

Annual Report to the Community

July 2023–June 2024



Letter from the President & CEO

Dear Friends,

For more than 60 years, PBS SoCal has served a vital role for Southern California—bringing high-quality educational programming, trusted news, and local stories that reflect and celebrate our region’s rich cultural fabric. Today, as TV and media continue to evolve, we remain grounded in our mission: to inform, inspire and educate the communities we serve with free, accessible and thoughtful public media.

In February 2024, the Public Media Group of Southern California—PBS SoCal (KOCE) and KCET—completed the consolidation of our brands under a single, unified identity: PBS SoCal. Since our merger in 2018, we have grown into a stronger and fully integrated public media organization—one that brings greater capabilities, expertise and resources to serve the diverse communities and needs of Southern California.

As you'll see in this report, we have embraced the digital transformation of media, making our programming available across seven broadcast/cable channels, the PBS and PBS KIDS apps, our website, YouTube and social media platforms. No matter where audiences connect with us, our content remains free, accessible and uninterrupted by commercial messaging.

In 2024, we brought thousands of hours of vibrant, high-quality programs from PBS, the BBC, NHK and other partners to Southern California. We created new local content for broadcast and digital platforms, launched comprehensive educational initiatives and hosted immersive community engagement events across the region. With the support of our donors and partners, we’ve built a robust multi-platform media organization that reaches nearly 19 million people across Southern California.

As a leader in the national PBS system, we are committed to innovating and adapting to meet the moment—and to shaping the future of public media. We’re proud to share with you the highlights of our impact in 2024.

Andrew J. Russell

President & Chief Executive Officer



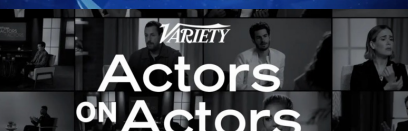
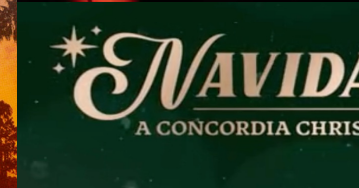
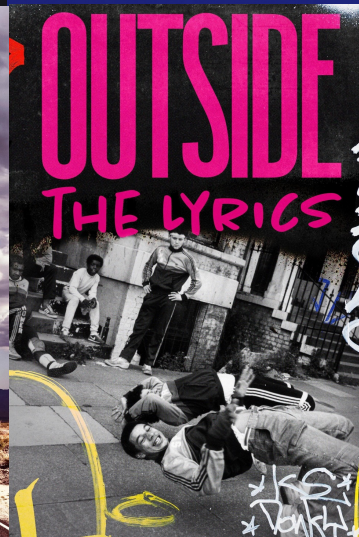
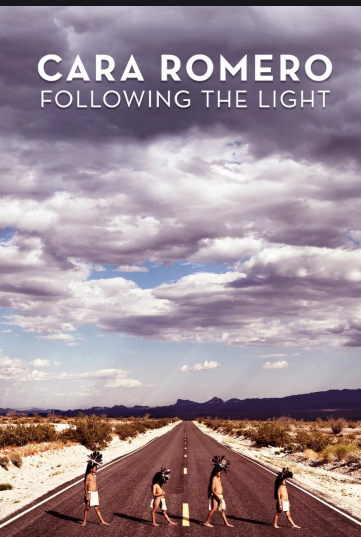


Content

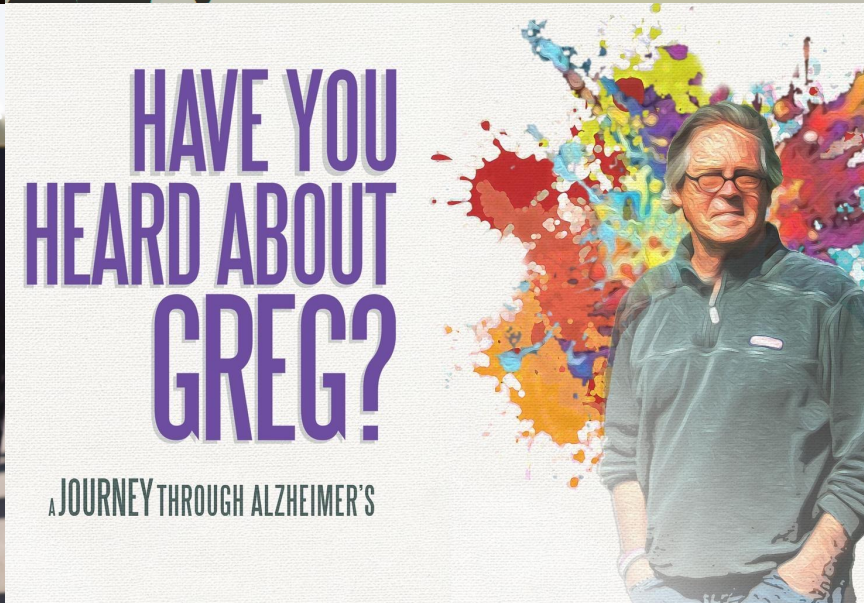
In 2024, we continued our commitment to telling stories that matter and leaning in on topics that commercial media seldom covers. We provided content options that encouraged opportunities for community engagement and social action, including a rich lineup of award-winning, nationally recognized programs 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. With 10 LA Emmy Awards, 10 Southern California Journalism Awards and 9 NAEJ Awards in 2024, 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.

17 New, Locally Produced Arts & Culture Programs and Series



8 New, Locally Produced Environmental, News & Socially Conscious Programs and Series





Early Learning

Over the last year, we have grown our early learning program locally, statewide and nationally. We identified an unmet need for the children of Southern California and are implementing a family engagement model that provides real impact for our community's children and their caregivers.

Our efforts continued to ensure that all young children across California had the resources and opportunities to be ready for school by helping to bridge opportunity gaps for the earliest learners.

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. We partnered with schools, community organizations and nonprofits to improve access to early education opportunities in LA and Orange Counties.

Early Learning Key Initiatives

Serving our Learning Neighborhoods with partnership-driven experiences from **“Ready to Learn.”**

The multi-platform, bilingual program **Family Math** continued to equip caregivers with strategies and resources to facilitate meaningful math experiences at home through playful learning and hands-on activities.

Over the course of the year, we created and co-designed bilingual digital content (including music videos and new series **“Cooking Counts”**) and curriculum resources for parents and caregivers.



Early Learning Figures

- 720,000+ video views and over 44k subscribers on the **Family Math YouTube Channel**, @FamilyMathKids.
- 42,000+ parents and children received educational materials and resources through **family workshops, in-person and virtual outreach events**.
- 19,000+ caregivers and children engaged in our **Early Learning programs** in 2024.
- 2,700+ parents engaged in **Family Math curriculum** and PBS KIDS resources.
- 1,900+ educators were trained on how to use high-quality **PBS resources** in the classroom.
- 900+ parents were reached through our **Ready to Learn (RTL)** program in East L.A.
- 30+ **local community partners** worked with us to enhance our collective impact in the community.
- 6 new bilingual **digital games** from the creators at **Makefully Studios** on our website.





Community

PBS SoCal connects 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.

Community By The Numbers

- 18 **interns** in two cohorts (Summer '23 and Spring '24) across 10 different departments within the organization.
- 9 activations with 4 schools in the region that provided professional development to **PBS Newshour Student Reporting Labs** participants.
- 6 curriculum collections on the **PBS LearningMedia** platform reaching over 6,329 pageviews from 3,257 educators nationwide.
- 38 titles on the **Events Resource Library** span subject areas from history and arts to the environment and exhibited at 2 conferences (California School Library Association and California Association of Museums) to share with intended audiences.
- 5 new members joined the **Community Advisory Board** and actively engaged in implementing the work outlined in a 2023 strategic plan where over the next 3 years, the CAB is focusing on 4 pillars of work.
- 130 events across the region were supported by PBS SoCal's **Ambassador Team** including activations produced by community partner organizations.



Community Impact/Engagement Highlights

- **Summer, Fall & Spring *Cinema Series*** with ***Deadline's* Pete Hammond** (July, October, March)
- **Hispanic Heritage Month Events**—LA Plaza Screening of ***UNIDAD***, Getty Screening of ***Artbound* “America Tropical”** and UCLA's Screening of ***Independent Lens* “Sansón & Me”** (September–October)
- ***Fine Cut* Festival of Films Awards at Landmark Sunset** (September)
- ***Native America* Screening at the Autry Museum** (September)
- ***Artbound* Concert/Screening Premiere at Grand Performances** (September)
- ***Artbound* LAist Season 14 Screening Series** (September–December)
- **2023 Newport Beach Film Festival** (October)
- **Holiday Community Celebration—Local Heroes & PBS Kids Early Learning Champion + Bryson Transformative Leader in Early Childhood Award at PBS SoCal Costa Mesa Studio** (December)
- **Rick Steves Membership Event / Taping of New Pledge Program at PBS SoCal’s Costa Mesa studio** (December)
- ***All Creatures Great and Small* Screening and Discussion at LA Zoo** (January)
- ***Lost LA* Season 6 Premiere, Screening and Discussion at Bob's Big Boy in Burbank and Garry Marshall Theatre** (January)
- ***Outside the Lyrics* Screening / Dance Concert at LMU** (February)
- **City of STEM character and booth presence** (April)
- ***Los Angeles Times’* Festival of Books event presence** (April)



Community Impact/Engagement Highlights

- ***Art Happens Here with John Lithgow* Premiere at the Wallis with Debbie Allen Dance Academy, Self Help Graphics, Los Angeles County High School of the Arts and Community Center of La Canada Flintridge** (April)
- ***Earth Focus Presents: River Perspectives* at the Southern California Institute of Architecture with Friends of the LA River, Clockshop, the Ontario Museum of History & Art, LA River Arts, Metabolic Studio, the Arroyo Seco Foundation and dublab** (April)
- ***Roots of Comedy with Jesus Trejo* Premiere Event at PBS Annual Meeting in Las Vegas** (May)
- **Virtual Early Learning Convening with Authors Gregg Behr and Ryan Rydzewski (*When You Wonder, You're Learning: Mister Rogers' Enduring Lessons for Raising Creative, Curious, and Caring Kids*)** (May)
- **National Foster Youth Institute screening of *Possible Selves* with the Los Angeles Public Library** (May)
- ***Hope in the Water "Blue Carpet"* Premiere Screening Event at the Academy Museum of Motion Pictures** (June)
- ***Art Happens Here* screening and conversation with John Lithgow at the Kennedy Center in Washington DC** (June)
- **Orange County's Hilbert Museum Tour** (June)
- **PBS SoCal's Annual Summer Learning Day at The California Science Center featuring Baila Baila and live performances from the PBS KIDS podcast Jamming on the Job and photos with Daniel Tiger** (June)



Financials

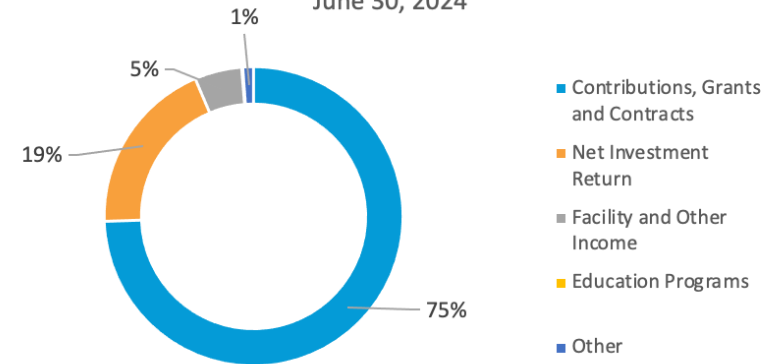
Support and Revenue

	For the Year Ended June 30, 2024 \$M's
Contributions, Grants and Contracts	34.4
Net Investment Return	8.8
Facility and Other Income	2.4
Education Programs	0.1
Other	0.5
Total Revenues	46.2

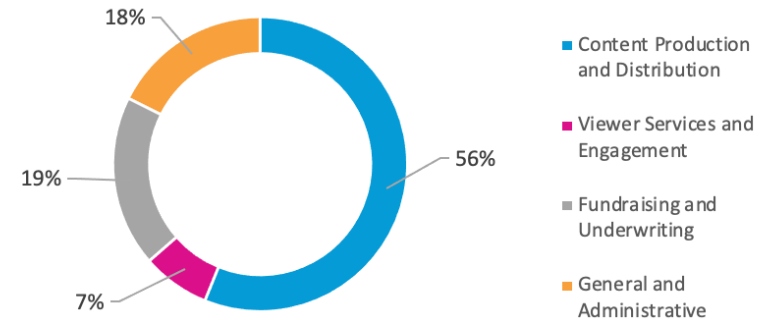
Expenses

	For the Year Ended June 30, 2024 \$M's
Content Production and Distribution	28.6
Viewer Services and Engagement	3.8
Fundraising and Underwriting	9.6
General and Administrative	9.0
Total Expenses	51.0

Revenue Percentages for the Year Ended
June 30, 2024



Expense Percentages for the Year Ended
June 30, 2024



NOTE: In FY22, PBS SoCal received and recognized multiple multi-year grants totaling \$25.8M. These grants provide financial resources for spending in FY23, FY24, and FY25.

As We Prepare for the Future



As we look to the challenges ahead of us, we are reminded 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.

Acknowledgements

EXECUTIVE TEAM

Andrew Russell
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Chief Financial Officer

Bob Dea
*Vice President,
Corporate Sponsorships
& Underwriting*

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