



## About KCET

KCET is the nation's largest independent public television station serving Southern and Central California. On air, online and in the community, KCET plays a vital role in the cultural and educational enrichment of the 2.8 million viewers and 11 diverse counties it serves.

KCET is committed to rethinking TV as an independent company, no longer inhibited by affiliate obligations. Donor supported, KCET delivers timely, relevant content across all media platforms to inform, educate and engage.

KCET's distinctive, critically acclaimed programming encompasses international news and public affairs programming, national drama and documentary productions, and educational family and children's programs. Its original signature series, *SoCal Connected*, has earned every major accolade for local news, including Emmy®, duPont-Columbia, and Peabody awards.

KCET.org is a dynamic destination that reflects the spirit and ethos of Southern California. Visitors can explore KCET's myriad original web initiatives, including the award-winning multi-media documentary series, *Departures*. The site also features comprehensive field guides, a robust food section, and an expansive blog network covering regional news, tips, and California adventures.

KCET aggressively seeks out and nurtures unique collaborations for growth. Using its partnerships with international media organizations, it delivers the latest coverage on breaking world news impacting the region's global citizens. KCET also produces original quality content with Southern California's creative community that enlightens and entertains.

With a 40-year legacy in Greater Los Angeles, KCET is a community organization at heart. KCET engages with the region's community and public service agencies to provide outreach and educational initiatives. As a key media partner to the region, KCET's outreach programs and services offer productive, life-changing contributions to the community.

With its four digital channels, including **Kids & Family**, **Yme**, and **MHz Worldview**, and vibrant website, KCET provides its audience with choices; exciting programs in genres they love, hard-hitting reports on issues facing their region, international programs that celebrate a variety of cultures, and local programming that showcases the best the Southern California region has to offer.

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