



2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

INTRODUCTION

In February of 2024, the **Public Media Group of Southern California** (formerly comprised of PBS SoCal, KCET and Link TV) consolidated our two core brands—KCET and PBS SoCal—into a single, unified brand: **PBS SoCal**.

PBS SoCal and KCET merged in 2018, and since then, we have grown our organization into a strong public media entity serving Southern California, reflecting the diversity of our region. As evidenced in this report, we have embraced the digital transformation in media, and our programs are available on our seven broadcast channels (including PBS SoCal Plus, the new name for KCET), our PBS and PBS KIDS apps, our website and YouTube Channel, as well as several social media platforms. Regardless of where audiences find our programming, it is—and will remain—accessible, free and uninterrupted by commercial messages for everyone in our community.

Our honored tradition of producing original, thoughtful and inspiring content around the arts, local culture, environment and news remains at the heart of our deep commitment to serve Southern California with high-quality public media.

Throughout 2024, our organization created new on-air and digital content produced locally, offered comprehensive and engaging educational initiatives and held unique and immersive community engagement events. Thanks to the backing of our supporters, we have established a robust multi-platform broadcast and digital media company catering to nearly 19 million individuals across Southern California. As a leader in the PBS system, we continue to innovate and adapt to the rapidly changing world we live in, as well as shape public media for the future.

In the report that follows, we are pleased to share highlights of our offerings throughout 2024.

Content. In 2024, we continued our commitment to telling stories that matter and leaning in on topics that commercial media seldom covers. We provided content options that encouraged opportunities for community engagement and social action, including a rich lineup of award-winning, nationally recognized programs featuring a diverse array of local, national and global perspectives. By thinking globally and highlighting local stories, we not only educated our audiences, but also inspired and empowered them.

Education. Over the last year, we have grown our early learning program locally, statewide and nationally. Our focus was on identifying an unmet need for the children of Southern California as we are implementing a family engagement-focused plan that provides real impact for our community’s children and their caregivers. We are proud of our work to prepare children for kindergarten and beyond by bringing bilingual, hands-on learning experiences to our community for free.

Community. For Engagement and Impact, PBS SoCal connected audiences to content beyond broadcast and digital viewing experiences, inviting them across Southern California to come together to learn more about a topic, challenge assumptions and to connect—not only with each other, but with local organizations and experts as well.

2024 BY THE NUMBERS



34 New awards for programming

200+

Virtual and in-person family education workshops



64 New, locally produced programs/ episodes of digital or broadcast content

8.5k

People attended this year’s Summer Learning Day



110 Events in our community

19k

Regional parents and children received educational materials

723k

Family Math YouTube channel views

PRODUCTION AND PROGRAMMING

Our programming is available to viewers on all key streaming platforms via the free PBS App and PBS KIDS App as well as over-the-air, via seven channels—including 2 primary broadcast channels, PBS SoCal and PBS SoCal Plus. Our programming reflected the diversity of Southern California and showcased the full schedule of beloved and trusted PBS content spanning Education, News, Environment and Arts & Culture.

In 2024, our locally produced, original productions elevated Southern California's stories and continued to highlight our region's rich cultural tapestry while providing our community with an essential connection to a wider world. We strive to ensure our content sparks curiosity and promotes a unifying understanding relevant to our rapidly diversifying Southern California audiences.

We further enhanced our content and programming strategies by delivering award-winning, culturally diverse programming aimed at captivating the public through innovative, entertaining and transformative experiences.

Awards

In 2024, our programming received outstanding recognition both regionally and nationally with 34 first-place awards for our content and 90 nominations (including one national Daytime Emmy Award nomination for **Variety Studio: Actors on Actors**) by various organizations including the below.

- **10 Los Angeles area Emmy Awards**—For the 8th consecutive year, we had the most awards of any other LA broadcast station, leading all others in the region with 23 nominations spread across 12 different categories.
- **10 Southern California Journalism Awards**—were secured, with 33 nominations spread across 24 different categories.
- **9 National Arts and Entertainment Journalism (NAEJ) Awards** were presented by the Los Angeles Press Club with nominations spread across 18 different categories.
- **2 Radio & Television News Association's Golden Mike Awards**—The longest-running broadcast news awards show in America, and one of the most distinguished because only the nation's top journalists are involved in the judging, honored us in 2024 with seven nominations across six categories.
- **3 First-Place Telly Awards** (also recognized with 5 Second and 5 Third Place awards)—honoring excellence in video and television content across all screens and excellence in local, regional and cable non-broadcast video and TV programs.

Over the years, our organization has received more than 345 local awards, 26 national awards and 37 global recognitions for excellence in broadcasting, as well as the prestigious **Peabody, duPont-Columbia and Edward R. Murrow Awards**.





Programming & Production Overview of Content

A chronological calendar of our key, locally produced original content and programming from 2024 are as follows:

JANUARY

Variety Studio: Actors on Actors—The 18th season of the Emmy® Award-winning series co-produced with Variety, brought four new half-hour specials that offered audiences intimate and exclusive conversations between the most accomplished Hollywood actors and 2024's potential Academy Awards® acting category frontrunners including **Margot Robbie, Cillian Murphy, Emma Stone, Bradley Cooper, Carey Mulligan, Natalie Portman, Halle Bailey** and more. The new season premiered locally in Southern California after an exclusive announcement of the lineup locally by Variety in December of 2023.

Variety Studio: Actors on Actors 20th Anniversary Special—Variety's Senior Awards Editor Clayton Davis and Senior Entertainment Writer **Angelique Jackson** hosted a one-hour, 20th Anniversary special revisiting the most inspiring, entertaining and candid conversations from the show over the past decade. The special features both Television and Film actors as they discuss roles, auditions, directing, technique as well as diversity and representation in Hollywood. Conversations with actors **Brad Pitt, Jane Fonda, Viola Davis, Hugh Grant, Octavia Spencer, Zendaya, Martin Short, among others.**



Lost LA—PBS SoCal celebrated the return of the locally produced, historical documentary series *Lost LA*, a co-production with the **University of Southern California Libraries**, part of their longstanding commitment to building public engagement with regional history collections. Public historian and writer **Nathan Masters** returned as Host for the sixth season of *Lost LA* with untold histories behind tiki culture, fast food, historic Filipinotown, hiking, tuberculosis and cemeteries.

FEBRUARY

Black History Month—A robust programming slate in February highlighted Black History Month content. Reinforcing PBS SoCal's commitment to telling diverse stories, we showcased 14 new program debuts headlined by **Gospel**, a new four-hour docuseries that explores the rich history of Black spirituality through sermon and song from **Henry Louis Gates, Jr.** As a companion presentation to **Gospel**, PBS taped the one-of-a-kind television special **Gospel Live! at Oasis Church** in Los Angeles. This programming was scheduled alongside original, local content from PBS SoCal including relevant episodes of arts & culture series **Artbound** and the documentary **Hollywood's Architect: The Paul R. Williams Story.**

MARCH

Women's History Month—Showcasing a lineup of 23 enlightening new programs to increase awareness of women's history in America as well as confront the most pressing issues facing women today. We curated a lineup of programming in March that included locally produced content, as well as curated programming from PBS stations across the country featuring notable female activists and artists including **Bella Lewitzky, Mae West, Minnie Pearl, Rita Moreno, Princess Diana, Princess Margaret, Queen Elizabeth** and more. Of significant note to us was **Women of Fire**, a local co-production, that outlines efforts to encourage women to join the male-dominated Los Angeles County Fire Department.

Understanding Autism—PBS SoCal announced the television broadcast and streaming of the documentary film to honor National Autism Awareness Month in April. The film explores Director **Scott Steindorff's** life and how he learned to understand his own Autism. On his journey, he discovers the gifts and challenges that Autistic individuals and their families experience.

APRIL

Art Happens Here with John Lithgow—In a new one-hour, national PBS special, the renowned performer **John Lithgow** shares his passion for arts education by joining students and teachers at four Los Angeles organizations (diving into four arts disciplines: dance, ceramics, silk-screen printing and vocal jazz ensemble), all of which were showcased at a local premiere event. Celebrating how arts education nurtures and inspires the hearts and minds of students of all ages, the documentary follows Lithgow as he tries his hand at singing, dancing, printmaking, and pottery, working alongside and learning from young people whose lives are being transformed by art.technologies around the globe.

Southern California community organizations featured included **Self Help Graphics & Art**, a pioneering Chicano community organization at the intersection of arts and social justice; the **Debbie Allen Dance Academy**, a nonprofit school offering dance classes to people of all ages; the **Community Center of La Cañada Flintridge**, home of a nationally renowned ceramics studio; and the **Los Angeles County High School for the Arts (LACHSA)**, a specialized public school open to aspiring young artists throughout Los Angeles County.



Earth Focus + Earth Month— The fifth season of the acclaimed locally produced series presented fresh perspectives on how nature and communities throughout the state of California can thrive together as well as provide long-term ecological solutions to protect the natural world. The new season of five episodes ushered in a month-long broadcasting lineup of over 30 series, specials and documentaries premiering throughout April that highlighted environmental stewardship. These included **American Experience “Poisoned Ground: The Tragedy at Love Canal,” Changing Planet: Coral Special** and **A Brief History of the Future**.

Earth Focus Environmental Film Festival—An annual event that featured a special curated lineup of four films airing over the course of a week during Earth

Month inspiring a better understanding of current environmental issues, this year’s Festival was a lineup of some of the most exciting environmental films to debut in recent years. The slate included **Fashion Reimagined** (2023), **To Which We Belong** (2022), **Exposure** (2022) and **Atomic Hope** (2022). Films were available to stream on the free PBS App for the month of April, with an extended streaming window for PBS SoCal members with Passport.



MAY

Roots of Comedy with Jesus Trejo—Part comedy, part social commentary, part travelogue, the new 6-episode, locally produced series for the PBS NPS schedule follows Mexican American comedian **Jesus Trejo** as he reveals how the most memorable comedy traces back to the roots of a community. Along his journey, Trejo visited six U.S. regions (Denver, Portland, Minneapolis, Austin, Los Angeles and Chinle, Arizona) where he met with six rising comedians who explore the mosaic of our nation through the lens of stand-up comedy.

The series streamed a full month prior to the broadcast debut, allowing for younger, streaming audiences to binge watch the series and find the content prior to the weekly rollout on linear television in June.

SoCal Matters—PBS SoCal and **CalMatters**, the non-partisan newsroom, partnered to create this new short weekday regional series. The series was comprised of daily two-minute video updates reported on by a variety of journalists concerning a wide range of topics including the environment, politics, justice, education, housing, inequality, health and the economy. The new series was broadcast as part of PBS SoCal and PBS SoCal Plus’s weekday afternoon news line-ups which include **PBS NewsHour, NHK Newsline, DW News, BBC News America** and **France 24**.

AAPI Month—A specially curated lineup of programs celebrating **Asian American Pacific Islander (AAPI) Heritage Month** continued our commitment to telling diverse stories with 20 enlightening new AAPI programs, documentaries and specials dedicated



SNAPSHOTS *of* CONFINEMENT

to amplifying Asian voices. The schedule included the new PBS SoCal co-production ***Snapshots of Confinement*** illuminating the hardships and resiliency of Japanese Americans incarcerated by the U.S. government during World War II and how photography served as a tool for resistance. The month's focus on artists-turned-activists also featured an in-depth look into the life of "Star Trek" legend, LGBTQ+ advocate and spokesperson for racial injustice **George Takei** in ***To Be Takei*** as well as the triumphs and tragedies of life behind the lens for acclaimed photographer **Corky Lee** in ***Photographic Justice: The Corky Lee Story***. Encore episodes of our locally produced series ***Artbound***, ***Broken Bread***, ***The Migrant Kitchen*** and ***Lost LA*** were also scheduled during AAPI Month dedicated to a richer and more inclusive Southern California experience.

National Foster Care Awareness Month—As part of PBS SoCal's promise to underscore cultural heritage months, the station also highlighted the significance of May as **National Foster Care Awareness Month**. The documentary ***Possible Selves*** premiered on PBS SoCal following the tumultuous high school years of **Alex Ballantyne** and **Mia Derisso**—two Los Angeles teenagers living in foster care—who dream of something that only 3% of young people in foster care achieve: graduating from college. In an opportunity seldom permitted, the Los Angeles County Children's Court granted the filmmakers exclusive access to document their lives.

JUNE

Hope in the Water—PBS SoCal debuted and hosted the Premiere event for a new three-part documentary series alongside environmental enthusiasts **Baratunde Thurston**, **Martha Stewart**, **José Andrés** and **Shailene Woodley**, the series travels the globe to uncover solutions and practices helping to protect our oceans and waterways from climate change and the world's growing demand for food. Audiences meet fishers, water farmers, scientists, chefs, home cooks and environmental activists all working together to ensure the longevity of our oceans, waterways and the communities and people who rely on them.

Pride Month Programming—Pride Month featured a lineup of programs that celebrated the rainbow of visionaries, advocates and unsung heroes who have inspired the world to see love without labels. We premiered the new three-part limited docuseries ***Disco: Soundtrack of a Revolution***, which tells the remarkable story of how a global phenomenon began in the loft apartments and basement bars of New York City. Additional award-winning, locally produced content airing throughout the month included previously aired content that included ***LA: A Queer History*** and ***Dear Ike: Lost Letters to a Teen Idol*** and several other relevant programs.

Variety Studio: Actors on Actors (June)—The new season of four half-hour specials offered audiences exclusive, one-on-one conversations between actors from the year's most notable television programs.

The summer lineup of pairings of prominent actors discussing their craft for the PBS SoCal-produced, Emmy® Award-winning series included **Jon Hamm** ("The Morning Show" and " Fargo") with **Kristen Wiig** ("Palm Royale") as well as **Jennifer Aniston** ("The Morning Show") with **Quinta Brunson** ("Abbott Elementary") and more.

JULY

Birth of the Endless Summer—PBS SoCal hosted the television broadcast premiere of a new documentary that delves into surf culture and its evolution through the eyes of surfing pioneer **Dick Metz**. The film is the never-been-told-before story behind one of the most beloved and watched documentaries of all time, Bruce Brown's "The Endless Summer," a travel adventure that captured the hearts and imaginations of surfers and non-surfers alike in 1966.

SEPTEMBER

Fine Cut—Ten entertainment industry judges were responsible for selecting the finalists and winners of the 25th season of the ***Fine Cut Festival of Films***, a collection of short films from Southern California student filmmakers. Since the call for submissions announcement went out in March of 2024, over 350 films were submitted by student filmmakers enrolled

ARTBOUND



in over 45 Southern California schools. Made possible by a generous grant from **The Bridges / Larson Foundation**, **Fine Cut** is both an Awards event for the students held at the local Landmark Sunset Theatre as well as a series of six one-hour broadcast episodes featuring a selection of documentary, narrative and animated short films in each episode.

Whatever Dreams They Had—The heartfelt documentary tells the story of an Armenian-Catholic priest in Los Angeles who works tirelessly to aid refugees escaping the atrocities in Syria to secure their lives in America. **Father Armenag**, an immigrant who himself lost many family members to ISIS, provides an example of what it means to truly be a humanitarian. The film made its world broadcast television premiere just prior to the start of Armenian Cultural Month in October.

Latino Heritage Month (Mid-September thru October) — The achievements and history of Latino culture in America and local to Southern California were seen over the course of the four-week period, with all-new installments of popular PBS series **POV**, **Independent Lens** and **American Masters** and the U.S. broadcast TV premiere of the new documentary series **VOCES American Historia: The Untold History of Latinos**, which follows acclaimed award-winning actor **John Leguizamo** on his search to uncover the fascinating and often overlooked history of Latinos. The series delves into both the well-known and lesser-known stories of Latino history spanning thousands of years from the Ancient Empires to the early 1970s. A new season of the award-winning arts and culture series **Artbound** paid tribute to the heritage month with the all-new documentary **“The Cheech”** (see next section) as well as encore airings of relevant episodes of two locally produced PBS SoCal series **Broken Bread (“Tijuana”** and **“Food As Resistance”)** and **The Migrant Kitchen (“Puerto Rico: Food Sovereignty”** and **“Alta California”)** focused on celebrating Latino culture.

Election Day Content (September thru November)— A robust slate of all-new, digital and on-air content from PBS and PBS SoCal led up to election day on Nov. 5, included over 10 new PBS programs relevant to the election, providing viewers a chance to educate themselves on the election issues most critical to them.

Highlights included the PBS NewsHour special **Crossroads: A Conversation with America** hosted by **Judy Woodruff** and Independent Lens: **One Person, One Vote?**, a documentary that unveils the complexities of the Electoral College which hosted a local premiere event in Culver City. Frontline announced three specials in the election runup, kicking off with **“The Choice 2024—Harris vs. Trump”** investigating the lives and characters of Kamala Harris and Donald Trump as they seek the presidency. Other offerings include **Deadlock: An Election Story**, **Counting the Vote: A Firing Line Special** with **Margaret Hoover**, **American Experience: The American Vice President** and the limited 4-part series, **Citizen Nation**.

OCTOBER

Artbound—Our original Emmy® Award-winning arts and culture series returned for a 15th season, shining a light on the spirit of the arts and culture community in Southern California and beyond. The new season kicked off with a look at the creation of a world-class art museum and education center dedicated to Mexican-American artists – **The Cheech Marin Center for Chicano Art & Culture of the Riverside Art Museum (aka “The Cheech”)** featuring interviews with actor and art collector **Cheech Marin**. The other four new one-hour episodes in season 15 included a look at the life of dancer, musician and activist **Nobuko Miyamoto**, the impact of Leimert Park’s **Brockman Gallery** on Black artists, the rise of West Coast Modernism by looking at popular **“Case Study Homes”** as well as the fusion of art and science at **NASA’s Jet Propulsion Laboratory**.

VOCES Latino Vote 2024—PBS SoCal was the presenting station for the new documentary and collection of digital shorts examining the priorities of the politically diverse Latino electorate in the run-up to the 2024 presidential election. The film focused on the key issues driving Latino voter turnout in some of the most hotly contested battleground states, including Arizona, Wisconsin and Pennsylvania. The film also delved into the efforts both political parties were making to reach the Latino electorate in California and Florida, two states with large Latino populations.



NOVEMBER

Native American Heritage Month—The diverse narratives of those who have served our Country were honored this November through a specially curated lineup of programs in 2024. These programs included *“Dad’s Secret War, France 1944,” “Salute to Service: A Veteran’s Day Celebration,” “The Eyes of the World: From D-Day to VE Day”* and *Independent Lens “Make Peace or Die: Honor the Fallen,”* all of which aired over the holiday weekend and were available to stream on [PBS.org](https://www.pbs.org) and on the free PBS App.

Peter Bence: Pianosphere in Paris—In October 2024, worldwide piano sensation **Peter Bence** performed at the **Grand Rex**, an iconic Paris venue that is both a historic Art Deco cinema house and a spectacular concert hall. Joined by special guest cellist **Luka Šulic**, the acclaimed virtuoso pianist played songs from his *Pianosphere* album and many of his biggest hits from YouTube, both popular songs and his own compositions. The program is part of a special Pledge programming lineup of offerings produced on location by our Membership/Pledge team for stations across the country.

DECEMBER

2024 Media Access Awards—This annual awards ceremony honored artists of film and television projects that are inclusive of disabled characters and actors. Founded by **Norman Lear** in 1979, the **Media Access Awards** pay tribute to individuals that have redefined on-screen representation for the disability community, while advancing the portrayal and employment of people with disabilities in Hollywood. This year’s show was hosted by comedian and disability activist **Daryl “Chill” Mitchell** with heartwarming and empowering moments from celebrities that included **Michael J. Fox, Selma Blair, Marlee Matlin** and more.

65th Annual L.A. County Holiday Celebration—Celebrating the region’s vibrant diversity, creativity and energy, this one-of-a-kind, free holiday spectacular has been an annual Los Angeles holiday tradition since 1959. In 2024, the event took place at **The Music Center’s Dorothy Chandler Pavilion** on Christmas Eve and featured

28 music ensembles, choirs and dance companies from the many neighborhoods and cultures that make up L.A. County. This program is the only one of our local programs that is broadcast around the world, via the Armed Forces Network.

Returning favorites included the vibrant, non-denominational **Christian Fellowship Chorale**; Grammy® award-winner **Daniel Ho** with Hawaiian hula dancers **Hālau Hula Keali’i o Nālani**; top notch Latin music ensemble **Gabrielito y La Verdad**; L.A.’s beloved **Gay Men’s Chorus of Los Angeles**; traditional Korean dance and music ensemble **Kim Eung Hwa & Korean Dance Academy**; all-female mariachis **Las Colibri**; award-winning **Palmdale High School Choral Union and Sunday Night Singers**; dynamic, cutting edge **Reverb Tap Company**; a cappella and handbell ensemble **The Citrus Singers**; and **Urban Voices Project**, a choir made up of men and women surviving homelessness on Skid Row.

Under the Baton: Pacific Symphony’s Carl St.Clair—Celebrating the legacy of the renowned conductor, the new locally produced PBS SoCal documentary offers a glimpse into the rise of Pacific Symphony from its founding in 1978 to becoming the youngest Tier One Orchestra in the nation under Maestro **Carl St.Clair** who has served as Music Director since 1990. The longest-tenured American-born conductor of a major U.S. orchestra, **St.Clair** has become a nationally and internationally renowned icon beloved both globally and by his local community.

Come and See! A Concordia Christmas—Another highlight of PBS SoCal’s holiday lineup for the past few years has been Concordia University Irvine’s annual celebration featuring festive carols and Christmas favorites. Held at Orange County’s **Renée and Henry Segerstrom Concert Hall**, this locally produced concert featured a 160-voice chorus, handbells and full symphony orchestra.



Ongoing Digital Content

With new releases commencing in February 2024, we published an ongoing stream of digital-exclusive content centered around local exploration which has been instrumental in strengthening connections with our community.

A new PBS Digital Studios series ***Outside the Lyrics*** examined the cultural significance and emergence of fashion trends, dance styles and photography developed through Hip-Hop's rise. Hosted by writer, multimedia producer and professor of media arts and culture **Dr. Robeson "Taj" Frazier**, the three-episode series is produced locally by PBS SoCal and presented by the documentary-focused YouTube channel, **PBS Voices** with support from the **Corporation for Public Broadcasting (CPB)**.

Another digital-first effort was a new food documentary digital series ***Rebel Kitchens Southern California***. The series is produced in partnership with acclaimed culinary publication **Life & Thyme**, dedicated to documenting global food culture, follows the chefs, cooks and entrepreneurs who are revolutionizing what it means to run a restaurant.

Additionally, PBS SoCal produced a new six-episode streaming series for PBS Digital Studios called ***Stop Saving the Planet?*** based on the book by **Jenny Price**, that explores large systemic changes needed to tackle environmental crises effectively to "Start Changing the World." Hosted by wildlife ecologist and conservation scientist **Dr. Rae Wynn-Grant**, episodes were available for streaming on **PBSSoCal.org**, **YouTube.com/PBSTerra** and on the free PBS App releasing weekly.

PBS SoCal collaborated with **The WNET Group**, the community-supported home of New York's PBS stations, to provide local audiences with more opportunities to watch arts and culture programming through **ALL ARTS**, the multiplatform portal for the arts, accessible to everyone, everywhere for free. PBS SoCal developed a localized experience for Southern California regional audiences for this Emmy® award-winning arts and culture hub that was created in 2019 by **The WNET Group**. Offering a curated selection of arts and culture programming, the multiplatform initiative provides more ways for audiences to enjoy PBS SoCal's original and acquired arts and culture content. The robust offerings on **ALL ARTS** are available for streaming on a 24/7 livestream channel and on the free **ALL ARTS app**.

Also new to the PBS SoCal digital experience was an interactive visual novel that accompanied the most recent season of PBS SoCal's award-winning environmental series ***Earth Focus*** Inspired by the episode "**The Tortoise, the Raven and Us,**" the Desert Biology Internship Simulator has digital audiences step into the shoes of a summer intern for the Mojave Desert. Players explore how biologists are rethinking solutions to a decades-long problem and learn actions to help humans and wildlife live together. The new game is suitable for ages 10 and up.

Lastly, PBS SoCal launched a new YouTube series, ***Won't You Be My Gamer?*** In this new series, co-hosts video game writer **Elyse Willems** and game developer **Nikole Zivalich** were joined by featured experts and played video games related to their expertise. In each 20-minute video, viewers learned about a variety of diverse topics in an interactive gameplay experience.



EDUCATION

In 2024, our efforts continued to ensure that all young children across California have the resources and opportunities to be ready for school by helping to bridge opportunity gaps for the earliest learners. Over the past year, we continued to focus on empowering all adults in a child's life in the critical years of early childhood. We partnered with schools, community organizations and nonprofits to improve access to early education opportunities in LA and Orange Counties.

PBS SoCal's team created digital content and curriculum resources for parents and caregivers. We also provided access to over 200 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 engage early learners, focusing specifically on reaching underserved and Spanish-speaking communities.

Highlights included:

- Serving our Learning Neighborhoods with partnership-driven experiences from "Ready to Learn" and Family Math.
- Garnering over 720k video views and over 44k subscribers on the Family Math YouTube Channel, @FamilyMathKids.
- Creating co-designed bilingual digital content and curriculum resources for parents and caregivers

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.

PBS SoCal's Early Learning Initiative

In 2024, PBS SoCal's Early Learning Initiative prepared children for kindergarten and beyond by providing the adults around them with training and resources, including fun, interactive, virtual and in-person learning experiences. Like past years, we partnered with schools, community organizations and nonprofits to improve access to early education in Los Angeles and Orange Counties. We made technology, curriculum, bilingual parent workshops, family learning events and educator training available to our partners, 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 2024, some key Early Learning figures included:

- Over 42,000 parents and children received educational materials and resources through family workshops, in-person, virtual outreach events.
- Over 19,000 caregivers and children engaged in PBS SoCal Early Learning programs.
- Over 900 parents were reached through PBS SoCal's Ready to Learn (RTL) program in East L.A.
- Over 2,700 parents engaged in Family Math curriculum and PBS KIDS resources.
- Over 1,900 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.
- In 2024, Summer Learning Day last year brought together 16 partners, reached 8,500 people, and was held at the California Science Center.



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, 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 the history and culture of the East Los Angeles community, PBS SoCal and local partners engage parents and caregivers in the co-design of family engagement experiences. The Learning Neighborhood provides 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 Family Workshops resulted in an 18% increase in their confidence in helping their child learn early critical thinking and science skills, a 20% increase in their enjoyment in helping their child with problem solving and science and a 16% increase in their knowledge and awareness of early foundational science skills.

RTL Statewide Expansion: With the support of the **Corporation for Public Broadcasting (CPB)**, we expanded the reach of our Ready To Learn resources statewide through two partnerships with the **California State Library** and the **Child Care Resource Center**.

Lunch at the Library with California State Library: Eighty-five libraries implementing the Lunch at the Library (LATL) program received a box of resources to use this summer that aligns to their Farm to Summer theme, containing activities, books, educational resources and more. Several libraries saw increases in attendance at LATL programming of up to 35% because of the partnership.

Play Kits for FFN Caregivers with Child Care Resource Center (CCRC): We partnered with Child Care Resource Center (CCRC) to co-create and distribute 350 play kits for Family, Friend and Neighbor providers. The kits provide information, educational resources and activity ideas to foster computational thinking with children as well as guide adults in being media mentors when co-viewing and co-playing digital content together.

Family Math

PBS SoCal's Family Math initiative is a research-based, multi-platform, bilingual program, that is in English and Spanish. The program 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 and PBS KIDS camps. 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 16% percent increase in parent math confidence, 17% increase in parent knowledge and awareness of foundational math skills, and 12% percent increase in math positivity.

Family Math Games: In 2024, we released six new bilingual digital games from the creators at Makefully Studios on the PBS SoCal website. The digital games coincide with Family Math's core foundations: counting, sorting, patterns, measurement, shapes and spatial sense. The games are aimed to foster a co-playing format for families with customization features that allow parents to tailor the games to their child.



Family Math YouTube Channel: We published a new food series called **Cooking Counts** on PBS SoCal’s Family Math YouTube channel, @FamilyMathKids, featuring eight cooking experiences for families, four in English and four in Spanish. Hosted by social media star **Patty Rodriguez** and her son **Oliver Bonfiglio**, the video series introduces young learners to math fundamentals through easy recipes that families can make together in 10 minutes or less.

Family Math on Instagram: We built new Family Math social media platforms on Instagram, @familymathkids and @matematicasenfamilia, with engaging, bilingual content specifically designed for parents and caregivers to support Family Math curriculum, featuring tips, activities and inspiration to make math fun and accessible for everyone.

Educator Professional Development

RTL Hybrid Professional Development: PBS SoCal facilitated a hybrid professional learning experience around the topic of “Supporting Play with Media and Technology” in March 2024. We piloted the experience with a cohort of 10 educators from a range of settings, including home-based providers, districts and early childhood centers. Evaluation findings suggested that the hybrid professional development

experience increased educators’ understanding of incorporating playful learning in early childhood settings and utilizing developmentally appropriate media and technology. Educators were appreciative of the virtual discussions and idea-sharing with other educators.

We found that educators’ knowledge of how technology can enhance learning in early childhood education settings increased by a statistically significant 30%. Educators’ confidence in their ability to identify and include developmentally appropriate pieces of high-quality media in their program also increased by a statistically significant 27% increase.

Child, Family, and Community Course with ELAC Pre-Service Educators: In collaboration with **East Los Angeles College (ELAC)**’s Child, Family, and Education Studies Department, PBS SoCal created and implemented two class sessions that were part of the course Child, Family and Community. These sessions were co-designed with ELAC faculty and students and modeled how to utilize PBS KIDS and Ready To Learn resources to support emotional regulation and problem-solving. Forty-six students engaged in hands-on activities and discussed early childhood classroom applications. 100% of students reported that they increased their knowledge of how to use PBS KIDS resources in a classroom context. One student shared, “The most valuable aspect of the content today was learning how to approach emotions and coping mechanisms in a calm, creative and insightful way.”



COMMUNITY ENGAGEMENT, IMPACT AND PARTNERSHIPS

Public Media promotes a love of learning and supports our local communities, so that those living in them may have a fulfilling life in a strong, inclusive and informed society. Our work is made stronger through partnerships. We collaborate with a wide range of partners—everyone from community organizations, thought leaders, cultural and educational institutions, as well as peer-based organizations to deepen the impact of our work and make sure our programming reflects and is valuable to the vast array of communities we serve.

Our high-quality content and early educational services are at the core of everything we do. We amplify the power of public media through engagement in the community. We create opportunities for connection and conversation by sharing our programming and services with audiences across media platforms and in-person. Whether by hosting screening events, creating engagement experiences around our original content, holding partner convenings, offering family engagement workshops and educator trainings, or distributing educational resources, we find ways to spark conversation and energize audiences. And hopefully, we inspire them to be active participants in their communities.

Events

In 2024, we brought our content to life through experiences in neighborhoods across the region in partnership with local arts, culture and other organizations that share our commitment to serving our Southern California region. Highlights over the course of the year included the following:

All Creatures Great and Small Screening and Discussion (January)—Produced and facilitated by PBS SoCal, this conversation allowed members to get a sneak peek of the new season while enjoying a day at the **LA Zoo**. Participants of the panel included lead actors **Nicholas Ralph** and **Rachel Shenton**. The panel was moderated by LA Times Television Editor **Matthew Brennan**.

Lost LA Season 6 Premiere, Screening and Discussion (January)—PBS SoCal celebrated the return of the locally produced, award-winning, historical documentary series **Lost LA**, a co-production with the **University of Southern California Libraries**. The event began at **Bob's Big Boy** in Burbank where over 150 guests enjoyed dinner prior to a screening of the premiere episode **"Fast Food and Car Culture"** followed by a panel discussion at the **Garry Marshall Theatre**. Attendees included PBS SoCal viewers and staff, the team from USC libraries, local historians, media and influencers, as well as the filmmakers and onscreen experts from all six of the upcoming episodes from the new season.

Outside the Lyrics Screening (February)—A screening event for this PBS Digital Series produced by PBS SoCal took place at **Loyola Marymount University**. The lively evening started with a screening of the episode "Krump" and a performance from the LMU dance department. Host of the series **Dr. Taj Frazier** moderated a panel conversation that also included Hip-hop dance legend and "Queen of Krump" **Marquisa "Miss Prissy" McCray** and a LMU dance student discussing how the craze that developed in South L.A. transformed popular dance and is shaping dance curriculum today.

Lyla in the Loop Virtual Premiere Party (February)—Local families got a sneak peek of the new PBS KIDS series and engaged the audience in a hands-on activity to support



strategic problem-solving and critical thinking skills. The hit bilingual animated series for kids ages 4-8 that follows Lyla, a dynamic 7-year-old girl who lives in a big city with her close-knit family and a host of relatable and quirky characters in her community, who use creative and strategic problem-solving and critical thinking skills to address a range of everyday problems together.

Virtual Story Time of “The Animals Would Not Sleep!” (March)—In collaboration with the Early Math Project, PBS SoCal hosted a virtual story time of “**The Animals Would Not Sleep!**” with Author **Sara Levine**. Over 300 families had a chance to practice early math skills, like sorting, at this fun, interactive virtual read aloud and workshop. YouTube’s most watched reading channel performers from **KidTime StoryTime** led the Spanish read aloud, which occurred immediately after the English story time.

Spring Cinema Series (March)—Screening the best of Hollywood, independent and festival films prior to their release in theaters for 30 years now, the **Cinema Series** spotlighted the best of Hollywood independent and festival films prior to their public theatrical or streaming release dates. The spring exclusive screening events were held at the home of the Cinema Series, the **Landmark Westwood Theater**. Hosted by Deadline’s Chief Film Critic **Pete Hammond**, the spring 2024 lineup of guests included actor **Michael Chiklis** and as well as filmmakers for “**The Senior**,” “**One Life**,” “**Wicked Little Letters**” and “**American Dreamer**.”

City of STEM and Virtual STEM Workshops (April)—This month-long, community focused celebration of Science, Technology, Engineering and Math, engaged diverse audiences across Los Angeles. The event reached 800 parents and children. PBS SoCal then hosted a weekly series of virtual, open-to-the-public STEM workshops that explored concepts like bioluminescence and coding reaching over 100 families.

Los Angeles Times’ Festival of Books Mainstage Performance (April)—PBS SoCal presented a Main Stage Performance and distributed Family Math Activity Books at the 2024 Los Angeles Times’ Festival of Books, the nation’s largest literary event and free, public festival at the **University of Southern California**. The event

welcomed over 300 exhibitors and more than 500 authors. The Main Stage performance featured **Isabel Brazon** of “**Baila Baila**” performing a Family Math Sing-Along set to the popular Music Video series and was seen by an audience of over 400.

Art Happens Here with John Lithgow Premiere Event (April) – PBS SoCal hosted the LA premiere event focused on exploring the importance of arts education. The event took place at the **Wallis Annenberg Center** for the Performing Arts in Beverly Hills where close to 300 guests previewed an advance screening of the PBS program paired with a panel discussion and live performances from **Los Angeles County High School of the Arts (LACHSA)** and the **Debbie Allen Dance Academy (DADA)**. Attendees included the filmmakers and onscreen talent from the new program and actor/host/executive producer **John Lithgow** as well as arts educators and administrators from across Southern California.

In June, **Art Happens Here with John Lithgow** was shared with educators at the **Kennedy Center’s Arts Education Conference**. About 100 teachers, principals, school district administrators and superintendents watched a screening of the film, followed by a panel discussion moderated by VP of Education for the Kennedy Center **Jordan LaSalle** and featured **John Lithgow** (via Zoom), producer **Perry Simon** and **Superintendent of Prince William County Schools Dr. LaTanya McDade**.

Earth Focus Presents: River Perspectives (April)—PBS SoCal hosted an interactive event highlighting the L.A. River episodes from the latest season of **Earth Focus** featuring interactive ecology activities, oral histories from communities along the river, a pop-up VR exhibit, a screening and more. Over 150 guests joined at the **Southern California Institute of Architecture** and engaged in activities led by various community partners including **Friends of the LA River**, **Clockshop**, the **Ontario Museum of History & Art**, **LA River Arts**, **Metabolic Studio**, the **Arroyo Seco Foundation** and **dublab**.



Roots of Comedy with Jesus Trejo Premiere Event (May)—PBS SoCal hosted a special night of comedy as part of the PBS Annual Meeting in Las Vegas. The event was hosted by both **PBS SoCal** and the **National Multicultural Alliance (NMCA)** and took place at **The Cosmopolitan** resort’s Barbershop speakeasy where close to 150 guests received a sneak peek of the PBS program paired with live performances from host **Jesus Trejo** and LA-based comedian **Sierra Katow**.

Virtual Early Learning Convening (May)—The virtual event brought together over 40 partner organizations, funders and leaders in the early childhood space. We shared about our Early Learning work and resources and provided a space for partners to engage in breakout room discussions about curiosity and learning. Authors **Gregg Behr** and **Ryan Rydzewski** (*When You Wonder, You’re Learning: Mister Rogers’ Enduring Lessons for Raising Creative, Curious, and Caring Kids*) were the keynote speakers at the convening. Behr is the executive director of **The Grable Foundation** and founder of **Remake Learning**. Rydzewski is an award-winning author, speaker and education reporter. Their book offers guidance on fostering creativity, curiosity, and compassion in our children drawing on **Fred Rogers’** enduring legacy.

National Foster Care Awareness Month (May)—As part of PBS SoCal’s promise to underscore cultural heritage months, the station also highlighted the significance of May as **National Foster Care Awareness Month**. In honor of the month, PBS SoCal aired the special **Possible Selves: Overcoming the Odds in Foster Care** and hosted a local premiere screening event at the **Los Angeles Public Library** featuring a panel discussion with director **Shaun Kadlec**, film participants, and representatives from the **National Foster Youth Institute** and **First Star**.

Hope in the Water Screening/Reception + Red Carpet (June)—With support from PBS SoCal, PBS hosted a “Blue Carpet” premiere event for its new climate documentary series **Hope in the Water**. Co-hosted by **Fed by Blue**, **St. Supery Vineyards** and **Hydrow**, the premiere event took place at **The Academy Museum of Motion Pictures’ Ted Mann Theater** in Los Angeles. Close to 300 guests gathered to receive a sneak peek of the PBS program paired with a panel discussion

that included Executive Producer and James Beard award-winning **Chef Andrew Zimmern**, thirteen-time Emmy award-winning producer/writer and Executive Advisor **David E. Kelley**, actor/environmental enthusiast **Shailene Woodley**, series showrunner/director **Brian Peter Falk** and founder/CEO of the Native Conservancy **Dune Lankard**.

Hilbert Museum Tour (June)—PBS SoCal supporters enjoyed a reception and private tour of the newly expanded **Hilbert Museum in Orange**. Led by art collector and philanthropist **Mark Hilbert** and Executive Director **Mary Platt**, guests learned about this remarkable collection of California Scene paintings reflecting the rich and diverse history of California.

Summer Learning Day (June)—With over 8,500 guests, and easily the largest attended event of the year, **Summer Learning Day** was enormously popular this year with families who had the opportunity to engage in interactive educational activities, meet their favorite PBS KIDS characters and experience live music entertainment with **Baila Baila** and live performances from the PBS KIDS podcast **Jamming on the Job**. Taking place at **The California Science Center**, this family-focused event was a fun-filled day of hands-on exploration activities, entertainment, music and interactive resources around the theme “Let’s Explore! ¡Vamos a explorar!” The event even featured an appearance from **Daniel Tiger**.

Summer Cinema Series (June)—This summer season’s four exclusive screening events were held at the **Landmark Westwood Theater** and treated guests to some undiscovered hidden cinematic gems for audiences including “**Touch**,” “**Ghostlight**,” “**Daddio**” and “**Thelma**.” Chief Film Critic **Pete Hammond** once again hosted the film series and conducted in-person conversations with filmmakers and talent.

An Evening of Exploration: Latino and Islamic Cultural Connections (July)—As part of **UPF’s American Muslim Pathways Initiative**, **PBS SoCal** and **UCLA’s Fowler Museum** hosted an evening of exploration in which 140 guests enjoyed a keynote lecture by **Dr. Mariam Saada**. This lecture explored the historical threads that tie Islamic and Latino cultures. Prior to and after the lecture, guests were able to participate in an interactive



language activity and enjoy food prepared by a local restaurant, **Guelaguetza**, that illustrated the intersection of these cultures through food.

Birth of the Endless Summer Screening (July)—Guests filled the Costa Mesa studio to enjoy a preview of the film which chronicles the remarkable backstory of how local Orange County surfer **Dick Metz’s** travels to South Africa led to the production of the most iconic surf film ever, “**Endless Summer.**” Q&A followed with director **Richard Yelland, Mark Christy** (owner of the Hobie shops and Hobie Surfboards) and **Alex Mecl** (Executive Director, Bruce Brown Films).

National Book Festival (August)—PBS SoCal partnered with **PBS Books** to support the **National Book Festival**. Sponsored by the **Library of Congress**, the National Book Festival is one of the prominent literary events in the country. PBS Books hosted 7 virtual digital programs highlighting featured authors selected for the 2024 Festival including staff interviewing **Max Greenfield** for his book **Good Night Thoughts**, which garnered over 300,000 views on Facebook.

Rebel Kitchens Southern California (August)—To celebrate the premiere of the new digital series, PBS SoCal and **Life & Thyme** hosted an event at **Neue House Hollywood** featuring food from the program followed by a panel conversation with the cast and **Life & Thyme** Founder & Director, **Antonio Diaz**.

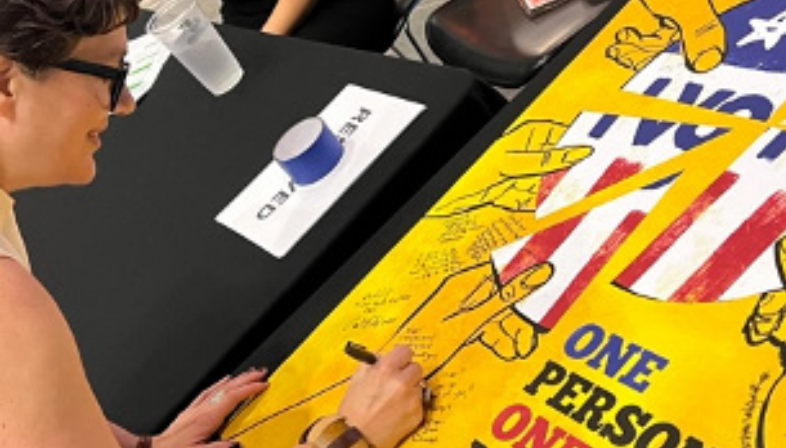
Fine Cut Festival of Films Awards (September)—This awards ceremony for the Southern California student short film festival was held at **The Landmark Sunset Theatre**. The event was attended by student entrants from across Southern California, film school professors and local media. Four winning short films in the documentary, narrative and animation categories were announced and screened. Students who were selected as finalists were judged by an entertainment industry panel. *Variety* Senior Editor **Michael Schneider** and Senior Entertainment Writer **Angelique Jackson** hosted and presented the awards in an intimate ceremony followed by a reception.

Fine Cut Festival of Films 5th Annual Mentor Workshop (September)—Students across Southern California were invited to the event hosted by **Warner Bros. Entertainment** and had the chance to customize their workshop experience in a roundtable-style workshop that

offered valuable guidance and provided students the opportunity to ask mentors their questions directly. The Presentations/Panels section featured mentors discussing relevant topics such as “A Financial Guide to the Entertainment Industry (in partnership with **First Entertainment**).” The small-group format is designed to provide tomorrow’s generation of filmmakers with one-on-one opportunities to engage with various experts in the film, television, animation and documentary fields.

Artbound: The Cheech Season 15 Premiere Event (September)—The new season of the one-hour arts & culture documentary series kicked off with a look at the creation of a world-class art museum and education center dedicated to Mexican-American artists—**The Cheech Marin Center for Chicano Art & Culture of the Riverside Art Museum (aka “The Cheech”)** featuring interviews with actor and art collector **Cheech Marin**. The event took place at **The Cheech** and **The Box Riverside theater** where close to 100 guests received a private tour of the museum after a Sunday brunch, followed by a screening attended by 200 guests. Attendees included iconic actor and art collector **Cheech Marin** and **LACMA’s Michael Govan** who acted as Moderator to the panel for the audience comprised of regional elected officials/representatives and artists from across Southern California as well as the filmmakers and onscreen talent from the upcoming season.

Artbound: Brockman Gallery Episode Premiere (October)—PBS SoCal hosted an event in collaboration with the **Los Angeles Public Library (LAPL)** and the **Los Angeles County Museum of Art (LACMA)** to premiere a new film from the fifteenth season of **Artbound**. The new one-hour documentary explores how **The Brockman Gallery** in Leimert Park was the center of a community of Black artists from 1967-1990 featuring interviews with relevant artists and other art influencers and collectors. The event took place at **LAPL’s Central Library** in the **Mark Taper Auditorium** where over 200 guests previewed an advance screening of the PBS SoCal program paired with a panel discussion. Attendees included Black artists and influencers from across Southern California as well as the filmmakers and onscreen talent from the film.



Fall Cinema Series (October)—Every fall, all of Hollywood’s top Oscar® contenders make a stop at PBS SoCal’s **Cinema Series** which is made possible by ticket sales, membership passes and charitable gifts. Hosted by **Deadline’s** Chief Film Critic Pete Hammond, the fall 2024 lineup of films included “**Maria**,” “**September 5**,” “**Emilia Perez**,” “**Conclave**,” “**The Performance**” and “**The Last Showgirl**.”

2024 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 U.S. and international films. An annual highlight for the Orange County region, the festival spotlights over 300 films over a week in the critical run-up timeframe to Awards season in Hollywood. More than 60 partners participated this year, including many of the region’s most notable restaurants and businesses with an opening night film and reception that featured a photo booth opp for attendees.

VOCES: Latino Vote 2024 (October)—In collaboration with **LAist**, a non-profit, member-supported source for stories authentic to LA, PBS SoCal hosted an in-person screening of the new documentary produced by Quiet Pictures in collaboration with **Latino Public Broadcasting** and **ITVS** in association with PBS SoCal. The screening was free and open to the public and followed by a panel discussion moderated by LAist reporter **Caitlin Hernández**.

The Good Road (October)—With tensions in the Middle East and religious freedoms being hot topics this election season, the World Channel documentary series looked at stories of resilience and survival in its fifth season debut. A local screening event took place at the **Travis Auditorium** at the **Fuller Theological Seminary** in Pasadena.

One Person, One Vote? Screening (October)—Guests at the **Culver Theater** enjoyed a preview of the PBS broadcast premier of the film and Q&A with the filmmaker and participants from the film including two members of the Electoral College from Colorado. The film unveils the complexities of the Electoral College, the uniquely American and often criticized process the country utilizes for electing a president.

ARETHA! Starring Sheléa & the Pacific Symphony (November)—A recorded performance starring Grammy®-nominated composer/singer and PBS star **Sheléa** featuring the music of **Aretha Franklin** took place at the **Renée and Henry Segerstrom Concert Hall** backed by Orange County’s acclaimed **Pacific Symphony**. **Sheléa**, the symphony and a choir of back-up singers performed classics like “Chain of Fools,” “Say A Little Prayer,” “Respect” and “Natural Woman” conducted by Emmy® Award-winning Music Director **Rickey Minor**. PBS SoCal recorded the concert for a performance special that will air on PBS stations across the country in March of 2025.

Rebel Kitchens: Screening with LAUSD Culinary Pathways Students (November)—PBS SoCal partnered with LAUSD to host 170 students from 5 **LAUSD Career Technical Education Culinary Arts** programs at **LA Trade Tech College** for a special screening and discussion of the digital series. Students from five schools: **Maywood Academy High School** (Maywood, CA), **Phineas Banning Senior High School** (Wilmington), **Santee Education Complex** (DTLA), **Sonia Sotomayor Arts & Sciences Magnet** (Northeast LA) and **South Gate High School** (South Gate) watched the episodes together. Students also got to hear from some of the chefs featured in the shorts. **Andrew Pak** from LAUSD facilitated conversation with the chefs of **Perilla LA**, **Evil Cooks**, **Poltergeist and Comedor Tenchita**, then students were able to ask questions about careers in the food industry. The event ended with a meal cooked by LATTC students and a tour of their culinary program and facilities.

Holiday Community Celebration (December)—The annual event held this year in **PBS SoCal’s** Costa Mesa office recognized the **2024 Local Heroes Honorees** and the **John and Louise Bryson Transformative Leader in Early Childhood Award**. Our **Local Heroes** initiative, led by our **Community Advisory Board (CAB)** honors the accomplishments of those who are dedicated to making a difference in the community: recognizing, educators, community leaders and visionaries doing critical work that often goes unrecognized in the Southern California region.

The 2024 Local Heroes were selected from nine nominees and recommended by the organization’s **CAB** for making a difference in the community. **Stacy Yung** and **Virginia Nguyen** were honored for their visionary work helping educators create more inclusive classrooms



via their organization, **Educate to Empower**. A third honoree was **Dr. Alberto Roman**, Interim Chancellor of **Los Angeles Community College District**, which is a beacon for underserved communities that works to close equity gaps in completion and transfer rates for students of color.

PBS SoCal's Early Learning also honored community leaders through the **John and Louise Bryson Transformative Leader in Early Childhood Award**. This year's honoree **Andres Bustamante** (developmental psychologist and UC Irvine Associate Professor) was chosen for his exceptional dedication to creating inclusive learning environments in urban public spaces.

The honorees and 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.

Intern Program

PBS SoCal continued to grow its paid intern program, hosting 20 interns in two cohorts (Spring '24 and Summer '24) across eleven different departments across the organization (Marketing, Social Media, Communications, Creative Services, Impact & Partnerships, Production, Digital, Post-Production, Programming, Membership and Education).

In addition to providing paid positions, the wrap-around cohort program gave interns multiple touchpoints to learn about the organization and build community with their peers and public media colleagues. The program consisted of bi-weekly activations, virtual and in-person career chats with staff, lunch with members of the executive team, a field trip to a local community partner, invites to in-person All Staff and community events, as well as special welcome and end-of-cohort gatherings.

As part of PBS SoCal's commitment to create inclusive and accessible career pathway opportunities into media, the intern program places no restrictions on intern eligibility—people from all types of backgrounds and career trajectories can participate. PBS SoCal is



also exploring partnerships to create opportunities for applicants who come from backgrounds that traditionally face barriers to careers in the media industry. In 2024 a partnership with **Venice Arts**, a local arts and media non-profit, led to three intern positions filled by young people who participated in their media apprenticeship program. Participants in this program come from low-income Los Angeles communities.

Since its inception, 11 interns were hired internally, 1 was hired by another public media organization, and 3 were hired as a reporter for a commercial media organization, and 11 were hired for a full-time position for an organization supporting the creative economy.

2024 also marked the launch of our intern alumni program. The program features a LinkedIn alumni group where interns can hear about opportunities, stay in touch, and see news from PBS SoCal. PBS SoCal also hosted its first Intern Alumni event, where interns gathered over dinner and a screening at the **Newport Beach Film Festival**.



Youth Journalism

In 2024, PBS SoCal continued its support of **the PBS News Student Reporting Labs** program with station staff providing ongoing mentor support and in-person visits to **Northview High School** in Covina and **Etiwanda High School** in Rancho Cucamonga. Staff provide feedback on student work, on-the-ground support and skills-building workshops in the journalism and media production space based on educator-identified needs.



In addition to partner classrooms, PBS SoCal participated in 3 Career Days for high school students interested in pursuing a career in journalism. PBS SoCal hosted a conversation around the ITVS *Independent Lens* film “**Breaking the News,**” At **Chaffey Joint Unified High School District’s** Media Day in February, **THE 19TH NEWS** journalist **Kate Sosin**, who is featured in the film, was interviewed by intern alum and **Southern California News Group** reporter **Mercedes Cannon-Tran** about their career. Students watched a clip of the film and were able to ask questions following the screening.

PBS SoCal also shared the same film in March at **William S. Hart Union High School District** media day held at **College of the Canyons**. In addition to watching a clip from the film, students heard from early career journalist and PBS SoCal intern alum **Arianna Clay**, who currently is a Transportation Reporter for the Inland Empire for **Southern California News Group**.

In October, PBS SoCal ran three sessions at “J-Day”, an annual high-school journalism conference hosted by **L.A. Times High School Insider**, **CSUN Journalism Department** and the **Southern California Journalism Educators Association**. The PBS SoCal Impact and Partnerships team ran a session for educators about Student Reporting Labs resources and hosted two student workshops where **PBS SoCal’s Carla Pineda** spoke about digital distribution and metadata.

PBS SoCal also participated in an advisory capacity for Career Technical Education (CTE) programs in the following high school districts: **William S. Hart Union High School District**, **Compton Unified School District** and **Chaffey Joint Unified High School District**.

PBS LearningMedia

The six PBS SoCal curriculum collections on the PBS LearningMedia platform continued to serve as a support tool for middle and high school educators across the nation. In 2024, our PBS LearningMedia activities reached over 14,047 pageviews from 6,839 educators nationwide.

The **Lost LA** Collection added two new curriculum resources in 2024 covering Japanese American incarceration during World War II and the postwar community in Los Angeles’ Crenshaw neighborhood. The **Lost LA** Curriculum Project is a collaboration with **USC Libraries**, **UCLA History-Geography Project** and **Huntington-USC Institute on California and the West**.

Events Resource Library

PBS SoCal’s digital screening tool, the **Events Resource Library** (ERL), is a place for community partners to find downloadable content, screening guides and other resources to host screenings in their own communities. The aim of this portal is to expand geographic reach of partnerships and create opportunities for partners to share content easily. ERL now has 38 titles that span subject areas from history and arts to the environment. In 2024, to support the promotion of the platform, PBS SoCal exhibited at 3 conferences to share ERL with intended audiences: **California School Library Association**, **California Association of Museums** and the **California Library Association**. This free digital hub will continue to host additional content from other locally produced original series in the future and offer customizable invites, downloadable episodes and engaging post-screening content, with the goal to foster local storytelling, dialogue and connections.



Community Advisory Board

PBS SoCal’s community engagement efforts with its viewers and supporters would not be possible without the help of their **Community Advisory Board (CAB)**. In 2024, the CAB onboarded five new members during an August off-site retreat in PBS SoCal’s Costa Mesa office. The CAB is actively engaged in implementing the work they outlined in a 2023 strategic plan. Over the next three years, the CAB is focusing on the following four areas of work, which leverage their roles as the stations’ eyes and ears of our community:

- **Pillar 1:** Extend the scope and impact of the Local Heroes program and new similar programs
- **Pillar 2:** Broaden and expand community input and insight into PBS SoCal programming
- **Pillar 3:** Extend and strengthen impact of programming beyond the program premiere
- **Pillar 4:** Optimize CAB impact through strengthened connection to PBS SoCal strategy and leadership

Ambassador Program

PBS SoCal employs an Ambassador Team who represents public media and the organization out in the community. In 2024, the Ambassador team supported 114 events across the region, including activations produced by community partner organizations.

At events, the Ambassador team shares public media resources and engages in conversation with community members. This past year, PBS SoCal piloted asking community members a listening question, **“What do you think is the most important issue impacting Southern California?”** Ambassadors recorded audience responses that resoundingly identified housing and homelessness as a critical regional issue. As a result of this feedback, PBS SoCal is exploring how it can be responsive to this community concern.



CONCLUSION

As we begin the new year, we find ourselves focused on public safety here in Los Angeles. Beginning January 7, 2025, we began a rapid, company-wide response to the catastrophic wildfires in Southern California. During this unprecedented wildfire crisis, our teams rallied to meet the urgent needs of our viewers by sharing critical resources, providing vital information and addressing challenges to our broadcast infrastructure. The local crisis reminded us that we are here to serve our community, no matter the circumstances.

As our region's flagship PBS organization, PBS SoCal serves as an essential cultural and educational institution

in our community. For nearly 60 years, we have been dedicated to strengthening the civic fabric of the greater Southern California region. Over the past year, with generous support from our community, we continued this storied tradition. Through it all, we stayed true to our mission to use the power of media for the public good.

PBS SoCal remains steadfast as your enduring source for public media, dedicated to educating, informing and inspiring both now and in the future. Our mission persists in leveraging the power of media for the common good. Join us as we anticipate and celebrate PBS SoCal's forthcoming journey together.

