

PMGSC PUBLIC TELEVISION

FCC-EEO Annual Report

(Reporting Period: August 1, 2019 to July 31, 2020)

Initiative # 1

Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Representatives from PMGSC attended the following career job fairs and/or events held at the following educational and/or related community institutions to facilitate high school and college students in careers in journalism and related professions:

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| <p>December 19, 2019</p> | <p>PMGSC Student Reporting Lab (SRL) Democratic Debate Watch Party - 100 high school students and teachers from local Student Reporting Labs classrooms took over St. Robert's Auditorium at LMU to gather and watch the debate. A student panel hosted by Univision Journalist, Yarel Ramos, who anchors Edicion Digital California, followed the debate to hear what students thought about the candidates and the issues discussed. Yarel Ramos spoke briefly about her education and career experience and proceeded to facilitate a student discussion around the debate. Young journalists were key to the execution of this event: students from local high schools created a behind-the-scenes video and ran a Livestream of the panel.</p> |
| <p>January 22, 2020</p> | <p>PMGSC Student Reporting Lab (SRL) Canyon High School: Story Pitch Workshop - On January 22nd, 2020 students from Canyon High School in Santa Clarita, CA came to Public Media Group of Southern California's Burbank office for a Story Pitch workshop. This Student Reporting Lab class worked in small groups to craft a story idea based on something happening in their community. Students pitched their ideas to 6 staff members from our Production and Digital departments. Staff gave feedback on the pitches, and spoke with students about their career paths. The workshops were built to help students identify career paths in production and to learn basic journalism fundamentals. This ongoing program promotes</p> |
| <p>February 8, 2020</p> | <p>High School Insider Winter In Real Life (IRL): "Under Pressure" <i>SoCal Connected</i> Screening -KCET partnered with the LA Times' high school journalism program, High School Insider, to host a screening of the SOCAL CONNECTED episode "Under Pressure". The episode focuses businesses fueling the hyper-competitive college admissions process, and the pressure students are under to succeed. 30 students from 12 Los Angeles area high-schools convened at Glendale Community College on February 8th to watch the episode. Following the screening, students broke into small groups and had a spirited conversation with SoCal Connected producers and journalists from the LA Times and EdSource about their own experiences and careers as well as the future of journalism.</p> |
| <p>March 4, 2020- March 5, 2020</p> | <p>CSULB Career Fair – Unable to attend due to COVID-19</p> |

Initiative # 2

Participation in job banks, Internet programs and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies).

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| June 24, 2019 | On June 24, 2020, PBS SoCal hosted an educator webinar highlighting the PBS Learning Media platform by exploring the newly released curriculum in support of the PBS series <i>Asian Americans</i> . 46 guests joined the webinar for an overview of PBS Learning Media, followed by a deep-dive into a lesson about “Racial Identity and American Citizenship in the Court.” Jayson Chang, a high school social science educator, presented on how the lesson could be used in classrooms and shared tools to teach the lesson in a distance learning environment. |
| August 2019- June 2020 | PMGSC offered 23 studio tours to the public, which ranged from home school groups to retirement communities. The tours focused on workshops for Fine Cut applicants, filmmaking, and labs on how to progress and advance in the public broadcasting industry. The tours provided an inside look on media training and video diary production training. |
| March 3, 2020 | As part of the Cal State Fullerton Job Shadow Program a Cal State Fullerton student (and Former Foster Youth), spent the day at the studio with the Senior producer learning about career paths and opportunities available in media. |
| April 16, 2020 | A PMGSC senior producer was the guest speaker at Santa Ana College’s ‘Introduction to Electronic Media Class. In the 90-minute class (via Zoom) she provided an overview of changes in the industry, burgeoning career opportunities, the role of Public Media as a media entity, and her career path. |

Initiative # 3

Participation in at least four events sponsored by organizations representing groups in the community interested in broadcast employment issues, including conventions, career days workshops and similar activities.

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| October 21, 2019 – October 22, 2019 | The Chief Creative Officer Juan Devis participated in the PBS Convening at Washington DC. During the convening participants discussed public broadcasting challenges, sustainability, and other critical issues. |
| March 11, 2020 | Cal Arts OPP (Opportunity Festival)- Unable to attend due to COVID-19 |
| March 24, 2020 | The Annenberg Innovation Lab (AnnLAB) launched the Civic Media Fellowship. The event created a space for entertainment executives, creatives, other professionals and students to discuss and understand the impact of technology, diversity, culture and other general public interest in the media. Juan Devis, Chief Creative Officer at PMGSC participated in the discussion providing his perspective as an executive in media and as a person of color. Viewers were given the opportunity to discuss the use of today’s technology to create and harness media that |

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| | connects with communities, inspires action, builds civic capacity and helps sustain social change effort. |
| May 5, 2020 | PBS SoCal partnered with KQED to host a screening of <i>Asian Americans</i> , focused on representation of Asian Americans in the entertainment industry. A screening of clips from the series was followed by a discussion moderated by journalist/host, Rosey Alvero and featured series producer S. Leo Chiang and sociologist/pop culture expert Nancy Wang Yuen. The event took place on ITVS's OVEE platform on May 5, 2020, with 562 attendees joining the screening throughout the event. |

Initiative # 4

Establishment of an internship program designed to assist members of the community to acquire skills needed for employment in the broadcasting field.

PMGSC engaged with local 2- and 4-year colleges this past year to seek and offer internship opportunities to qualified students who will earn college credits. Most students were placed in the Content Development and Production department. Other interns were placed in the Marketing and Communications and the Education Departments. The goal is to offer meaningful work experience by assigning the students to work in departments relevant to their educational major or field of interest. Internship opportunities are posted at college and university career centers and at PBS SoCal and KCET.org. Volunteer activities are also available on a short-term, time-limited basis to provide interested students the opportunity to determine whether the career is one the student is eager to pursue.

This year, PMGSC hosted 6 interns from the following 2 and 4-year colleges/universities:

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| Cal State University Northridge | Occidental College |
| Emerson College | University of Wisconsin-Madison |

Initiative # 5

PMGSC hosted community programs on-site and off-site, and opened its doors to the public for a variety of events, as follows:

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| August 5, 2019 | The Chief Creative Officer hosted the Artbound Gospel Screening and participated on the panel discussion at Baldwin Hills Cinemark Theatre. |
| August 10, 2019 | The Chief Creative officer hosted the screening and panel discussion for Artbound- Masters of Modern Design at the DeYoung Museum in San Francisco |
| August 14, 2019 | Quarterly meetings took place with community leaders to help our station understand the issues and needs most important to the many communities of Southern California, to enable public media to grow in meaningful service to our audiences and region. 43 attendees, not including staff |

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| October 23, 2019 | The Chief Creative Officer moderated a panel for Artbound in association with Self Help Graphics for the Dia de Los Muertos Episode community screening |
| February 18, 2020 | Quarterly meetings with community leaders to help our station understand the issues and needs most important to the many communities of Southern California, to enable public media to grow in meaningful service to our audiences and region. 57 attendees, not including staff. |