OVERVIEW

Since 1964, KCET has served as the public television station for an 11-county region of Southern California. We reach one of the most diverse populations in the country with the finest regional, national and international programming, as well as with free educational resources and community events open to all.

In December 2012, KCET merged with San Francisco-based Link TV, an award-winning national media organization focused on global news and culture. With the new name of KCETLink, our merged organization is a national, independent, non-profit, digital and broadcast network that provides high-quality, culturally diverse programming designed to engage the public in innovative, entertaining and transformative ways. With a commitment to independent perspectives, smart global entertainment, local communities, and opportunities for engagement and social action, KCETLink depicts people and the world through a lens that is unavailable elsewhere in US media.

From our studios in Burbank, we are maintaining the distinct services and brands of KCET and Link TV, while also finding exciting opportunities to share content and resources across all of our platforms and expand the possibilities of transmedia production and distribution. Our content covers a wide variety of important topics including arts and culture, environmental issues, and local, national, and global news.

We serve our communities by bringing visibility to issues that matter most to our audiences—whether it be by showcasing little-known artists with Artbound, studying gentrification trends with City Rising, investigating critical regional issues with SoCal Connected, exploring Angeleno history with Lost LA, providing opportunities for young filmmakers with Fine Cut, uncovering pressing environmental concerns with Earth Focus, or giving voice to indigenous cultures with Tending the Wild.

Over our 53 year history, KCETLink has received virtually every significant award for excellence in broadcasting, including more than 100 local and national Emmy Awards, and the prestigious Peabody, duPont-Columbia, and Edward R. Murrow Awards. In 2017 alone, we won ten Los Angeles area Emmy Awards, four Golden Mike awards from the Radio and Television News Association of Southern California, five Los Angeles and Orange County Press Club awards, a PR News Nonprofit Award, and a Walter Cronkite Award for Excellence in Television Journalism.

KCETLink is currently experiencing positive growth on a variety of fronts. Overall viewership has increased over 50% in this fiscal year and membership has also seen a significant increase. The organization is in its best financial position since 2010, thanks in part to the resolution of the FCC Spectrum Auction which allowed us to retire all debt and set up a Board restricted endowment.

Below, please find an overview of KCET’s service to the Southern California community in 2017.
NEWS AND INFORMATION

In the past year, KCET continued its commitment to producing and broadcasting a rich array of award-winning news programs that offered local and global perspectives to better serve our multi-cultural community.

**SoCal Connected** – On the air since 2008, SoCal Connected is a weekly half-hour news magazine that provides substantive and engaging stories about the issues and events that affect Southern California. The original series explores topics ranging from the environment to the economy, from government to education, from health to local culture.

- Anchored by respected KCET journalist Val Zavala, SoCal Connected has been recognized for its quality journalism and contributions to the Southern California community with the prestigious George Foster Peabody Award and two Alfred I. duPont-Columbia University Awards, along with 29 Los Angeles Area Emmy Awards; 30 Golden Mike Awards from the Radio & Television News Association of Southern California; 58 LA Press Club Awards; and one National & five Regional Edward R. Murrow Awards, among many more accolades.
- In 2017, the 8th season of SoCal Connected anchored by Zavala, marked the return of acclaimed news producer Karen Foshay who served as the series executive producer. With the tagline, “Always Questioning,” SoCal Connected offered viewers substantive, in-depth reporting on vital issues that impacted the Southern California region including environment, local government, civil rights, immigration and housing.

This year in addition to its weekly broadcast, SoCal Connected produced three environmental specials (7/11, 7/18 and 7/25 at 8 p.m.) with a focus on such issues as farming, recycling, climate change, environmental businesses and more.

**Town Hall LA** – KCET continued its partnership with Town Hall Los Angeles, Los Angeles’ oldest and largest public speaker forums, to present a full season of Town Hall LA, hosted by Val Zavala. The public affairs series gives access and timely insights into California solutions with a world view inviting top industry influencers to offer their perspectives and solutions to regional, national and international matters.

Guests for the season included: **Jeanie Buss**, President/Governor of the Los Angeles Lakers Organization; **Barbara Boxer**, Former United States Senator for California; **Kevin Demoff**, COO and EVP of Football Operations for the LA Rams; **Manuel Pastor**, USC Professor of Sociology, American Studies & Ethnicity; **Dr. Maja Mataric**, USC Professor of Computer Science, Neuroscience & Pediatrics; **Susan Burton**, Founder of A New Way of Life (ANWOL) Re-entry Project; **Chris Hughes & Natalie Foster**, Facebook Co-Founder & Co-Founder of Peers.org; **John Ridley**, Oscar Winning Filmmaker; **Marqueece Harris-Dawson**
& Jennifer Ito, Councilmember to the 8th District of LA & Research Director at USC’s Program for Environmental and Regional Equity; Adam Steltzner, JPL Chief Engineer for the Mars 2020 Project; Karla Ortiz & Lucy Herrera, Youth Organizer with the East Los Angeles Women’s Center & Leadership Program Manager for Legacy LA, Youth Council Leadership.

**BBC World News** – Since 2008, KCET has served as the national marketing and distribution partner for **BBC World News** on American public television. In addition to distributing **BBC World News** programming to public television stations around the country, we prominently feature BBC programming in our broadcast schedule, including the daily telecasts of **BBC World News** and **BBC World News America**, and the weekly public affairs series, **BBC Newsnight**.

**NHK** – KCET has been building a productive relationship with NHK, Japan’s national public broadcasting organization. We have added NHK’s **Newsline** to KCET’s international news block, and in August 2013 we converted one of our channels (28.4) into the NHK World channel, featuring Japanese and Asian news and lifestyle programming around the clock. This English-language channel is distributed via digital broadcast to Los Angeles, Orange and Ventura Counties.

KCET also presents daily English language news reports from Germany’s international news channel **Deutsche Welle**, as well as France’s **France 24**.

**OTHER LOCAL/REGIONAL MEDIA PROGRAMMING**

KCET’s burgeoning slate of original regional productions that reflect the cultural history and critical issues in the community includes the following:

**Artbound**—Emmy® award-winning arts and culture series **Artbound** returned for its 8th season to examine the lives, works and creative processes of arts and culture innovators making an impact in Southern California and beyond through long-form documentaries and online columns. The series calls upon collaborations with key arts and cultural organizations as production and promotional partners to create broader impact.

- The season debuted with Architecture critic **Christopher Hawthorne**, who joined **Artbound** for an immersive look at the future of Los Angeles. “Third LA with Architecture Critic Christopher Hawthorne” examined the city’s architecture, urban planning, transportation and changing demographics, giving us a glimpse of Los Angeles as a model of urban reinvention for the nation and the world. The hour-long episode aired Feb. 11, 2017.
- In addition to three local area Emmy awards, **Artbound** has been honored with four Golden Mike Awards from the Radio & Television News Association of Southern California; seven LA Press Club Awards; two Orange County Press Club Awards; two National Entertainment Journalism Awards; and an “Official Honoree” distinction from the Webby Awards.

**Artbound** continued to be at the forefront of innovative opera productions in 2017:
The Artbound documentary, *Fallujah: Art, Healing, and PTSD*, which aired in March 2017, explores how the experience of war is transformed into a work of art and based on the opera *Fallujah*. As the first opera about the Iraq war, *Fallujah* was inspired by the experiences of USMC Sergeant Christian Ellis who was a machine gunner in Iraq. Ellis’s platoon was ambushed, leaving him with a broken back and only one of a few survivors, and he returned home to join millions of Americans who struggle with post-traumatic stress disorder. With a score composed by Tobin Stokes, a libretto by Iraqi-American Heather Raffo, and produced by the Long Beach Opera in partnership with the Annenberg Foundation, KCET broadcast the opera live in 2016 prior to producing the documentary for Artbound.

*Vireo: The Spiritual Biography of a Witch’s Accuser*, produced through a partnership with KCET and Grand Central Art Center (GCAC), had its long-awaited premiere in 2017. The multi-media episodic opera by composer Lisa Bielawa, which had been shot at a variety of national iconic locations since March 2015, explores how women have been analyzed and marginalized throughout history. On May 31, 2017, all 12 10-minute online episodes launched on kcet.org simultaneously as part of Artbound so that the opera could be consumed in whichever way the viewer chose.

According to a review in the *LA Times*, “Watching Vireo online feels like being on stage during a live performance.” The digital launch was followed by a 2½ hour broadcast on KCET June 13, 2017.

The behind-the-scenes Artbound documentary, *Hopscotch: An Opera For the 21st Century*, explored the groundbreaking opera, which took place in cars zigzagging throughout Los Angeles in November of 2015, telling a single story of “a disappearance across time.” Audiences experienced the work in both the intimacy of a car, where artists and audiences shared a confined space, as well as in a larger central hub, where all the journeys were live-streamed to create a dizzying panorama of life in Los Angeles. Artbound’s “making of” documentary aired July 19, 2017 on KCET.

Following the Emmy award-winning documentary on Invisible Cities in 2013, Artbound again partnered with celebrated artist and MacArthur Genius Grant recipient Yuval Sharon and his opera company The Industry for the avant-garde, critically-acclaimed Opera Hopscotch.

Artbound Presents Studio A – Broadcast in primetime on KCET since March 2014, this half-hour performance program features intimate concerts and interviews with influential and emerging musicians from around Southern California. Artbound Presents Studio A sets out to chart the musical landscape of the Southland, and how local musicians are capturing the ethos of
the most culturally diverse region in the world. This season featured acclaimed artists with important environmental causes including Low Leaf and Aloe Blacc.

Lost LA – A co-production of KCETLink and the USC Libraries, in collaboration with “L.A. As Subject,” Lost LA brings Southern California history to life by marrying archival materials with innovative forms of documentary storytelling. Season two included: *Borderlands*, the interconnected lives of three people who lived through California’s transition from native land to Spanish colony and from Mexican province to American state; *Wild West*, L.A.’s efforts to reconcile with its violent past; *Dream Factory*, Hollywood’s past discriminatory practices; *Building the Metropolis*, the cultural legacy and environmental costs of L.A.’s relentless growth; and *Coded Geographies*, underground “guidebooks” that navigated coded segregation and resistance.

As part of the Lost LA franchise, KCET produced a special documentary that launched in July 2017 called *Lost LA: Descanso Gardens*. The original documentary not only explored the natural, year-round beauty of this urban retreat, but revealed its surprising history as one of Southern California's most beloved public gardens. From its pre-colonial origins as an oak woodland to its contemporary role as a living museum, the film examines how the Descanso Gardens reflect the social, political, and cultural evolution of Los Angeles.

*The Migrant Kitchen*—Nominated for a James Beard Award in 2017, *The Migrant Kitchen* tells the story of the migrants within the city – through the lens of food from the producers behind acclaimed print/online magazine *Life & Thyme*. Season 2, which premiered in November 2017, featured a variety of new ethnic food and interviews with key Los Angeles chefs including: “Mexican,” “Vietnamese,” “Japanese,” and “Indian.”

The multi-media series examines how the experience of LA’s migrants has shaped the local food scene creating a bridge for understanding the many cultures that comprise the city’s food landscape. Viewers visit the kitchens of those who have transformed the culinary landscape of the city, combining traditional ethnic cuisines as well as fusions of new flavors and techniques that make Los Angeles one of the food capitals of the world.

*Meals Ready to Eat*—KCET partnered with military-veteran media brand *We Are The Mighty* to launch a new documentary food series *Meals Ready to Eat*. Written, produced, directed and hosted by military veterans, *Meals Ready to Eat* travels coast to coast and abroad exploring the “foodie” culture and gourmet culinary practices of the military-veteran community.
Hosted by Navy veteran and food aficionado **August Dannehl**, the series also features interviews and cooking demos with key Los Angeles chefs and food influencers including Mike Williams (Norah), Neal Fraser (Redbird), Mei Lin (Bravo’s *Top Chef*), Holly Jivin (The Bazaar at SLS), Tim Hollingsworth (Otium) and mixologist Matt Seigel (The Nice Guy). By exploring other cultures such as the military, KCET can enlighten audiences and foster a deeper understanding of other ways of life, while at the same time celebrating American cuisine. *Meals Ready to Eat* premiered Nov. 8 on KCET.

**Tending the Wild**—KCET’s original multiplatform series produced in partnership with the Autry Museum of the American West called *Tending the Wild*, made its broadcast debut in February 2017. The partnership was in conjunction with of the Autry’s new “California Continued” exhibit, funded in part by an NEF grant from the state that marks the most significant renovation to the museum since the organization’s founding in 1988 and connects Native Californian history, traditional ecological knowledge, and cultural practice to address environmental issues facing Californians today. The series explored powerful stories illuminating Native California ecological knowledge and present day dilemmas in the American West.

Episodes included “Fire Suppression,” “The Salmon Wars,” “Plants as Medicine,” and “Deserts.” The broadcast was complemented by an extensive web hub that features resources, videos, articles and first-hand perspectives of Native California cultures revolving around the concept of traditional ecological knowledge (TEK).

The documentary is being offered through APT to other PBS stations across the country.

**City Rising**—In September, in partnership with the California Endowment, KCET debuted a multi-media series called *City Rising*. The 60-minute original documentary special and digital series examined how gentrification is deeply rooted in a history of discriminatory laws and practices in the United States. The series features people of color who cherish their neighborhood’s culture and sense of community and are mobilizing against unsustainable rents and other forces they see pushing neighbors into homelessness.

Included in the documentary are activists: USC’s Professor of Sociology **Manuel Pastor**, Former NBA Player and Mayor of Sacramento **Kevin Johnson**, Oakland Mayor **Libby Schaaf**, The California Endowment’s Senior VP for Healthy Communities **Dr. Anthony Iton** and UCLA Urban Planner **Gilda Haas**. Supporting the documentary was a series of online articles and social media videos providing in-depth, critical analysis on the issues surrounding displacement.

*City Rising* explored six California communities where residents, activists and urban planners have
identified gentrification as a primary concern. Boyle Heights is an urban enclave neighboring downtown Los Angeles has made itself a cultural mecca for the city’s booming Latino population. South Central is a mostly low-income and under-resourced neighborhood near downtown LA that was historically African-American has since become nearly 80 percent Latino. Long Beach is a coastal Southern California city whose central and western neighborhoods have a diverse population of Latinos, African-Americans, Southeast Asians, Filipinos and Pacific Islanders. Santa Ana is a mostly low-income and historically Mexican city in the wealthy, conservative, anti-immigrant and predominantly white Orange County. Oakland is a major port city east of San Francisco that was historically racially diverse and has seen large influxes of young professionals and waves of urban redevelopment. Oak Park is a modest, working-class neighborhood in the state’s capital, Sacramento, plagued by crime and a struggling economy.

The documentary is being offered through APT to other PBS stations across the country.

Earth Focus: Vanishing Coral / Blue Planet Coral Seas—As part of a multi-pronged educational campaign around preserving our oceans, KCET launched a special installment of its environmental investigative series, Earth Focus: Vanishing Coral which uncovers the devastating effects of coral bleaching as the result of warming oceans, while also airing BBC’s Blue Planet: Coral Seas which explores the dramatic formation of a coral reef. Vanishing Coral debuted during a pivotal time when coral reef populations are declining at a rapid pace. As an example, in 2016, a warm spell attributed to climate change caused bleaching of one-third of the Great Barrier Reef along the eastern coast of Australia that is 5,000 to 10,000 years old.

To spread the word to a broader audience and allow our viewers to take action, KCET teamed with Aquarium of the Pacific, which has made valuable contributions to marine education in our community. We also partnered with Heal the Bay to help our viewers advocate for a healthier environment by signing a petition to maintain funding for the Environmental Protection Agency to support critical conservation programs.

In conjunction with the programming and take action initiatives, KCET held a sweepstakes for an Australian vacation to beautiful Queensland to visit the Great Barrier Reef, the world’s largest reef system stretching over 1,600 miles and dating back thousands of years. The winners had the opportunity to experience firsthand how coral reefs play such a crucial role in the well-being of our planet.

With coral reef populations declining significantly in the past decade, this wide-reaching initiative supported our mission to increase the impact of our storytelling around environmental issues that affect the global community.

Border Blaster—In 2017 Border Blaster, a multi-platform series offering a collection of music videos from around the world, continued its partnership with Los Angeles’ longstanding public broadcasting internet radio station Dublab who curated new episodes. The new season exposed viewers to the cross-
fertilization of musical genres defining contemporary music and included online editorial pieces written by Dublab staff to accompany each of the music videos.

**Link Voices** — In 2017, KCETLink continued with a new season of its weekly documentary series, *Link Voices: Stories That Matter*, which presents globally sourced, provocative films that challenge viewers’ perspectives on art, politics, the environment and human nature. A few notable films from *Link Voices* slate in 2017 included: *The Trees* (Sept. 6), *Craving Cuba* (Sept. 20), *Remand* (Oct. 18), *King George VI: The Man Behind The King’s Speech* (Dec. 13), and *American DREAMers* (Dec. 27).

Most of the KCET and KCETLink original and select acquired programming detailed above is accessible on the air, as well as online through KCET’s video portal (www.kcet.org/video/). Additionally, we distribute our series through video-sharing sites such as YouTube, and we promote our content through Facebook, Twitter, Google+, Pinterest, Instagram and more.

**SUMMER OF THE ENVIRONMENT**

**Summer of the Environment** was a three-month initiative (June-August) on KCET and sister station Link TV offering audiences a robust library of content on multiple platforms that focused on environmental challenges and solutions. The wide-reaching campaign intended to showcase KCET’s environmental content and leverage multiple local environmental organizations to ignite compassion for helping to save and heal our planet.

**Summer of the Environment** included programming from key franchises including *Earth Focus*, *SoCal Connected*, *Lost LA: Descanso Gardens, California Coastal Trail*, and *Studio A*.

Leveraging the legacy of the *Earth Focus* brand that has investigated environmental issues impacting the world for 15 years, the **Summer of the Environment** also included a special primetime lineup of highly acclaimed planet-friendly documentaries under an umbrella called *Earth Focus Presents*. The lineup included: *The 11th Hour* (July 5), *The Cove* (July 12), *Seeds of Time* (July 19), *A Fierce Green Fire* (July 26), *Tapped* (Aug. 2), *Breath of Life* (Aug. 9), and *The City Dark* (Aug. 16).

Finally, as part of the initiative, we launched L.A.’s first environmental film festival called the **Earth Focus Environmental Film Festival** (see full description under Community Engagement section) offering a full day of free screenings of environmental films and discussion.

**DIVERSE PROGRAMMING**

Every year, in honor of national heritage month celebrations, KCET acquires and broadcasts a rich selection of titles celebrating the diversity of the American experience.

In February 2017, KCET celebrated Black History Month by broadcasting the following documentaries that shined a light on African American history and leadership. Documentaries included: *Trials of
*Muhammad Ali* (Feb. 1), *Black Ballerina* (Feb. 8), *Duty of the Hour: Dr. Benjamin Hooks* (Feb. 8), *Black Women in Medicine* (Feb. 12), and *An Evening with Eric Holder* (Feb. 22).

In March, KCET marked Women’s History Month with several fascinating documentaries throughout the month. These programs celebrate the courage, commitment and strength of influential women and their significant impact on the U.S. and the world. Films included: *Wings for Maggie Ray* (Mar. 7), *Soldier On: Life After Deployment* (Mar. 14), *Penny: Champion for the Marginalized* (Mar. 21), *Klocked: Women with Horsepower* (Mar. 21), and *Raising Ms. President* (Mar. 28).

In September 2017, in honor of Hispanic Heritage Month, KCET aired special programming throughout the month celebrating Hispanic culture. These shows and articles highlighted the histories and legacies of Hispanics in the United States. The programs were: *The Liberator* (Sept. 15), *Beyond Borders* (Sept. 20), *American Dreamers* (Sept. 24), *The Head of Joaquin Murrieta* (Sept. 27), *Beyond la Bamba* (Sept. 27), and *Los Wild Ones* (Sept. 27).

In November 2017, a robust line up of programming celebrated the culture and history of Native peoples in honor of Native American Heritage Month. Documentaries explored Native American veterans with PTSD, activists trying to preserve the native community and Native Peoples’ role in the current fight for oil. Those included: *Healing the Warrior’s Hearth* (Nov. 11), *Ishi’s Return* (Nov. 18), *Finding Refuge* (Nov. 18), and *Red Power Energy* (Nov. 26).

In November 2017, in recognition of Veteran’s and their service to the country, KCET aired the following Veterans Day documentaries: *Comedy Warriors: Healing Through Humor* (Nov. 8), “Natick and Fort Lee” episode from *Meals Ready to Eat* (Nov. 9), *Escape from Firebase Kate* (Nov. 10), *The Great Escape* (Nov. 10), and *Searching for Home: Coming Back from War* (Nov. 11).

**International Scripted Series** – KCET continues to offer high quality cultural programming from Great Britain and Australia, including *Doc Martin, Father Brown, Vera, 800 Words*, and many others.

**LOCAL ONLINE PROGRAMMING**

*California Coastal Trail* — A third season of the digital series *California Coastal Trail* (kcet.org/coastaltrail) debuted in June 2017. The web series, produced by Rigler Creative, aims to raise awareness about the California Coastal Trail; its past, its present and its future through a series of historical narratives, camping and hiking guides, as well as articles about important cultural points of interest along the Trail. The new season headed north passing through Marin and Sonoma Counties, looking at spots along the coast like Lands End in San Francisco tracing the legendary Sutro Baths and newly restored wetland habitat on the site of a former army base at Marin Headlands.

*Earth Focus Dakota Pipeline Mapping Project* — As part of its Earth Focus franchise, KCET launched the Earth Focus Dakota Pipeline Mapping Project (kcet.org/dapl) in partnership with ALMA and Friends. The digital educational initiative features interactive maps that focus on high-stakes environmental changes in the areas surrounding the Missouri Watershed, namely the Dakota Access Pipeline (DAPL). Press coverage of the project included respected outlets such as The Weather Channel, Landscape Architecture Magazine, Archpaper, and Bustle.

*PST LA/LA* — *Artbound*, KCET’s art journalism and documentary program, launched a comprehensive digital resource for PST LA/LA in collaboration with The Getty. Over sixty-five events and exhibitions were geotagged in an interactive map and explained through a series of articles that highlighted both
the headlining and lesser-known programs throughout the Los Angeles area. A series of social media videos were also produced and distributed throughout our social media platforms including Twitter, Facebook, and Instagram.

**KCET.org Digital Content** – KCET has a team of seasoned web journalists and social media producers from across Southern California and beyond, that contribute articles and short videos for original programs, station initiatives, and original digital projects. Our editorial and video content extend way beyond the KCET broadcast schedule to explore in-depth critical issues in California. The Earth Focus section provides news and analysis about renewable energy in California; Lost LA offers a closer look at how the history of the region has shaped our society today; and *SoCal Wanderer* explores the great outdoors and hidden gems of Southern California. Other blogs and editorial include collaborations with Reuter's Trust Docs covering international social justice issues; University of Southern California’s Neighborhood Data Stories examining census data to understand how our cities are built; and University of California's UC Food Observer, a project that covers food policy and agricultural news.

**ENGAGEMENT CAMPAIGNS AROUND PROGRAMMING**

*Tending the Wild Screening* – KCET in partnership with the *Autry Museum of the American West* and media sponsor *Los Angeles* magazine, hosted a screening event January 26, 2017, at the Autry Museum of the American West for original series *Tending the Wild*. Following a reception, guests gathered in the Autry’s Wells Fargo Theater for a special advance screening of the documentary.

*Vireo: The Spiritual Biography of a Witch’s Accuser Screening* – In partnership with Grand Central Art Center, the made-for-broadcast work *Vireo: The Spiritual Biography of a Witch’s Accuser* had its premiere screening at the Hammer Museum on June 12. Producers of the series gave remarks following a reception. Three other screenings took place in Fullerton, San Francisco and Brooklyn, NY.

*Cohen Film Classics Screening* – In support of KCET’s Cohen Film Classics series which presents iconic films that defined the 20th century landscape, KCET partnered with BAFTA on March 21 at the Pacific Design Center to premiere a fully restored print of *Jamaica Inn*, the very last film that filmmaker Alfred Hitchcock directed in the U.K. before moving to the U.S. Prior to screening the film, all three of Hitchcock’s granddaughters: Tere Carrubba, Mary Stone and Katie Fiala spoke about their memories of their iconic grandfather with *Charles Cohen*, KCET’s host of the Friday night series *Cohen Film Classics*. The film aired on KCET throughout the months of March and April 2017.

*Earth Focus: Vanishing Coral Screening* – To help debut the latest episode of *Earth Focus Vanishing Coral*, KCET partnered with *Aquarium of the Pacific* for a screening event on April 13, 2017. Documentary producers and Aquarium executives spoke on a panel following the screening about ocean conservation. As part of the effort to promote conservationism through the film, KCET also helped support the annual Heal the Bay Beach Clean Up later that month.

*Lost LA: Descanso Gardens Screening* – KCET held a premiere screening for its original production of *Lost LA: Descanso*
Gardens at the Descanso Gardens in La Canada on July 12, 2017 that included a reception and remarks by KCET President and CEO Michael Riley, producer Matthew Crotty and the Descanso Gardens’ president David Brown.

CAB Reception – KCET hosted a reception for its Community Advisory Board at Grand Performances in on August 8, 2017 to thank them for their service. After a reception, CAB members were treated to a performance by jazz artist Cameron Graves. The Grand Performances series is KCET’s community partner.

Netflix World Premiere: Fire Chasers – KCET partnered with leading streaming media company Netflix to debut the Netflix original documentary series Fire Chasers at KCET Cinema Series on Sept. 5, 2017. Typically a paid film screening series, KCET opened the Fire Chasers screening to the public for free. The Netflix series follows the brave men and women of CAL FIRE and the Los Angeles County Fire Department whose mission is to battle the flames that erupt most ferociously – in both populated and natural areas – during fire season.

The event, which took place at the historic Aero Theater in Santa Monica in the midst of wild fire season in Southern California, featured a panel discussion with KCET Cinema Series Host and Deadline.com Chief Film Critic Pete Hammond about the film and the issues around fire prevention. Guests included Fire Apparatus Engineer William Cody Parks, Executive Producer/Director Molly Mayock, Fire Chief Ken Pimlott, and Director of Netflix Original Documentary Ben Cotner. KCET President and CEO Michael Riley gave remarks prior to the screening.

City Rising Screening – KCET hosted a premiere screening at the California Endowment on Sept. 13, 2017 to launch its original multi-media series City Rising. The 60-minute documentary and digital series explored the history of gentrification in California.

There were several other screenings throughout California of the documentary, including in Oakland (11/03/17), South Los Angeles (10/18/17), Sacramento (10/20/17) and Long Beach (01/24/18)

“Shining A Light” Launch Event – On Oct. 4, 2017 KCET held a launch event at the iconic Roosevelt Hotel in Hollywood to celebrate new seasons of three of its original series that focus on the Southern California region: SoCal Connected, Lost LA and Town Hall LA. Along with a reception, the event featured a sneak peak of the new season for all the programs that were introduced by KCET’s President and CEO Michael Riley and Chief Creative Officer Juan Devis. Cast and crew from each of the series were in attendance as well as special guests in the upcoming episodes of the shows.

- Guests included Actor/Filmmaker Raphael Sbarge (Once Upon a Time), Anchor of KCET’s SoCal Connected & Host of Town Hall Val Zavala, Host of KCET’s Lost LA Nathan Masters, Councilmember to the 6th District of LA Marqueece Harris-Dawson, USC Professor of Sociology, American Studies & Ethnicity Manuel Pastor, JPL Chief Engineer for the Mars 2020 Project Adam Steltzner, USC Professor of Computer Science, Neuroscience & Pediatrics Dr. Maja Mataric, Youth Organizer with the East Los Angeles Women’s Center Karla Ortiz, Research Director at USC’s Program for
Environmental & Regional Equity Jennifer Ito, Leadership Program Manager for Legacy LA, under the Youth Council Leadership Program Lucy Herrera.

- Special donated gift bag items at the event included certificates from renowned Los Angeles institutions, including Pinks Hot Dogs, The Autry Museum of the American West, Descanso Gardens, San Antonio Winery and LA Public Library. In addition, KCET’s Vice President of Communications Ariel Carpenter announced a special raffle with donated items including two seats at a Lakers/Nets Game at the Staples Center, dinner at the historic restaurant Musso and Franks, tickets to see Disney’s live action Tony award-winning musical “Aladdin” at the Pantages theatre.

Lost LA was also shown at a screening event at USC’s LA Archives Bazaar on Oct. 21.

Connecting Cultures Through Food: On Nov. 2, KCET kicked off the fall launch of two food series The Migrant Kitchen (in partnership with acclaimed culinary publication Life & Thyme) and Meals Ready to Eat (produced in partnership with military-veteran media brand We Are The Mighty) with an outdoor screening event / chefs tastings at LA Plaza de Cultura y Artes in downtown Los Angeles. Over 250 guests attended the special screening event including the cast and crew from both series premiering on KCET on Nov. 8.

The event began with a reception featuring chefs highlighted in season two of The Migrant Kitchen that included Taco Maria’s Carlos Salgado, Good Girl Dinette’s Diep Tran, Porridge & Puff’s Minh Phan, Tsubaki’s Charles Namba, Sonoko Sakai (author of Rice Craft), Badmaash’s Pawan, Nakul and Arjun Mahendro, Spago’s Tetsu Yahagi and Yokose Seafood’s Seiichi Yokota. Chiguacle’s Elsa Arellano (provided the much-buzzed-about cricket tacos) and Academy of Culinary Education’s Cecelia de Castro also provided samplings of cuisines showcasing L.A.’s unique food scene.

Beverages were generously provided by ONEHOPE Wine, Don Francisco’s Coffee, Hint Water and World Sake Imports, whose Kerry Tamura is also featured in the upcoming season of the series that explores Los Angeles’ booming food scene through the eyes of a new generation of chefs whose cuisine is inspired by the immigrant experience. Desserts were provided by Woodland Hills’ Doan’s Bakery.

Guests were welcomed with a raffle by KCET’s Vice President of Communications Ariel Carpenter followed by opening remarks from Chief Creative Officer Juan Devis who then introduced Life & Thyme Founder and The Migrant Kitchen Director/Co-Producer Antonio Diaz. Navy veteran, Executive Producer and host of Meals Ready to Eat August Dannehl then introduced KCET’s new series written, produced and directed by military veterans that explores the unexpected gourmet foodie culture of military/veteran communities around the world.

Surrounded by heat lamps in the Olvera Street locale, guests then settled into their cozy KCET-branded blankets to watch the outdoor premiere of the new season of The Migrant Kitchen and the debut of the new series Meals Ready to Eat.

FILM FESTIVALS
Earth Focus Environmental Film Festival—In July 2017, KCET launched the first film festival in Los Angeles dedicated entirely to environmental issues, the Earth Focus Environmental Film Festival. In its inaugural outing, the Festival welcomed 1,000 attendees.

The event kicked off with an opening night reception and screening of the upcoming much-buzzed about Al Gore documentary An Inconvenient Sequel: Truth to Power at Paramount Studios’ Sherry Lansing Theatre. After a celebrity studded Green Carpet arrivals event, actress/activist Kristin Davis introduced the film while a post-screening Q&A followed with filmmakers Bonni Cohen and Jon Shenk moderated by KCET Must See Movies host and Deadline chief film critic Pete Hammond.

On July 29, 2017 KCET hosted a free all day screening at the iconic Egyptian Theatre of five additional acclaimed films tackling the most important and relevant global environmental issues today. Celebrity environmental activists introduced each film that was followed by post-screening dialogues with the filmmakers. The all-day festival also showcased “green” organizations in Los Angeles including U.S. Fish and Wildlife, Heal The Bay, LA Conservation Corps, River LA, Tree People and Sierra Club with booths set up on the plaza of the Egyptian Theatre offering important environmental educational information to attendees.

The Festival was created in partnership with Washington, D.C.-based Environmental Film Festival (DCEFF), which for over 20 years has been the world’s premiere showcase of environmentally themed films.

Fine Cut Film Festival—In the 18th year of producing this flagship program, KCET significantly expanded the scope of the Fine Cut Film Festival through a partnership with the prestigious The American Pavilion, the epicenter of American hospitality and communication at the world’s largest film market, the Cannes Film Festival. KCET launched an online submissions process, which garnered over 3,000 shorts from 112 countries.

- Films were judged in two categories: Emerging Filmmakers Competition and Student Filmmakers Competition, with one third of the entries were from student filmmakers. All films were eligible for a third category, the Viewer’s Choice Competition, where filmmakers’ peers had the chance to vote online at KCET.org. For the first time in Fine Cut’s history, winners from the three categories had an opportunity to be a part of the 70th annual Cannes Film Festival through The American Pavilion.
- Top films were judged by an industry expert panel that included Must See Movies host Pete Hammond, the International Documentary Association’s Executive Director Simon Kilmurry, "Bloodline" actress Linda Cardellini, producer and former talent agent John Patak, "Project Greenlight" Producer Effie T. Brown, IndieWire staff writer Steve Greene,
Peruvian filmmaker Javier Fuentes-León and Academy Award® winning short filmmakers Corinne Marrinan and Chris Tashima.

- Winners included: Camille Fleury for “Hide and Seek” (Emerging Filmmaker Award), Writer/Director Jeremias Bayerl for “Door to Freedom” (Student Filmmaker Award), Tom Teller for “Hum” (Jack Larson Filmmaker Award), and Director Bucher Almzain for “The Outcast” (Viewer’s Choice Award).

A public kick off event took place at The Egyptian Theatre, Hollywood on June 4, 2017 hosted by actor/filmmaker Demetri Martin. Close to 300 people attended.

COMMUNITY OUTREACH ACTIVITIES

Community Advisory Board — Led by Vice President of Communications Ariel Carpenter, KCET works closely with its 25 Community Advisory Board (CAB) members and two Emeritus members to ensure that we are serving the needs of diverse populations across our region. Five new members joined the Board in 2017, though one resigned after relocating to another state. In 2017, we convened CAB meetings in February, June and October, as well as a CAB retreat in August. CAB committees met in between meetings to push forward various initiatives. They included: Kiosk and Community Outreach, Local Heroes Revitalization, Social Media and New Member.

Two important initiatives reached fruition in 2017:

After losing funding three years ago, CAB mounted a new scaled down Local Heroes program utilizing series SoCal Connected. Two worthy heroes from the community were nominated by CAB, including Nalleli Cobo, a teenage environmental activist, and Jihad Saafir, a Muslin rights activist. Both heroes were profiled on So Cal Connected in October 2017. A reception was held at KCET in January 2018 where they received plaques and were honored for their service. Juan Devis, KCET’s Chief Content Officer, gave remarks.

CAB established a closed Facebook Group to create a more efficient pipeline of communications among themselves and with KCET. CAB members were kept up-to-date on KCET programming and activities through posts of press announcements, along with language to explain how content and activities may impact their respective communities. This facilitated an increased sharing of news about KCET among CAB’s social media networks and allowed them to post ideas to the station that Carpenter could bring to the attention of the appropriate KCET executive.

Additionally, CAB members actively participated in the KCET Community Kiosk campaign to help engage the community with KCET programming.

Los Angeles Times Festival of Books — The weekend of April 23, KCET returned to the annual Los Angeles Times Festival of Books at the USC campus in South Los Angeles. KCET’s presence included network talent appearances, special giveaways and top-of-the-hour raffles. Additionally, a morning “Show & Tell” with the sea anemone, a cousin of the coral species, took place thanks to a partnership
with the LA Conservation Corp’s SEA Lab program to promote a special KCET initiative dedicated to saving the world’s coral reefs.

The lineup of activities at the KCET booth over both days kicked off each morning with a live presentation by SEA Lab providing families with an opportunity to learn about saving the coral reefs and the coral themselves, as well as touch tanks featuring a close relative of coral – the sea anemone. This interactive “Show & Tell” experience with the live sea creatures helps promote two upcoming documentaries that explore coral reefs, one of the most valuable eco systems on earth.

Talent was on hand to meet and greet booth visitors including Emmy Award-winning SoCal Connected Anchor and Executive Producer Val Zavala and series’ reporters, Nic Cha Kim and Cara Santa Maria. Also, Luis Fuerte, Huell Howser’s long-time cameraman, was at the booth to sign and promote his new book, “Louie, Take a Look at This!: My Time With Huell Howser.”

Community Kiosk Campaign — In 2017 KCET continued its Kiosk Campaign that featured our original programming. The kiosk visited cultural institutions and civic centers all over Southern California, including The LA Art Show in January; Studio City Farmers Market in May; Grand Performances in June, July, August and September; The Lotus Festival in July; The Earth Focus Environmental Film Festival in July; Fiesta la Ballona, Culver City in August; Glendale Open Arts Festival, Glendale in September; and Autry American Indian Arts Marketplace, Griffith Park, Los Angeles in November.

The kiosk engages the community and provides a way for people to provide feedback on how the station is serving the community. With a new interactive iPad as part of the kiosk, we were able to invite visitors to engage in public dialogues around key issues that the station featured on its site, such as: “How are immigrants impacting food culture in LA?” “How should we decide the value of art?” and “How has public media influenced your life?”

The Taste — KCET returned to Los Angeles Times’ The Taste, Los Angeles’ largest and most acclaimed celebration of Southern California’s culinary scene. The event took place Sept. 5-6 on the Paramount Studios back lot. KCET showcased its original food series, The Migrant Kitchen and Meals Ready to Eat. Talent from both shows attended and answered questions from visitors.

KCET Talent in the Community — KCET executives engage with diverse communities in the region on a consistent basis. Public appearances by KCET leadership in 2017 included the following:

Michael Riley, President and CEO, KCETLink
• Remarks at Tending the Wild Screening, Autry Museum of the American West (01/26/17)
• Remarks at Cohen Film Classics Screening, Pacific Design Center (04/13/17)
• Remarks at Lost LA: Descanso Gardens Screening, Descanso Gardens (07/12/17)
• Remarks at Grand Performances / CAB Reception, Downtown Los Angeles (08/08/17)
• Remarks at Netflix Fire Chasers World Premiere, Aero Theatre, Santa Monica (09/05/17)
• Remarks at Shining A Light Event, Roosevelt Hotel, Hollywood (10/05/17)
• Remarks at Earth Focus Environmental Film Festival Opening Night, Paramount Studios' Sherry Lansing Theatre (07/27/17)
• Remarks at Fine Cut Film Festival, Egyptian Theatre, Hollywood (06/04/17)
• Remarks at Community Advisory Board Retreat, KCETLink Burbank Studios (08/19/17)

Val Zavala, Vice President of News & Public Affairs, Anchor of SoCal Connected
• Remarks at Alzheimer’s Greater LA walk. Rose Bowl Pasadena (2/11/17)
• Emcee gala for Epiphany Church in Lincoln Heights (3/25/17)
• Remarks at luncheon for RISE (Financial assistance to low income communities) at the City Club downtown LA. (3/29/17)
• Remarks at dinner/fundraising for Justice in Aging, City Club downtown LA (3/30/17)
• Interviewer for fundraising luncheon for California Science Center. Jonathan Club downtown LA. (4/20/17)
• Emcee “Datathon” for the LA County Arts Commission, LA Mart downtown Los Angeles. (4/22/17)
• Emc, benefit luncheon for Alzheimer’s foundation, Bel Air Country Club, Bel Air. (5/10/17)
• Emcc Alzheimer’s forum, Monterey Park senior center (5/20/17)
• Moderate panel for Coalition for Clean Air, Cathedral conference hall, downtown LA (6/09/17)
• Emcee Housing Works benefit dinner for affordable housing, St. Sophia Cathedral, LA (6/11/17)
• Moderate panel on gentrification for “City Rising” screening at The California Endowment, Los Angeles (9/13/17)
• Emcee Heidi Duckler Dance Theater fundraiser. Baldwin Hill Park Lookout, Los Angeles (11/11/17)
• Spoke at career day at Wisdom Elementary in South LA joined by Luis Fuerte, former cameraman for Huell Howser, and membership staffer Sylvia Ortiz-Forrest. They spoke to four 2nd and 3rd grade classrooms. (11/17/17)
• Moderate panel following screening of documentary on LA riots, Director’s Guild, LA (12/5/17)
• Talk to class on “State of Media,” Santa Monica college extension at Emeritus College, Santa Monica. (12/18/17)
• Val continued her Senior Fellowship for the UCLA Luskin School of Public Affairs, mentoring two public policy graduate students in 2017.

Juan Devis, Chief Creative Officer, KCETLink
• Hopscotch Screening and Panel (01/20/17)
• Cultural Equity Arts Share convening (01/25/17)
• California Arts Council board meeting (02/01/17 - 02/02/17)
• La Placa Cohen Culture Track Advisory committee panel (02/03/17)
• Latino Arts Convening at Cal Arts (02/27/17)
• UCLA Environmental convening panel (03/01/17)
• City Rising panel in Sacramento (03/31/17)
• Gentrification panel for City Rising at The California Endowment (04/12/17)
• California Arts Council board meeting (05/09/17)
• Cultural Equity Arts Share Convening (05/25/17)
• Public Counsel Panel at MOCA (06/20/17)
• International Documentary Association Panel (07/19/17)
• PST LA/LA panel at LACMA (07/31/17)
• PST LA/LA panel at The Getty Center (09/12/17)
• City Rising and Gentrification panel for The California Endowment, Boyle Heights (09/13/17)
• California Arts Council board meeting (09/19/17)
• Arts Connection panel in Joshua Tree (09/29/17)
• LA Chamber of Commerce panel (10/06/17)
• Digital Hollywood panel (10/12/17)
• KCET panel at The REEF (10/19/17)
• UCLA class Lecture (10/26/17)
• Arts 4 LA convergence (11/02/17)
• LACMA panel (11/08/17)
• City Rising screening and panel, The California Endowment (11/13/17)
• UCLA/ Institute for the Environment and Sustainability panel (11/16/17)
• Culture Track event panel (12/11/17)
• City Rising panel in Sacramento (12/14/17)

CONCLUSION

KCET is proud to continue its role as a public media partner to the diverse communities of Southern and Central California. We are committed to enlightening, inspiring, informing and entertaining our constituents, and to bringing the community together through our partnerships and outreach activities.