

Initiative # 1

Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Representatives from PMGSC (PBS SOCAL) attended the following career job fairs and/or events held at the following educational and/or related community institutions to facilitate high school and college students in careers in journalism and related professions:

October 21, 2023	Cal State University, Long Beach Guest Speaker Event- PBS SoCal’s Senior Manager, Human Resources spoke to CSULB students participating in the Bachelor of Arts Liberal Arts (BALA) Program for non-traditional students. During the event, the students learned about internship and career opportunities available in the public media industry for non-traditional students. The students also received tips and best practices for resume writing and the job application process.
February 22, 2024	Occidental Career Fair – Human Resources attended the career fair for 1 st year college students where they learned about internship and career opportunities available at PMGSC (PBS SOCAL).
March 7, 2024	California State University, Northridge Career Fair - Human Resources attended the university’s’ career fair where students learned about internship and career opportunities available at PMGSC (PBS SOCAL).
March 27, 2024	Biola University Career Fair- Human Resources attended the university’s’ career fair where students learned about internship and career opportunities available at PMGSC (PBS SOCAL).

Initiative # 2

Participation in job banks, Internet programs and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

August 2023-June 2024	Cinema Series – Southern California movie goers were able to attend in-person and virtual screenings of new films prior to their public theatrical or streaming release. Additionally, viewers/ attendees were able to view a Q/A session interviews with top filmmakers and award-winning talent, hosted by popular film critic, Pete Hammond.
August 2023-July 2024	Ambassador Program- PBS SoCal employs an Ambassador team who represent public media and our organization out in the community. We increased our presence at community events, piloting a PBS SoCal pop-up at Levitt Pavilion’s Summer Concert Series—a local partner who hosts free concerts in MacArthur Park in the Westlake neighborhood of Los Angeles—where our Ambassador team shared public media resources and engaged in conversation with our community members. Since August 2023, the Ambassador team supported 45 events across the region, both hosted by PBS SoCal, and other community partner organizations.

September 10, 2023	Native American Screening and Q/A- PBS SoCal partnered with the Autry Museum and Providence Pictures to host a preview screening for season 2 of NATIVE AMERICA. The screening featured episode one, “New Worlds” and was followed by a panel discussion and reception. Panelists included Executive Producer, Gary Glassman; Aaron Yazzie (Navajo) a mechanical engineer for NASA’s Jet Propulsion Laboratory featured in “New Worlds;” Charles “Boots” Kennedy (Kiowa) Producer/Director; Pam Belgarde (Turtle Mountain Band Anishinaabe) Producer and the discussion was moderated by Shawn Spruce of Native America Calling. We worked in partnership with the Autry to ensure students studying filmmaking and science from Sherman Indian High School were incorporated in the event and had an opportunity to engage directly with the panel. As such, the panel was sure to discuss the value of seeing indigenous representation on screen and behind the camera.
November 4, 2023	Ed (Education) Camp – free event for educators providing resources to support educational initiatives.

Initiative # 3

Participation in at least four events sponsored by organizations representing groups in the community interested in broadcast employment issues, including conventions, career days workshops and similar activities.

August 2023-July 2024	Parent Workshops – PBS SoCal partnered with 16 organizations (educations, libraries, school districts, child development centers, etc.) throughout Southern California to provides parents and children ages 2-8 with access to early childhood content and developmentally appropriate STEM and Math-centric resources.
September 22, 2023	Chinatown Punk Wars Screening (9/22/23) PBS SoCal partnered with LAist and Grand Performances to kick off the 14 th season of Artbound with a screening of the premiere episode “Chinatown Punk Wars.” Over 1,000 people of all ages gathered at Grand Performances in DTLA to watch the episode in advance of its broadcast on October 4 th . Afterwards, LAist Studios’ Antonia Cereijido moderated a panel featuring popular punk band The Linda Lindas, Alice Bag, and UCLA music professor Jessica Schwartz, all of whom were featured in the episode. Afterwards, Chicxs Rockerxs of Southeast LA, which is a non-profit music program for girls and gender-expansive youth, led the audience in a few punk rock dance moves before The Linda Lindas took the stage for a concert to end the night. Folks of all ages listened and danced, and trailblazing punks Alice Bag and Chip Kinman (The Dils) joined the band onstage for select songs! Attendees included fans, Grand Performances members, LAist listeners and PBS SoCal viewers as well as the filmmakers and onscreen experts from all six of the upcoming documentaries from the new season of Artbound.
September 24, 2023	UNIDAD Screening - PBS SoCal hosted a celebratory screening of UNIDAD: Gay and Lesbian Latinos Unidos in collaboration with LA

	Plaza de Cultura y Artes in DTLA. 193 people attended this Sunday evening event and had the opportunity to listen to LGBTQ+ mariachi band Mariachi Arcoiris de los Angeles , shop various LGBTQ+ Latinx artisans curated by Queer Mercado with food by local vendor Tirzah's Mexi-Terranean. Following the screening, Dr. Veronica Terriquez, Professor and Director of UCLA Chicano Studies Research Center, moderated a panel with Bamby Salcedo (President & CEO of The TransLatin@ Coalition), Eddie Martinez (Executive Director of Latino Equality Alliance), Rita C. Gonzales (film participant; Board Chair at Bienestar), Director/Producer Gregorio Davila, and Producer Mario J.Novoa. Wesley Health Centers and Liberty Hill Foundation served as promotional partners.
October 17th and October 25th, 2023	Student Reporting Labs- PBS SoCal continued its support of PBS NewsHour's Student Reporting Labs program this year, with station staff providing ongoing mentor support and in-person visits to student at local schools across Los Angeles, Orange, and San Bernardino County. Staff support via feedback on student-created work, career conversations, on-the-ground support, and skills-building workshops in the journalism and media production space based on educator-identified needs.

Initiative # 4

Establishment of an internship program designed to assist members of the community to acquire skills needed for employment in the broadcasting field.

PMGSC (PBS SOCAL) engaged with local 2- and 4-year colleges this past year to seek and offer internship opportunities to qualified students who will earn college credits and/or receive hourly compensation. Most interns were placed in the Content Development, Digital, and Production departments; however, interns were also placed in the Communications, Education, Marketing, and Membership Departments.

The goal is to offer meaningful work experience by assigning the students to work in departments relevant to their educational major or field of interest. Internship opportunities are posted at college and university career centers and at PBS SoCal and .org. Volunteer activities are also available on a short-term, time-limited basis to provide interested students the opportunity to determine whether the career is one the student is eager to pursue.

This year, PMGSC (PBS SOCAL) hosted interns from the following 2 and 4-year colleges/universities:

University of Sothern California (3)	UC Irvine (2)
Cal State Long Beach (2)	Cal Poly San Luis Obispo (1)
Cal State Fullerton (3)	LMU (1)
Chapman University (4)	University of Iowa (1)
UC San Diego (1)	Syracuse University (1)
Harvard University (1)	Scripps College (1)

Claremont McKenna College (1)	Point Loma Nazarene University (1)
San Francisco State University (1)	Envision Theatre Conservatory (1)

Initiative # 5

PMGSC (PBS SOCAL) hosted virtual & in-person community programs to the public for a variety of events, as follows:

September 13, 2023	Fine Cut Event – The event celebrated the recent season of Fine Cut by providing members of the community the opportunity to see a screening and engage with the production team. Attendees viewed the content and learned about the filmmaking process.
November 9, 2023	Independent Lens Screening “Sanson and Me” – PBS SoCal hosted a local screening in support of the independent Lens production “Sanson and Me” during Hispanic Heritage month. Attendees viewed the screening and engaged with Hispanic filmmakers.
December 4, 2023	Community Advisory Board (CAB) Local Heroes Celebration – PBS SoCal’s CAB hosted a virtual celebration to honor this year’s Local Heroes. The winners and nominees were chosen from a group of outstanding individuals nominated by and PBS SoCal’s Community Advisory Board. The event was attended by Community Advisory Board members as well as all nominated individuals.
June 10, 2024	Summer Learning Day – As part of PBS SoCal’s community engagement campaign, a summer learning day was hosted for local youth. The events offered various educational opportunities for youth during the sand offered insight to the public media industry.