

## YOUR HOME FOR PBS IN SOUTHERN CALIFORNIA



PBS SoCal is the flagship PBS station for more than 18 million<sup>1</sup> people across six diverse Southern California counties, and is the 3rd most-watched PBS station in the country with an average of 2.3 million<sup>2</sup> viewers each month. We deliver our mission through content and experiences that inspire, inform and entertain – over the air, online, in the community and in the classroom. Our content is accessible free through four broadcast channels, and is available for streaming at pbsocal.org, on PBS mobile apps, and via connected TV services. Through PBS SoCal LIVE we create in-person experiences that provide access to arts and culture, as well as promote civic discourse. And we support the success of our youngest Southern Californians with essential early childhood education content and services.



### OUR VISION

A Southern California community inspired to learn more, do more and be more.

### OUR MISSION

Foster a love of learning, culture and community using the power of public media.

### MEMBER COMMITMENT

A local, member-supported non-profit organization, PBS SoCal has strong community support – most of our funding comes from individuals and local foundations who believe in our mission. Our more than 100,000 members each contribute an average of \$115.00 to PBS SoCal each year. Since becoming the region's flagship PBS station in 2011, PBS SoCal's membership has increased by 275 percent.

### CONTENT THAT INSPIRES, INFORMS AND ENTERTAINS

PBS SoCal is Southern California's home for the full schedule of PBS programs – airing more than 20,000 hours annually of beloved dramas, intriguing science programs, independent documentaries, and trusted news and public affairs programs.



We produce and present high-quality content, often in partnership with talented local producers. We air more than 600 hours annually of this locally produced content; much of which is distributed to PBS stations nationally. Since 2011, our outstanding local content has received 12 Telly Awards, seven Primetime Emmy Awards, two Golden Mike Awards, and one Cine Golden Eagle Award.



Variety Studio:  
Actors on Actors

58th Annual L.A. County  
Holiday Celebration

Henry T. Segerstrom:  
Imagining the Future

China's Challenges:  
Transforming China's  
Economy and Society

Take Me  
Home Huey

1. U.S. Census Bureau, Source: Vintage 2016 Population Estimates

2. Nielsen Local TV [NLTV], Reach & Frequency reports for January -December 2017, M-Su 3a-3a, Live+7, P2+



*Tell Them We Are Rising: The Story of Historically Black Colleges and Universities*  
Screening and Panel Discussion

## COMMUNITY ENGAGEMENT

PBS SoCal is proud to serve our Southern California community. Through PBS SoCal LIVE and in partnership with local arts, culture, community and educational organizations, we engage the community to explore the world and participate in civic discussion about important societal topics. In 2017, we held 100 person-to-person community events that reached more than 160,000 people.

## SOCIAL IMPACT

As community conveners and expert storytellers, public media have the power to make a real social impact. We can bring light to – and promote action to solve – critical issues faced by the local communities we serve. PBS SoCal accomplishes this through its social impact initiatives.



Be My Neighbor Day Community Event



Early Learning Workshop

### *Early Learning*

Because more than 40 percent of Southern California kids don't attend preschool,<sup>3</sup> PBS SoCal works with schools and non-profit groups in high-need neighborhoods to strengthen critical education outreach and provide access to learning resources. Working with community organizations, we provide parent engagement workshops, family events, and educator trainings. In 2017, PBS SoCal worked with 50 community partners to enhance our collective impact in the community, and provide the following educational resources:

- Early learning materials were distributed to more than 13,700 parents and children at engagement workshops
- PBS KIDS mobile apps were provided free to 900 families for at-home learning
- S.T.E.M. curriculum training was given to more than 1,000 parents through our Parent Academy
- Nearly 1,000 educators were trained on how to use PBS resources in the classroom



*To Foster Change*  
Youth Video Production Training

### *To Foster Change*

Los Angeles supports one of the larger foster youth populations in the country. Our *To Foster Change* initiative seeks to inspire change in their realities and life outcomes through community discourse, powerful storytelling and workforce development for transition-age youth. In its second year, *To Foster Change* produced stories sharing the experiences of local foster youth and the parents and community organizations that support them.

- 24 original 30-second videos broadcast to PBS SoCal audiences 6,250 times
- 280 digital stories shared at [tofosterchange.org](http://tofosterchange.org), at [pbsocal.org](http://pbsocal.org) and on social media
- 25 former foster youth received film and production training to help them transition into the workforce

3. Children ages 3-5 Not Enrolled in Preschool or Kindergarten (Regions of 65,000 Residents or More), Kidsdata.org, A Program of Lucile Packard Foundation for Children's Health (2018).