PBS SoCal KOCE is the home to PBS for Greater Los Angeles and Southern California. Our mission is to foster a love of learning, culture and community using the power of public media.

“...that should energize all of us to tackle the issues facing our foster children with renewed vigor and a strengthened commitment.” – Gene Howard, ED, Orange County Alliance for Children and Families

PBS SoCal’s local services had deep impact in the Southern California area.

Education:
PBS SoCal continued to expand its Ready To Learn initiative to support parents and teachers with educational resources and activities that address school readiness, build parent engagement skills, and support children’s learning at home.

Culture:
Community arts & culture organizations have partnered with PBS SoCal to engage the Southern California community.

Community:
In we held 37 community events, reaching 11,300 people.

PBS SoCal KOCE is a valuable part of Southern California’s advancement.

PBS SoCal delivers its mission through content and experiences that inform, inspire and entertain. These include distinctive PBS programming; person-to-person experience in the classroom and the community; diverse local cultural partnerships, and content that is for, about and by Southern Californians.

In 2016, PBS SoCal provided these vital local services:

Education:
Our educational initiatives help close educational achievement gaps from cradle to career by bringing educational tools and resources directly to children, parents and teachers – in multiple languages.

Culture:
We partnered with local producers to broadcast even more content for and about the community.

Community:
We brought our content to life through experiences we created in neighborhoods across the region in partnership with local arts, culture, community and educational organizations.
KEY INITIATIVES

Education

Ready To Learn
PBS SoCal’s Ready To Learn initiative focuses on parents, teachers and community partners to make sure Southern California’s 1.5 million children are prepared for kindergarten, reading on level by 3rd grade, and introduced to STEM concepts at an early age to prepare the next generation’s workforce. Ready To Learn promotes early learning through age-appropriate, educational and engaging content. It provides digital technologies, educational apps, high-quality content to kids in at-risk communities and trains teachers and parents on using technology to help close the achievement gap. Our Community Labs are stationed permanently at 11 non-profit organizations and two schools. Additionally, this year our Mobile Labs were dispatched to 55 community events, helping us to deliver educational experiences to nearly 19,095 parents and children throughout Southern California.

American Graduate
The American Graduate project helps to prepare middle and high school students for college and careers using digital media tools. American Graduate also keeps PBS SoCal driving dialogue, building awareness, understanding, and mobilizing the community to implement solutions to the dropout crisis. PBS SoCal does this through internships, educator training, content creation, and community convenings - all with the goal of raising the graduation rate. PBS SoCal also spotlights local educational heroes, those doing the most in this area, by producing American Graduate Champion videos which air in between PBS shows.

Together with our partners, we provided the following educational resources to Southern California communities:

- 17,807 parents and children received educational materials
- 2,148 free PBS KIDS mobile apps were given to families to learn at-home
- 291 parents were trained on S.T.E.M. curriculum and PBS KIDS resources
- 997 educators were trained on how to use high-quality PBS resources in the classroom
- 49 local community partners worked with PBS SoCal to enhance our collective impact in the community

Other community events PBS SoCal participated in this year include:

- **First Flight with the Anaheim Ducks**: PBS SoCal supported the Anaheim Ducks’ 16th Annual First Flight Field Trip event to engage K-12 students with STEM resources. This event provided fun and interactive hands-on activities that incorporate STEM ideas, allowing us to spark children’s interest and awareness to help prepare students for a 21st century workforce. We engaged about 600 students, who were enthusiastic about circuits and electricity using PBS KIDS resources.

- **The 2016 PBS KIDS Writers Contest**: Keeping literacy alive in and outside of the classroom, the Writers Contest helps children continue their learning path. PBS SoCal promoted the advancement of children’s literacy skills through this contest by encouraging students to submit original stories. The contest was open locally to K-3rd grade children, in which we received 363 entries. Winners received their awards during an awards ceremony at the PBS SoCal Studio.

- **Los Angeles Times Festival of Books**: PBS SoCal participated in the Los Angeles Times Festival of Books. The festival is an annual event that attracts over 150,000 visitors to promote and celebrate books and literacy. We leveraged this opportunity to engage families around the new PBS KIDS series and Ready To Learn transmedia property Ready Jet Go! We introduced families to Ready Jet Go! content and resources, through PBS SoCal’s Mobile Lab. Many parents expressed interest in continuing the use of the app at home to engage their children and make STEM learning more interactive.
In addition to delivering the full PBS schedule, we work with talented producers in our region to tell important stories that bring a West Coast voice to the PBS schedule.

**LAaRT**
PBS SoCal’s weekly arts series, **LAaRT**, continued to bring the best of music, arts and culture from across Southern California. In 2016 LAaRT featured many fascinating people, Norman Lear among them. In one episode we were introduced to Los Angeles CPA Walter Beran, who practiced deep civic involvement and philanthropy working tirelessly on many worthwhile causes. And we thrilled at the story of Betty Buckley, the American Theater Hall of Fame inductee who made her Broadway debut in 1969 and won a tony in 1983. We saw a profile of the Disney Imagineers, who turn creative ideas into reality. And, the first president of Imagineering, Marty Sklar, shared the roadmap to finding the creative path. LAaRT also met the director of the new Disney park stage version of the hit film Frozen, Tony nominated director Liesl Tommy. Another segment focused on the United States Veterans Artists Alliance, which looks at a creative approach to working with those who have given so much, from honoring contributions to supporting artistic endeavors. The year ended with a segment on Cuba L.A. and their spectacular performance at the LA County Holiday Celebration.

**Variety Studio: Actors on Actors**
PBS SoCal and Variety partnered again to present a series of one-hour specials that took viewers inside the biggest Hollywood films and TV series of the year, through candid conversations with today’s most acclaimed actors. Hosted by Variety’s Co-Editor-in-Chief, Andrew Wallenstein, each episode brought together actors engaging in intimate one-on-one discussions about their craft and work.

The summer Emmy season shows featured:
- Lady Gaga (American Horror Story) with Jamie Lee Curtis (Scream Queens)
- Courtney B. Vance (American Crime Story) with Tracee Ellis Ross (Black-ish)
- Jennifer Lopez (Shades of Blue) with Felicity Huffman (American Crime)
- Aaron Paul (The Path) with Tom Hiddleston (The Night Manager)
- Emilia Clarke (Game of Thrones) with Jay Duplass (Transparent)
- Rob Lowe (The Grinder) with John Travolta (American Crime Story)
- Sarah Paulson (American Crime Story) with Bobby Cannavale (Vinyl)
- Kerry Washington (Confirmation) with Aziz Ansari (Master of None)
- Rami Malek (Mr. Robot) with Kirsten Dunst (Fargo)
- Patrick Stewart (Blunt Talk) with Thomas Middleditch (Silicon Valley)

The winter Oscar season shows featured:
- Viola Davis (Fences) and Tom Hanks (Sully)
- Emma Stone (La La Land) and Molly Shannon (Other People)
- Nicole Kidman (Lion) and Casey Affleck (Manchester by the Sea)
- Matthew McConaughey (Gold) and Jeff Bridges (Hell or High Water)
- Natalie Portman (Jackie) and Michelle Williams (Manchester by the Sea)
- Amy Adams (Arrival, Nocturnal Animals) and Andrew Garfield (Silence, Hacksaw Ridge)
- Taraji P. Henson (Hidden Figures) with Ryan Reynolds (Deadpool)
- Annette Bening (20th Century Women) with Naomie Harris (Moonlight)
- Michael Shannon (Nocturnal Animals) with Adam Driver (Paterson)
- Dev Patel (Lion) with Octavia Spencer (Hidden Figures)
- Mahershala Ali (Moonlight) with Greta Gerwig (20th Century Women)
- Colin Farrell (The Lobster) with Hugh Grant (Florence Foster Jenkins)
- Hailee Steinfeld (Edge of Seventeen) with Sally Field (Hello My Name is Doris)
56th Annual L.A. County Holiday Celebration
PBS SoCal and the Los Angeles County Arts Commission partnered once again to televise the Emmy® Award-winning holiday tradition on December 24. Each year since 1959, the Los Angeles County Arts Commission has produced the free Holiday Celebration on behalf of the Los Angeles County Board of Supervisors. More than 20 bands, choirs and dance companies from the many neighborhoods and cultures of the region celebrated the season. Groups included Gay Men’s Chorus of Los Angeles with traditional holiday repertoire; Grandeza Mexicana Folk Ballet Company, folklorico dance from the region of Tabasco, Mexico; Greater Los Angeles Cathedral Choir, a 35-member ensemble performing gospel renditions of holiday songs; JazzAntiqua Dance & Music Ensemble, jazz dance inspired by African-American spirituals; Kayamanan Ng Lahi Philippine Folk Arts, a 16-member Filipino dance company; Kim Eung Hwa Dance Company, a nine-member Korean dance company Las Colibrí; MUSYCA Children’s Choir, singers built on respect, love for music and artistic excellence; Pasadena Christian School Children’s Choir, a 50-member children’s chorus; and more.

Studio SoCal

SoCal Transportation
Transportation reporter Pat Haslam’s weekly reports take viewers on a fascinating journey on how we get around Southern California. Here are some segments from the past year which aired around PBS NewsHour Weekend:

• “Oil Prices” - California drivers paid 10% more at the pump this year.
• “I-5 Freeway at Carmenita” - The I-5 freeway construction between the 91 and 605 shifts into high gear.
• “91 Freeway Construction Closure”- The widening of the 91 in Corona is designed to take the pressure off of city streets.
• “LAX Upgrades” - Los Angeles International Airport may get busier once the upgrades to terminals has finally completed in 2019. This report looks at the changes air passengers may expect to see in the coming years.
• “California Auto Theft” - An increase in auto theft may be due in part to AB109, a California Assembly bill intended to reduce the prison population by moving not serious offenders to county jails.

Bonnie Boswell Reports
Featured in PBS NewsHour Weekend, veteran journalist Bonnie Boswell explores greater Los Angeles in this weekly series of community reports. Bonnie’s stories reveal L.A. to be a place of culture, community and contrasts. Some of her featured reports included:

• “LGBT Teens Suicide Prevention” - The Los Angeles LGBT Center reports that LGBTQ teens are twice as likely as others to attempt suicide.
• “Lead in LA – A Hidden Health Crisis” - The problem of toxic drinking water in Flint, Michigan has captured the nation’s attention. But here in LA, children are also being exposed to high levels of lead in their own homes.
• “Race in America Today - James Lawson” - Bonnie meets with the man Martin Luther King called “the leading nonviolent theorist in the world”, James M Lawson Jr, to discuss racism and violence in America today.
• “LA’s Historic Resources” - How does the historic architecture of LA contribute to the city’s cultural legacy? We begin a walking tour of LA to rediscover the cultural sites and heritage that define the city’s character.
• “Preserving LA Neighborhoods” Bonnie examines Recode LA, a program to help preserve traditional architecture across Los Angeles.
National Programs
As the flagship PBS station in Southern California, PBS SoCal also worked with independent filmmakers to develop and broadcast high-quality programs. PBS SoCal was proud to have distributed a number of these completed programs and series to PBS stations nationally, including:

American Re:Dream
This series addressed the definition of success and the American Dream in the 21st century. Launching with a full interactive website, the series featured 40 micro-documentary portraits of average Americans from five different cities, including greater Los Angeles and Southern California, and how they define and prepare for success. “Re:Dream” shared everyday people’s hopes and struggles, and revealed their opportunities and how issues of identity (race, gender, geography, sexuality) impact their ability to grasp those opportunities. Its mission is to build conversation about how success and opportunity are defined in today’s America.

Zoltan Maga: From Budapest with Love
This special featured beautiful music and dance with Hungary's foremost violin virtuoso and special guests.

Bill W.: The Creative Force Behind Alcoholics Anonymous
This documentary tells the story of William G. Wilson, co-founder of Alcoholics Anonymous and one of Time Magazine's "100 persons of the 20th Century". Interviews, recreations, and rare archival material reveal how Bill Wilson, a hopeless drunk near death from his alcoholism, found a way out of his own addiction and then forged a path for countless others to follow. With Bill as its driving force, A.A. grew from a handful of men to a worldwide fellowship of over 2 million men and women - a success that made him an icon within A.A., but also an alcoholic unable to be a member of the very society he had created. The film features music by Yo-Yo Ma.

Korla
Korla is the amazing story of John Roland Redd, an African American from Columbia, Missouri who migrated to Hollywood in 1939 and reinvented himself as a musician from India. As one of early television’s pioneering musical artists, Korla Pandit's life was one of talent, determination, ingenuity and racial passing, a story not fully realized until after his death in 1998.

Henry T. Segerstrom: Imagining the Future
This film shares the personal journey and broad impact of a man raised on a Southern California farm who played a part in discovering, celebrating and supporting some of the world's great artists. Along with his arts patronage Henry proved to be quite savvy, understanding the unique partnerships that could be created between cultural amenities and urban development.

Building Below Zero: The Net Zero Plus Transformation
Actor and environmentalist Ted Danson narrates the examination of the Net Zero Plus Transformation: buildings that produce and store more energy than they consume, lowering greenhouse gas emissions and potentially impacting global climate change.

Climbing Home
Eleven veterans returning from Iraq and Afghanistan join an expedition to climb the 20,000 foot Himalayan giant Mount Lobuche. With blind adventurer Erik Weihenmayer and a team of Everest summiteers as their guides, they set out on an emotional and gripping climb to reach the top in an attempt to heal the emotional and physical wounds of the longest war in U.S. history.

USS Iowa: Honoring the American Spirit
New naval strategies left the battleship USS Iowa headed for destruction. This story is about the volunteers and Veterans who rescued this great American warship. Following the long refurbishment process in Richmond, CA, the USS Iowa the found a new home in the Port of Los Angeles.
Community

Our content is developed specifically to build knowledge, critical thinking, imagination and curiosity, and we bring it to life through experiences we create in neighborhoods across the region in partnership with local arts, culture, community and educational organizations.

Community Councils

Our community councils consist of community leaders from business, civic, arts and educational institutions, and nonprofit organizations that represent diverse communities within Southern California. These remarkable individuals have volunteered their time, insights and efforts to support our mission. Below are just a few of the initiatives the Councils contributed to in 2016:

- **The African American Community Council**: The councils were instrumental in helping gather 400 guests for a preview screening of Ken Burns’ documentary on Jackie Robinson. The event featured select clips from the film and a discussion with Ken Burns and Rachel Robinson, moderated by Todd Boyd, Chair for Study of Race and Popular Culture at USC’s School of Cinematic Arts. The council also helped guide our station’s efforts around Dr. Henry Louis Gates’ documentary, *Black America Since MLK: And Still I Rise*, in which 180 middle and high school students from 5 schools across Greater Los Angeles assembled at Loyola Marymount University to see clips from the film. They then engaged in a compelling conversation about the Black experience in modern-day America, led by a panel of LMU representatives. From questions about the history of racism, about overcoming stereotypes and systemic inequalities, and the Black Lives Matter movement, the students and panel tackled tough topics in a college-style format.

- **The Asian Pacific Islander (API) Community Council**: The API council was instrumental in facilitating vital community partnerships within our region. In early 2016, a partnership developed through the API council with the Pasadena Playhouse - which went on to serve as our venue for a one-of-a-kind Re:Dream event, utilizing several of the theater’s historic spaces. Facilitated by a council member, the group held its second quarter meeting at the historic Pico House and took a tour of the Chinese American Museum. Throughout the year, the council also contributed to early plans for outreach that will occur in coming years, including the highly anticipated Vietnam War project from Ken Burns and the Asian Americans project headed up by filmmaker Renee Tajima-Pena.

- **The Latino Community Council**: Throughout 2016, Latino Community Council members participated in and supported many PBS SoCal projects. In early 2016, members participated in Re:Dream, a multimedia project aimed at starting conversations about the ever-changing “American dream,” and took the content and resources back to their own organizations. In the summer, other council-affiliated organizations participated in a career and internship fair at our documentary screening events *All the Difference* and *TED Talks: Education Revolution*. The council rounded out its support in 2016 by helping to promote the film *Willie Velasquez: Your Vote is Your Voice*.

Community Events:

**Re:Dream Professional Development Training**

PBS SoCal hosted *Re: Dream in Motion*, a “train-the-trainer” field trip in support of the new web series *Re:Dream*. Twenty community leaders involved in programming for local nonprofits joined PBS SoCal to explore the changing American Dream through the lenses of education, entrepreneurship and place-making. The day’s experience was designed to equip participants with the tools and resources needed to facilitate subsequent screening/conversation events in their communities. At the end of the event, all participants received a community screening toolkit with video content and other resources.

**10 Homes That Changed America**

85 guests joined PBS SoCal and the USC School of Architecture for a screening of *10 Homes That Changed America*, a tour of 10 architectural treasures, including the Gamble House in Pasadena, a gothic castle in New York, Frank Lloyd Wright’s Fallingwater, the home of Charles and Ray Eames, and an early public housing project. The screening was followed by a compelling panel discussion featuring the show’s host Geoffrey Baer, producer Dan Protes, Ted Bosley, Director of The Gamble House and Daniel Ostroff, author of *An Eames Anthology and Eames + Valastro*. 
Ted Talks: Science and Wonder
PBS SoCal hosted an online screening and video panel discussion focused on clips and STEM-related educator resources from *Ted Talks: Science and Wonder* and PBS KIDS’ *Ready Jet Go!* and *SciGirls*. The discussion featured Amy Mainzer, Jet Propulsion Laboratory astrophysicist, science curriculum consultant, and interstitial host for *Ready Jet Go!*; Rita Karl, Managing Director of STEM Media & Education and Executive Producer for *SciGirls*; and moderated by Desiree Gutierrez of Impact Media Partners LLC.

TED Talks: War and Peace
Approximately 100 people attended the screening of *TED Talks: War and Peace*. It took place as a free extension of a simultaneous TEDxUCLA event. The episode screening was preceded by a performance by Warrior Chorus Los Angeles and a brief talk by local veteran Chase Millsap, who spoke about his work on The Ronin Project, which seeks to support wartime allies from Iraq and Afghanistan. The screening was followed by a “Human Library” space, where visitors could speak one-on-one with veterans and others affected by war who had agreed to participate as “open books” for the day. This conversation space also included several local veteran-serving organizations that shared information and resources with visitors, as well as refreshments.

All the Difference
Partnering with City Year, PBS SoCal held an advance screening of Wes Moore’s *All the Difference* at Ebony Repertory Theatre in Los Angeles. The evening opened with a resource fair of local organizations that provide direct services to local students in high school and college, helping students deal with financial aid, mentorship, and the transition out of college. The event also featured a discussion with Wes Moore, Joy Thomas Moore, Robert Henderson, Krishaun Branch, and moderated by City Year Los Angeles’ Mary Jane Stevenson. Also included was a special performance by Chicago’s Grammy - and Oscar-winning hip-hop artist and songwriter Che “Rhymefest” Smith, a founder of the nonprofit arts program for youth Donda’s House.

TED Talks: Education Revolution
275 guests joined PBS SoCal for a TEDx-inspired event at the Eli and Edythe Broad Stage in Santa Monica. The evening was hosted by Freedom Writers Foundation founder, Erin Gruwell, and featured local speakers including UCSB professor, Victor Rios; local educator, Carol Anne McGuire; and from artworxLA, an alumnus and the organization’s executive director Alfredo Alvarez and Cynthia Campoy Brophy. The program also showcased clips and short films from *TED Talks: Education Revolution* and a performance by science teacher rock band, The Amoeba People. The evening also featured a resource village with 10 local organizations, where guests had the opportunity to learn more about initiatives addressed by the night’s speakers and other education work happening in our Southern California community.

PBS Arts Fall Festival Launch ft. Hamilton’s America
200 guests gathered at the Japanese American National Museum for an electric, sold-out evening celebrating the arts in Southern California, featuring a sneak peek of *Hamilton’s America*. The evening’s program included an uproarious “Shakespeare Unscripted” performance from the esteemed Impro Theatre, a passionate audience sing-along led by Hamiltunes LA, photo opportunities and an Alvin Ailey ticket giveaway.

Willie Velasquez: Your Vote is Your Voice
PBS SoCal engaged the Southern California region with *Willie Velasquez: Your Vote is Your Vote* by hosting a screening for stakeholders and community leaders in the Latino community. The event was designed to equip participants with the tools and resources needed to facilitate subsequent screening/conversation events in their communities. Attendees viewed the full film, then heard from and interacted with a panel of local experts that included Antonio Gonzalez, President of the Willie C. Velasquez Institute; Sandra Perez, National Director of Civic Engagement for NALEO Educational Fund; and Jeff Klein of the LA County Registrar-Recorder’s office. Guests were also offered the opportunity to take away a toolkit of resources enabling them to hold their own community screenings of the film.
PBS SoCal Summer Learning Day
PBS SoCal partnered with LA Plaza de Cultura y Artes and several Ready To Learn community partners to host PBS SoCal’s Summer Learning Day. This annual event is designed to build awareness for the need of high-quality educational resources to reduce the summer learning slump in low-income communities. Community partners hosted booths with STEAM-based, hands-on activities to get children thinking like engineers and scientists! The event also included children’s authors, a meet & greet with Curious George and Jet, from Ready Jet Go! and the PBS SoCal Mobile Lab. The event was an all-encompassing learning experience for the 1,500 guests present.

To Foster Change
PBS SoCal launched a new initiative which exists to educate the general public with the goal of inspiring more civic participation and volunteerism to improve the life outcomes of foster youth. PBS SoCal held its first summit with 64 stakeholders, representing 100 organizations and agencies, to engage in an interactive conversation about the current state of the foster youth community and to create an ongoing process for community input and collaboration over the span of the initiative. PBS SoCal also produced and aired three thirty-second broadcast PSAs highlighting former foster youth and a foster-to-adopt family in 2016.

Student Media
The California Student Media Festival honored the most creative student-created media projects selected from over 300 submissions. Winning projects from California students in kindergarten through 12th grade were honored at the Colburn School in June. Nearly 500 students attended the celebration ceremonies, which included announcements of the grand prize winners, clips from winning pieces, and acceptance speeches from budding filmmakers.
PBS SoCal’s Ready To Learn Initiative

Reach in the Community:
PBS SoCal solidified the Ready To Learn initiative program in the underserved communities of Orange County and Los Angeles. PBS SoCal leveraged high-quality and trusted early learning assets to successfully support our community partners with content, resources and information on literacy and S.T.E.M.

Partnerships:
Formalizing our Ready To Learn initiative with partners yielded successful results and ensured the expansion of our program with other communities. PBS SoCal has the following 9 formal Ready To Learn partners, each with a Community Lab, equipped with 10 iPads:

- Stephen C. Foster School in Compton Unified School District
- Carson Street School in LAUSD
- Families in Schools
- Project Access
- THINK Together
- Boys & Girls Club of Tustin
- CARECEN
- KidWorks
- PACE Preschools
- Santa Ana Library
- Children’s Institute Inc.

Impact and Community Feedback:
One of our most successful outreach components has been our bilingual parent workshops and educator professional development. In 2016, we trained over 1,200 parents and educators on how to implement quality PBS educational resources into their existing learning environments. Additionally, PBS SoCal introduced 130 students to S.T.E.M. careers in television with studio tours and workshops.

We are grateful to the community leaders and partners who share our vision for Southern California as a connected community.

Roughly 90% of PBS SoCal’s outreach was conducted with organizations and Title I schools that serve low-income communities such as Boyle Heights, Santa Ana, and Compton.
“Thank you for such a wonderful experience at the PBS Initiative to Foster Change. I was not sure what to expect, but the day was inspiring, educational, meaningful and impressive. Thank you for the time you are taking to understand this demographic, the struggles, the concerns, the strengths and the needs and to thoughtfully incorporate the insight from professionals and volunteers in this industry into your process. It was refreshing and I am excited to see more of the final results of this project.” – Regan Phillips, Chief Programs Officer, CASA Los Angeles

Central to our mission is highlighting important stories that build understanding of critical issues and spark dialogue and progress.

PBS SoCal is much more than a mere television station.

Public media makes meaningful impact in communities, promoting a love of learning and community engagement, and helping improve the prospects for a fulfilling life in a strong, inclusive, informed society for our next generations.