To Our Community,

2018 marked a historical year for public media in Southern California. PBS SoCal and KCETLink merged to form a new flagship PBS station for the region. The joining of our two storied institutions brought a strengthened commitment to delivering our viewers more of what they love through stories that matter.

Each organization was built from a long legacy of providing trusted, quality public media in this region. By combining PBS SoCal’s beloved, high-quality PBS programming; arts and culture experiences and vital education services with KCET’s acclaimed original content and its innovation in digital production and distribution, we knew we could be more successful in advancing our mission together.

Through this partnership, we sought to spark important civic dialogue, share diverse perspectives, and build an informed and engaged citizenry. And over the past year, we were able to offer more educational, informative, and inspiring content, plus even more community events, local stories, and learning opportunities.

We are excited for what we can build in the future, together, in the coming years. Thank you for your continued support as we create an innovative west coast flagship public media organization to serve Southern California.

Andrew Russell  
President and CEO

Dick Cook  
Chairman of the Board of Trustees
Public Media Group of Southern California (PMGSC) is the parent company created by the merger of PBS SoCal and KCETLink in 2018.

As the flagship PBS organization for Southern California and a donor-supported community institution, we spark the sharing of ideas through a variety of services.
OUR MISSION

1. **STRENGTHEN** the civic fabric of Southern California
2. **SHARE** distinctive perspectives with the rest of the nation
3. **PROVIDE** an essential connection to a wider world

We create, curate, and distribute content and experiences that open people’s minds, lift spirits, and connect people to each other and the world. We are creating a new public media model that is multi-platform, diversified, modern and built around high-quality content with distinctive brands.
We are dedicated to creating original programs that reflect the diversity of the region, as well as sharing the full schedule of PBS programs that viewers love and trust. We tell stories that matter through our award-winning content that covers a wide variety of important topics.
ARTS & CULTURE

SCIENCE AND TECHNOLOGY

ENVIRONMENTAL

SOCIAL JUSTICE

AWARD-WINNING PROGRAMMING

51 AWARDS IN 2019

14 LA Area Emmys
1 National Daytime Emmy
19 Southern California Journalism Awards
4 National Arts & Entertainment Journalism Awards
7 Golden Mikes
5 Telly Awards
1 Walter Cronkite Award for Excellence in TV Political Journalism
LEARNING FOR ALL AGES

38.7% of Southern California children don’t attend preschool*

We bridge educational gaps for the youngest and most vulnerable people across Southern California by connecting learning opportunities for children, parents, and educators.

These services use a transmedia approach—where individuals learn by watching, playing, exploring and sharing—and we commit to equipping teachers and parents with the tools and resources to accelerate learning.

*Retrieved from https://www.kidsdata.org
PARTNERSHIPS

Our work to bridge early childhood learning gaps is made possible in part by the invaluable partnerships with education leaders in the community.

55
local community partners

1,000
free PBS KIDS mobile apps given to families

600
educators trained to use PBS and PBS KIDS resources

20,000
families received educational materials

1,000
parents trained on S.T.E.M. resources

Curriculum-based resources from PBS KIDS

WHAT FAMILIES HAD TO SAY:

97%
of parents who participated in S.T.E.M.-centric workshops reported an increase in S.T.E.M. understanding

99%
reported positive attitudes toward at-home learning

97%
felt more confident in their ability to select educational media for children
We engaged our community to explore the world and participate in community conversations about important societal topics through events in neighborhoods across the region in partnership with local arts, culture, community and educational organizations.

**Community Screenings**

**Cinema Series**

**Community Discussions**

**Foster Youth Outreach**

**Community Advisory Board**

**Community Councils**

**Local Heroes**
As part of our commitment of being good stewards of public trust, below you will find our audited financial statements which includes 9 months as a newly merged organization and 3 months prior to the merger as KOCE and KCETLink.

The early years of our merger have been focused on finding cost efficiencies and building cost-effective operations, in addition to investing in integrating the organization’s infrastructure and processes. Our current year losses reflect accounting corrections on a sublease transaction from prior year and costs from merging of two organizations. Our five year plan for our integrated organization will soon bring us to financial breakeven while we continue to grow, improve and streamline operations.

Combined Statement of Activities
For the Year Ended June 30, 2019

<table>
<thead>
<tr>
<th>SUPPORT AND REVENUE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions, grants, and contracts</td>
<td>33,653,747</td>
</tr>
<tr>
<td>Facility and other rental income</td>
<td>3,965,147</td>
</tr>
<tr>
<td>Net investment return</td>
<td>4,801,981</td>
</tr>
<tr>
<td>Educational programs</td>
<td>436,937</td>
</tr>
<tr>
<td>Other</td>
<td>601,584</td>
</tr>
<tr>
<td><strong>Total support and revenue</strong></td>
<td><strong>43,459,396</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FUNCTIONAL EXPENSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
</tr>
<tr>
<td>Programming and productions</td>
</tr>
<tr>
<td>Broadcasting</td>
</tr>
<tr>
<td>Underwriting and grant solicitation</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
</tr>
<tr>
<td>Supportive services</td>
</tr>
<tr>
<td>Fundraising and development</td>
</tr>
<tr>
<td>General and administrative</td>
</tr>
<tr>
<td><strong>Total functional expenses</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OTHER CHARGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net loss on Switch transaction</td>
</tr>
<tr>
<td>Change in net assets</td>
</tr>
</tbody>
</table>

PMGSC is a 501(c)3 that is supported by individual donors, foundational grants, corporate sponsorships, federal and state grants and earnings from an endowment.
For 32 weeks each year, KCET Cinema Series offers exclusive preview screenings of new motion pictures. Screenings are followed by intimate conversations between top talent and filmmakers hosted by movie critic Pete Hammond. These live, in-person events in Los Angeles generate revenue from series memberships. Remarkably, some members have attended screenings since the beginning, in 1994, making the Series one of the most popular and successful film programs in Southern California. Beginning spring 2020, the new Virtual KCET Cinema Series affords a similarly engaging movie experience to a new, broader audience of online members.

“WE ARE LOVING THIS! I AM ENRAPTURED.”

DONORS

We are grateful to our donors for their generosity and commitment to our public media mission. It is only with the support of individuals and charitable organizations that we are able to serve our large and diverse region.
LEGACY CIRCLE

Over 200 supporters have included a future gift to KCET, PBS SoCal and/or Link TV in their estate plans. Legacy Circle donors share a passion for our mission and a desire to help ensure that future generations continue to have access to public media in Southern California.

This year, 48 Legacy donors contributed over $3 million. Their Gifts came from trusts, wills, charitable trusts, retirement plans and donor advised funds. The gifts included cash, securities, real estate and personal property.

We are deeply honored by their trust and commitment to public media. Please let us know if you would like to be included in this group of generous legacy donors.

LEADERSHIP CIRCLE

Leadership Circle* donors share a belief in the impact and potential of Public Media Group of Southern California. Over the last year, the Leadership Circle grew to just over 300 donors whose high-level donations, totaling over $1.2 million provide crucial unrestricted funds that support highly regarded local, national and international news programs, educational programming, as well as award-winning original arts and cultural productions.

Leadership Circle donors enjoy personal attention and invitations to special events and salons with creators and influencers of our many local and national shows. Donors may also be recognized on-air, online or in print for their generosity.

* Leadership Circle giving begins at $2,000.
INSTITUTIONAL

We are grateful for the numerous private and corporate foundations and government agencies who support our mission to use the power of media for public good.

Institutional support totals over $5.1M and is critical for maintaining the general operations of PMGSC’s three content channels—KCET, PBS SoCal, and Link TV—and creating award-winning original programs. Institutional funds also help us to serve thousands of families across our region with educational initiatives.

For more information, please contact Jamie at jcarter@pmgsocal.org or (747) 201-5474.

Albert E. and Nancy G. Jenkins Charitable Trust
Angels Baseball Foundation
Annenberg Foundation
Bridges-Larson Foundation
California Arts Council
California Community Foundation
California State Library
City of Los Angeles Department of Cultural Affairs
Conrad N. Hilton Foundation
Corporation for Public Broadcasting
Edison International
Evalyn M. Bauer Foundation
Fund for Investigative Journalism
Harold Yellen Charitable Foundation
Heising-Simons Foundation
Held Foundation
James C. Stewart Charitable Foundation
Jerome Foundation
Lenfest Institute for Journalism
Lon V. Smith Foundation
Los Angeles County Department of Arts and Culture
Lucille Ellis Simon Foundation
Manoogian Simone Foundation
National Endowment for the Arts
NoVo Foundation
Orange County Community Foundation
Overdeck Family Foundation
Roy E. Crummer Foundation
The Attias Family Foundation
The Boeing Company
The California Endowment
The Frieda Berlinski Foundation
The Kenneth T. and Eileen L. Norris Foundation
The Negaunee Foundation
The Ralph M. Parsons Foundation
The Rosalinde and Arthur Gilbert Foundation
The Rose Hills Foundation
Southern California Chapter of the Employees Community Fund of Boeing
Steinmetz Foundation
The Stringer Foundation
William C. Bannerman Foundation
Winky Foundation
And all those who wish to remain anonymous.
Public Media Group of Southern California is committed to educate, inform and inspire this community. As we continue to transform ourselves to a public media organization that is a cornerstone institution for our community, we will focus on our efforts in the following areas:

1. **TRANSFORM FOR A DIGITAL WORLD**
   As technologies advance, continue to ensure our programs and services are widely available for all to use anytime, anywhere for free.

2. **STRENGTHEN OUR CONNECTION TO OUR COMMUNITY**
   Tap the power of local media to help strengthen the civic fabric of our community, and help advance our local arts and culture, journalism and local storytelling.

3. **CREATE LOCALLY, SHARE NATIONALLY**
   Create a west-coast voice for public media to bring light to local, regional and global stories that matter.

4. **GROW EARLY CHILDHOOD EDUCATION**
   Expand efforts to ensure all children have access to quality educational resources and have a supportive learning community around them, regardless of their situation.