



is a leading national, independent, non-profit, digital and broadcast network that provides high-quality, culturally diverse programming designed to engage the public in innovative, entertaining and transformative ways. A viewer-supported 501(c)(3) organization, KCETLink is financially strong with \$51 million<sup>1</sup> in endowments that include a board-directed endowment funded by \$65 million in proceeds from participation in the FCC Spectrum auction, and two additional endowments funded by recent gifts.

With a commitment to independent perspectives, smart, global entertainment, local communities, and opportunities for engagement and social action, KCETLink depicts people and the world through a global lens that is seldom available in conventional American media. KCETLink is governed by a volunteer Board of Directors made up of a cross section of business and community leadership. The organization's 72-person full-time staff is currently led by interim President Dick Cook, who also serves as the Board Chairman. KCET also has a Community Advisory Board that serves as the voice of the community and ambassadors to the station.

## HISTORY

KCET (Community Educational Television) signed on September 28, 1964 as an affiliate of National Educational Television (NET). It was the second educational television station in the U.S., signing on six months and four days after KUHT in Houston, Texas.

KCET was the main west coast PBS affiliate for 47 years until 2011 when it left the network to become the nation's largest independent public television station with a mission to better serve the interests of its multi-cultural community. In December 2012, KCETLink was formed after KCET merged with San Francisco-based Link TV, an award-winning independent satellite media network focused on increasing global engagement and presenting diverse alternative perspectives often underrepresented in commercial news. Each service maintains its distinct media voice.



For additional information about KCET and Link TV productions, web-exclusive content, programming schedules and community events, please visit [kcet.org](http://kcet.org) or [linktv.org](http://linktv.org)

## COMMUNITY

KCETLink engages the region's cultural and public service agencies to create a larger impact around critical community initiatives tied to KCETLink's programs and services. These unique collaborations foster learning and stimulate multi-cultural understanding of important issues, contributing to a more informed citizenry.

## PROGRAMMING

KCETLink's critically acclaimed original and acquired programming enriches, inspires and educates the community, reaching nearly **six million<sup>2</sup> television households** in Southern California and **34 million<sup>3</sup> satellite households** across the U.S. KCETLink's media profile includes **three broadcast channels, one satellite channel, four websites** and programming on **three OTT platforms**. Its robust library offers international news and public affairs programming, national and global dramas, and original productions that reflect the spirit of the community, in addition to educational family and children's programs and services.

Throughout its 54-year history, KCET has produced thousands of hours of original programming for local, regional and national distribution. In 2017, KCET produced a record **54 hours of original content<sup>4</sup>** and experienced a **25% increase in viewership<sup>5</sup>** over 2016. The network also received **10 LA-area Emmy<sup>®</sup> awards<sup>6</sup>** the same year, adding to its roster of prestigious industry prizes that include Peabody Awards, Alfred I. DuPont-Columbia University Awards for Excellence in Journalism and Edward R. Murrow awards.

KCETLink content is distributed nationally via satellite on Link TV via DIRECTV channel 375 and DISH Network channel 9410 and on KCET in Southern and Central California via broadcast and cable, as well as through various digital delivery systems including the Apple TV, Amazon and Roku platforms. Total video views across KCETLink's own websites and OTT platforms **grew 94%<sup>7</sup>** in 2017 over 2016. Beginning in 2017, KCET has been nationally distributing many original productions to public media stations, in partnerships with N.E.T.A and Marigold Media. Several productions have achieved over **70% national carriage.<sup>8</sup>**



### KCETLINK AT A GLANCE – 2017

**94% increase\***  
in video views<sup>9</sup>  
across 4 websites  
and 3 OTT platforms

**10 L.A. area  
Emmy<sup>®</sup> awards<sup>10</sup>**

**54 hours of  
original content<sup>11</sup>**

**25% increase\***  
in TV viewership<sup>12</sup>

**\$51 million  
in endowments**

\*2017 vs. 2016

#### SOURCES

1) Bessemer Trust Statement 2) Nielsen Media Research 3) Satellite Markets & Research 4) KCETLink Research 5) Nielsen Media Research 6) Academy of Television Arts & Sciences 7) KCET.org, LinkTV.org, Brightcove, Roku, AppleTV, Amazon Prime Video 8) TRAC Media Services 9) KCET.org, LinkTV.org, Brightcove, Roku, AppleTV, Amazon Prime Video 10) Academy of Television Arts & Sciences 11) KCETLink Research 12) Nielsen Media Research