



Annual Report to the Community

July 2022 – June 2023

Letter to the Community

I'm excited to present our 2023 Annual Report showcasing our unwavering commitment to educate, inform, and inspire our community.

In 2023, the Public Media Group of Southern California (PBS SoCal, KCET, and Link TV) continued to be a vital cultural and educational force. For nearly 60 years, we've strengthened the civic fabric of Southern California. Thanks to our community's support, we proudly upheld our tradition as the region's flagship PBS stations, leveraging media for the public good.

Thanks to our supporters, we've built a robust multi-platform media company serving nearly 19 million people in Southern California.

As a leader in the PBS system, we continued to innovate and adapt to the rapidly changing world we live in and helped shape public media for the future. Throughout 2023, 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.

In the report that follows, we are pleased to share highlights of our offerings throughout 2023. On behalf of everyone at our organization, thank you for your trust and support.

Andrew J. Russell
President & Chief Executive Officer



2023 By The Numbers

- **7** Broadcast channels available to nearly **19M** viewers
- **32** New, locally produced programs/series
- **42** New awards for programming (7 LA Emmys, 21 Southern California Journalism Awards, 7 Golden Mikes, 5 NAEJ, 2 Tellys)
- **64** Hosted events in our community
- **91** National programs designated as diversity, equity and inclusion (DEI)
- **200+** Virtual and in-person family education workshops
- **362** Articles and videos on our websites related to our DEI efforts
- **19K** Regional parents and children received our educational materials
- We develop bilingual educational programs for over **1M** children under five, and for the more than **40%** of children who don't attend pre-school
- We reached **2.2M** monthly local viewers (**17%** Over-the-air)

Our Mission: We use the power of media for public good. We strengthen the civic fabric of Southern California and provide our community with an essential connection to a wider world.



Pillars of Service

Our focus on **4 primary pillars** makes us the premier destination for viewers in **Southern California**.



ARTS & CULTURE:

We are center stage when it comes to bringing arts and culture to Southern California, commanding the region's largest stage and providing access and equity to all voices.

Programming includes:

- **MASTERPIECE**
- **Great Performances**
- **Artbound** (Original)
- **Lost LA** (Original)

NEWS:

We deliver over 11 daily hours of trusted, unbiased local and national and international news. Our role is to bring light instead of heat to current affairs.

Programming includes:

- **PBS NewsHour**
- **BBC World News**
- **Amanpour & Company**
- **Frontline**

ENVIRONMENT:

We confront the challenging global issues that impact all living creatures and natural resources in SoCal and beyond. We also share new innovations and offer fresh perspectives as well as solutions on how communities around the world can thrive together.

Programming includes:

- **Nature**
- **NOVA**
- **Earth Focus** (Original)

EDUCATION:

Our organization is at the center of Early Childhood Learning in California because we believe every child should be prepared for school and life.

Programming includes:

- **PBS SoCal for Families**
- **Family Math**
- **Ready To Learn**
- **Educator Engagement Programs**

Diversity, Equity & Inclusion (DEI)



As a cornerstone of our community, we are dedicated to promoting inclusion and advancing equity. We are committed to fostering a diverse workforce and governing board that reflect the richness of our communities, providing programs and services that facilitate public dialogue throughout the Southern California region.

Our early learning program focused on creating free bilingual content, curriculum, parent workshops, family learning events, and educator training. Our educational efforts aim to enhance services in underserved neighborhoods across Southern California, where over 90% of the families we serve qualify for free or reduced lunch.

In 2023, 91 national programs were designated as DEI, and locally, we produced 4 series, 6 documentaries, and 3 specials celebrating the diverse backgrounds of our community.

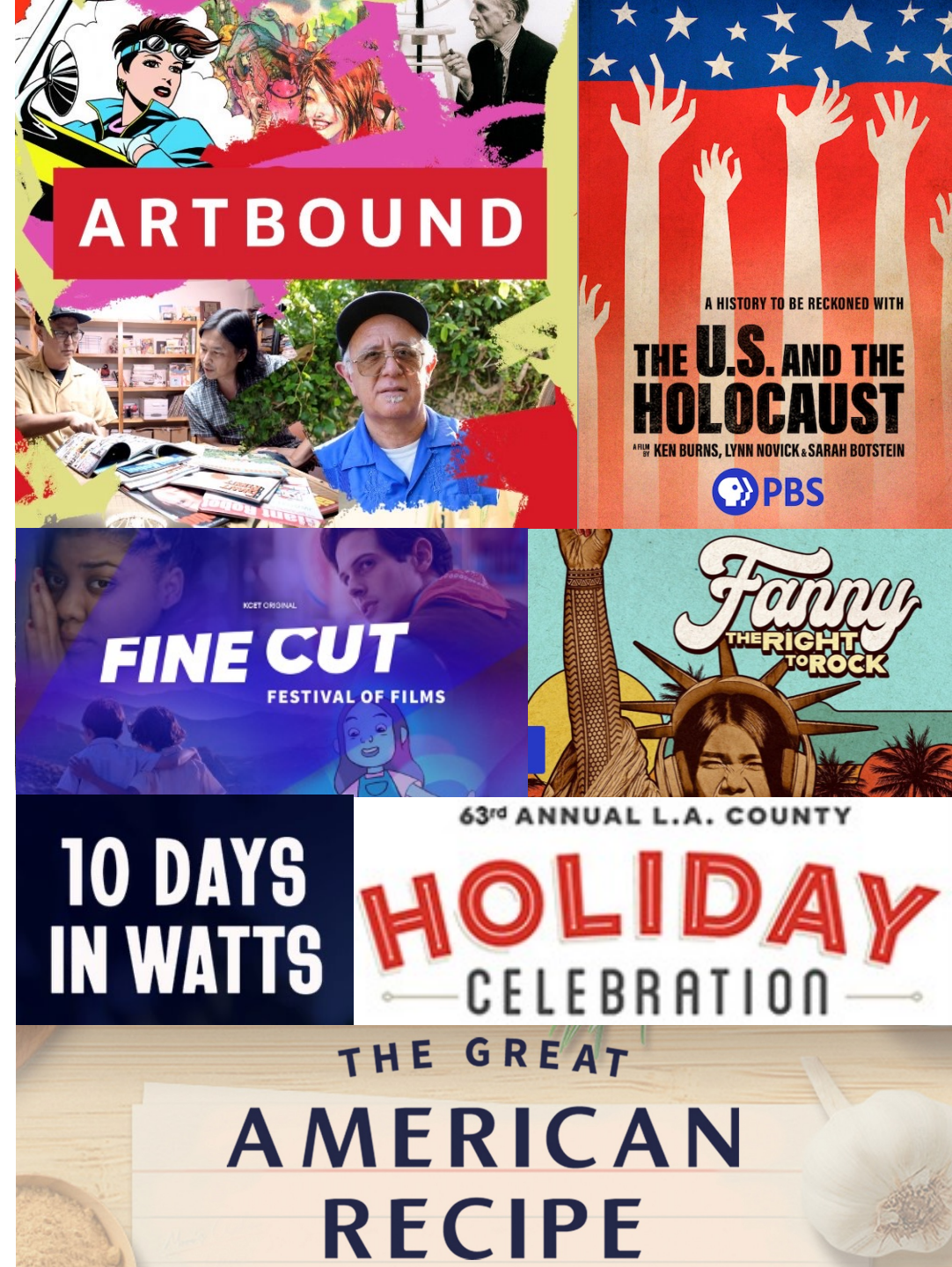
Telling Stories That Matter

In 2023, we continued our efforts to adapt to a digital future in the ever-changing media landscape. We worked towards ensuring that our content is available for free on the platforms our viewers prefer, while offering special incentives for Passport.

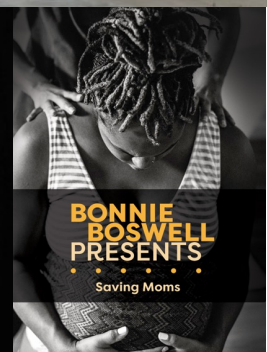
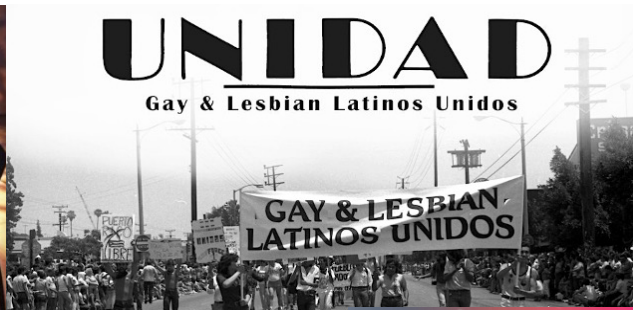
Our programming showcased the full schedule of beloved and trusted PBS content with new program debuts like **Ken Burns' *The U.S. and the Holocaust*** as well as the debut of the new food competition series ***The Great American Recipe***. Perennial favorites like ***Finding Your Roots***, ***NOVA*** and ***Frontline*** continued to roll out new content with some episodes specific to Southern California audiences.

Over the course of the year, we had 32 locally produced, original productions including community urban garden docuseries ***10 Days in Watts***, award-winning arts & culture series ***Artbound***, student film showcase ***Fine Cut*** and the LIVE broadcast of the beloved holiday tradition ***LA County Holiday Celebration***. These programs 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.

The following documentaries, series and specials rolled out over the course of the fiscal year.



More Locally-Produced Original & Acquired Content in 2023



Early Learning Achievements

We expanded our early learning program locally, statewide, and nationally. By offering free bilingual, hands-on learning experiences, we helped prepare children for kindergarten and beyond.

Recognizing an unmet educational need for Southern California's children, we implemented a family engagement-focused plan to make a meaningful impact on children and caregivers. Key highlights from the year include:

- **PBS SoCal's Early Learning Initiative**
- **Ready To Learn Learning Neighborhood**
- **Family Math**
- **Early Learning Partner Convening** (over 40 partner organizations in 2023)
- **Summer Campaign / Summer Learning Day** (easily our biggest event of the year with over 3,000 attendees in 2023 at the **Children's Museum of La Habra**)
- **PBS KIDS Early Learning Champion**



Early Learning Milestones

2023 HIGHLIGHTS INCLUDED:

- Serving our **Learning Neighborhoods** with partnership-driven experiences from “**Ready To Learn**” and **Family Math**.
- Over 1,200 **parents engaged in STEM curriculum and PBS KIDS resources**.
- Over 500 parents were reached through our **Ready To Learn (RTL)** program in East L.A., and 19 libraries across the state partnered with us to run a Watch Party experience for the new animated series **Molly of Denali** in collaboration with library meal programs.
- Almost 6,000 parents engaged in **Family Math** curriculum and PBS KIDS resources.
- Participation in **Family Math** workshops resulted in a statistically significant 10% increase in parent math confidence, 11% increase in parent knowledge and awareness of foundational math skills and 9% increase in math positivity.
- **Family Math** efforts in 2023 included creation of toolkits, forging of station partnerships and digital expansion as well as ramping up to launch Family Music Videos in the new year.
- 146 **local 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.



Connecting California Communities

As a community convener, we are committed to connecting with a diverse range of partners across our region, including community organizations, thought leaders, cultural and educational institutions, and peer-based organizations. This collaboration enhances the impact of our work and ensures that our programming reflects the diverse communities we serve.

In 2023, we engaged our communities through various initiatives, including our Ambassador and Intern programs, PBS NewsHour's Student Reporting Labs, the PBS Learning Media platform, and a Community Advisory Board that honored two new Local Heroes.

We extended our reach beyond broadcast and digital viewing by offering engagement opportunities that brought audiences together for shared experiences and meaningful impact.



FY 2023 Events Calendar Highlights

- ***The Great American Recipe SoCal Edition Screening and Panel*** (July)
- **Early Learning Partner Convening “Reimagining the Role of Parents”** (July)
- ***The U.S. and the Holocaust Reception and Screening*** (July)
- **Virtual/In-Person KCET Cinema Series** (August/October)
- ***Fine Cut Festival of Films Awards*** (September)
- ***Artbound Season 13 Premiere Event for “Love & Rockets: The Great American Comic Book”*** (October)
- **2022 Newport Beach Film Festival** (October)
- **Fine Cut Mentor Workshop** (October)
- ***Artbound Season 13 Scrng. Event for “Arte Cosmico”*** (November)
- ***Artbound Season 13 Scrng. Event for “DuChamp Comes to Pasadena”*** (November)
- ***63rd Annual L.A. County Holiday Celebration*** (December)
- ***NOVA James Webb Event with co-presenter Carnegie Observatories*** (January)
- ***Making Black America Celebrating Black Joy in Music, Dance, & Community*** (February)
- ***Starstruck: Gene Kelly’s Love Letter to Ballet Screening Event*** (February)
- ***Work It Out Wombats! Screenings*** (February)
- ***Marie Antoinette Pop-Up Event*** (March)
- ***Finding Your Roots Screening with Danny Trejo*** (March)
- **Family Math Outreach at OC Libraries’ Kinderpalooza Event** (March)
- ***La Frontera with Pati Jinich Screening Event and Panel Discussion*** (April)
- **City of STEM and Virtual STEM Workshops** (April)
- ***Los Angeles Times’ Festival of Books Mainstage Performance*** (April)
- **Spring KCET Cinema Series** (April)
- **EdCamp at East Los Angeles College** (April)
- ***Iconic America “Hollywood Sign” Screening Event*** (May)
- ***Fanny: The Right to Rock Local Events*** (May)
- **National Association of State Directors of Migrant Education Conference (NADSME)** (May)
- ***Artbound “Giant Robot: Asian Pop Culture and Beyond” AAPI Month Screening*** (May)
- ***Earth Focus Environmental Film Festival*** (May)
- **Virtual Early Learning Convening** (May)
- **Summer Learning Day** (June)
- ***UNIDAD Pride Month Screening at LA Film School*** (June)

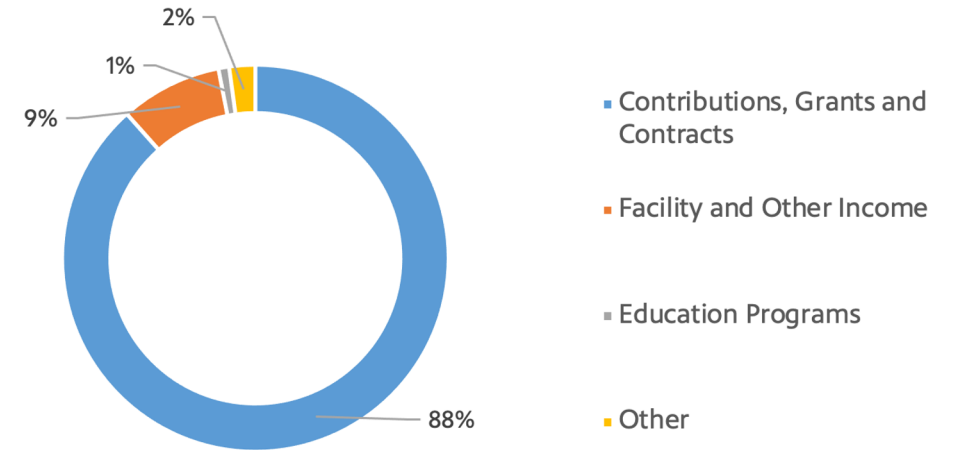
Financials of FY2023

Support and Revenue

For the Year Ended
June 30, 2023
\$M's

Contributions, Grants and Contracts	33.7 M
Facility and Other Income	3.2 M
Education Programs	0.3 M
Other	0.8 M
Total Revenues	38.1 M

Revenue* Percentages for the Year Ended
June 30, 2023



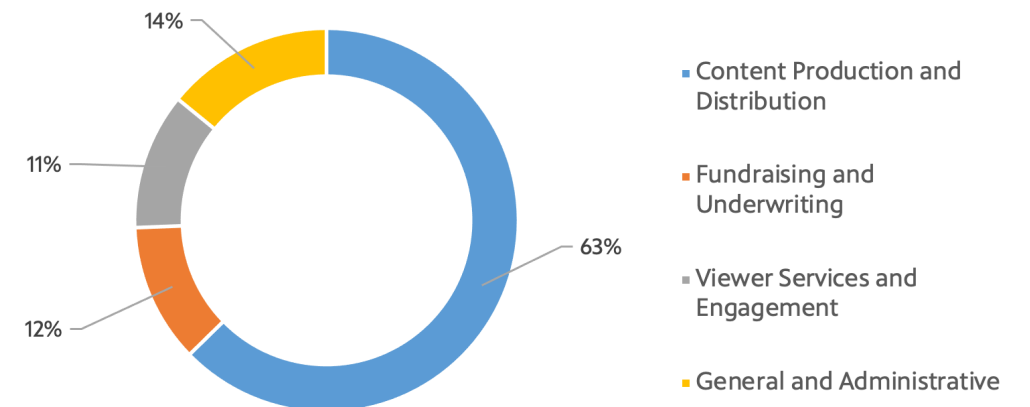
* Note - Does not include gains/losses on investment portfolio

Expenses

For the Year Ended
June 30, 2023
\$M's

Content Production and Distribution	28.4 M
Fundraising and Underwriting	5.3 M
Viewer Services and Engagement	5.2 M
General and Administrative	6.4 M
Total Expenses	45.2 M

Expense Percentages for the Year Ended
June 30, 2023



NOTE: In FY22, PBS SoCal received and recognized multiple multi-year grants totaling \$15.8M. These grants and the PBS SoCal Investment Funds provide financial resources for spending in FY23, FY24, and FY25.

In Summary

We are deeply grateful to all who support our mission to use the power of media for the public good. This includes our members, individual donors, institutional funders, private and corporate foundations, government agencies, legacy donors, corporate supporters, and the broader community. Your support is vital for maintaining our operations and creating the award-winning, original content we proudly share.

Your contributions also enable us to serve thousands of families across our region through educational initiatives and community outreach programs and events. We are immensely grateful to our over 155,000 members, donors, and funders.

As we begin the new fiscal year, we are excited to announce that, starting February 6, 2024, we will consolidate our two core brands—KCET and PBS SoCal—into a single, unified brand: PBS SoCal.

Our mission remains steadfast in leveraging the power of media for the common good. We are “The Public’s Media.” Join us as we embark on PBS SoCal's exciting new journey together.



Acknowledgements

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