



## FACT SHEET

Founded in 1964, KCET is the nation's largest independent public television station for Southern and Central California.

### **ABOUT KCET**

On-air, online, and in the community, KCET plays a vital role in the cultural and educational enrichment of Southern and Central California. KCET produces and distributes award-winning programs that explore the people, places and topics that are relevant to our dynamic region.

### **ADMINISTRATION**

KCET is governed by a volunteer board of directors made up of a cross section of business and community leadership. The station's 125-person staff is headed by president and CEO Al Jerome. KCET also has a community advisory board that serves as the voice of the community.

### **AUDIENCE**

Nearly three million viewers in 11 counties across Southern California watch KCET in the average month.

### **KCET DISTRIBUTES THREE DIGITAL MULTI-CAST CHANNELS OF PROGRAMMING**

KCET's primary channel includes its own locally produced programs and other acquisitions. The station also offers three digital multi-cast channels:

- 1) KCET Kids & Family** features entertaining, educational and multi-lingual programs from well-known producers, including Jim Henson Company.
- 2) MHz Worldview** is a national independent non-commercial channel that presents fresh, relevant English-language international content including news, documentaries, cultural programming, dramas, films and mysteries, music and sports.
- 3) V-me** (*veh-meh*– from the Spanish *veme*, meaning “see me”) is a Spanish language channel offering quality cultural, educational entertainment for Spanish-speaking audiences.

## PRODUCTION

The station's goal is to produce national and regional programs reflecting our unique Southern and Central California community.

- **Local & Regional Production**

KCET produces the multi-award-winning *SoCal Connected*, a hard-hitting prime-time weekly television news program that examines the issues and people of Southern California. Huell Howser explores and celebrates the state's rich culture and history in his numerous series. Special local productions also highlight the schedule throughout the year, including *Live at the Ford*, which showcases culturally and artistically diverse performance groups at the historic Ford Amphitheatre.

- **Online Production**

KCET offers extensive content at [kcet.org](http://kcet.org), its award-winning Web site. In addition to Web exclusive stories, video and podcasts, events, schedule and program information, the site offers in-depth coverage on local issues, popular culture and community engagement, with features such as: **Departures**, an online multimedia documentary that offers an insider's glimpse of the cultural diversity found in Los Angeles, and **SoCal Focus**, a daily blog that provides insightful commentary by some of Southern California's most respected writers and journalists. Visitors to [Kcet.org](http://Kcet.org) can also participate in **KCET Book Club**, an online forum that discusses adaptations of renowned literary figures such as Jane Austen, local authors, and more.

In addition, [kcet.org/food](http://kcet.org/food) provides delectable food content, with **Public Kitchen**, which offers recipes and cooking tips, as well as **Free Lunch**, a new web series that invites residents and bloggers to review unique restaurants in Southern California with all-expenses paid for by KCET.

- **National TV Production**

KCET created the award-winning series for caregivers, *A Place of Our Own* and its Spanish-language companion *Los Niños en Su Casa* to provide a resource for those taking care of preschool-aged children.

Prior to becoming independent, KCET co-produced a documentary series *Auschwitz*, with BBC, which aired on PBS with critical acclaim. The station also co-produced the Latino family drama, *American Family*; a 10-week PBS series *Wired Science*; *Global Watch*, a special report on how America is perceived from abroad; and a multi-part historical documentary about Andrew Jackson.

Additionally, KCET has produced acclaimed programs such as *Craft in America* and *Inventing LA: The Chandlers and Their Times* to national PBS audiences. In 2004, KCET launched *Tavis Smiley*, the first national West Coast-based PBS talk show. KCET also produced the PBS KIDS series *Sid the Science Kid* with the Jim Henson Company.

## **EDUCATION**

The station's education mandate is realized through a variety of activities. KCET is a leader in producing educational programming through its KCEd initiative, a multiplatform educational effort for preschool through adult programming. The station is now producing two Peabody Award-winning nationwide programs for caregivers, *A Place of Our Own* and its Emmy-winning Spanish-language companion, *Los Niños en Su Casa*. KCET has produced a pilot and is currently seeking funding for a multiplatform project on elder care and healthy aging, entitled *The Time to Care*.

KCET provides people of all ages with stimulating and engaging learning opportunities through innovative programming, print and online materials, professional development services and family education. National educational training models have been developed and implemented for *A Place of Our Own/Los Niños en Su Casa*. These initiatives train adults in the educational use of television, and extend the learning in the programs themselves.

KCET also works with high school and college students. At the high school level, KCET empowers students to acquire 21st century skills by participating in *Departures*, a Web-exclusive community-based multimedia series. Partnering with several local high schools and community organizations, KCET works with students in their classroom and in after-school organizations by teaching them interviewing and video and editing skills. This helps students learn how to visually tell the stories about their neighborhoods and prepare them for publication on the Web.

The KCET-produced *SoCal Connected* has teamed with the News21 project at USC Annenberg School for Communication & Journalism. The Web partnership connects graduate Fellow journalists with working professionals. An elite group of 10 USC Fellows were selected for the Annenberg News21 team in a highly competitive search. The Fellows produce Web-exclusive multimedia reports in a special section on the [SoCal Connected Web site](#). They work as part of the *SoCal Connected* team – contributing story ideas, collaborating with producers and keeping pace with the demands of a hard-hitting weekly news program.

## **IN THE COMMUNITY**

KCET's partnerships with community groups allow it to focus on viewers' passions, cultures and causes. During select on-air KCET pledge drives, and in conjunction with relevant programming, the station offers viewers the opportunity to have a portion of their donation used to purchase services and supplies for various non-profit organizations in lieu of a thank you gift. To date, our partners have included: SPCA-LA (aired documentary on no-kill); Interval House (aired documentary on domestic abuse sponsored by Verizon) and The Midnight Mission (aired *Humble Beauty* documentary about Skid Row artists). KCET was also proud to take advantage of a special FCC waiver and work with the U.S.-Japan Council to air a live Japan Relief special, in the aftermath of the earthquake and tsunami that devastated the region, which raised \$90,000 for NGOs in the country.

- **Local Heroes Program**

KCET and Union Bank created the **Local Heroes Awards** to help celebrate the national commemorative heritage months for various communities throughout Los Angeles. The awards honor outstanding individuals who strive to enrich the lives of others. In 2011, the Local Heroes Awards were expanded to recognize honorees as part of LGBT Pride Month, and honorees were also identified during Black History Month (February), Women's History Month (March), Jewish American Heritage Month (May) and Asian Pacific American Heritage Month (May), and will be for Hispanic Heritage Month (September/October). Throughout the month, KCET airs a video profile of each honoree that highlights how they made a difference in their community. The on-air profiles can also be viewed on the Web at [Kcet.org](http://Kcet.org). The station's volunteer Community Advisory Board helps the station target and serve various community constituencies.

## **AWARDS**

Over the station's nearly 50-year history, KCET has received virtually every significant award for excellence in television, including more than 100 local and national Emmys®, LA Press Club and prestigious Peabody and duPont-Columbia awards. KCET-produced Web sites have earned the prestigious Japan Prize, as well as Communication Arts and ADDY awards.

## **SUPPORT**

KCET is a donor-supported community institution. It exists because of the generosity and loyalty of nearly 100,000 members whose annual gifts support KCET's vital programs and community services. Nearly 40% of the station's operating revenues come from these supporters. In comparison, about 2% of operating funds come from government sources.

KCET depends upon its core of faithful supporters to give unrestricted contributions, donate their vehicles and provide for KCET in their wills and trusts. KCET also enjoys unrestricted support from corporations and foundations throughout Southern and Central California. These organizations and others nationwide also provide restricted funding for various KCET productions and projects.

KCET also receives valuable support from its college intern program, as well as our dedicated volunteers. Our volunteers and interns serve in a variety of roles that contribute to accomplishing KCET's mission to serve the public.

Web site: [www.kcet.org](http://www.kcet.org)