PBS SoCal is committed to fostering an organization that reflects and serves the Greater Los Angeles region – by far one of the most diverse communities in the nation. Home to nearly 19 million people, the Southern California region is diverse in its culture race, ethnicity, sexual orientation, age, gender, religion, national origin and education – and we strive to reflect that diversity in our work.

This report summarizes PBS SoCal’s 2017-2018 efforts to build, sustain and expand diversity through our people, as well as our work in the community.

A MISSION OF COMMUNITY SERVICE
Our organizational Vision, Mission and Values highlight our commitment to serving our community, and encouraging all its residents to achieve their greatest possible potential. Importantly, they guide our work – the decisions we make and the services we provide.

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

MISSION
To foster a love of learning, culture and community using the power of public media.

Our values set important guidelines for how we do our work in a way that drives diversity of thought and experience, and the ways in which we interact with each other and with the community.

VALUES

- Curiosity
- Inclusivity
- Approachability
- Candor
- Trust

- Imagination
- Courage
- Integrity
- Quality
- Intelligence
COMMITTED INDIVIDUALS

OUR TALENTED TEAM
PBS SoCal strives to recruit, develop and promote top talent of diverse backgrounds, experiences and abilities, and has a strong commitment to ensuring all hiring and employment practices are fair, sound and lawful. In 2017-2018, our executive management team worked to expand our work in the community, and 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 on 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.

DIVERSITY RECRUITING STRATEGY & OUTCOMES
Over the last year, PBS SoCal’s HR Department has made a concerted effort to increase diversity in recruiting. This effort includes: sharing open position ads with diverse organizations throughout the Southern California region, participating in targeted diversity recruiting events with local colleges and universities, and attending diversity trainings. These events and training ranged from diversity recruitment days and career fairs to implicit bias and cultural sensitivity trainings. Additionally, all PBS SoCal staff participate in a sexual harassment and discrimination prevention training.

Over 50% of PBS SoCal’s new hires within the last year have been of a diverse background, which is roughly flat to last year’s numbers. However, 56% of PBS SoCal’s staff are female, 50% of PBS SoCal’s staff are over the age of 40 and 41% of PBS SoCal staff is of a diverse background. These numbers all represent increases of 10% or more within the last year.

Over the course of the next year, it is our goal to increase training participation amongst staff and interns. Additionally, it is a company priority to review and assess the current diversity statement and report as we become a merged organization with KCET. In doing so, we might ensure our diversity statement, policy and trainings accurately reflect the practices of our organization and support the well – being of our workforce.

COMMUNITY LEADERSHIP
Our Board of Trustees and Community Advisory Board provide wise leadership and guidance to our management team. And the diverse and talented group of individuals that make up our African-American, Latino and Pan-Asian American Community Councils share insights, ideas and partnerships that help us to enhance our ability to deliver a service that is for all people in Southern California.
A SERVICE FOR ALL SOUTHERN CALIFORNIANS

Our work, too, is reflective of our commitment to our diversity.

CONTENT THAT ENTERTAINS, INSPIRES AND INFORMS

Viewers turn to PBS SoCal for programs that entertain, inspire and spark their imaginations. Programs that take them places they’ve never been, and answer questions about breakthroughs in science and the world around them. And they turn to us for trusted reporting and insight into current affairs all over the world. In FY 2018, this content sparked conversation about a diverse array of topics.

PBS SOCAL AUDIENCES

Our broadcast service reaches a diverse group of people across the region.

<table>
<thead>
<tr>
<th>HOUSEHOLD INCOME SUMMARIES (HHLD)</th>
<th>LEVEL OF EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $35,000</td>
<td>3.4%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>19.3%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>15.2%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>12.6%</td>
</tr>
<tr>
<td>$100,000 - $249,999</td>
<td>24.1%</td>
</tr>
<tr>
<td>$250,000 or more</td>
<td>5.2%</td>
</tr>
<tr>
<td>Some high school (not graduate)</td>
<td></td>
</tr>
<tr>
<td>High school graduate (12th grade or GED)</td>
<td>25.2%</td>
</tr>
<tr>
<td>Some college (AA/Associates or 1-3 years of college)</td>
<td>33.9%</td>
</tr>
<tr>
<td>College graduate (4 year college)</td>
<td>15.5%</td>
</tr>
<tr>
<td>Some post graduate (no advanced degree)</td>
<td>3.2%</td>
</tr>
<tr>
<td>Post graduate degree</td>
<td>14.3%</td>
</tr>
</tbody>
</table>

(Nielsen Scarborough, LA DMA, Adults 18+, Jan 2017 - Jan 2018, Watched KOCE in the past 7 days)

And our PBS KIDS service reaches the children who need us most with important educational programs that help them learn and prepare to succeed in school.

• Of the children 2-11 in the LA DMA, **813,888** watched **PBS SoCal during the kids block** at least once in the last fiscal year. (Nielsen NLTV, LA DMA, PBS SoCal KOCE (ch. 50.1), 7/1/17-6/30/18, C2-11, M-F 5a-6p, Live+SD)

• 41.8% of the children 2-11 from Hispanic Homes in the LA DMA watched **PBS SoCal during the kids block** in the last fiscal year. (Nielsen NLTV, LA DMA, PBS SoCal KIDS (ch.50.5), 7/1/17-6/30/18, C2-11, Hispanic Households, M-Su 3a-3a, Live+SD)
COMMUNITY ENGAGEMENT

THE VIETNAM WAR
More than 1300 guests gathered for a special screening of The Vietnam War, co-hosted with The LA Times, with filmmakers Ken Burns and Lynn Novick. The evening’s program included several exclusive clips of the film, and was followed by a compelling conversation with Burns, Novick and three individuals featured in the documentary - retired U.S. Air Force General Merrill McPeak, author and anti-war activist Bill Zimmerman, and author Duong Van Mai Elliott; moderated by Patt Morrison of the LA Times.

I AM NOT YOUR NEGRO
190 guests attended screening and conversation of “I Am Not Your Negro” at the Japanese American National Museum in downtown Los Angeles. Prior to the film, five local poets delivered original spoken word pieces that reflected their personal reactions to the documentary and any comments they would want to share directly with Baldwin. Following the screening, audience members were prompted and led by a spoken word artist in crafting personal responses to the film.

TELL THEM WE ARE RISING: THE STORY OF BLACK COLLEGES AND UNIVERSITIES
More than 275 alumni and advocates of Historically Black Colleges and Universities (HBCUs) converged at LA Center Studios in Downtown Los Angeles for this screening and conversation about Tell Them We Are Rising: The Story of Black Colleges and Universities. The event, co-produced with Firelight Media, began with a VIP reception and live music from the Inner City Youth Orchestra of Los Angeles. Following the screening Sonya Childress of Firelight Media led a dynamic discussion with an all-star panel featuring the film’s Director Stanley Nelson, UNCF CEO Dr. Michael Lomax, Spelman College President Dr. Mary Schmidt Campbell, L.A. Black Lives Matter activist and professor Dr. Melina Abdullah, and award-winning producer Will Packer.

THE RISE AND FALL OF BUFFALO
Filmmaker Phillip Rodriguez and a distinguished panel joined 100 guests at West Hollywood City Council for a screening of the film. Part of West Hollywood’s Human Rights Speaker Series, the discussion focused on the importance of Oscar Zeta Acosta’s work and his significance to the Chicano movement. In addition to Rodriguez, the panel included Producer Alison Sotomayor; Dorinda Moreno, Cultural Worker and Human Rights Activist; and, Marcos Najera, a reporter, educator, and filmmaker. The evening was moderated by documentary filmmaker Mylene Moreno.

DOLORES
200 guests gathered at LA Plaza de Cultura y Artes to celebrate Dolores Huerta and the Dolores Huerta Foundation (DHF). To kick off the event, the Louie Cruz Beltran Latin Jazz Ensemble performed on LA Plaza’s outdoor stage. In addition to DHF and LA Plaza supporters, attendees included community members who spontaneously joined the event, attracted by the music and excitement in LA Plaza’s downtown Los Angeles courtyard. Remarks by John Echeveste, CEO of LA Plaza; David Damien Figueroa, AVP of Community Engagement and Governmental & External Affairs at Frontier Communications; and Dolores Huerta herself preceded the screening of the film.
EARLY LEARNING

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.

In FY 2018, PBS SoCal conducted 165 teacher professional development sessions, parent trainings and outreach events – 98% of which targeted low income families and Title one schools.

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.

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.
SOCIAL IMPACT
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.