CONNECTING WITH COMMUNITY

2017 Annual Report
We draw inspiration for our work from the people of our community, whose diversity, creativity and passion for the arts make Southern California a very special place. As we marked our 45th anniversary, we felt it fitting to celebrate the artists that inspire our community. One of those artists, Jacori “Aiseborn” Perry, custom-painted this mural, which signifies our connectedness to Southern California. Learn more about Aise at aiseborn.com.
CELEBRATING SERVICE, STRENGTH AND SUCCESS

Forty-five years ago, from the campus of Coast Community College in Huntington Beach, KOCE aired an episode of The Electric Company, followed by an episode of Sesame Street. That was KOCE’s first broadcast, and our introduction to the people of Orange County as their destination for educational television.

KOCE was an early player in public media, emerging just five years after President Lyndon B. Johnson signed the Public Broadcasting Act of 1967 that established the Corporation for Public Broadcasting, and just three years after the founding of PBS. In the true spirit of public media, KOCE – now PBS SoCal – has been dedicated to connecting the community with non-commercial content that inspires, educates and entertains.

2017 was a year of celebration at PBS SoCal. We marked our 45th anniversary milestone as a celebration of our strength and service to the community. We celebrated the fact that, all these years later, we continue to innovate, evolve and grow our services so we can advance our essential mission. We acknowledged the progress we made toward the five priorities outlined in our Community Impact Plan. And we celebrated another consecutive banner year that made PBS SoCal stronger – both organizationally and financially – than it ever has been. PBS SoCal is poised to significantly grow our service, and our connection with the community, in the years to come.

Thank you for your continued commitment to PBS SoCal, and to our work in the community we share.

James McCluney, Chairman
Andrew Russell, President and CEO
OUR VISION
A Southern California community inspired to learn more, do more and be more.

OUR MISSION
To Foster a love of learning, culture and community using the power of public media.
In 2016, the PBS SoCal Board of Trustees adopted a Community Impact plan to outline our five strategic priorities as we expand our role in service to Southern California and the nation. The following five priorities guide our work through 2020:

**CREATE**
and present high-quality content that educates, inspires and engages

**GROW**
our capacity for engagement so we can directly touch more lives in more ways

**CULTIVATE**
long term partnerships with community organizations to amplify our impact – and theirs

**BUILD**
our technical capabilities so we can innovate and deliver content and experiences to all – anytime, anywhere

**INVEST**
in building a stronger organization that can be even more effective in achieving our mission

IN 2017, WE MADE GREAT PROGRESS ON THOSE PRIORITIES. READ ON.
FRONTLINE
This award-winning investigative journalism series has helped breathe new life into cold terrorism cases, freed innocent people from jail, prompted U.N. resolutions, and spurred both policy and social change. In 2017, FRONTLINE explored everything from the people and issues dominating global politics, to the ongoing war against ISIS, the nature of foreign leaders Kim Jong-Un and Vladimir Putin, and the national threat of Alzheimer’s disease.

MASTERPIECE
The acclaimed historical British drama anthology continued to capture audiences with the first season of Victoria – the story of this popular queen; Dark Angel – the depiction of Britain’s first female serial killer, Mary Ann Cotton; and King Charles III – the hit Broadway show adapted for television – as well as new seasons of fan favorites The Durrells in Corfu and Poldark.

PBS SOCAL PRODUCTIONS
We presented several films including: Take Me Home Huey, about a Vietnam-era Huey helicopter transformed into a healing piece of art; The Gamble House, about the stunning Arts and Crafts home in Pasadena; Celtic Journeys, a musical celebration of Ireland; and Montage: Great Film Composers and the Piano, in which celebrated pianist Gloria Cheng challenged the world’s greatest film composers to write original pieces for solo piano.
THE VIETNAM WAR
Ken Burns and Lynn Novick’s ten-part, 18-hour documentary series tells the story of one of the most consequential, divisive and controversial events in American history. The immersive series explores the human dimensions of the war through revelatory testimony of nearly 80 witnesses from all sides—Americans who fought in the war and others who opposed it, as well as combatants and civilians from North and South Vietnam.

NOVA
The acclaimed science series explored the long-term effects of astronaut Scott Kelly’s adventurous year in space; the work to contain lingering radioactivity released during the Chernobyl nuclear disaster; how the water disaster in Flint brought light to the vulnerabilities of U.S. water systems; and the story of a team of aircraft engineers who constructed a replica of Charles Lindbergh’s Spirit of St. Louis.

AMERICAN MASTERS
The award-winning arts and culture documentary series explored the creative lives of some of America’s most enduring artistic and cultural giants including filmmaker Richard Linklater; chef Jacques Pépin; author, journalist and foodie James Beard; the ill-famed author Edgar Allan Poe; entertainer Bob Hope; Tyrus Wong, the Chinese-American painter behind Bambi; and renowned author Dr. Maya Angelou.

GREAT PERFORMANCES
Television’s longest-running performing-arts anthology brought viewers such amazing performances as The New Year’s Celebration 2017 featuring the Vienna Philharmonic under the baton of Gustavo Dudamel; the New York City Ballet in Paris; Hamilton’s America, which followed Lin-Manuel Miranda as he created the Broadway blockbuster Hamilton; and a special series of concerts from artists including Foo Fighters, Alicia Keys and Brad Paisley.

24/7 PBS SOCAL KIDS CHANNEL
Launched to reach more children with educational PBS KIDS content however and whenever they want to access it, the new PBS SoCal KIDS broadcast and streaming channel is dedicated exclusively to providing educational content proven to teach kids literacy, STEM and social-emotional skills.
PBS SoCal bridges educational gaps for the youngest and most vulnerable among us by connecting learning opportunities for children, parents and teachers to low-income communities across the region. In each community that qualifies, we launch a cohesive, wraparound service that includes parent workshops, professional development for teachers, and neighborhood educational events for families.

Using a transmedia approach - where children learn by watching, playing, investigating and sharing – we equip teachers and parents with the tools and know-how to accelerate learning. The PBS SoCal Early Learning service includes free access to educational PBS KIDS programs, each of which is based on a curriculum to teach important math, science and social-emotional skills, plus related learning resources and technology tools to help children to learn – and adults to teach.

PARENT ACADEMY
Children learn better when they receive support for their learning at home. The PBS SoCal Parent Academy was launched in 2015 to help teach parents to use educational technology that helps their children. Parents say these sessions have brought them closer to their children and allowed them to learn from each other.

Over the previous three years, 3,200 parents participated in 150 Parent Academies. Tapping the passion of our community partners and parents, PBS SoCal in 2017 launched a program in which six Parent Partners were trained to conduct Parent Academy sessions, allowing us to connect with 150 more parents that year. As the program continues to expand, we will be able to reach thousands more parents in many new communities.

TEACHER PROFESSIONAL DEVELOPMENT
With the goal of improving early childhood education in low-income communities, our professional development workshops help teachers integrate educational PBS KIDS content in the classroom, and introduce techniques and technologies that make learning more fun and exciting for the children. These resources align with national Head Start framing, and will help prepare children to meet Common Core standards when they reach kindergarten. The workshops often provide teachers professional development opportunities that might not otherwise be available.
LEARNING ALL DAY – EVERY DAY
Rounding out our wraparound approach, PBS SoCal works with community partners to offer children fun learning opportunities in their communities. Odd Squad Camps, offered in partnership with the Youth Policy Institute, teach young learners critical math skills. Ruff Ruffman Camps, held in partnership with South Bay center for Counseling – Thrive LA, help kids learn science through fun instruction and everyday language. And each year, we host the PBS SoCal Summer Learning Day, a fun family event where children and their parents discover new ways to keep learning all summer long.

TO FOSTER CHANGE
Southern California has one of the largest foster youth communities in the country. The To Foster Change initiative aims to inspire change in the realities and life outcomes for these youth through community discourse and powerful storytelling.

SHORT-FORM CONTENT
PBS SoCal produced and curated hundreds of stories sharing the experiences of local foster youth and the parents and community organizations that support them, and distributed them across broadcast, web and social media platforms. Among them are 24 original 30-second video stories in which actor and former foster youth Ice-T encourages viewers to become involved, asking “Why Not You”? This multimedia content was broadcast to PBS SoCal audiences more than 6,000 times and shared broadly on digital and social media platforms, helping to create understanding and awareness – and spark dialogue about possible solutions to systemic challenges.

_COMMUNITY CONVENINGS
Creating an environment of collaboration and ideation, the initiative convenes people working in and around the foster-care system to share their experiences, challenges and ideas. And in a special convening of former foster youth, we heard stories of struggle, desperation and inspiration. These exchanges of insights and ideas are a first step toward better outcomes.

WORKFORCE DEVELOPMENT
One significant challenge faced by foster youth is transitioning into lives on their own, while often lacking the skills they need to succeed in work and life. To Foster Change addressed this issue with workforce development opportunities including a creative storytelling boot camp for former foster youth. Equipped with cameras, they also received five weeks of film and production training that helped them create personal diaries in which they shared their inspirational stories with the world. The skills they acquired will be helpful in a region where one in seven careers are in creative industries.
PREVIEW AND CONVERSATION
Leading up to the premiere of The Vietnam War, PBS SoCal, in partnership with the LA Times Ideas Exchange, hosted a screening and conversation with the filmmakers – as well as retired U.S. Air Force General Merrill McPeak, author and anti-war activist Bill Zimmerman and author Duong Van Mai Elliott, who were all featured in the film. They shared their distinctive perspectives about the war and its effect on our society.

LISTEN LIVE: STORIES OF THE VIETNAM WAR
At the Assistance League Playhouse in Hollywood, guests heard the emotional personal stories of five local individuals who lived through the Vietnam War era: a Veteran-turned-actor/musician, a South Vietnamese journalist/Air Force Information Officer, a Navy nurse, a draft resister/anti-war activist, and a refugee who left her home in Vietnam with her family when she was two years old.

BEYOND THE GROOVE: THE MUSIC OF THE VIETNAM WAR
At the GRAMMY Museum, we explored the music of the Vietnam War era through a conversation with GRAMMY Museum Executive Director Bob Santelli, journalist and former Vietnam War-era CIA analyst Frank Snepp, and William “Mickey” Stevenson, Motown’s first A&R man.
INDIE LENS POP-UP SERIES

Television’s largest showcase of independent documentary film, Independent Lens, presents films that thrust viewers into conversations central to current American life, providing audiences with information they can trust, and human stories that help them make sense of local, national and international events. PBS SoCal LIVE partnered with Independent Lens and local NPR station KPCC to bring vital films to the community, and to stimulate local conversations about important national topics, at a time our society needs them most.

THE BAD KIDS
In this coming-of-age story about the crippling effects of poverty on so-called “bad kids,” extraordinary educators make their case that love, empathy and life skills – more than academics – give at-risk students command of their futures. Three young adults who attended local alternative schools shared their perspectives in a panel discussion moderated by KPCC education reporter Adolfo Guzman-Lopez.

NATIONAL BIRD
The controversial U.S. drone war is the backdrop, and veterans, survivors and whistleblowers are the protagonists, in this film that explores the casualties of the war and the psychological wounds of its veterans. In a thoughtful post-screening conversation, local social workers, former intelligence officers and veteran services professionals candidly discussed the morality of war and the challenges faced by veterans re-entering civilian life.

REAL BOY
This moving story follows the parallel journeys of trans teen Bennett and his mother Suzy as he navigates his changing gender identity, and as she seeks the ability to understand and accept it. They joined filmmaker Shaleece Haas, the Los Angeles LGBT Center’s Drian Juarez and KPCC producer Leo Duran for a poignant and sometimes humorous conversation about the joys, heartbreak and systemic issues faced by transitioning youth.

BILL NYE: SCIENCE GUY
PBS SoCal and the Planetary Society hosted a screening and panel discussion with the filmmakers of this acclaimed film and Bill Nye himself. With intimate and exclusive access — as well as plenty of wonder and whimsy — this behind-the-scenes portrait of Nye follows him as he takes off his Science Guy lab coat and takes on those who deny climate change, evolution, and a science-based worldview.
Across Southern California, thousands of community organizations work daily to improve the lives of the people who live here. Each is committed to its mission – such as reducing poverty and homelessness, inspiring people through the arts, or ensuring the availability of education opportunities young people need to succeed in school and life. Each is also committed to the idea that, working together, we can make Southern California even more remarkable than it already is. By working with and through our partners, we increase our impact – and that of our partners – on people’s lives. Here are some examples of that partnership impact.

I, TOO, AM AMERICA

To give Southern California youth an opportunity to share their perspectives on issues that matter to them, the LA Times High School Insider and PBS SoCal’s Student Reporting Labs partnered with Mendez High School and artworxLA to create “I, Too, Am America” – a body of student-created content around election issues. Building from the iconic Langston Hughes poem “I, Too,” student writers and artists from across the city collaborated to explore their place in the evolving American landscape. Students wrote, painted, designed and filmed their ideas, which were shared with hundreds of guests at an evening event at WeWork Fine Arts and on pbssocal.org.

READY TO LEARN

PBS SoCal’s five-year partnership with the Pacific Asian Consortium in Employment (PACE) preschools works to support teachers, parents and preschoolers around STEM and technology. In 2017, PBS SoCal provided in-depth professional development to the PACE preschool site director and the preschool staff of their 145 locations across the region. We also hosted three five-week Parent Academies, where more than 50 parents were connected to STEM learning at home. And we supported PACE’s 100 Days of Schools event series, and keynoted their Parent Symposium.
Increasingly during its 45-year history, PBS SoCal strives to stay current with emerging technology and ways to reach new audiences, even as the preferences of those audiences shift. Key to our service commitment is ensuring that our content is easily available to all – for free. That’s why we continue to embrace and enhance technology to reach the people we serve. These are just some of the ways we have advanced in this area.

PBS SoCal | Passport

With the launch of our new website in 2016 came the introduction of PBS SoCal Passport – a deep library of PBS content available for streaming to our members. This significant service now has more than 30,000 people activated, and more than 100,000 videos are streamed each month.

SOCIAL MEDIA STREAMING

Social media also provide more ways to reach our audiences wherever they choose to engage with us, allowing us to expand access to our important community services.

THE VIETNAM WAR
Given the strong interest in Ken Burns’ The Vietnam War documentary, we livestreamed our compelling panel conversation with Ken Burns, Lynn Novick and Vietnam War veterans and survivors.

REAL BOY
As a part of our Indie Lens Pop-Up series, PBS SoCal livestreamed a conversation about the physical, emotional and systemic challenges faced by transgender youth, surrounding the documentary film The Real Boy.

THE L.A. COUNTY HOLIDAY CELEBRATION
The annual holiday event brought Southern California performing arts to the community simultaneously in-person, over the air, at pbssocal.org and via Facebook Live.
INVEST IN BUILDING A STRONGER ORGANIZATION THAT CAN BE EVEN MORE EFFECTIVE IN ACHIEVING OUR MISSION

Since our founding as KOCE in 1972, PBS SoCal has remained committed to providing the best in educational television – programming that inspires, educates and informs. PBS SoCal has evolved alongside Southern California, responding to the growing and rapidly shifting needs of our community, while strengthening our commitment to providing relevant content however and when people choose to find it.

Our ability to advance our mission in our community depends on the strength and efficacy of our organization, so we have invested energy and resources in building a strong and motivated staff, and an experienced and dedicated executive management team. Plus, we benefit from the guidance and insight of community leaders who make up our Board of Trustees, our Community Advisory Board, and our Community Councils.

OUR TALENTED TEAM

Our executive management team’s steady leadership was instrumental as we explored and implemented important organizational growth initiatives, while at the same time expanding our work in the community. Also important, they collaborated to build stronger teams and processes that make us more effective and efficient in our work.

Our talented staff leaned into professional development centered around cross-functional collaboration, project management and creative thinking that have helped us be more strategic in our work, and made us more effective in our execution.

COMMUNITY LEADERSHIP

Our Board of Trustees provided wise leadership and guidance that made our participation in the FCC Spectrum Auction most effective, and drove the exploration and development of strategic initiatives that will take our organization into the future.

The diverse and talented group of individuals that make up our Community Councils shared insights, ideas and partnerships. These have been instrumental in our ability to bring important civic discussion to more neighborhoods across our community, and have made our social impact initiatives more powerful.
BOARD OF TRUSTEES

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Former Chairman & CEO
Emulex Corporation

Bob Romney (Treasurer)
Community Leader

Mary A. Lyons (Secretary)
Community Leader

Dr. Jo Ellen Chatham
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Janet “Jenny” Jones
President
Elkins Jones Insurance Agency

Luanna Lindsey
Senior Vice President &
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Chris Thompson
Vice President
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Joseph “Pep” Valdes
Executive VP
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PCA Management
Support from Leadership Donors empowers PBS SoCal to have real impact in our community. Their generosity ensures every home and classroom in the region has access to high-quality arts, education, and public affairs programming.

**LEADERSHIP DONORS $10,000+**

July 1, 2016 – June 30, 2017

Anonymous (4)
Allergan Foundation
American Honda Foundation
Mr. and Mrs. Doug Baker
The Beall Family Foundation
Ms. Tamar Ben-Dov
Dr. Alice Bessman
Helen and Peter Bing
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The U.S. Charitable Gift Trust
William H. Hurt Philanthropy

*deceased
MAJOR GIFT DONORS $1,500 - $9,999

July 1, 2016 – June 30, 2017

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John and Hilda Arnold Foundation
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Dr. Leslie F. Barnebey
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Mr. and Mrs. Tod White
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LEGACY SOCIETY

July 1, 2016 – June 30, 2017

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Henrietta M. Carter
Margarita Casillas
Delores Charles
Vivian R. Evans
Ann Forkey
Mr. and Mrs. Henry Goichman
Dr. and Mrs. Daniel Golden
Janet S. Hart
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Mrs. Carolyn E. Shelley
Virginia St. Germain
Max Stolz, Jr.
David Strang
Chris Vahan
Carol Walker
William Wayt
Mark Wong
Julio Zamarripa

CELEBRATING 45 YEARS

Community leaders from across the region joined PBS SoCal at AVALON in Hollywood to celebrate our 45th anniversary. Through multimedia performances and engaging storytelling, we shared memories of our inspirational past while looking toward a bright future of supporting independent voices, truthful programming and local impact.

Executive producer of MASTERPIECE Rebecca Eaton and aerialist and choreographer Dreya Weber together personified the innate power of storytelling.

Actor and author Matthew Arkin and a stirring musical performance by award-winning musician and composer Paul Navidad reinforced the importance of raising up truthful, independent voices.

Through spoken word and song, Freedom Writers Foundation founder Erin Gruwell and opera singer Suzan Hanson told the story of PBS SoCal’s social impact in the community.
PBS SoCal is grateful to the following companies for their support and partnership as we pursue common goals in the community.

20th Century Fox
AAA of Southern California
Amazon Studios
Aquarium of the Pacific
Autry Museum of the American West
Bowers Museum
Brain Balance
The Broad Museum
Broad Stage
California State University Fullerton
California Science Center
Center for the Performing Arts UCLA
Center Theatre Group
Children’s Hospital of Los Angeles
City National Bank
Clars Auction Gallery
Cooperative of American Physicians
Crystal Geyser
First 5 of California
FivePoint Communities
Focus Features
Front Porch-Walnut Village/
Claremont Manor
Glorya Kaufman Dance
Goldenvoice
Goodwill of Orange County
Greater Los Angeles Zoo Association
Healthy Smiles for Kids of Orange County
Holland America
USC Roski Eye Institute/Keck Medicine of USC
LA City Parks
LA Mirada Theatre for the Performing Arts
LA Opera
LA Philharmonic
Live Nation
MOCA
Musical Theatre West
Natural History Museum of Los Angeles County
Orange County Transit Authority
Pacific Symphony
Paramount Pictures
Parking Company of America
Queen Mary
Salvation Army
Snell & Wilmer
SOKA Performing Arts Center
Sony Classics
South Coast Repertory
The Getty
The Grammy Museum
Thrivent Financial
UCLA Communications & Public Outreach
Veterinary Medical & Surgical Group
Warner Brothers
Western National Parks Association
Westfield
YMCA of LA and OC Counties
With strong growth in membership and foundation support, coupled with the $49 million raised through our participation in the FCC Spectrum Auction and continued careful financial management, our balance sheet is the strongest it has been in our history.

### STATEMENTS OF ACTIVITIES
For the years ending June 30

#### SUPPORT AND REVENUE

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<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
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</thead>
<tbody>
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<td>Contributions, grants, and contracts</td>
<td>19,555,712</td>
<td>20,923,195</td>
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<td>Royalty revenue</td>
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<td>Interest and dividends</td>
<td>39,902</td>
<td>6,347</td>
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<td>Special events, net of expenses</td>
<td>10,508</td>
<td>283,886</td>
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<td>Educational programs</td>
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<td>Miscellaneous</td>
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<td>Spectrum Sale</td>
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<td>-</td>
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<td><strong>Total support and revenue</strong></td>
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<td>22,117,023</td>
<td>16,802,342</td>
<td>15,316,793</td>
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#### FUNCTIONAL EXPENSES

**Program services**

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<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
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<tr>
<td>Programming and productions</td>
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<td>6,406,904</td>
<td>5,977,224</td>
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<td>Broadcasting</td>
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<td>Underwriting and grant solicitation</td>
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<td><strong>Total program services</strong></td>
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<td>11,324,890</td>
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**Supportive services**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
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</thead>
<tbody>
<tr>
<td>Fundraising and development</td>
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<td>2,391,472</td>
<td>3,101,404</td>
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</tr>
<tr>
<td>General and administrative</td>
<td>2,900,513</td>
<td>3,102,811</td>
<td>2,963,774</td>
<td>2,476,178</td>
</tr>
<tr>
<td><strong>Total functional expenses</strong></td>
<td>19,836,568</td>
<td>16,819,173</td>
<td>16,519,440</td>
<td>15,291,230</td>
</tr>
</tbody>
</table>

**Change in net assets**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets, beginning of year</td>
<td>5,846,697</td>
<td>548,847</td>
<td>265,945</td>
<td>240,382</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td>$51,078,440</td>
<td>$5,846,697</td>
<td>$548,847</td>
<td>$265,945</td>
</tr>
</tbody>
</table>
## ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$3,974,229</td>
<td>$7,859,507</td>
<td>$2,657,954</td>
<td>$2,104,215</td>
</tr>
<tr>
<td>Investments</td>
<td>2,085,380</td>
<td>454,599</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Pledge receivable, current portion</td>
<td>-</td>
<td>-</td>
<td>72,619</td>
<td>102,820</td>
</tr>
<tr>
<td>Grants receivable</td>
<td>11,985</td>
<td>153,070</td>
<td>92,652</td>
<td>177,686</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>981,726</td>
<td>454,233</td>
<td>239,865</td>
<td>392,241</td>
</tr>
<tr>
<td>Spectrum sale receivable</td>
<td>44,333,320</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Prepaid expenses and other current assets</td>
<td>252,488</td>
<td>235,470</td>
<td>299,661</td>
<td>254,643</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>51,639,128</td>
<td>9,156,879</td>
<td>3,362,751</td>
<td>3,031,605</td>
</tr>
<tr>
<td>Pledges receivable, net of current portion</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Broadcast license, net of accumulated amortization</td>
<td>13,939,575</td>
<td>13,939,575</td>
<td>13,939,575</td>
<td>13,939,575</td>
</tr>
<tr>
<td>Property &amp; equipment, net of accumulated depreciation</td>
<td>1,615,952</td>
<td>1,717,921</td>
<td>1,968,407</td>
<td>2,411,768</td>
</tr>
<tr>
<td>Investment in partnership</td>
<td>5,445</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Investment in SoCal Facilities, LLC</td>
<td>4,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Asset not in use</td>
<td>-</td>
<td>467,500</td>
<td>467,500</td>
<td>467,500</td>
</tr>
<tr>
<td>Restricted cash</td>
<td>-</td>
<td>416</td>
<td>500,322</td>
<td>500,312</td>
</tr>
<tr>
<td>Deposits</td>
<td>133,182</td>
<td>86,389</td>
<td>67,755</td>
<td>56,603</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$67,337,282</td>
<td>$25,373,680</td>
<td>$20,311,310</td>
<td>$20,412,363</td>
</tr>
</tbody>
</table>

## LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,365,126</td>
<td>$1,242,374</td>
<td>$1,180,778</td>
<td>$952,928</td>
</tr>
<tr>
<td>Notes payable - financial institutions</td>
<td>3,189,002</td>
<td>246,083</td>
<td>301,875</td>
<td>287,289</td>
</tr>
<tr>
<td>Notes payable - Coast Community College District</td>
<td>750,000</td>
<td>750,000</td>
<td>750,000</td>
<td>687,500</td>
</tr>
<tr>
<td>Subordinated notes payable – Public Broadcasting Service, current portion</td>
<td>2,128,981</td>
<td>500,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Advances, current portion</td>
<td>810,880</td>
<td>1,133,639</td>
<td>328,065</td>
<td>427,480</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>8,243,989</td>
<td>3,872,096</td>
<td>2,560,718</td>
<td>2,355,197</td>
</tr>
<tr>
<td>Line of credit</td>
<td>-</td>
<td>-</td>
<td>500,000</td>
<td>500,000</td>
</tr>
<tr>
<td>Notes payable - financial institutions, net of current portion</td>
<td>-</td>
<td>3,194,923</td>
<td>3,440,701</td>
<td>-3,743,172</td>
</tr>
<tr>
<td>Notes payable - Coast Community College District, net of current portion</td>
<td>8,014,853</td>
<td>8,330,983</td>
<td>8,632,063</td>
<td>8,919,068</td>
</tr>
<tr>
<td>Notes payable - Public Broadcasting Service net of current portion</td>
<td>-</td>
<td>4,128,981</td>
<td>4,628,981</td>
<td>4,628,981</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>16,258,842</td>
<td>19,526,983</td>
<td>19,762,463</td>
<td>20,146,418</td>
</tr>
</tbody>
</table>

## NET ASSETS

<table>
<thead>
<tr>
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<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted (deficit)</td>
<td>51,078,440</td>
<td>5,811,835</td>
<td>451,366</td>
<td>142,494</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>-</td>
<td>34,862</td>
<td>97,481</td>
<td>123,451</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>51,078,440</td>
<td>5,846,697</td>
<td>548,847</td>
<td>265,945</td>
</tr>
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</table>

**Total liabilities and net assets**

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<td>Total liabilities and net assets</td>
<td>$67,337,282</td>
<td>$25,373,680</td>
<td>$20,311,310</td>
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2017: OUR PROGRESS

MEMBERSHIP GROWTH

PBS SoCal has one of the fastest-growing member bases of any PBS station in the country, and reached an all-time high of 102,000 subscribers in 2017.

- **102,000** TOTAL MEMBERS
- **26,000** NEW MEMBERS (+64%)
- **32,000** MONTHLY SUSTAINERS (+64%)
- **38,000** PBS SOCAL PASSPORT MEMBERS
- **$115** AVERAGE DONATION SIZE

STRONG BALANCE SHEET

Our revenue growth allowed us to make strategic investments in content production and broadband services that reach more audiences via mobile and web. And we ensured a strong financial base by reducing our debt and creating an investment fund that generates annual revenues for years to come.

- **$51M** NET ASSETS (+873%)
- **$30M** FUND FOR THE FUTURE
- **$9.5M** MEMBERSHIP REVENUE (+8%)
- **$3.6M** DEVELOPMENT REVENUE (+46%)
- **2.1M** UNDERWRITING REVENUE (+8%)
2017: OUR SERVICES

CONTENT THAT INFORMS, INSPIRES

AVAILABLE FREE ANYTIME, ANYWHERE

AMAZING EXPERIENCES,
THOUGHTFUL CONVERSATIONS

SOCIAL IMPACT IN THE COMMUNITY
LEARN more
DO more
BE more

PBS SoCal

Century City | Costa Mesa | Los Angeles
pbssocal.org