

PMGSC PUBLIC TELEVISION

FCC-EEO Annual Report

(Reporting Period: August 1, 2018 to July 31, 2019)

Initiative # 1

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

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:

November 15, 2018	The Chief Creative Officer guest lectured at UCLA for the “Overview of Contemporary TV Industry” class
March 20, 2019	USC Career Fair - PMGSC’s HR Department attended the University of Southern California’s Undergraduate Career Fair. PMGSC had two booths (1 for KCET and 1 for PBS SoCal) and representatives from the HR Department discussed career and internship opportunities
March 28, 2019	PMGSC’s Director, Human Resources attended a Social Impact Spotlight Panel at California State University, Long Beach. She shared information about job and internship opportunities available at PBS SoCal and the process for applying to PBS SoCal open for broadcast/media positions. Additionally, she indicated what type of qualifications and qualities PBS SoCal looks for in candidates.
April 29, 2019	<i>Above the Noise</i> Collaboration Celebration- Students from PBS NewsHour’s Student Reporting Labs (SRL) program at Etiwanda High School in Rancho Cucamonga and Northview High School in Covina met in the community room at PMGSC’s Burbank offices on April 29 to celebrate their work this past year on three <i>Above the Noise</i> episodes. Representatives from PBS NewsHour SRL staff and KQED (<i>Above the Noise’s</i> producing station) joined the students to watch the episodes, discuss the impact of the pieces on their schools and communities, and talk with each other about their experiences. This event marked the culmination of this exciting pilot of youth-content creation.

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). (vi)

October 23, 2018	SRL Political Journalism Event - PBS SoCal and KPCC partnered to host an event about political journalism and the upcoming midterm elections for 65 students from two Student Reporting Labs Schools in the region. This event, held at the Crawford Family Forum, was an opportunity for students to hear from KPCC Director of Community Engagement Ashley Alvarado, Politics Correspondent Mary Plummer and Brianna Lee, Associate Editor, Audience Engagement about how to best report on politics in today’s media landscape and how journalism can be utilized as a tool for civic education and engagement.
November 14, 2018	Student Reporting Labs: Ontario High School Visit- 30 students from Ontario High School’s Student Reporting Labs class came to the Costa

	Mesa studio on November 14, 2018 to take a tour and learn more about the PBS system. Longtime reporter and Executive Producer of PBS SoCal's LAaRT, Maria Hall-Brown spoke with the students about her career in broadcast journalism.
April 26, 2019	The Senior Director of Production lectured at the Society of Archivists and discussed Lost LA
April 27, 2019	53rd California Student Media Festival- Over 200 students, teachers, and families gathered at the Downtown Independent Theater in Downtown Los Angeles for the 53rd Annual California Student Media Festival on April 27th, 2019. Clips from 36 nominees who entered curriculum-based and craft projects were shown at the ceremony, with 11 category winners and 3 Media & Information Literacy awards presented to students and schools. The festival is the oldest of its kind in the nation and received close to 200 submissions from grades kindergarten through 12th this year

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. (iv)

August 17, 2018 (KCET)*	The Chief Creative Officer MC'd a Grand Performances event
September 7, 2018 (KCET)*	The Chief Creative Officer met with Austin Beutner re: KCET / LAUSD educational initiatives
September 21, 2018 (KCET)*	The Chief Creative Officer lectured for the US Department of State's International Visitor Leadership Program for Journalists and Journalist students at KCET
June 22, 2019	The Chief Creative Officer held a workshop for the National Association of Latino Independent Producers regarding TV/ film development and creating successful TV pitches

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Initiative # 4

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

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 Communications, Marketing and Membership 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 interns from the following 2 and 4-year colleges/universities:

University of Southern California	Cal Poly Pomona
California State University Fullerton	University of Wisconsin-Madison
Chapman University	Moorpark College
Pasadena City College	Occidental College

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:

November 26, 2018	The Chief Creative Officer guest lectured the “Strategic Communications for the Arts” class for Sotheby’s Institute for the Arts at KCET
February 28, 2019	The Chief Creative Officer guest lectured for a food journalism class at USC Annenberg School and discussed Migrant Kitchen & Broken Bread
April 26, 2019	The Senior Director, Production lectured at the Society of CA Archivists and discussed Lost LA
August 1, 2018- July 7, 2019	PBS SoCal offers studio tours and workshops to the public, non-profit organizations, and participating educational institutions. As part of the tour and workshops, careers in media, broadcast, television, communication and more are the main focus. Tour recipients are able to walk through a working studio and receive a behind the scenes look into how a television production is produced from beginning to end. Students of all ages have the added advantage of receiving a first-hand view into media-based careers.

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