

**Initiative # 1**

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

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

<b>September 6, 2024</b>	<b>Los Angeles City College (LACC)</b> - PBS SoCal's VP, Human Resources spoke to LACC media students. During the event, the students learned about internship and career opportunities available in the public media industry. The students also received tips and best practices for resume writing and the job application process.
<b>February 20, 2025</b>	<b>Occidental Career Fair</b> – PBS SoCal's Human Resources Department attended the career fair for 1 <sup>st</sup> year college students sharing information about internship and career opportunities available at PBS SoCal.
<b>October 24, 2024</b>	<b>California State University, Northridge Career Fair – PBS SoCal's</b> Human Resources Department attended the university's career fair where students learned about internship and career opportunities available at PBS SoCal.
<b>September 17, 2024 and May 8, 2025</b>	<b>East Los Angeles College (ELAC)</b> - Human Resources attended the college's career fair where students learned about internship and career opportunities available at PBS SoCal.

**Initiative # 2**

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

<b>October 2024 - December 2024</b>	<b>Cinema Series</b> – Southern California movie goers were able to attend in-person and virtual screenings of new films prior to their public theatrical or streaming release. Additionally, viewers/ attendees were able to view a Q/A panel with top filmmakers and award-winning talent, hosted by popular film critic, Pete Hammond.
<b>August 2024-July 2025</b>	<b>Ambassador Program</b> - PBS SoCal's Ambassador team raised awareness about PBS SoCal and public media through their participation in various local events in Southern California.

<b>June 2024</b>	<b>PBS SoCal’s Summer Learning Day</b> - PBS SoCal welcomed 8,500 children and their families at the California Science Center. The day consisted of interactive educational activities, gift giveaways and photos with PBS KIDS characters like Daniel from DANIEL TIGER'S NEIGHBORHOOD. Throughout the day there were sing-alongs of PBS SoCal’s Family Math Music Videos from Isabel Brazon of “Baila Baila” as well as live performances from the stars of the popular PBS KIDS podcast “Jamming on the Job.”
<b>October 2024</b>	<b>Rare Books LA Antiquarian Book Fair</b> -Held in collaboration with the Los Angeles Public Library (LAPL), the event provided attendees the opportunity to discover PBS SoCal’s series, LOST LA, learn about the organization’s initiatives, and participate in a community survey concerning Southern California's most pressing issue.
<b>August 2024</b>	<b>Rebel Kitchens Southern California Screening</b> – PBS SoCal’s Production team led a successful event celebrating the launch of the new digital series REBEL KITCHENS SOUTHERN CALIFORNIA. Over 150 guests enjoyed a private reception at NeueHouse Hollywood with food featured in the show prior to the screening.
<b>August 1, 2024– June 10, 2025</b>	<b>Ed (Education) Camp</b> – PBS SoCal’s Education Department hosted a five session Education Camp covering: Sorting; Spatial Sense; Shapes; Measurement; Patterns and integrated science and Social-Emotional Learning into its curriculum. Framed within the context of solving Peg’s “Really Big Problem,” the workshops follow a <i>meet, play, make, share model</i> . Short video clips from Peg + Cat provided inspiration for continued learning.

**Initiative # 3**

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

<b>January 14, 2025</b>	<b>Media Day Workshop with CJUHSD at Los Osos High School</b> - PBS SoCal hosted a 40-minute workshop at Los Osos High School (Rancho Cucamonga, CA) for 16 students exploring storytelling in different media formats. Students from high schools in the Chaffey Joint Union High School District (CJUHSD) learned about the various media formats PBS SoCal produces such as short form vertical content and hour-long documentaries and students viewed clips from relevant recent productions. The event ended with a brief Q&A
-------------------------	---

	where attendees reflected on the merits of each media format and asked questions about job opportunities.
<b>September 6, 2024</b>	<b>East Los Angeles College (ELAC) Workshop</b> – PBS SoCal’s Human Resources Department visited ELAC’s film & entertainment class and led a presentation on how to work in Public Media. Information regarding PBS SoCal’s Internship Program was shared. And, the program ended with a Q&A session.
<b>March 27, 2025</b>	<b>Loyola Marymount University (LMU) Panel &amp; Site Visit Tour</b> – 30 Communications and TV Production students from LMU visited PBS SoCal’s office and studios in Burbank, CA. The students received a tour followed by a panel discussion lead by members of PBS SoCal’s Communications, Human Resources, Impact & Partnerships, and Production departments discussing careers in Public Media.
<b>January 2, 2025 – January 6, 2025</b>	<b>PBS News Student Reporting Labs (SRL) Winter Academy</b> - PBS SoCal hosted 12 high school student fellows as part of PBS News SRL Winter Academy. Over the course of five days, students produced original video news reports and gained experience in script writing, filming, and editing. Stories focused on the region-wide arts initiative Pacific Standard Time (PST), yes and featured museums, artists and works at the intersection of art and science. The 5-day journalism intensive was made possible thanks to several partners, including PBS News Student Reporting Labs and individuals from California State University, Northridge, The Daily Sundial, and <i>The Los Angeles Times</i> providing mentorship.
<b>February 2025 – May 2025</b>	<b>Student Reporting Labs-</b> PBS SoCal continued its support of PBS NewsHour’s Student Reporting Labs program this year, with station staff providing ongoing mentor support and in-person visits to student at local schools across Los Angeles, Orange, and San Bernardino County. Staff support included: feedback on student-created work, career conversations, on-the-ground support, and skills-building workshops in the journalism and media production space based on educator-identified needs.

**Initiative # 4**

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

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

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

This year, PMGSC (PBS SoCal) hosted 10 interns from the following 2- and 4- year colleges/universities:

Chapman University (2)	UC Irvine (1)
Cal State Long Beach (1)	Wesleyan University (1)
University of California, Los Angeles (1)	Emerson College (1)
California State University Northridge (2)	El Camino College (1)

**Initiative # 5**

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

<b>September 10, 2024</b>	<b>Fine Cut Festival of Films</b> – The event celebrated the recent season of Fine Cut by providing community members the opportunity to view student films and learn about the filmmaking process from the production team for the films.
<b>December 2024</b>	<b>Community Advisory Board (CAB) Local Heroes Celebration</b> – PBS SoCal’s CAB hosted a celebration to honor this year’s Local Heroes. The winners and nominees were chosen from a group of outstanding individuals nominated by PBS SoCal’s Community Advisory Board.
<b>August 1, 2024 - June 10, 2025</b>	<b>Family Math Workshops</b> - provided the entire family an introduction to early math concepts, covering six topics: Number Sense & Counting; Patterns; Sorting & Collecting; Shapes; Spatial Sense; Measurement. In addition, the workshops followed a <i>meet, play, make, share model</i> with an introduction to the learning goals, e.g., an activity was aligned to the learning goals, and discussion explored how to continue the learning at home. A digital game was studied. With our library of activities, workshops were able to accommodate varying age groups, including younger children (2+).
<b>August 1, 2024 - May 14, 2025</b>	<b>PBS KIDS Virtual Workshops</b> - Hosted monthly on the 2nd Wednesday of every month (Sept-May), these are open to the public. Designed for families with kids ages 2-8YRO to enjoy together, they feature seasonal themes and popular characters (i.e.

	<i>Daniel Tiger’s Neighborhood, Lyla in the Loop, etc.</i> ). Workshops featured mini media moments such as short video clips.
<b>March 6, 2025 – March 22, 2025</b>	<b>Media Mentors</b> - Designed to help parents and caregivers navigate the rapidly evolving digital landscape, this workshop offered an introduction to media mentorship, the concept of “co-viewing,” developmentally-appropriate guidelines for screen time, as well as tools and resources for adults to evaluate and select meaningful media for their children.