

# 2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

KCET

PBS  
SOCAL

Link<sup>TV</sup>



## Introduction

In 2018, a new local, member-supported public media organization and flagship PBS station was formed with the merger of KCETLink Media Group and PBS SoCal. The new community institution – Public Media Group of Southern California – is led by public media veteran and former CEO of PBS SoCal **Andrew Russell**, and the new Board of Trustees will be chaired by 38-year Disney veteran **Dick Cook**.

As the flagship PBS station for the region, Public Media Group of Southern California plans to tap the creativity and innovation of Southern California to advance the future of public media. With a reputation for fostering a love of learning, culture and community using the power of public media, Public Media Group of Southern California delivers its mission through content and experiences that inform, inspire and entertain. These include distinctive programming; person-to-person experience in the classroom and the community; diverse local cultural partnerships and content that is for, about and by Southern Californians.

Through three content services – PBS SoCal, KCET and Link TV – our library of programs is available for streaming on any internet-connected screen, on seven Southern California broadcast channels and on one national satellite channel (Link TV is available to Dish Network and DirecTV's 33 million subscribers as part of their basic packages).

**Content.** Public Media Group of Southern California is dedicated to *telling stories that matter*, creating original programs that reflect the diversity of the region and sharing the full schedule of PBS programs

that viewers love and trust. Southern California is a global center for innovation, a trend-setter and home to the world's foremost creative talent. Together, we will better serve our region – one of the most diverse places in the country - and our nation.

For decades, KCET and KOCE (now known as PBS SoCal) have been dedicated to connecting the community with non-commercial content that inspires, educates and entertains. We reach one of the most diverse populations in the country with the finest regional, national and international programming. PBS SoCal, KCET and Link TV channels will continue to build from their current content and programming strategies. Now, together as the Public Media Group of Southern California, the three brands pledge to provide high-quality, culturally diverse programming designed to engage the public in innovative, entertaining and transformative ways. Central to our mission is highlighting important stories that build understanding of critical issues and spark dialogue.

Having carved out a reputation of award-winning and engaging regional programming, **KCET Originals** productions provide content that serves our communities by bringing visibility to issues that matter the most to our audiences. Whether it be by showcasing little-known artists with ARTBOUND, studying the informal economy with CITY RISING, investigating critical regional issues with the Emmy award-winning SOCIAL CONNECTED, exploring Los Angeles history with LOST LA, providing opportunities for young filmmakers with FINE CUT, uncovering pressing environmental concerns with EARTH FOCUS, or giving voices to indigenous cultures with TENDING NATURE, the original programs created by KCET in 2018 have continued to inspire audiences and win awards.

In addition to delivering the full schedule of PBS programs, **PBS SoCal** in 2018 worked with talented Los Angeles area producers on series relevant to Angelenos that include LAaRT, VARIETY STUDIO: ACTORS ON ACTORS, the annual L.A. COUNTY HOLIDAY CELEBRATION and more, to tell important stories that provide a West Coast voice to the PBS schedule. As the home for PBS in Southern California, PBS SoCal also works with a number of regional, independent filmmakers to develop and broadcast high-quality content that is distributed to PBS stations nationally, including THE IMAGEN AWARDS and FINDING HOME: A FOSTER YOUTH STORY.

The content from the channels has been recognized appropriately. PBS SoCal and KCET have received virtually every significant award for excellence in broadcasting, including more than 100 local and national Emmy Awards as well as the prestigious Peabody, duPont-Columbia and Edward R. Murrow Awards. In 2018, KCET Original productions garnered 11 Los Angeles area Emmy Awards, more than any other broadcaster in the region and PBS SoCal was honored with two wins. Both organizations received accolades at the Golden Mike awards from the Radio and Television News Association of Southern California, as well as multiple wins from the Los Angeles and Orange County Press Club awards.

**Education & Community.** A donor-supported community institution, Public Media Group of Southern California hosts hundreds of in-person cultural events, screenings and community conversations to spark the sharing of diverse perspectives. Public media makes meaningful impact in communities, promoting a love of learning and community engagement, and helping improve the prospects for a fulfilling life in a strong, inclusive, informed society for our next generations.

The organization is also dedicated to delivering real social impact through an Early Learning service that prepares our most vulnerable children for school, as well as other special public service initiatives focused on parents, teachers and our youth. Public Media Group of Southern California vows to continue our commitment to community engagement, early childhood education and social impact services as we are confident that the community will benefit from more public media services made possible by a united and stronger public media organization.

The PBS system itself will also benefit from a stronger public media organization that can offer an important West Coast voice to the national PBS schedule. We celebrate the fact that, all these years later, we continue to innovate, evolve and grow our services so we can advance our essential mission. By

combining the strengths of the two organizations, Public Media Group of Southern California is poised to significantly grow our service, and our connection with the community, in the years to come.

From our hubs in Burbank and Costa Mesa, we are maintaining the distinct services and brands of PBS SoCal, KCET and Link TV, while also finding exciting opportunities to share content and resources across all of our platforms and expand the possibilities of transmedia production and distribution. Our content covers a wide variety of important topics including arts and culture, environmental issues as well as local, national and global news. Over the past seven years, PBS SoCal and KCETLink have built two unique public media institutions — each making significant contributions to the advancement of public media. Together, they form a vibrant and financially strong public media institution, ensuring future generations have access to all its vital services.

The newly merged organization will also play a unique role within PBS. “We are pleased this merger will bring the combined forces of KCET and PBS SoCal together to serve the people of Southern California with high-quality PBS content and services,” said **PBS President and CEO Paula Kerger**. “We know this new entity will be a great partner to PBS and will help strengthen the broader public television system.”

Below, please find an overview of the Public Media Group of Southern California’s service to the Southern California community in 2018.

## Local Content

In the past year, we continued our commitment to producing and broadcasting a rich array of award-winning programs that offered local and global perspectives to better serve our multi-cultural community. We partnered with more local producers to share even more content for and about the community.

Each year, from February’s Black History Month to November’s celebration of the culture of Native peoples, Public Media Group of Southern California shares a rich selection of titles celebrating the diversity of the American experience. By shining a light on the history and leadership of different cultures with programs celebrating the courage, commitment and strength of influential individuals, our programming teams look for content that will further advance the equality and understanding of our world’s diverse communities and their significant impact on the U.S. and the world abroad.

With a commitment to independent perspectives, smart global entertainment, local communities and opportunities for community engagement and social action, the regional content produced by PBS SoCal, KCET and Link TV is committed to continue telling stories that matter in the year ahead. The content and programming highlights for 2018 were as follows:

### **NEWS AND INFORMATION**

***SoCal Connected (KCET)*** On the air since 2008, this weekly half-hour news magazine provides substantive and engaging stories about the issues and events that affect Southern California. In its ninth season, SOCAL CONNECTED debuted long-form episodes focused on a single topic, allowing for a deeper exploration of critical issues. Producers took viewers behind the scenes of some of the biggest local headlines, challenging those in power with tough questions. Highlights from this season of the Emmy® award-winning series include the reported the rise and fall of one of L.A.’s most promising high school athletes who went from the cover of *Sports Illustrated* to skid row, an insider’s look at L.A.’s newsrooms documenting one of the most disruptive years in the local media landscape and a team of Loyola Law School students and professors as they fought to free a young woman they believed was wrongly convicted.

SOCAL CONNECTED is recognized for its quality journalism and contributions to the Southern California community with the prestigious George Foster Peabody Award and two Alfred I. duPont-Columbia

University Awards, along with 30 Los Angeles Area Emmy Awards; 32 Golden Mike Awards from the Radio & Television News Association of Southern California; 32 First Place LA Press Club Awards; and one national & five regional Edward R. Murrow Awards, among many more accolades.

In February of 2018 KCET honored SOCAL CONNECTED's anchor Val Zavala who began as a reporter with KCET 30 years before and rose to become KCET's Vice President of News and Public Affairs as well as Executive Producer of the weekly news show SOCAL CONNECTED. An award-winning and respected journalist, Val was a popular television personality whom Angelenos came to trust and adore. We reached out to the Community to ask them to share their good wishes to Val with "Val-Entines" both in person at the LA Art Show and online. Burbank Member of Congress, Adam Schiff, sent Val a Proclamation honoring her for her service while LA County Supervisor Janice Hahn presented a Proclamation honoring her service to Los Angeles at the open Board of Supervisors meeting. While LA Councilmember Paul Koretz presented a Proclamation at the open City Council Meeting declaring Feb. 13, 2018 Val Zavala Day in the City of Los Angeles; Mayor Eric Garcetti was among the many to offer his congratulations.

**Studio SoCal (PBS SoCal)** STUDIO SOCAL continued its weekly forum of Southern California's most interesting people and key issues. Episodes included "Pensions: Employee's Rights vs. Taxpayers;" "Illegal Immigration, Deportation, and Southern California;" "The Effects of Legalizing Marijuana in the November Election;" "The Plastic Bag Ban at Grocery Stores: What You Need to Know About Prop 65 and Prop 67;" "Southern California Republican Latinos: Are They Being Ignored Again?;" "What Does #BlackLivesMatter Mean in LA?;" "Southern California High Schools: Is There a Drop Out or Push Out Crisis?;" "The Controversy Over How to Solve Homelessness in Southern California;" "Ballot Measures and Their Details;" "The Race for Barbara Boxer's Senate Seat;" and more.

**SoCal Transportation (PBS SoCal)** Transportation reporter Pat Haslam's weekly reports take viewers on a fascinating journey on how we get around in Southern California. Some segments from the past year which aired around PBS NEWSHOUR WEEKEND included an examination of California oil prices, freeway construction closures, upgrades at LAX and California auto theft.

**Bonnie Boswell Reports (PBS SoCal)** Featured in PBS NEWSHOUR WEEKEND, veteran journalist Bonnie Boswell explores greater Los Angeles in this weekly series of community reports. Bonnie's stories reveal L.A. to be a place of culture, community and contrasts. Some of her featured reports included "LGBT Teens Suicide Prevention", "Lead in LA - A Hidden Health Crisis", "Race in America Today - James Lawson", "LA's Historic Resources" and "Preserving LA Neighborhoods."

## **ARTS & CULTURE PROGRAMMING**

**Artbound (KCET)** The Emmy® award-winning arts and culture series returned for its ninth season to examine the lives, works and creative processes of arts and culture innovators making an impact in Southern California and beyond. The weekly television series and online destination captures the spirit of the burgeoning arts and culture community and explores how it's shaping California as the creative capital of the world. Many episodes this season were produced in association with Southern California's most admired arts and culture institutions including The Autry Museum of the American West and MOCA (Museum of Contemporary Art, Los Angeles). 2018 episodes included:

"That Far Corner: Frank Lloyd Wright in Los Angeles" During his time in Southern California in the 1910s and early 1920s, Frank Lloyd Wright accelerated the search for an authentic L.A. architecture that might be experimental but also responsive to the city's history, culture and landscape. It was screened at Santa Monica's The Other Art Fair in fall of 2018 with a panel following that featured the film's Director/Writer Christopher Hawthorne, who also holds the title of Chief Designer of the City of LA. Additional screenings are planned for the 2019 Architecture & Design Film Festivals in LA and NY.

- “Desert X” Taking the vast, strange and often contradictory desert landscape as its canvas, the inaugural Desert X explored the familiar and the unknown through an exhibition of public art installations situated at sites across the California Desert. Premiere screening events were held at the Palm Springs Art Museum and at Neuehouse LA in the spring of 2018.
- “Electric Earth: The Art of Doug Aitken” This episode profiles prominent artist Doug Aitken who for more than 20 years has shifted the perception and location of images and narratives. A VIP Cast and Crew screening was held at Soho House LA in the spring of 2018.
- “La Raza” In East Los Angeles during the late 1960s and 1970s, a group of young activists used creative tools like writing and photography as a means for community organizing, providing a platform for the Chicano Movement in the form of the bilingual newspaper/magazine *La Raza*. A Screening/Reception event with the Autry Museum of the American West was held in spring 2018 featuring a panel with some of the most iconic photographers/journalists of their time.
- “Artist and Mother” Profiles four California artists who make motherhood a part of their art. Four screenings throughout the state included a cast/crew/press/artist brunch screening at West Hollywood’s Soho House, LA’s Women’s Center for Creative Works, the California African American Museum and in Stanford, California.

**Lost LA (KCET)** A co-production with the University of Southern California Libraries and sponsored by Union Bank, the third season of LOST LA debuted to uncover the dreams that built modern-day Los Angeles through documents, photos and other rare artifacts from the region’s libraries and archives. Hosted by public historian Nathan Masters of USC Libraries, LOST LA brings the primary sources of Los Angeles history to the screen. This latest season unlocks the untold history behind the fantasy of California, from the sunny youthfulness of its beaches to the iconic scenery of Yosemite. The season explored the far-reaching impact L.A.’s past has had beyond the city’s borders discovering the profound connections of Los Angeles to neighboring regions like Yosemite and Palm Springs. Through national distribution via NETA, LOST LA was seen in almost 75% of the country and aired in 40 of the top 50 markets. USC hosted two screenings of this season’s episodes at their annual Archives Bazaar.

**The Migrant Kitchen (KCET)** Nominated for a James Beard Award in 2017, the Emmy® award-winning series from the producers behind acclaimed print/online magazine *Life & Thyme*, the multi-media series examines how the experience of LA’s migrants has shaped the local food scene creating a bridge for understanding the many cultures that comprise the city’s food landscape. The third season explored California’s booming food scene through the eyes of a new generation of chefs and culinary artisans whose cuisine is inspired by the immigrant experience. Continuing to spotlight chefs and craftspeople who are combining traditional, ethnic cuisines with new flavors and fresh techniques, the latest season is comprised of six episodes examining cuisines ranging from northern California to Mexico City and celebrating the food cultures of the Jewish deli, Japanese sake, Chinatown, Palestinian food and more. Through national distribution via NETA, THE MIGRANT KITCHEN was seen in almost 75% of the country and aired in 40 of the top 50 markets. A high-end influencer’s communal dinner for two thousand people was hosted by The Summit called “Dinner in the Marketplace by KCET’s The Migrant Kitchen” featuring series branding and highlighting cuisine from two of this season’s chefs during an invite-only VIP dinner held in downtown LA. Renowned Chef Louis Tikaram also hosted a VIP screening event at his venue E.P. & L.P. for cast, crew and local press.

**Iconic Vision: John Parkinson, Architect of Los Angeles (PBS SoCal)** The documentary tells the story of John Parkinson, the architect who created many of Los Angeles’ most iconic structures, including City Hall, The Coliseum, Union Station and Bullocks Wilshire among many others. The son of an English mill worker, he arrived in North America in 1883 with a toolbox and \$5. When he died in 1935, he had inspired over \$100,000,000 in construction projects in L.A. alone. The 60-minute documentary had a premiere event at City Hall in fall of 2018 where the city of Los Angeles presented a certificate to PBS SoCal with a proclamation declaring it John Parkinson Day.

***Fine Cut (KCET)*** In the 19th year of producing this flagship program showcasing student filmmaking, KCET launched an online submissions process, which garnered over 300 shorts submitted in the categories of Documentary, Animation and Narrative from Southern California film schools. In total, 16 short films (25 minutes or under) were selected as finalists in the categories of Documentary, Animation and Narrative shorts. Winners in each of the categories were awarded the opportunity to be a part of the American Pavilion screening at the Cannes International Film Festival in May of 2019. All short films selected as finalists were included in a series of half-hour broadcast episodes this fall. A Viewer's Choice Award was presented to the filmmaker of the short that received the most online votes with a production package prize worth over \$20,000.

Seven total schools were represented at the Awards where 56% of the 16 finalists recognized at the event were female directors and 50% had a director that was a person of color while 13% included LGBTQ themes/characters. The event was followed by a reception where the goal was to introduce the student filmmakers to industry professionals.

Regional organization Muslims for Progressive Values recognized KCET for its insightful community programming for FINE CUT, giving exposure to issues affecting Angelenos and specifically University of Southern California film school student Omar Al Dakheel, writer/director of "Al Imam" which was the 2018 recipient of Best Documentary film. Additional winners from 2018 included California Institute of the Arts' students Hanna Kim and Jungmin Cha as well as USC's writer/director Aqsa Altaf.

***SoCal Wanderer (KCET)*** This new 30-minute broadcast special and digital initiative exploring Southern California started as a popular online blog sharing fantastic destinations and hidden gems, which then morphed into an on-air show that is an insider's guide to the land of sunshine. Host Rosey Alvero examined the rich history, culture and landscape of the region by connecting with engaged enthusiasts and local experts. The show invites new and loyal viewers to discover the dense tapestry of history surrounding the places they know well... or learn about lesser-known locations and stories that are completely new to them. Supporting the episode was additional digital content filled with exploration guides, themed lists and interactive maps. The show launched with a premiere event that was open to the public at Burbank's flagship REI store.

***Border Blaster (KCET/LinkTV)*** The world music video series curated by longstanding public broadcasting internet radio station dublab returned with a new season of 13 30-minute episodes comprised of music videos from groundbreaking musicians around the world. Exploring a great variety of musical genres that range from experimental electronica, Afrobeat, cosmic jazz and funk to indie, ambient, hip hop and more, the series documents the trans-national flows of music culture across every continent around the globe. To kick things off, dublab hosted a preview radio special playing selected songs from the new season. Additionally, the new season hosted two launch events – one in Palm Springs and one in downtown Los Angeles - that were open to the public.

***Variety Studio: Actors on Actors (PBS SoCal)*** PBS SoCal and Variety partnered again to present the seventh and eighth seasons of the Emmy® Award-winning series that takes viewers inside the biggest Hollywood films and TV series of the year, through candid conversations with today's most acclaimed actors. Hosted by Variety's Co-Editor-in-Chief, Andrew Wallenstein, each episode brought together actors engaging in intimate one-on-one discussions about their craft and work. The series of specials received pickup by 359 stations across the country for the film-centric version that was distributed in January of 2018 and received pickup by 295 stations across the country for the television-focused edition distributed in June 2018. Both editions were also available for streaming on PBSSoCal.org while full length conversations with each pairing is available on Variety's website.

**LAArt (PBS SoCal)** PBS SoCal's weekly arts series continued to bring the best of music, arts and culture from across Southern California. The series offers a unique look at the people and events involved in arts and culture in Southern California and beyond. Intelligent, diverse and at times surprising, LAArt gives the viewer an insider's look into the creative process. Episodes from 2018 included:

- Mikhail Shtangrud, Choral Director at The Colburn School shares the song in his heart with his vocal students.
- Not the usual fare, a beautiful art film from Michael Sykes and LA filmmaker Gaspar Gonzalez offers us a glimpse into a precious and fragile reminder of Cuba before the revolution.
- The International Printing Museum, Daniel Brown, Mary Giles, Hedy Lamarr.
- Photographing cultural rituals in Africa, Carol Beckwith and Angela Fisher give us a glimpse into vanishing worlds.
- From filmmaker Tommy Shimanek; a look at Abel Alexandre who learned early the importance of allowing himself creative freedom and personal perspective.

**Big Voice (PBS SoCal)** The one-hour film chronicles a year in the life of a visionary Santa Monica high school choir teacher and his most advanced choir – a group of students who struggle with the demands of high school life and personal challenges. BIG VOICE captures the transformative power of a committed teacher who inspires a passion for music, a sense of belonging and the value of working together to become one big voice. The film was distributed nationally through NETA.

**59<sup>th</sup> Annual L.A. County Holiday Celebration (PBS SoCal)** PBS SoCal and the Los Angeles County Arts Commission partnered once again to televise the live three-hour Emmy® Award- winning holiday tradition on December 24. Each year since 1959, the Los Angeles County Arts Commission has produced the free Holiday Celebration on behalf of the Los Angeles County Board of Supervisors. More than 20 bands, choirs and dance companies from the many neighborhoods and cultures of the region celebrated the season. Groups included the Gay Men's Chorus of Los Angeles with traditional holiday repertoire; Grandeza Mexicana Folk Ballet Company, folklórico dance from the region of Tabasco, Mexico; Greater Los Angeles Cathedral Choir, a 35-member ensemble performing gospel renditions of holiday songs; JazzAntiqua Dance & Music Ensemble, jazz dance inspired by African-American spirituals; Kayamanan Ng Lahi Philippine Folk Arts, a 16-member Filipino dance company; Kim Eung Hwa Dance Company, a nine-member Korean dance company Las Colibrí; MUSYCA Children's Choir, singers built on respect, love for music and artistic excellence; Pasadena Christian School Children's Choir, a 50-member children's chorus; and more.

## **ENVIRONMENTAL**

**Earth Focus (KCET)** The acclaimed original environmental series about our changing environment and how it affects people around the world launched a new season around the theme of adaptation, exploring how environmental changes are forcing all living creatures to adapt in order to survive. Launched in 2007, EARTH FOCUS is the longest-running investigative environmental news program on U.S. television. The series provides 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 new season of the series, co-produced by the Thomson Reuters Foundation, traveled to far-flung parts of the globe including Sierra Leone, Madagascar and Morocco, as well as cities in the U.S. including New Orleans, Los Angeles and San Francisco, to explore how urban planning of communities is evolving in the wake of heightened environmental challenges brought on by climate change and urbanization. With a goal of reporting on the human impact of climate change, the new season of EARTH FOCUS took viewers to the front lines of environmental issues from around the world including sea level rising, climate migration and adaptation to global water shortages.

In collaboration with UCLA's **Laboratory for Environmental Narrative Strategies**, KCET.org launched a year-long collaboration reporting on environmental stories under the EARTH FOCUS umbrella. Over the course of 2018, we published three multimedia projects covering the Los Angeles River, non-native species in Los Angeles and the future of sustainable food in our region. Each project included reporting from UCLA graduate students in the form of articles, short videos and interactive infographics.

***Tending Nature (KCET)*** Produced in partnership with the Autry Museum of the American West, TENDING NATURE shined a light on the environmental knowledge of indigenous peoples across California by exploring how the state's Native peoples have actively shaped and tended the land for millennia, in the process developing a deep understanding of plant and animal life. The series examined how traditional practices inspired a new generation of Californians to find a balance between humans and nature. Four 30-minute episodes allowed viewers to hear first-hand from Native communities engaged in contemporary projects that revive their culture and inform western sciences. The series showcased the Tolowa Dee-ni', Ohlone, the Pit River tribes and the multi-tribal Potawat Health Village, with subjects ranging from ocean toxicity, decolonizing cuisine, tribal hunting, food deserts and traditional sweats. California is home to more Native communities than any other state in the country and these communities have continued to maintain traditional knowledge against all odds.

The unique partnership between KCET and the Autry that started with 2017's Emmy® Award-winning documentary TENDING THE WILD has turned into a three-year commitment to explore California's Native stories (and histories). The series connects to their *Human Nature* galleries and garden spaces dedicated to the California environment, making for a multiplatform museum-media partnership — and one that furthers critical conversations related to the future of California. The first two episodes of the series were screened at the Autry as part of the museum's annual American Indian Arts Marketplace — the largest festival of its kind on the West Coast.

***Sustaining California (PBS SoCal)*** Through four 30-minute episodes, the series studied sustainability issues with everyone from environmentalists and climate change scientists to corporate America and those with pro-business interests.

## **SOCIAL ISSUE-DRIVEN PROGRAMMING**

***City Rising (KCET)*** A new installment of the acclaimed documentary series CITY RISING examined how workers that labor off the books, sometimes hiding in plain sight, are organizing to find pathways for legalization and protection. The one-hour, multi-platform documentary called CITY RISING: "The Informal Economy" followed four California workers facing structural discrimination but fighting to change policy and improve upward mobility for their communities. From the urban neighborhoods and industrial corridors of Long Beach to the rural Coachella Valley, on-camera interviews with organizers, politicians and experts across the state contextualize labor in California, the world's fifth largest economy. The effects of this movement are far-reaching, and their voices ultimately impact the social health of communities across the country and beyond.

Supporting the new documentary was a series of online articles and social media videos providing in-depth, critical analysis on the issues surrounding those impacted by the informal and "gig" economy. Online video profiles were also showcased featuring four very different individuals including a Boyle Heights street vendor, a Long Beach truck driver, an Oakland community organizer and Coachella farmworkers — working across California trying to navigate through bureaucracy and policy in order to protect their livelihoods.

An at-capacity, premiere-screening event hosted by The California Endowment took place in downtown Los Angeles at The California Endowment. A reception featuring a gallery of photography showcasing some of the state's informal economy workers was held prior to the screening. Following the event, a panel discussion featuring some of the filmmakers and the film's subjects took. This event was free and open to the public. A series of community screenings across the state will take place in early 2019.

***Finding Home: A Foster Youth Story (PBS SoCal)*** Four foster youth prepare for life outside the foster care system. Summer, 17 and transgender, yearns to be adopted. Glorianna, 19 and an artist, struggles to live on her own after spending 12 years in a residential care facility. Jaloni and Kalonji, 18-year-old twins, grew up in poverty but become star athletes and scholars with the help of two loving adults. This original production is a part of the *To Foster Change* social impact initiative, and was distributed to over 60 PBS stations across the country through NETA.

***Congratulations, You're On Your Own (PBS SoCal)*** The documentary followed young adults going through the process of finding their way after foster care. Featuring firsthand accounts from youth telling their stories and also from a variety of professionals in the field, the film explores how children enter the foster care system, what happens while they are there and the hardships they face as they transition out. This documentary film is a part of the *To Foster Change* social impact initiative.

## DIGITAL PROGRAMMING

***California Coastal Trail (KCET.org)*** — A fourth season of the digital series CALIFORNIA COASTAL TRAIL debuted in June 2018. The web series, produced by Rigler Creative, aimed to raise awareness about the California Coastal Trail; its past, its present and its future through a series of historical narratives, camping and hiking guides, as well as articles about important cultural points of interest along the Trail. This was the final season of the program with video content that highlighted the stretch of the Trail from Mendocino to Del Norte.

***Ballot Brief (KCET.org)*** – National Voter Registration Day marked the return of online voter resource BALLOT BRIEF (also launched in 2014 and 2016), a one stop digital destination where Californians can use a selection of videos, articles and explainers that break down what voters might expect to find on their election ballots in November. When active, BALLOT BRIEF is the most popular video property on kcet.org and Facebook and generates activity spikes on all platforms, demonstrating its utility.

One of the highlights of the web destination was “Props in a Minute,” a series of one-minute video explanations that used on-air as interstitials and shared online and through social media in both English and Spanish to help voters understand the 11 complex propositions on California’s ballot this past fall. Former Univision national correspondent Hena Cuevas ran voters through the key points of each proposition in about 60 seconds, utilizing fun graphics and easy-to-understand language. With propositions that dealt with a wide range of issues including affordable housing, mental health, safe drinking water, rent control and more, the series was distributed with local public media partners that included KCRW.com and KPBS in San Diego, via presenting sponsor Rock The Vote.

***Immigration 101 (KCET.org)*** – A key initiative designed to help viewers better understand the sometimes complex and ever-changing issues involving immigration in the U.S., the series of short one to two-minute videos was hosted by two-time Emmy® Award-winning reporter/anchor for KTLA Elizabeth Espinosa. Seven videos (in both English and Spanish) in total rolled out through the end of July utilizing fun graphics and conversational language to explain the basics of immigration history, law and policy. Among the topics explained: (1) key immigration laws, (2) sanctuary cities defined, (3) the difference between refugees, asylum seekers immigrants, and migrants (4) the facts behind immigrant labor, (5) immigration enforcement by the numbers and finally, (5) the diversity factor: what America will look like in future decades. Additionally, online articles were penned by *La Opinion*’s senior immigration journalist and author Pilar Marrero. In total, the videos received over 280,000 views on Facebook.

***Look What SHE Did! (KCET.org)*** was a collaboration with a nonprofit organization of the same name, in which KCET.org published a series of short interviews with accomplished women talking about other accomplished women who were ground-breaking visionaries and inspired with their achievements, their fearlessness, their dedication to making the world better. The series was developed as part of a Women’s History Month online initiative in 2018 and was also successful as a social media series. Participants included Felicity Huffman (actress) and April Wolfe (film critic/writer).

## Education

By connecting learning opportunities for our community's children, students, parents and teachers, our educational initiatives bridge the gaps for the youngest and most vulnerable people in our community, especially those in the low-income neighborhoods across our region. We launch cohesive, wraparound initiatives that include parent workshops, professional development for teachers and neighborhood events. These services use a transmedia approach - where individuals learn by watching, playing, investigating and sharing – and we commit to equipping teachers and parents with the tools and know-how to accelerate learning. In 2018, our educational initiatives were highlighted as follows:

### **KEY INITIATIVES**

***Early Learning Program*** – In 2018, PBS SoCal's Early Learning Program prepared children for kindergarten and beyond by providing the adults around them with training and resources, all the while creating fun and interactive learning experiences for the children. At its core, the PBS SoCal Early Learning Service leverages the free educational PBS KIDS content to teach important math, science and social-emotional skills. Each program is based on a curriculum to teach specific skills and comes with learning resources and technology tools to help children to learn – and adults to teach.

In 2018, some key numbers were as follows:

- Over 17,000 parents and children received educational materials
- 2,148 free PBS KIDS mobile apps were given to families to learn at home
- 921 parents were trained on S.T.E.M. curriculum and PBS KIDS resources
- 333 educators were trained on how to use high-quality PBS resources in the classroom
- 50 local community partners worked with PBS SoCal to enhance our collective impact in the community

***Ready To Learn Initiative*** - PBS SoCal's *Ready To Learn* initiative focused on parents, teachers and community partners to make sure Southern California's 1.5 million children are prepared for kindergarten, reading on level by 3rd grade and introduced to S.T.E.M. concepts at an early age. *Ready To Learn* promotes early learning through age-appropriate, educational and engaging content. It provides digital technologies, educational apps and high-quality content to kids in at-risk communities as well as trains teachers and parents to use technology. In 2018, PBS SoCal solidified the *Ready To Learn* initiative program in the underserved communities of Orange County and Los Angeles. Roughly 90% of PBS SoCal's outreach was conducted with organizations and Title I schools that served low-income communities such as Boyle Heights, Santa Ana and Compton.

**Reach in the Community:** Community labs were stationed permanently at 12 non-profit organizations and two schools. Additionally, this year "Mobile Labs" were dispatched to 49 parent workshops, 16 educator trainings and 38 community events, helping deliver educational experiences to 19,095 parents and children throughout Southern California.

**Impact and Community Feedback:** One of our most successful outreach components has been our bilingual parent workshops. The results have been overwhelmingly positive as parents learn to help their children develop values that promote education and demystify math and science while educators gain skill that can be integrated into their classroom.

In 2018, we trained over 1,200 parents and educators on how to implement quality PBS educational resources into their existing learning environments. Our educational initiatives helped close educational achievement gaps by bringing tools and resources directly to children, parents and teachers – in multiple languages. Additionally, PBS SoCal introduced 366 students to S.T.E.M. careers in television with studio tours and workshops.

Partnerships: Formalizing our *Ready To Learn* initiative with partners yielded successful results and ensured the expansion of our program with other communities. PBS SoCal had the following 14 formal *Ready To Learn* partners in 2018, each with a Community Lab that was equipped with 10 iPads:

- Stephen C. Foster School in Compton Unified School District
- Carson Street School in LAUSD
- Families in Schools
- Project Access
- THINK Together
- Boys & Girls Club of Tustin
- CARECEN
- KidWorks
- PACE Preschools
- Santa Ana Library
- Children’s Institute Inc.
- Girls Club of Los Angeles
- Crystal Stairs, Inc.
- SBCC Thrive LA
- Compton Library

***PBS SoCal Reads: 4th Annual Summer Learning Day*** - This year focused on literacy and the love of reading, the event was held at the Dollarhide Community Center in Compton, CA and drew approximately 750 guests. Using “PBS KIDS Read” and national summer learning resources, along with tools from community partners like the LA County Libraries and others, families had the opportunity to sign up for library cards and receive free tools as well as tips for fostering a life-long love of reading. PBS SoCal and nonprofit partner Read Conmigo, an organization focused on bilingual literacy, provided bilingual books to specifically serve Spanish-speaking families in our region.

***To Foster Change*** – *To Foster Change* is a social impact initiative of PBS SoCal, aimed at inspiring change in the realities and life outcomes of Southern California’s foster youth. Through community discourse and powerful storytelling, we are raising public awareness of the personal struggles, social dilemmas and systemic challenges that affect the ability of foster youth to fully flourish. By exploring the people and issues involved from different points of view, we are expanding the narrative about foster youth to clarify any misperceptions and demystify the foster care system.

Community Conversation: In 2018, a group of 25 participants, comprised of foster parents, kinship caregivers and biological parents, convened at the Children’s Institute, Inc. to discuss the current narrative surrounding foster care in Southern California. The conversation also identified a group of caregivers to highlight in an on-air PSA series.

Foster Art: *To Foster Change* launched this photography program for youth who have been in the foster care system. A group of youth learned street photography from industry professionals and had their photographs featured in a gallery showing.

Continued Media Trainings: A career-focused, media training program trained 25 youth in downtown Los Angeles. The program was run in partnership with Justice For My Sister, an advocacy-based media collective. Guest teachers included Hilda Franco, Chris Black, Kimberly Bautista, Erika Bagnarello, Karla Vallejo, Luie Garcia, Ana Saldana and Phil Carter. Youth were introduced to a wide variety of careers including sound recording, cinematography and makeup. From that group, youth were selected to participate in the Video Diaries program, internship opportunities and job shadow days.

The Video Diary: The program paired 8 youth with producers to craft and build a “Video Diary” that tells a story about their experience in foster care. Pieces created ranged from interview style autobiographies to

visual expressions of poetry. The stories were then housed on the *To Foster Change* website and shared at multiple screenings.

On-air content: In addition to the new documentary that launched in November titled “Finding Home: A Foster Youth Story,” 21 on air interstitials were created, thematically relevant to National Mentoring Month, National Volunteer Month and National Foster Care Month. Foster care specific content was played over 2,990 times on-air on PBS SoCal in 2018.

**California Student Media Festival** - The launch of the 52<sup>nd</sup> Annual *California Student Media Festival* celebrated media and multimedia literacy among the Golden State’s kindergarten through 12<sup>th</sup> grade students. The annual festival is the oldest student media competition in the state and is free for teachers of media and multimedia education to enter their students’ individual and group projects into the annual competition. Over the past two decades, the *California Student Media Festival* has awarded more than \$145,000 to California schools and expanded its reach to accommodate the growing number of student contestants from elementary, middle and high schools across the Golden State. It has expanded to include the work of more than 6,000 student contestants from schools across the state. In 2018 the Festival received 230 submissions from grades kindergarten through 12. Over 300 students, teachers and families gathered at the Harmony Gold Theater in Hollywood for the Awards ceremony in June. Winners accepted awards for excellent curriculum-based and craft projects.

**PBS KIDS Writers Contest** - Open to students across the state in kindergarten through third grade, the *PBS KIDS Writers Contest* showcases young students’ creativity and imagination, with the idea that everyone has a story to tell. Designed to promote the advancement of children’s literacy skills through hands-on, active learning, the annual contest encourages children to create and submit their own original stories along with illustrations. The 2018 Contest received 800 entries. Submissions were in the categories of fiction, non-fiction and poetry / prose story. Each submission was judged by PBS SoCal education staff and a panel of community partners, on the basis of creativity, originality, story structure, relevance, illustrations and overall quality. First, second and third place winners were selected for each grade level. New in 2018 was a separate category for the best illustrations that accompanied a story. In June, PBS SoCal hosted an Awards Ceremony at the Los Angeles Public Library to celebrate the winners of the contest and awarded certificates and prizes with each winner having the opportunity to read their stories to the assembled guests.

**Los Angeles Times Festival of Books** - The festival is an annual event that attracts over 150,000 visitors to celebrate books and literacy. PBS SoCal leveraged this opportunity to engage families around the new PBS KIDS series and *Ready to Learn* transmedia property READY JET GO! Families were introduced to content and resources for the new animated series through PBS SoCal’s Mobile Lab. Many parents expressed interest in continuing the use of the app at home to engage their children and make S.T.E.M. learning more interactive.

**First Flight with the Anaheim Ducks** - PBS SoCal once again supported the Anaheim Ducks’ Annual *First Flight* Field Trip event to engage K-12 students with S.T.E.M. resources. This event provided fun and interactive hands-on activities that incorporated ideas, allowing us to spark children’s interest and awareness to help prepare students for a 21st century workforce. We engaged about 1,000 students, who were enthusiastic about building a marshmallow shooter, while learning concepts of energy, speed and transfer and energy.

## Community Events

Our content is developed specifically to build knowledge, foster critical thinking and stimulate imagination and curiosity. But in 2018, we brought our content to life through experiences that we created in neighborhoods across the region in partnership with local arts, culture, community and educational organizations. Combined, we hosted over 70 events between PBS SoCal, KCET and Link TV. They included the following:

### PBS SoCal

#### Indie Lens Pop-UP

PBS SoCal hosted screenings across the region that featured select films from PBS' *Independent Lens* series.

***Independent Lens* “Tell Them We Are Rising”** - With 275 attendees, this screening at LA Center Studios in Downtown Los Angeles began with a VIP reception and live music from the Inner City Youth Orchestra of Los Angeles. A film about Historically Black Colleges and Universities, the screening attracted HBCU alumni and advocates from all over the Los Angeles area. Following the screening, Sonya Childress of Firelight Media led a discussion with an all-star panel featuring the film's Director Stanley Nelson, UNCF CEO Dr. Michael Lomax, Spelman College President Dr. Mary Schmidt Campbell, Black Lives Matter LA activist and professor Dr. Melina Abdullah and award-winning producer Will Packer.

***Independent Lens* “Dolores”** - This documentary, featuring labor leader and civil rights activist Dolores Huerta, held much significance and interest to communities across the region. As a result, PBS SoCal hosted three screenings for a total of 400 guests. The first screening, held at LA Plaza de Cultura y Artes, celebrated the film with music and a speech from Dolores Huerta herself. Additional screenings took place at the Fairplex in Pomona and the South Gate Auditorium, where students from Garfield High School in East Los Angeles were in attendance. PBS SoCal partnered with LA County Supervisor Hilda Solis' office for the latter two screenings, which helped to bring this PBS content to new audiences.

***Independent Lens* “Look & See: Wendell Berry's Kentucky”** - 40 people joined PBS SoCal for this intimate screening and panel. Partnering with L.A. Kitchen's Robert Egger, the vibrant discussion following the film connected the themes of the film with L.A.'s Urban Agriculture movement. The conversation focused on urban agriculture in L.A. and the ways cities can make policies that are friendlier to local growers and agriculture, as well as a lively discussion about what is the best future for agriculture in the United States.

#### Other Community Engagement Events

***The Rise and Fall of the Brown Buffalo, West Hollywood City Council*** - PBS SoCal hosted three screenings of *The Rise and Fall of the Brown Buffalo*, a documentary about Oscar “Zeta” Acosta, the Chicano activist and lawyer. The events included a screening and panel discussion at the West Hollywood City Council featuring filmmaker Phillip Rodriguez; an intimate screening at Church of the Epiphany, a historic landmark of the Chicano Rights movement located in the Lincoln Heights neighborhood of Los Angeles and a night of poetry hosted by KPCC's Adolfo Guzman-Lopez that celebrated the complex character of Oscar “Zeta” Acosta.

**PBS SoCal Open House** - This Spring, PBS SoCal welcomed 1500 guests to its Costa Mesa campus for a first-ever open house. One of the day's highlights was the interactive studio and office tour, where attendees learned about the station's history, saw firsthand how a live production is made, met various staff members and were even able to try out their skills in front of the camera. Families also took photos with beloved PBS KIDS characters, Curious George and Clifford the Big Red Dog and practiced S.T.E.M. concepts through fun educational activities.

### **PBS SoCal Reads: The Last Bookstore**

To promote *The Great American Read*, PBS SoCal and The Last Bookstore partnered to host a celebration of books and reading in the historic Downtown Los Angeles bookstore. The evening featured a resource fair where guests could learn more about literary organizations in Southern California and a voting booth for the most-loved novel. Throughout the evening, 125 guests heard discussions with *New York Times* bestselling author Lisa See as well as author, public speaker and wife of the late Gene Kelly, Patricia Ward Kelly. The evening concluded with a special performance by Impro Theatre's hilarious "Jane Austen UnScripted" and a screening of an episode of *The Great American Read*.

### **Native America Screening**

PBS SoCal partnered with the Los Angeles County Museum of Art to host a screening of an episode of the PBS series *Native America*. Hosted in LACMA's Bing Theater, the screening was followed by a panel featuring filmmaker Gary Glassman and key subjects from the episode including LACMA Director of the Program for Art of the Ancient Americas Diana Magaloni, the Amah Mutsun Tribal Band's Valentin Lopez, Comanche Jhane Myers and anthropologist Sev Fowles.

### **Youth Media**

**Student Reporting Labs** - In the spring and fall of 2018, student reporters from Northview and Ontario High Schools visited the Costa Mesa studio to take a tour, celebrate student projects, and learn from one another. PBS SoCal staff members joined the group to answer student questions about pursuing a career in broadcast journalism.

**Political Journalism Event** - PBS SoCal and KPCC partnered to host an event about political journalism and the upcoming midterm elections for 65 students from two Student Reporting Labs Schools in the region. This event, held at the Crawford Family Forum, was an opportunity for students to hear from KPCC staff including Director of Community Engagement Ashley Alvarado, Politics Correspondent Mary Plummer and Associate Editor of Audience Engagement Brianna Lee, about how to best report on politics in today's media landscape and how journalism can be utilized as a tool for civic education and engagement.

### **KCET & Link TV**

**"Find Your Original" Network Upfront Event** - In early October, just after the merge of KCET and PBS SoCal, a "Network Upfront" style, red-carpet event called "Find Your Original" debuted an exclusive preview of KCET Original programming at the historic Los Angeles venue called The Majestic Downtown. After a reception highlighting a diverse array of regional culinary cuisine as prepared by chefs from the upcoming season of THE MIGRANT KITCHEN with music curated by BORDER BLASTER DJs, guests were welcomed with opening remarks from Board Chairman Dick Cook (Dick Cook Studios) and the new organization's President and CEO Andrew Russell (PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA). Chief Creative Officer Juan Devis hosted the evening that gave press, celebrities, major donors and VIPs as well as the casts/crews from KCET's Original productions a sneak preview of the new seasons of SOCAL CONNECTED, LOST LA, THE MIGRANT KITCHEN, TENDING NATURE, CITY RISING and a glimpse of the 2019 series BROKEN BREAD. Clips of each series were followed by words from those at the helm of the productions for the over 350 guests in attendance. The evening was capped off with a raffle by SOCAL WANDERER Host Rosey Alvero featuring prizes from leading LA establishments including Los Angeles Ballet, San Antonio Winery, REI, Greenbar Distillery, Patina Group and the *Los Angeles Times*.

**Earth Focus Environmental Film Festival** - The second annual EARTH FOCUS Environmental Film Festival, LA's only environmental film festival, kicked off on Earth Day Weekend in 2018 with an Opening Night screening the West Coast Premiere of Abramorama's *Love and Bananas: An Elephant Story* on the Sony Studios' Culver City lot followed by a Q&A with the filmmakers. Actress and environmentalist Maggie Q (*Designated Survivor*, *Divergent*, *Nikita*) hosted the opening night event followed by

introductions of the documentary from actress / filmmaker Ashley Bell. The event began with a celeb-filled green carpet reception attended by actors Dylan McDermott, Marianne Jean-Baptiste, Sara Rue, Michael Nouri as well as many more. The opening night film was followed by a post-screening Q&A with the filmmakers as well as the film's elephant rescuer Sangdean Lek Chailert moderated by KCET MUST SEE MOVIES host and Deadline's Chief Film Critic Pete Hammond.

The full day, open to the public, Santa Monica-based festival on Sat., April 21, featured six different environmentally-conscious films with celebrity intros from Raphael Sbarge (*Once Upon a Time, Longmire*), Patrick Fabian (*Better Call Saul*), actress Sharon Lawrence (*NYPD Blue, Queen Sugar, The Ranch*) and actress Kim Delaney (*Chicago Fire, Army Wives*). With many of the films free of charge and kicking off with an environmental shorts screening from UCLA's Laboratory for Environmental Narrative Strategies (LENS) program, the lineup of films included four acclaimed films (*March of the Penguins 2: The Next Step, Evolution of Organic, The Last Animals* and *Jane*) and closed with a screening of two all-new episodes of KCET and Link TV's EARTH FOCUS. Each film was followed by a Q&A panel with filmmakers and community experts on the subject matter.

The EARTH FOCUS ENVIRONMENTAL FILM FESTIVAL also showcased green organizations in Los Angeles that included fellow non-profits Heal the Bay, River LA, Sierra Club, Citizens' Climate Lobby, Project Save Our Surf and L.A. Works with tables offering important environmental educational information and volunteer opportunities to attendees. Saturday's event was attended by over 300 people committed to bringing environmental awareness and dialogue to our community with the hopes of helping save our planet for tomorrow. Metro offered a discounted trip for those who took public transportation.

**Fine Cut Film Festival** - An awards ceremony was held in the fall to announce the winners of the 19<sup>th</sup> annual FINE CUT FILM FESTIVAL at the Directors Guild of America where nominees and judges gathered to unveil the winners in four categories. KCET celebrated the work of the regional student filmmakers who submitted their films for recognition by inviting local film school professors/Deans, press, celebrity talent and regional VIPs. Four winning short films were announced and screened by an industry judging panel comprised of celebrity judges that included notable film and television talent such as film/TV producer Effie T. Brown (*Dear White People, Star, Project Greenlight*), actress/writer/composer Marianne Jean-Baptiste (*Blindspot, Without a Trace, Broadchurch, Training Day*), story artist Michael Herrera (*Angry Birds the Movie, Wreck It Ralph 2*), Deadline's Chief Film Critic/KCET Must See Movies Host Pete Hammond, producer/director Phillip Rodriguez (*Los Angeles Now, The Rise and Fall of Brown Buffalo, Ruben Salazar: Man in the Middle*) and animator/writer/producer Van Partible (*Pete the Cat, Johnny Bravo, The Cartoon Cartoon Show*).

**The Taste** - KCET returned to *Los Angeles Times'* The Taste, our city's largest and most acclaimed celebration of Southern California's culinary scene which took place Labor Day weekend on the Paramount Studios back lot. KCET showcased its original food series, THE MIGRANT KITCHEN and also a special holiday weekend lineup of HUELL HOWSER food-related episodes. Later in the fall, KCET had a booth at the debut of their Orange County-based event, thus reaching new audience members by promoting the Original food series closer to its launch.

**KCET Cinema Series** – Screening the best of Hollywood, independent and festival films prior to their release in theaters for 24 years now, film fans had the unique opportunity to preview the most anticipated films of the season and meet the on-screen talent and filmmakers. The KCET Cinema Series is hosted by Deadline's Chief Film Critic Pete Hammond who offers audience members an in-depth conversation with the film industry's top talent following each weekly screening. Recently screened films and talent have included: *Green Book* with director Peter Farrelly, *Boy Erased* with director Joel Edgerton, *Crazy Rich Asians* with director Jon M. Chu, *A Star Is Born* with editor Jay Cassidy and *The Wife* with Glenn Close, Jonathan Pryce and Christian Slater. Hosted by the historic Aero Theatre in Santa Monica during the summer as well as fall series and the ArcLight Sherman Oaks during the winter (always sold out due to the Oscar<sup>®</sup> nominated films) and spring series, members sign up for a full season of films though select films offer general admission seating.

**Community Kiosk and Outreach Campaign** - In 2018 KCET continued its Kiosk and Community Outreach Campaign that featured our original programming. The kiosk visited cultural institutions and civic centers all over Southern California, including The LA Art Show in January; Santa Monica Farmers Market in April; Grand Performances in downtown Los Angeles June, July and August; Fiesta la Ballona, Culver City in August; LA's Plaza des Artes & Cultura in September and the Autry's American Indian Arts Marketplace in November. The kiosk engages the community and provides a way for people to provide feedback on how the station is serving the community. With an iPad as part of the kiosk, we were able to invite visitors to engage in public dialogues around key issues that the station featured on its site including its online initiatives BALLOT BRIEF and IMMIGRATION 101.

## Community Advisory Boards/Councils

We are our community. And our community is us. To further our influence in our region, we look to our Community Advisory Boards (CABs) and Councils to guide us and keep us on course with fulfilling our commitment as a public media innovator. This report would be incomplete without their inclusion.

**Community Advisory Boards (both KCET and PBS SoCal)** - KCET and PBS SoCal's Community Advisory Boards (CAB) work to ensure that we are serving the needs of diverse populations across our region. Additionally, CAB members actively participate in the efforts to help engage the community with KCET and PBS SoCal programming.

In 2018, KCET's 24-member group convened 5 meetings throughout the year, including a CAB retreat in August. Committees met in between meetings to push forward various initiatives that included Community Outreach, Local Heroes Revitalization, Social Media and New Member Development. They also established a Program Ambassador initiative to identify programming that each member could actively promote with their respective constituencies. A reception for the KCET executive team and the CAB was held in the fall at Downtown LA's Grand Performances to thank them for their service. After a reception, CAB members were treated to performances curated by La Marisol Hernandez, lead singer of La Santa Cecilia, which shone a light on two local LA bands. Chief Creative Officer Juan Devis welcomed the audience.

Also in 2018, the KCET Local Heroes initiative, spearheaded by the CAB, broadened its reach by nominating 15 worthy names from the community. Each nominee was highlighted online with links to their individual organizations' websites. After much discussion and several rounds of votes, two heroes were selected: Sir Chef Bruno Serato was honored for his humanitarian work in feeding thousands of children in Orange County and beyond, while UCLA's Professor Kelly Lytle Hernandez was honored for the impact on social justice that her Million Dollar Hoods project has brought to Los Angeles. Both heroes had videos profiled on the Local Heroes webpage in December 2018 and these profiles were also broadcast as interstitials on KCET. The videos made their debut at the Inaugural Holiday Community Celebration Dinner at the Los Angeles City Club which brought together the Board of Trustees, the Community Councils and the Community Advisory Boards for both KCET and PBS SoCal. The event allowed all the members to meet, share ideas and celebrate the accomplishments of 2018. Awards were presented honoring the accomplishments of persons 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. Additional 2018 honorees named at the event were preschool teacher Shelly Bautista as the PBS KIDS Early Learning Champion and the Compton Unified School District as the PBS SoCal 2018 recipient of the Community Spotlight Award.

**Community Councils** - Our community councils consist of leaders from business, civic, arts and educational institutions as well as nonprofit organizations that represent diverse communities within Southern California. Since their inception in 2012, members of the councils have generously volunteered their time, insights and efforts to support our mission. In 2018, the councils helped make valuable community connections to support various engagement events. These projects highlighted the untold stories of various influential figures and institutions and the important historical impact they made on our

region. Council members introduced us to the local black sorority and fraternity alumni community to support a screening of *Independent Lens* “**Tell Them We Are Rising: The Story of Black Colleges and Universities.**” The council was also instrumental in helping us organize a series of three community screenings of *Dolores* across Southern California.

## Going Forward

Fifty years ago, a surge of innovation and inspiration created public television as we know it today. In this dynamic time for media, this was exactly the right moment to marry the complementary core strengths of KCET and PBS SoCal to form The Public Media Group of Southern California. Though still in the early stages of the merger transition, we see great promise for the future. We are committed to advancing the public media mission, right here in Southern California – finding ways to better serve the evolving needs of one of the most diverse communities in the country. And we are committed to stepping up our contribution to the PBS system and public media in general, innovating new ideas in diverse content creation, cross-platform distribution, multi-platform engagement, and the delivery of our educational resources and services across this diverse region.