by a conversation with “Retake” host **John Horn** and special guest Producer/Director **David Grabias**, Art Critic and Author **Hunter Drohojowska-Philp**, Preparator on the Duchamp show at the Pasadena Art Museum/Curator **Hal Glicksman** and Designer/Therapist **Mirandi Babitz** held a discussion for over 100 attendees in a standing room only venue at the public radio station’s Pasadena-based studios.



Virtual KCET Cinema Series/ KCET Cinema Series (August/October)—Screening the best of Hollywood, independent and festival films prior to their release in theaters for 27 years now, the *KCET Cinema Series* spotlights the best of Hollywood independent and festival films prior to their public theatrical or streaming release dates. Southern California PBS members had the opportunity to attend 16 exclusive screening events (both virtual and in-person) via Eventbrite or at Santa Monica's historic **Aero Theater**. Hosted by *Deadline*'s Chief Film Critic **Pete Hammond**, the 2022 lineup of guests included actors **Jessica Chastain** and **Eddie Redmayne** ("*The Good Nurse*"), two-time Oscar® winning director/writer **Guillermo del Toro** and writer/director **Rian Johnson** and actors **Kate Hudson**, **Edward Norton** and **Janelle Monae** ("*Glass Onion: A Knives Out Mystery*").



2022 Newport Beach Film Festival (October)—Attracting nearly 60,000 attendees to Orange County, the Festival is the largest international cinema event in coastal Southern California, connecting its audience with the very best in US and international films. This year, our Fine Cut student film winners had the unique opportunity to have their short films screened as part of a student showcase during the annual event. The 2022 Newport Beach Film Festival took place at **The Lot** in Fashion Island. Spotlighting over 300 films, the Newport Beach Film Festival presented nightly events featuring more than 60 culinary partners with their finest tastings including an Opening Night event where we hosted a photo booth opportunity for attendees. The Festival also held its annual **Honors** event that was broadcast on our stations regionally and announced *Variety*'s "10 Actors to Watch."

FINE CUT Mentor Workshop (October)—We closed out the 23rd season of *Fine Cut* with a free mentorship workshop for college students across Southern California. Held at **LA Center Studios** in downtown Los Angeles, presented by **Sony Pictures Entertainment**. 105 students joined to hear from 13 mentors from the entertainment industry. Students chose one of three focus areas—film, tv, or animation—and asked questions of mentors in small, round-table discussions. Following the mentor conversations, students had a chance to tour LA Center Studios. The event was designed to provide tomorrow's generation of filmmakers with opportunities to get a jump start to their careers and provide valuable networking opportunities to the attendees.



CA Prop Party (October)—PBS SoCal and KCET partnered with **The Civics Center** to host a "CA Prop Party." This free virtual event for young voters took an impartial look at the California propositions to help them make informed decisions as they headed to the polls this November. Featuring "**Props in a Minute**" video explainers and guest speakers that included attorney and Executive Director of the Civics Center **Laura Brill** as well as EdSource's **Kate Sequeira**, this event was an interactive opportunity for young voters to learn about California's proposition system and what's on their ballot this election.

KOCE 50th Celebration (November)—The 50th Anniversary Celebration of PBS SoCal (KOCE) was commemorated with a special event where over 40 guests who helped build and continue to support the station enjoyed a reunion in the PBS SoCal Costa Mesa studios. Surrounded by video and images of KOCE over the years, the reception offered a chance for supporters to reconnect, share stories and honor their service to the station. Former CEO **Mel Rogers** offered a joint toast with current CEO/President **Andrew Russell** to thank everyone for their work, emphasizing the talents and dedication of the people involved in creating and sustaining PBS SoCal's impact in Southern California.



Intern Program

PBS SoCal and KCET secured funding for a paid internship program, which launched in Summer of 2022. The organization hosted 8 interns in the Digital, Engagement, Production, Marketing, Communications, Membership, Administration and Digital Content departments. As the primary PBS stations for our region, PBS SoCal and KCET have a unique opportunity to create pathways for young people interested in a career in arts and media and that ethos was at the core of how we structured our program.

In addition to providing paid positions—a necessary feature of any intern program that aims to encourage equity and diversity in the media space—PMGSC created a wrap-around program that provided multiple touchpoints for the interns to learn about the organization and build community with their peers and public media colleagues. Our cohort engagement program consisted of weekly activations, including: virtual Career Chats with staff, an in-person lunch with Chief Operating Officer **Jamie Myers**, invites to in-person All Staff and community events, as well as special welcome and end-of-Summer gatherings. The purpose of the additional cohort activities was two-fold: to create more learning opportunities beyond the intern's department-specific projects and to intentionally create spaces for the interns to build community with their peers, who very well may be future colleagues.

Student Reporting Labs

PBS SoCal and KCET continued its support of PBS NewsHour's Student Reporting Labs program, matching station staff as mentors in 5 high school journalism classrooms: **Northview High School** in Covina, CA; **Etiwanda High School** in Rancho Cucamonga, CA; **Canyon High School** in Santa Clarita, CA; **Ontario High School** in Ontario, CA; and, **Daniel Pearl Magnet High School** in Los Angeles, CA. Mentorship topics included: Intro to journalistic storytelling, feedback on produced pieces, and support on how to best script stories.

In addition to mentor meetings, select staff participated in a guest speaking capacity at the **Southern California Journalism Education Association** conference in April of 2022. Throughout the year, student stories were amplified across social media and Digital platforms. PBS SoCal also began airing select Student Reporting Labs pieces on air following **PBS News Weekend**. Two pieces—both produced by **Etiwanda High School**, with the assistance of the Student Reporting Labs team—aired on May 29 and November 20, respectively.



PBS LearningMedia

While new curriculum was not created in 2022, PBS SoCal and KCET continued to amplify the collections currently in **PBS LearningMedia**. In support of our interdisciplinary, STEM curriculum that aligns with the series **Tending Nature**, our organization and curriculum co-creators **The Autry Museum of the American West** led a breakout session on October 2, 2022 at the **CDE Foundation's Annual STEAM Symposium**, which was held this year in Anaheim, California. At the conference, PBS SoCal and KCET and the Autry were able to present the curriculum and give educators across the state an opportunity to interact with the lesson plans' activities and experiments.

In the year 2022, PMGSC's PBS LearningMedia activities were accessed by educators in all 50 states and received 13,665 pageviews from 6,751 users.



Screening Guides

To support local community screening efforts outside of station-sponsored activities, PBS SoCal and KCET have created local screening guides that align with locally-produced content. This mode of engagement has become valuable in light of the COVID-19 pandemic and related restrictions around larger in-person gatherings. The guides feature information on the content, background on the issues discussed in the film, and example activities and discussion questions. In 2022, a guide was created for our local food and social justice series ***Broken Bread*** and was distributed via KCET's website.



Community Advisory Board

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). This active group of volunteer leaders continues to be the stations' eyes and ears of our community. The organization plays an integral part in the planning and implementation of many outreach programs.

In 2023, the CAB onboarded nine new members this year during an August off site retreat in downtown Los Angeles at the **LA City Club**. During the retreat, new officers were inducted followed by a presentation where select CAB members termed out and were recognized. New and current members were introduced to four different committees (Social Media, New Membership, Local Heroes and Social Issues/Outreach) and selected which committee they would like to sit on during the coming year. Additionally, Local Heroes nominations were put forth.

Our **Local Heroes** initiative once again recognized 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 **Graciela Cerezo**, **Marjorie Lee** and **Dr. Cynthia 'Big Mama' Mendenhall** who were selected as the 2022 KCET Local Heroes. The two honorees and eight nominees were recognized at a private Holiday Community Celebration event which brought together some of the organization's Board of Directors, the Executive Management Team and the current members of the Community Advisory Board.





CONCLUSION, LOOKING AHEAD

The Public Media Group of Southern California, more widely known as PBS SoCal, KCET and Link TV, has built a powerful public media organization available to nearly 19 million viewers in Southern California with a digital service that supports over a million visitors to our websites each month. As a leader in the PBS system, we are creating new multi-platform content and initiatives that are helping to shape Public Television for the future. Whether in the form of on-air or digital locally-produced productions, or comprehensive and engaging educational initiatives or unique and immersive community engagement events, we continue to innovate and adapt to the rapidly changing world we live in.

We have set ambitious goals for years to come. In addition to transforming for a digital future in this ever-changing media landscape, we plan to grow our early childhood education program and strengthen our role in the community. We are confident that we are implementing a plan for the future that will allow us to provide real impact for our community in the years ahead.

Because of our region's distinctive character, we have a responsibility to share the California ethos not only locally but with the rest of the country. We want to set the standard when it comes to being a convener for our community. We pledge to make community our number one priority. By thinking globally, by highlighting local stories, we seek not just to educate our audiences but also to inspire and empower them.