Arouse our dreams... Take us on journeys... 
REPORT TO THE COMMUNITY 
FISCAL YEAR 2014-2015
“Non-commercial TV should address itself to the ideal of excellence, not the idea of acceptability...”

“I think TV should be providing the visual counterpart of the literary essay, should arouse our dreams, satisfy our hunger for beauty, take us on journeys, enable us to participate in events, present great drama and music, explore the sea and the sky and the woods and the hills...”

“...It should restate and clarify the social dilemma and the political pickle. Once in a while it does, and you get a quick glimpse of its potential.”

E.B. White

Excerpt from a letter by author and essayist E. B. White to the Carnegie Commission on Educational Television, on the potential for public television. September 26, 1966
In every great American community, there is a public television station. It’s meant to be a major cultural and educational institution for the community that gives insight and voice to local issues, connects us with the creative and scientific genius in our neighborhoods, and teaches our kids. We set out to become that station in 2011, when PBS SoCal was created to ensure the very best PBS programs would remain available to all of Southern California. We have made tremendous progress.

Our Southern California community extends from the San Diego county line to Santa Barbara, and from L.A. through the Inland Empire to the Desert Cities. It is a global center of cultural and scientific achievement, and the home to the entertainment capital of the world. Ours is a diverse community of dreamers, explorers, pioneers and creatives with a truly remarkable spirit. That spirit inspired and challenged us to listen carefully and be inventive as we work to create a public media organization of the highest caliber.

By the numbers: In 2014, PBS SoCal was the third most-watched PBS station in the country. Three out of every four Southern Californians watched PBS, and our gross ratings were significantly higher than any other PBS station in the region. Our membership doubled over the last three years – a valuable, affirming demonstration of support for our service as we work to build the trust of the people in our community.

We accomplished this by staying focused on our promise to be the community’s largest classroom, largest stage and trusted window to the world. We deliver the PBS programming our viewers love, plus insightful content that is for, about and by Southern Californians. We continue to nurture Community Councils whose members reflect the diversity we find across Southern California, and deepen partnerships that help us offer one-of-a-kind cultural and educational experiences in more of our neighborhoods. And we’ve secured our financial position, ensuring we can continue to make investments critical to reaching our long term goals.

But there’s still much to do. Our three-year plan calls for us to help our community become more educated, informed and engaged. We will do that by continuing to expand our programming services – particularly in the areas of children’s education, arts and culture – and building our capability to deliver some of the most imaginative content available for public service. And we’ll continue to earn your trust by expanding our partnerships and presence across Southern California.

Our overall vision is to build a distinguished public media organization worthy of national acclaim. One that reflects changes in population and the evolving nature of media, and that delivers on the original promise that public media should exist for the good of the community.

Thank you for your support.
Nearly 45 percent of U.S. children are underprepared for kindergarten, and are three to four times more likely to drop out of school when they get older. PBS – the #1 educational media brand – helps close the achievement gap by changing the way children learn and introducing a world of possibilities.

A trusted and safe place for kids to watch television, PBS KIDS reaches 99 percent of American households through Emmy Award-winning educational programming including the classics Mr. Rogers’ Neighborhood and Sesame Street, kid-favorites Curious George and Thomas & Friends, and relative newcomers Peg + Cat and Daniel Tiger’s Neighborhood. PBS SoCal brings 12 hours of this top-rated educational content to Southern California homes every weekday – for free – and kids bring the concepts they learn into the classroom.

PBS SoCal also provides more than 100,000 digital education tools for Pre-K-12 educators including videos and interactive apps, audio & photos, in-depth lesson plans and other content – all developed in keeping with an educational curriculum that addresses STEM, literacy, and social and emotional development. PBS SoCal partners with classrooms, afterschool programs and other non-profit organizations to bring these tools to Southern California families through community-based initiatives including our Ready To Learn and American Graduate programs.

**READY TO LEARN**

The Ready To Learn program promotes early learning through engaging, age-appropriate educational content for children ages 2-8, and provides digital learning tools, bilingual workshops and professional development for parents, educators and caregivers. Nine Community Labs are stationed permanently at local schools and afterschool programs, and we provided 50 education partners – including the Compton Unified School District, Carson Street Elementary School and the Boys & Girls Clubs of Tustin – with educational resources throughout the year. Plus, through 29 community events, we delivered educational experiences to nearly 15,000 parents and children in the most ethnically and economically diverse population in America.

*California’s system of publicly funded ECE programs targeted to lower-income children is underfunded and therefore able to serve only about half of eligible three- and four-year-olds.*

(1) Strategies for Advancing Preschool Adequacy and Efficiency in California, RAND Corporation, 2009
PBS SOCAL SUMMER LEARNING DAY

Research shows that children who don’t maintain reading skills over the summer are likely to start the school year at a disadvantage. The annual PBS SoCal Summer of Learning campaign addresses the issue through online learning tools and a “Summer Safari” of specials and new episodes from Dinosaur Train, Wild Kratts, and Curious George. Plus, at the inaugural PBS SoCal Summer Learning Day held at La Plaza de Cultura y Artes in Los Angeles, more than 1,500 parents and children received free learning tools to exercise kids’ reading skills over the summer.

More than half of the achievement gap between high- and low-income children can be attributed to continued shortfalls in summer learning. (2)

AMERICAN GRADUATE

In California, 21 percent of all students and 27 percent of low-income students did not graduate from high school in 2012. (3) The American Graduate initiative works to stem the dropout crisis by empowering students to graduate and pursue college and careers. We reach teachers, parents and students through community efforts and classroom resources. And because students also need role models to inspire them to graduate, PBS SoCal aired documentaries and local American Graduate Champion spots, raising further awareness of the needs of our high school students.

Nearly 30,000 Southern California students from the class of 2014 dropped out of school. Within the Compton Unified School District, about one-third of the class of 2014 dropped out before graduating. (4)

CALIFORNIA STUDENT MEDIA FESTIVAL

For nearly 50 years the California Student Media Festival has spotlighted the creativity of kids across California. The festival receives hundreds of curriculum-based multimedia projects produced by California’s students and teachers, and celebrates and rewards the winners in a variety of categories at a celebratory event each spring. The 49th annual festival in 2015 included films about Braille, earthquakes, peer pressure and more.

“Parents have really enjoyed and appreciated the PBS educational workshops because they have learned to better support and work with their children on specific subjects.” – Parent Engagement Coordinator, Kidworks.

(2) Alexander, Olson & Entwisle, 2007
(3) Building a Grad Nation Report, 2014
(4) California Department of Education, Cohort Outcome Data 2013-2014
Exposure to the arts – a great musical performance, a visit to a world famous museum, or a stroll down a city street adorned by colorful murals – can be truly inspirational. The arts make our spirits soar, kindle our curiosity, and bring us together – breaking down barriers in language, geography, culture and ideology. PBS was founded on the promise that no matter where you live, or what your economic means or access, you will have a front row seat to amazing cultural experiences.

Millions of Americans tune in to PBS to experience the more than 500 hours of arts and culture programs produced each year. Together, we are gripped by exceptional drama, including *Sherlock* and the national sensation that is *Downton Abbey*. We are captivated by one-of-a-kind performances like ‘Tony Bennett & Lady Gaga: Cheek to Cheek LIVE!’ and ‘Mark Morris Dance Group: L’Allegro’ – made available by *Great Performances*. And we are united in celebration of our nation’s great moments through special events like *A Capitol Fourth* and the *National Memorial Day Concert*.

In Southern California, the arts and culture are as diverse as the people who live here. Through locally produced content and experiences, PBS SoCal brings the most novel creative arts Southern California has to offer to everyone in our community - and to the national stage.

*California creative industries, which include the arts, generate nearly one in ten of all wage and salary employment – more than twice the number of workers employed by the computer and electronic manufacturing sector.* (5)

**VARIETY STUDIO: ACTORS ON ACTORS**

In partnership with *Variety*, PBS SoCal brings entertainment enthusiasts behind the scenes of the greatest Hollywood films and TV shows of the past year, bringing to the nation culturally defining work as it happens. Each one-hour episode pairs two of today’s most acclaimed actors in candid – and often humorous – conversations about the creative process, their work as actors, and their careers in Hollywood.

(5) 2014 Otis Report on the Creative Economy
ARTS IN THE COMMUNITY

Reaching deep into the community, PBS SoCal has developed and expanded partnerships with more than 100 local arts and community organizations - encompassing dance, theater, architecture, film, pop culture, digital media and much more. These partnerships enable more people in Southern California to access arts and culture experiences - for free - and ultimately strengthen the local arts community.

LAART

LAaRT offers an intelligent and sometimes surprising look at the people, places and events that nourish the arts in L.A. We cover everything from the renowned to the offbeat, plus provide behind-the-scenes looks into premier entertainment events including the Emmys, the Academy Awards, the Television Critics Association and Comic-Con. Most LAaRT segments air at PBS Stations across the country, showcasing the creativity of our community nationally.
PBS is best known for some of the most trusted history, science, news and current affairs content in the nation. It’s factual storytelling about issues of great national and international import that transports viewers to other parts of the world, presenting them with diverse ideas, perspectives and ways of life. This intelligent and distinctive content is available to Southern California first at PBS SoCal.

**FRONTLINE**

Thoughtful, independent storytelling about issues that will reshape the world.

- Growing Up Trans
- Penguins: Spy in the Huddle
- CyberWar Threat
- 15 to Life: Kenneth’s Story

**NATURE®**

Experience the splendors and compelling stories of the natural world from all over the globe.

- Growing Up Trans
- Penguins: Spy in the Huddle
- CyberWar Threat
- 15 to Life: Kenneth’s Story

**NOVA**

Award-winning science documentaries and shows exploring the latest breakthroughs in science and the deepest mysteries of the natural world.

- Growing Up Trans
- Penguins: Spy in the Huddle
- CyberWar Threat
- 15 to Life: Kenneth’s Story

**POV**

Independent, non-fiction films that put a human face on contemporary social issues.

- Growing Up Trans
- Penguins: Spy in the Huddle
- CyberWar Threat
- 15 to Life: Kenneth’s Story
Television’s largest showcase of independent documentary film.

Award-winning documentary films that ask one deceptively simple question: “Who are we Americans as a people?”

In-depth reporting and independent analysis of the stories of the day.

STUDIO SOCAL
Our local public affairs show Studio SoCal, hosted by Elizabeth Espinosa and Rick Reiff, offers insight into the key issues and personalities of Southern California. Guests have included Los Angeles Mayor Eric Garcetti and L.A. Supervisor Hilda Solis, and recent topics have included the California drought, vaccinations and ethical food.

PBS SOCAL NATIONAL PRODUCTIONS
We produce distinctive content that sparks conversations about the stories in our region. Insightful and entertaining documentaries, television series, and specials that are first broadcast in Southern California then shared through PBS affiliates.
Over the last three years, we have strengthened our financial position in large part by improving our ability to raise necessary funds and by effectively managing our expenses - while developing extraordinary content our viewers love, and greatly increasing our community outreach. These efforts have helped us gain further financial support from the community - from members, individual donors and institutional investors - which we re-invest into important areas like content creation and community outreach.

**STATEMENTS OF ACTIVITIES**

*For the years ended June 30*

<table>
<thead>
<tr>
<th>SUPPORT AND REVENUE</th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions, grants, and contracts</td>
<td>15,366,612</td>
<td>13,704,204</td>
<td>12,569,355</td>
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<tr>
<td>Royalty revenue</td>
<td>-</td>
<td>19,549</td>
<td>17,682</td>
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<tr>
<td>Interest and dividends</td>
<td>5,257</td>
<td>26,293</td>
<td>50,507</td>
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<tr>
<td>Special events, net of expenses</td>
<td>419,892</td>
<td>649,864</td>
<td>353,559</td>
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<tr>
<td>Educational programs</td>
<td>629,531</td>
<td>571,260</td>
<td>549,832</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>381,050</td>
<td>345,623</td>
<td>273,041</td>
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<tr>
<td><strong>Total support and revenue</strong></td>
<td>$ 16,802,342</td>
<td>15,316,793</td>
<td>13,813,976</td>
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</table>

<table>
<thead>
<tr>
<th>FUNCTIONAL EXPENSES</th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programming and productions</td>
<td>5,977,224</td>
<td>6,411,637</td>
<td>6,058,842</td>
</tr>
<tr>
<td>Broadcasting</td>
<td>3,387,630</td>
<td>3,091,751</td>
<td>6,062,604</td>
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<tr>
<td>Underwriting and grant solicitation</td>
<td>1,089,408</td>
<td>805,205</td>
<td>662,068</td>
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<tr>
<td><strong>Total program services</strong></td>
<td>$10,454,262</td>
<td>10,308,593</td>
<td>12,783,514</td>
</tr>
<tr>
<td>Supporting services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising and development</td>
<td>3,101,404</td>
<td>2,506,459</td>
<td>1,190,876</td>
</tr>
<tr>
<td>General and administrative</td>
<td>2,963,774</td>
<td>2,476,178</td>
<td>2,119,286</td>
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<tr>
<td><strong>Total functional expenses</strong></td>
<td>$16,519,440</td>
<td>15,291,230</td>
<td>16,093,676</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>282,902</td>
<td>25,563</td>
<td>(2,279,700)</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>265,945</td>
<td>240,382</td>
<td>2,520,082</td>
</tr>
<tr>
<td>Net assets, end of year</td>
<td>$548,847</td>
<td>$265,945</td>
<td>$240,382</td>
</tr>
</tbody>
</table>
# Statements of Financial Position

For the years ended June 30

## Assets

### Current Assets

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$2,657,954</td>
<td>$2,104,215</td>
<td>$1,347,135</td>
</tr>
<tr>
<td>Pledge receivable, current portion</td>
<td>72,619</td>
<td>102,820</td>
<td>437,412</td>
</tr>
<tr>
<td>Grants receivable</td>
<td>92,652</td>
<td>177,686</td>
<td>30,111</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>239,865</td>
<td>392,241</td>
<td>376,282</td>
</tr>
<tr>
<td>Prepaid expenses and other current assets</td>
<td>299,661</td>
<td>254,643</td>
<td>242,995</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>$3,362,751</td>
<td>$3,031,605</td>
<td>$2,433,935</td>
</tr>
</tbody>
</table>

### Pledges receivable, net of current portion

- 2015: -
- 2014: -
- 2013: 23,178

### Broadcast license, net of accumulated amortization

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Broadcast license, net of accumulated amortization</strong></td>
<td>13,939,575</td>
<td>13,939,575</td>
<td>13,939,575</td>
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### Property and equipment, net of accumulated depreciation

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Property and equipment, net of accumulated depreciation</strong></td>
<td>1,968,407</td>
<td>2,411,768</td>
<td>3,016,504</td>
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</tbody>
</table>

### Investment in partnership

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment in partnership</strong></td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
</tr>
</tbody>
</table>

### Asset not in use

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asset not in use</strong></td>
<td>467,500</td>
<td>467,500</td>
<td>467,500</td>
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</tbody>
</table>

### Restricted cash

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Restricted cash</strong></td>
<td>500,322</td>
<td>500,312</td>
<td>-</td>
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### Deposits

<table>
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<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deposits</strong></td>
<td>67,755</td>
<td>56,603</td>
<td>45,396</td>
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</table>

### Total assets

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total assets</strong></td>
<td>$20,311,310</td>
<td>$20,412,363</td>
<td>$19,931,088</td>
</tr>
</tbody>
</table>

## Liabilities and Net Assets

### Current Liabilities

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,180,778</td>
<td>$952,928</td>
<td>$659,391</td>
</tr>
<tr>
<td>Notes payable - financial institutions, current portion</td>
<td>301,875</td>
<td>287,289</td>
<td>275,561</td>
</tr>
<tr>
<td>Notes payable - Coast Community College District, current portion</td>
<td>750,000</td>
<td>687,500</td>
<td>500,000</td>
</tr>
<tr>
<td>Advances, current portion</td>
<td>328,065</td>
<td>427,480</td>
<td>408,018</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>$2,560,718</td>
<td>$2,355,197</td>
<td>$1,842,970</td>
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</table>

### Line of credit

<table>
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<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Line of credit</strong></td>
<td>500,000</td>
<td>500,000</td>
<td>-</td>
</tr>
</tbody>
</table>

### Notes payable - financial institutions, net of current portion

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Notes payable - financial institutions, net of current portion</strong></td>
<td>3,440,701</td>
<td>3,743,172</td>
<td>4,030,610</td>
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### Notes payable - Coast Community College District, net of current portion

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Notes payable - Coast Community College District, net of current portion</strong></td>
<td>8,632,063</td>
<td>8,919,068</td>
<td>9,138,145</td>
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### Notes payable - Public Broadcasting Service

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Notes payable - Public Broadcasting Service</strong></td>
<td>4,628,981</td>
<td>4,628,981</td>
<td>4,628,981</td>
</tr>
</tbody>
</table>

### Total liabilities

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total liabilities</strong></td>
<td>$19,762,463</td>
<td>$20,146,418</td>
<td>$19,690,706</td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unrestricted (deficit)</strong></td>
<td>451,366</td>
<td>142,494</td>
<td>(243,369)</td>
</tr>
<tr>
<td><strong>Temporarily restricted</strong></td>
<td>97,481</td>
<td>123,451</td>
<td>483,751</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>548,847</td>
<td>265,945</td>
<td>240,382</td>
</tr>
</tbody>
</table>

### Total liabilities and net assets

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$20,311,310</td>
<td>$20,412,363</td>
<td>$19,931,088</td>
</tr>
</tbody>
</table>
We owe our success to supporters who share our vision for Southern California as a connected community that has a love for learning and the arts, and is committed to enhancing our neighborhoods. These individuals and organizations – who generously give their time and resources – reflect the spirit and creativity of our diverse community. Their impact on our organization has been immense.

**BOARD OF TRUSTEES**

We’ve been fortunate that leaders from a wide range of industries across the region have chosen to help guide us by joining our Board of Trustees.

**Jim McCluney (Chair)**  
Former Chairman and CEO  
Emulex Corporation

**Bob Romney (Treasurer)**  
Community Leader

**Mary A. Lyons (Secretary)**  
Community Leader

**Jo Ellen Chatham**  
Former Director, Public Affairs  
Southern California Edison

**Anne Gates**  
President  
MGA Entertainment

**Emile Haddad**  
President & CEO  
Fivepoint Communities, Inc.

**Don Hahn**  
Executive Producer  
Walt Disney Studios

**Todd Hollander**  
Executive Vice President,  
Head of Business Banking  
Union Bank

**Janet “Jenny” Jones**  
President  
Elkins Jones Insurance Agency

**David Lee**  
Lawyer and Partner  
Lee & Kaufman LLP

**Kelly Mazzo**  
Community Leader

**Bobby McDonald**  
President & Executive Director  
Black Chamber of Commerce of Orange County

**S. Paul Musco**  
Founder & Chairman  
Gemini Industries, Inc.

**Harlyne J. Norris**  
President  
KTN Enterprises, Inc.

**Bill O’Hare**  
Partner, Snell & Wilmer, LLP

**Judi Garfi Partridge**  
Owner / Operator  
Summit General Insurance

**Mel Rogers**  
President Emeritus  
PBS SoCal

**Jim Rosser**  
President Emeritus  
California State University, Los Angeles

**Andrew Russell**  
President & CEO  
PBS SoCal

**Leonard Sands**  
Chairman & CEO  
Capital Brands, LLC

**Carol Schatz**  
President & CEO  
Central City Association of Los Angeles

**Marc I. Stern**  
Chairman  
The TCW Group, Inc.  
L.A. Opera Board of Directors

**J. Chris Thompson**  
VP, Strategic Planning  
Edison International

**Joseph “Pep” Valdes**  
VP & Director of  
Business Development  
Parking Company of America - PCA Management

**Ardelle St. George**  
(General Counsel)  
St. George & Carnegie
SUPPORTERS
We are grateful for the significant financial support of these individuals and organizations.

20th Century Fox
Mr. & Mrs. Wylie Aitken
Automobile Club of Southern CA
Autry Foundation
Allergan Foundation
American Honda Foundation
Annenberg Foundation
Mrs. Patricia Anawalt
Aquarium of the Pacific
Argyros Family Foundation
Beall Family Foundation
Best Friends Animal Society
Dr. & Mrs. Peter Bing
Mr. & Mrs. Fred Blum
Bowers Museum of Cultural Art
Mrs. Audrey S. Burnand
California Arts Council
California State University, Fullerton
John E. Carson Foundation
Center Theatre Group
Children’s Hospital Los Angeles
City National Bank
City of Dana Point
Claremont Manor
Ms. Wilma Dickerhoff
Discovery Cube Los Angeles
Discovery Cube Orange County
Roy P. Disney Living Trust
Farmers & Merchant Bank
First 5 California
FivePoint Communities
Ms. Anne Gates
Geliebter Foundation
Gemini Industries, Inc.
J. Paul Getty Trust
Golden State Foods Foundation
Howard & Susan Groff
Mr. Don Hahn
Healthy Smiles
Heritage Fields El Toro, LLC
Honda
William H. Hurt Philanthropy
Jaguar
JP Morgan Chase
Kidspace Children’s Museum
Rosemary Kraemer Raitt Foundation
Lee and Louis Kuhn Foundation
Land Rover
Lincoln Center for the Performing Arts
Los Angeles Zoo
Lyons Share Foundation
Mr. & Mrs. Jim Mazzo
Mr. & Mrs. Jim McCluney
Memorial Care
My Brother Joey Foundation
Natural History Museum
Harlyne J. Norris
OC Transportation Authority
Pacific Life Foundation
Pacific Symphony Orchestra
Relief Pod
Resnick Family Foundation
Dr. James Rosser
Lenny Sands
Union SchoolsFirst Federal Credit Union
Snell & Wilmer, LLP
Sony Pictures
Southern California Edison
Steinmetz Foundation
Mr. & Mrs. Marc Stern
Trinity University
Center for the Art of Performance,
University of California, Los Angeles
Ueberroth Family Foundation
Union Bank
University of California, Irvine
Mr. Pep Valdez
Walnut Village
Walt Disney Studios
Warner Brothers
Weinstein Company
Wells Fargo
Wells Fargo Foundation

PBS SOCAL MEMBERS
PBS SoCal Members provide one half of the funding we need to continue our work to inspire, inform and entertain Southern California residents. We are fortunate to have the fastest-growing membership base of any PBS member station in the nation, with an active donor growth rate of 25 percent each year since 2013. Sustaining Members who contribute on a monthly basis and Producers Club Members who give more than $1,200 in a calendar year have brought important continuity to membership revenues.

COMMUNITY COUNCILS
Our Community Councils consist of leaders from business, civic, arts and educational institutions, and nonprofit organizations that represent the diverse communities within Southern California. These remarkable individuals have volunteered their time, insights and efforts to support our mission.
**YOUR PBS STATION AT A GLANCE**

**PBS SoCal is the Southern California flagship for PBS - the most-trusted media organization in the U.S.**

--operates three channels under the call letters KOCE
  - KOCE HD
  - PBS SoCal Plus
  - PBS SoCal World

Reaches 18 million viewers across six counties

**PBS is the #1 educational media brand and the undisputed leader in children's programming.**

- Brings educational resources to the community through 50 educational partners

**PBS SoCal is grateful for the financial support of the community, which helps us achieve our mission.**

<table>
<thead>
<tr>
<th>Source</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>51%</td>
</tr>
<tr>
<td>Corporate &amp; Foundation</td>
<td>20%</td>
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<tr>
<td>Content Distribution</td>
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<tr>
<td>Major Planned</td>
<td>8%</td>
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<tr>
<td>Government</td>
<td>13%</td>
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<tr>
<td>75,000 active Members</td>
<td>25% annual growth since 2013</td>
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</tbody>
</table>
With 350+ member stations, PBS offers all Americans the opportunity to explore new ideas and worlds through television, online content and varied experiences in the community.

**ON-AIR**

PBS SoCal is the third most-watched PBS station in the U.S. - behind only New York and Chicago.

86% of all television households and 211 million people watch PBS.

77% of children age 2-8 watch monthly.

100 Million People watch monthly.

**ONLINE**

PBS has more unique monthly visits to its websites and streams more content across its web and mobile platforms than any other network.

PBS SoCal has the highest gross ratings of any public television station in Southern California.

422 Million Videos streamed monthly.

399 Million PBS KIDS videos streamed monthly.

25 Million PBS KIDS videos streamed monthly in Southern California.

14% increase in 2015.

46% increase since 2011.
PBS SoCal aims to bring rich educational, entertainment and cultural experiences to people across Southern California.
EDUCATIONAL OUTREACH

PBS is the #1 educational media brand in the U.S. - and PBS SoCal brings educational resources to the community through its partners.

- 9 schools and nonprofit organizations have permanent PBS SoCal Community Labs
- Southern California schools use PBS educational resources in the classroom
- 24 Community events where PBS SoCal Mobile Labs were available to the community
- 650 Teachers participated in educational workshops
- 500 Parents & Caregivers participated in educational workshops
- 1,500 parents & children reached at educational events
OUR VISION
A Southern California community inspired to
LEARN MORE
DO MORE
BE MORE

OUR MISSION
Foster a love of
LEARNING CULTURE & COMMUNITY
using the power of public media.
HOW WE DO IT

PBS SoCal delivers its mission through content & experiences that

INFORM
INSPIRE &
ENTERTAIN

These include distinctive PBS programming, person-to-person experiences in the classroom and the community, diverse local cultural partnerships, and content that is for, about and by Southern Californians.

PBS SoCal is available on-air, online & in the community.
DONATIONS & CORRESPONDENCE

KOCE-TV Foundation
PO Box 25113
Santa Ana, CA 92799-5113

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Costa Mesa, CA 92626

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