OVERVIEW

Since 1964, KCET has served as the public television station for Los Angeles and an 11-county region of Southern California. We reach one of the most diverse market areas 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.

Under the umbrella of KCETLink, 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.

Below, please find an overview of KCET’s service to the Southern California community in 2015.

LOCAL/REGIONAL MEDIA PROGRAMMING

In the past year, KCET continued its commitment to producing and broadcasting a rich array of award-winning programs about and for our region. KCET’s original regional productions include the following:

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 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 community with the prestigious George Foster Peabody Award and two Alfred I. duPont-Columbia University Awards, along with 23 Los Angeles Area Emmy Awards; 24 Golden Mike Awards from the Radio & Television News Association of Southern
California; 48 LA Press Club Awards; and five Regional Edward R. Murrow Awards, among many accolades.

**Artbound** – A groundbreaking transmedia series, *Artbound* explores the arts, including community-based, urban, folk and public art, across Southern California. Launched in 2012, the series re-imagines arts journalism by utilizing over 200 arts columnists—located throughout 11 counties—who continually scan the cultural landscape for under-represented artists, ensembles and movements. *Artbound* was named Best Arts & Culture Site at the 2012 LA Weekly Web Awards, and has been honored with three Golden Mike Awards from the Radio & Television News Association of Southern California; four LA Press Club Awards; and an “Official Honoree” distinction from the Webby Awards.

To date, *Artbound* columnists have contributed over one thousand long-form multimedia articles to the series site. Each week, online traffic helps to inform which article will be expanded into a short-form video documentary. Every other month, *Artbound* producers compile the best online material into a one-hour television episode.

In 2015, *Artbound* continued to collaborate with numerous cultural organizations as production and promotional partners, including the Museum of Contemporary Art (for a co-produced MOCAtv special); Grand Performances (for on-site live performance promotion); and the Annenberg Space for Photography (for a special *Artbound* segment on its photography and artists).

*Artbound* also produces a series of long-form documentary specials that spotlight unique arts and culture initiatives impacting the community. This includes the 2014 “Invisible Cities,” which captures an experimental opera production in Union Station in Downtown Los Angeles and was recognized with a Los Angeles Area Emmy Award for Best Entertainment Programming.

*Artbound* specials produced this year included the following:

“The State of Creativity”: Annually, Otis College of Art and Design produces the Otis Report on the Creative Economy, a comprehensive analysis of the economic and employment impacts of the creative sector in both the Los Angeles region and the State of California. In 2015, KCET partnered with Otis to produce a special one-hour *Artbound* documentary exploring the vibrant network of creativity in Southern California, and examining how creative businesses are investing in community-building and driving economic activity. The special episode premiered on KCET in March, and screening events were held in Los Angeles and Santa Ana. As a result of the initiative, KCETLink Senior Vice President and *Artbound* executive producer Juan Devis was invited to speak before the Legislative Joint Committee on the Arts at the State Capitol in April.
“Vireo: The Spiritual Biography of a Witch’s Accuser”: In spring 2015, through a partnership between KCET and Grand Central Art Center (GCAC), Artbound produced a new multimedia serial opera by composer Lisa Bielawa for episodic programming that appeared on-air and online. “Vireo” considers the notion of “female hysteria” across time. The unique multimedia initiative included online articles and videos showcasing various facets of the theatrical production that began March 3, as well as a television special of the opera that debuted March 31.

“The Mundane Afrofuturist Manifesto”: In an October special episode, Artbound explored the concept of “Afrofuturism,” a new framework for black diasporic art production that is taking shape in contemporary Los Angeles. This documentary profiles five emerging artists whose work explores the intersections of race, class, identity and aesthetics. Created in collaboration with the award-winning Ways and Means creative studio, along with artist and filmmaker Martine Syms, “The Mundane Afrofuturist Manifesto” explores new expressions of black art, questioning racial identity and artistic production in post-Civil Rights America.

Artbound Presents Studio A – 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. Genres explored on the series include rock, jazz, folk, and Cumbia, among many others. Broadcast in primetime on KCET since March 2014, Artbound Presents Studio A is also simulcast on public radio station KCSN-FM (88.5), which is based on the campus of California State University, Northridge. To date, we have filmed concert events featuring artists such as “drone-metal-art-folk” singer-songwriter Chelsea Wolfe; Los Angeles-based quartet Chicano Batman; surf rock duo Best Coast; Korean American indie rock-folk sextet Run River North; neo-soul hip hop duo The Internet; 10-piece gypsy jazz ensemble Noah and the Megafauna; female rock duo Deap Vally; Grammy-winning Mexican American band La Santa Cecilia; and many more.

City Walk – Now in its second season, City Walk is the only television series that journeys by foot across the country for a pedestrian’s-eye-view of urban America. Viewers experience the vibrant streets and sidewalks of Los Angeles, New York, Boston, Atlanta, San Francisco, Portland, Las Vegas, Denver, Washington, D.C and more. Along the way, audiences discover stunning architecture, magnificent monuments, serene parks and communities transformed by a new breed of pedestrians who march to the beat of a different drummer. City Walk is a multimedia series that explores walkable neighborhoods—often in previously neglected downtown areas—and how they have replaced the suburbs in popularity and value. The series reveals the ways in which walking is transforming cities across America, and in the process, reconnecting us to our bodies, our civic values and public space.
**Three Nights, Three Days** — In its exclusive broadcast premiere on KCET in November, the documentary film *Three Nights, Three Days* chronicles the feat of engineering required to transport the retired Space Shuttle Endeavour through Los Angeles in 2012, through 14 miles of urban, public streets to its new home at the California Science Center’s Samuel Oschin Space Shuttle Endeavour Display Pavilion. The documentary film follows the shuttle’s final journey, inspiring future generations of scientists, innovators and engineers along the way. During its 68-hour journey through mostly underserved neighborhoods, more than a million people lined Endeavour’s route, uniting communities, re-igniting an interest in space exploration and motivating a new generation of students to pursue science learning.

**EXPANDED GLOBAL PROGRAMMING**

**Link Voices** — This new compilation series offers a unique collection of documentaries that show a range of perspectives, untold stories and regional flavors. These films tackle topics including LGBT rights, homelessness, racism and poverty through the eyes of the people closest to these issues. Featured titles have included *Beatrice Mtetwa and the Rule of Law*, a profile of a courageous human rights lawyer fighting for justice in Zimbabwe; *Born This Way*, a portrait of the underground LGBT community in Cameroon; *Lost Angels: Skid Row Is My Home*, an uncompromising yet life-affirming look at the lives of eight homeless Los Angelenos; *My Brother the Terrorist*, in which a filmmaker explores what led his step-brother to become a radical convert and convicted terrorist; *Searching for Home: Coming Back from War*, which examines the harrowing effects of post-traumatic stress disorder on military families; and more.

**Earth Focus** — As one of the longest-running environmental news magazine on U.S. television, KCETLink’s *Earth Focus* is filling a key information gap by providing top-notch reporting on critical environmental issues, and combining television broadcasts with the power of the web and social media to inform, engage and mobilize citizens to become environmental stewards and advocates. On the air on Link TV since 2006 and on KCET since 2013, *Earth Focus* is a weekly half-hour primetime series featuring original investigative reports, as well as content acquired from partner organizations. Topics recently explored include: the impact of fracking in communities around the world; the health hazards of chemicals in our everyday lives; the plight of Asian elephants; critical water shortages across the globe; the alarming impact of pesticides on bee populations, as well as on fish, wildlife and humans; and much more.

**Border Blaster** — This multi-platform KCETLink production provides a curated collection of music videos from around the world. The series transcends national borders and exposes viewers to the cross-fertilization of musical styles and genres defining contemporary music. Online at www.borderblaster.org, viewers can discover and watch a diverse range of music videos, as well as mixes curated by the *Border Blaster* production team. Viewers can also vote for their
favorite videos and create user-curated mixes, to be broadcast the last week of every month. The Border Blaster television show premiered on KCET in October 2014, and now airs twice per week. Border Blaster is made possible by collaboration with independent record labels and artists from around the world.

Mosaic — In 2015, KCETLink launched a new iteration of Link TV’s Mosaic world news program. Previously, the Peabody Award-winning Mosaic focused on the Middle East region. The new Mosaic gathers news and current affairs videos from around the world, as experienced — and at times reported by — people on the ground. Unlike a conventional newscast, Mosaic is responsive to online sources and independent voices, utilizing a bottom-up, web-first news-gathering framework, to create an innovative form of global news for all platforms. The pilot episode, “The China Dream”, explores the impact of Chinese President Xi Jinping’s 2012 call for “rejuvenation of the nation” on Chinese intellectuals and millennials who are studying in the US; migrant workers in China; and an entrepreneur in Africa.

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.

International Scripted Series – Through our merger with Link TV, we are now bringing local audiences some of the most popular world titles that Link TV viewers have been enjoying. The KCET schedule includes the Peabody Award-winning Danish political drama, Borgen, which the New York Times has called “one of the best shows...on American television”; and the provocative and hilarious Israeli comedy, Arab Labor.

Burning Bush — KCET presented the U.S. premiere of Burning Bush, a three-part docudrama, originally produced for HBO Europe, by world-renowned Polish director Agnieszka Holland. Burning Bush premiered on KCET over three consecutive weeks in January, and was available to view online for 90 days beginning January 14. The film focuses on the self-sacrifice of student Jan Palach, who set himself on fire in a protest against the Soviet occupation of Czechoslovakia in 1969. Young female lawyer Dagmar Burešová led the legal fight brought by his family against
the communist politician who slandered Palach’s name and his sacrifice for freedom. To supplement the broadcast of the film, KCET presented additional content and information, including an exclusive interview with Holland, providing insight into the events leading up to the fall of the Iron Curtain.

**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 2015, KCET celebrated Black History Month by broadcasting the following documentaries: *STAND! Untold Stories of the Civil Rights Movement*, which chronicles the key events that led Martin Luther King, Jr. and the Southern Christian Leadership Conference to select Birmingham, Alabama as the site for the now famous "Project C" (Project Confrontation) in 1963; *One Night in March*, an award-winning film that tells the story of a historic college basketball game that captured the national imagination, influenced a state, and helped redefine a sport; *Wessyngton Plantation: A Family’s Road to Freedom*, which follows author John F. Baker’s journey to trace his family’s slave history; and *The Editor and the Dragon: Horace Carter Fights the Klan*, which tells the story of Pulitzer Prize-winning publisher Horace Carter and his bold reporting on the Ku Klux Klan in the pre-Civil Rights era.

In March, KCET marked Women’s History Month by airing the following films: *Unsung Heroes: The Story of America’s Female Patriots*, a two-part documentary chronicling the history of women serving in the armed forces; *Meet Mary Pleasant*, an award-winning documentary that presents a colorful look at a woman who was born a slave, but went on to become an international abolitionist and “the mother of Civil Rights in California”; *India: A Dangerous Place to Be a Woman*, a chronicle of British Asian journalist Radha Bedi’s travels to India to uncover the reality of life for young women; and *California Women Win the Vote*, which uses both historical material and live reenactments to present the dramatic suffrage campaign that won California women the right to vote nine years before the federal amendment.

In September, we celebrated Hispanic Heritage Month and brought our viewers the following titles: *Our American Family: The Barreras*, which provides a compelling narrative of unwavering commitment to family, from the darkness of a coalmine in New Mexico to vibrant beauty under the California sun; *Adelante*, a documentary about Mexican immigrants revitalizing the dilapidated St. Patrick’s Church in Norristown, PA; *Reinventing Cuba*, a documentary that delves into baseball, art, entrepreneurship, healthcare and medicine in Cuba; and *Justice for My Sister*, which follows a Guatemalan woman through a three-year battle to prosecute her sister’s killer, and her emergence as a community leader.

**LOCAL ONLINE PROGRAMMING**

*Departures* – This award-winning online documentary series explores the cultures and pressing social issues affecting Los Angeles’ diverse neighborhoods. Each *Departures* installment is
created in partnership with community organizations, as well as with local high school students, who undertake a rigorous, semester-long multimedia curriculum. In 2011, Departures was honored with the prestigious Japan Foundation President’s Prize as part of the Japan Prize International Contest for Educational Media. The prize was given for “an excellent work that encourages mutual understanding among nations and races or contributes to cultural exchange.”

The Departures site features a “Participate” page that engages local residents by asking for their ideas and feedback on a range of topics and social issues (at www.kcet.org/participate). Viewers can take part in discussions, share perspectives, take up a social cause, and share the wants and desires of their community – from students exploring how to improve a vacant lot, to a design collaboration soliciting project ideas for public spaces. Current questions featured on the “Participate” page include: “How can social media raise awareness about teen dating abuse?”; “How would you improve the 710 Corridor?”; “How can a school music program enhance student academic and social success?”; and “What can be done to strengthen a sense of place in your community?”

In 2015, Departures launched an urban farming hub (http://www.kcet.org/socal/urban_farms/), which looks at urban farming as a catalyst for improving a community’s health by increasing healthy food options and providing educational resources that facilitate community, school and home gardens. The online hub includes a range of articles from the KCET.org blogs; video content from our SoCal Connected news magazine; an “In the Community” map charting our community engagement activities; and “Participate in the Conversation” prompts, which ask viewers for their thoughts and ideas on improving healthy food options in their communities. Viewers can also post their own content, including photos and links to other organizations.

California Coastal Trail — From the carefree beaches of San Diego through the rugged, dramatic coastlines to the north, California has been building a network of public trails for walkers, bikers, equestrians, wheelchair riders and others along the 1200-mile California coastline. Launched in 1972, this massive undertaking is now roughly halfway completed. KCET’s online California Coastal Trail portal (www.kcet.org/shows/california_coastal_trail/) provides viewers with articles and videos exploring points of interest along the trail, from the US-Mexico border to the Monterey County line. Viewers can read about the history of various locations and landmarks, follow travel guides and post their own media content about the trail.

Climate Change LA — In 2015, KCET partnered with Los Angeles non-profit organization Climate Resolve to launch Climate Change LA (www.kcet.org/news/climate_change_la/), an
online hub exploring how climate issues are impacting Southern California. Featuring climate studies from UCLA’s Institute of the Environment and Sustainability, *Climate Change LA* is dedicated to educating both consumers and businesses about the local impacts of climate change. In addition to putting the climate science studies into context, the web portal offers everyday actions and solutions that can be adopted to address climate change in our region. Climate Resolve continues to update the hub with original content, including interviews with local leaders working on climate change solutions.

**KCET.org Blogs** – KCET has a team of seasoned web journalists who contribute articles to our rich array of regional blogs. Several of our blogs explore critical environmental issues in California: *ReWire* provides news and analysis about renewable energy in California; *ReWild* brings us stories about California’s wildlife, the threats they face and the value they bring us; *The Back Forty* offers opinions and news about environmental, land use, rural and wildlife issues; *Confluence* explores critical water use and access issues around the revitalization of the Los Angeles River; and *SoCal Wanderer* is a travelogue with a focus on California’s national and state parks and public spaces. Other KCET.org blogs include *SoCal Focus*, which provides news and perspectives about our region; *KCET Food*, which offers readers restaurant reviews, recipes and articles about agriculture, hunger issues and food justice; and *LA as Subject*, a Los Angeles history collaboration with the USC libraries.

**ENGAGEMENT CAMPAIGNS AROUND MEDIA PROGRAMMING**

**Space Racers Learning Event** – In January, KCET partnered with the producers of the preschool television series, *Space Racers*, for a special screening and educational event at the Skirball Cultural Center that attracted more than 500 children and their parents and caregivers. The Parents’ Choice Award-winning animated *Space Racers* series follows young space cadets at the Stardust Space Academy as they soar through the Solar System. Young viewers learn about the power of scientific investigation and observation; the wonders of space exploration; and the importance of working together as a team, all with the help of fun and engaging characters. In addition to several screenings of episodes from the series, the *Space Racers* event featured the series director, voice talent and fun space-themed activities. Attendees learned how each character came to life, and how NASA scientists and astronauts assisted in the series’ development. This was the second *Space Racers* event hosted by KCET.

**Earth Focus: “Illicit Ivory” Outreach** — In May, KCETLink’s *Earth Focus* premiered the special investigation “Illicit Ivory”, which uncovers the mass slaughter of African elephants for their ivory tusks. Despite a 1989 international ban on ivory trade, an elephant is killed every 20 minutes for its tusks to feed an insatiable demand for ivory, driven largely by consumers in China. As the price of ivory skyrocketed on the black market, organized crime syndicates, rebel groups, militias, insurgents and even terrorists are cashing in. Ivory finances the growth of the same criminal enterprises that traffic drugs, guns, and women and children. It also funds the mass atrocities committed by groups like Joseph Kony’s Lord’s Resistance Army, Sudan’s Janjaweed, and Somalia’s al-Qaeda-affiliated al-Shabaab. The mass slaughter of elephants,
some of the most intelligent and charismatic animals in the world, has become a matter of global security.

To augment the broadcast of the *Earth Focus* episode, KCET partnered with the Los Angeles Zoo and the World Conservation Society’s 96 Elephants campaign to raise awareness of the devastating impact the illegal ivory trade is having on the African elephant population, and the link between this illicit activity and insurgency groups and organized crime. The 96 Elephants campaign was especially keen on partnering with KCET, as legislation against intra-state ivory trade was under review in Sacramento during the *Earth Focus* promotional initiative.

For the initiative, KCET created a dedicated online hub that aggregated environmental content (kcet.org/ivory), where we premiered a specially produced sneak peek and promo of the episode prior to broadcast. On May 26, KCET held a special invite-only “Green Carpet” premiere screening event of *Earth Focus*: “Illicit Ivory” at the Los Angeles Zoo, hosted by actress and animal activist Tippi Hedren, followed by a panel discussion moderated by editorial writer Carla Hall from the *Los Angeles Times*. Panelists included Raisa Scriabine, *Earth Focus* producer; John Lewis, Director of the Los Angeles Zoo; John Calvelli, World Conservation Society Executive Vice President of Public Affairs and Director of the 96 Elephants campaign; and Sacramento environmental lobbyist Jennifer Fearing. Subsequently, Fearing told us that the documentary helped generate momentum around the proposed California state ban on ivory trading; the ban went on to be signed into law in October.

*True Blood* actress and elephant activist Kristin Bauer van Straten joined KCET’s initiative by taping a special introduction to the “Illicit Ivory” episode, in which she discussed building awareness around the animal atrocities happening to elephant and rhino populations in Africa. Bauer van Straten also helped spread the word about the film to her 258,000 followers on social media.

KCET broadcast *Earth Focus*: “Illicit Ivory” six times in May, resulting in a total gross quarter-hour viewership of nearly 95,000 households and 134,000 viewers. The kcet.org/ivory webpage attracted 32,488 total pageviews, and the episode garnered 1,634 video plays on the KCET.org site. Our promotion of the episode included a three-week campaign via mobile devices, which led to 2.7 million impressions nationally.

**Link Voices Impact Campaigns** — As a key component to our *Link Voices* documentary series, KCET identifies local organizations that can help amplify the issues covered in the documentaries, and empower and inspire viewers to make a difference by utilizing the services those organizations offer. In 2015, we built impact campaigns around the following three films:

1. **The C-Word** — To commemorate Breast Cancer Awareness Month, this inspirational docudrama is based on the true story of British blogger and author Lisa Lynch, who started the blog “Alright Tit” as an outlet to cope with her terminal breast cancer diagnoses at the age of
28. Lynch’s blog—in which she displays both wit and courage—ultimately became the 2010 book *The C-Word*, which captures the no-nonsense and lively style of Lynch’s writing and personality. This upbeat and brutally honest film shares Lynch’s story, from her initial breast cancer diagnosis, to her subsequent remission and then her passing after the cancer returned. KCET partnered with national health organizations Pink Link and Beyond Boobs, who helped promote the film and its inspirational message to constituents.

2. *Searching for Home: Coming Back from War* — Tying in with Veteran’s Day in November, KCET aired the national television broadcast premiere of the powerful documentary, *Searching for Home: Coming Back from War*. Built on the “pillars” of – The Truth – The Healing – The Hope, the documentary is an emotional and unflinching look at returning veterans and their search for the “home” they left behind — physically, mentally and spiritually. From World War II, Korea and Vietnam to modern-day conflicts, *Searching for Home* is a multi-generational documentary that honors the men and women who have left “home,” only to return to new and difficult challenges as profoundly changed people.

To expand the impact of the film, we partnered with New Directions for Veterans, an LA-based organization committed to building a national community in which all at-risk veterans and their families lead lives of honor, dignity, well-being and respect. The organization helps veterans to transition out of homelessness, find jobs, obtain housing and reunite with loved ones. New Directions for Veterans hosted its seventh annual “Honoring Our Heroes” gala in October, where actor John Savage (*The Deer Hunter*) introduced a sneak peek of *Searching for Home: Coming Back from War* for attendees.

KCET also enlisted the help of actress Kim Delaney (*NYPD Blue, Army Wives*), a prominent veterans affairs advocate, to tape an introduction for our broadcast premiere and attend a special screening event prior to broadcast at the ArcLight Theatre in Los Angeles. Filmmaker Eric Christensen and veterans who were featured in the documentary attended the screening, along with the cast of *Army Wives*, who reunited for the first time since the popular series ended. Remarks were given to the 150 guests by Michael Riley, President & CEO of KCETLink; Gregory C. Scott, President & CEO of New Directions for Veterans; and the cast of *Army Wives*, including Ms. Delaney, Sterling Brown (upcoming *American Crime Story*), Brian McNamara (*Granite Flats*) and Brigid Brannagh (*A Crush on You*). The media buzz surrounding the event drove an abundance of press coverage for the film and the PTSD issues it covered.

Beginning in October 2015 and continuing through Memorial Day 2016, a dedicated online hub at kce.org/veterans features an ongoing series of short vignettes that highlight some of the veterans and organizations featured in *Searching for Home: Coming Back from War*. The vignettes provide an in-depth look at these heroic individuals and their personal stories.

3. *Born This Way* — This documentary offers a compelling portrait of the underground gay and lesbian community in Cameroon. The film follows Cedric and Gertrude, two young Cameroonians, as they move between a secret, supportive LGBT
community and an outside culture that, though intensely homophobic, is in transition toward greater acceptance. There are more arrests for homosexuality in Cameroon than in any other country in the world. In the African nation, homosexual relations are subject to a punishment of up to five years in prison.

For the national broadcast premiere of Born This Way, KCET partnered with the Los Angeles Public Library and Frontiers Magazine (the leading publication covering the LGBT community) to help educate the public about LGBT persecution in Cameroon, Africa and other parts of the world, and the measures being taken to grant refugees asylum in the US.

KCET and Frontiers Magazine held a special screening of Born This Way at the Downtown Los Angeles Public Library, followed by a public panel discussion and reception attended by 100 guests. The panel featured Congressman Adam Schiff; filmmaker Shaun Kadlec; and Cameroon refugee and a key character in the film, Cedric Tchante. Remarks were given by Ariel Carpenter, Vice President of Communications for KCETLink; John Szabo, LA City Librarian; and Frontiers Media Publisher Michael Turner. Leading up to and following the event, Frontiers Magazine published three articles about the film and the critical and timely human rights and equality issues it covered.

The California Conversation — In 2015, KCET strengthened its relationship with Southern California’s primary newsgathering source, the Los Angeles Times, to create greater impact around critical issues in the community. In August, we announced the launch of The California Conversation, a series of events focusing on topics in the Golden State, ranging from education and the environment to pop culture and technology. The first event, taped live in June, featured a conversation between Governor Jerry Brown and Austin Beutner, then-publisher of the Los Angeles Times and San Diego Union-Tribune, on the historic drought. The conversation explored the role that residents, businesses, farmers and government play in meeting our water challenges, as well as how the rest of the nation is impacted by California’s water policies. KCET taped the hour-long conversation at USC, streamed it live on both the KCET and Los Angeles Times websites, and broadcast it as a special episode of our award-winning news magazine, SoCal Connected. The special was watched on television by nearly one million viewers, read by over 1.5 million people in print and online, and reached more than 20 million people through social and traditional media amplification.

YOUTH ENGAGEMENT

Departures: Youth Voices Activities — As part of KCET’s award-winning online Departures series, we bring our Departures: Youth Voices civic engagement and media literacy program to local high schools. Over the course of the semester-long program, students are immersed in our unique curriculum, and learn to use various media and storytelling tools to address pressing issues affecting their communities. The students publish articles at: www.kcet.org/youthvoices
that detailed their progress, and advocate for their causes through public presentations and social media.

In 2015, our education partners included several schools in the City of El Monte, east of Downtown Los Angeles, including Arroyo High School, Mountain View High School, and South El Monte High School, along with the El Monte City School District. In El Monte, our student producers are exploring a number of topics, including how urban gardens can help address a scarcity of healthy food options in urban neighborhoods. We are also partnering with the Los Feliz Charter School for the Arts as part of our multi-year exploration of the Los Angeles River and of plans to revitalize the river region as a community resource.

COMMUNITY OUTREACH ACTIVITIES

Local Heroes 2015 – In 1998, KCET and Union Bank created the annual Local Heroes Awards in celebration of national commemorative heritage months, and to serve diverse communities throughout Los Angeles. The awards honor outstanding individuals who strive to enrich the lives of others, and whose tireless contributions are inspiring hope in the minds and hearts of future generations. This year, Union Bank discontinued the Local Heroes program statewide, but before the end of the program, we were able to honor the following community leaders for Black History Month:

- Dr. Ludlow B. Creary, who has made it his life's work to serve minority residents of the greater Los Angeles area with improved healthcare.
- Robin Petgrave, the founder and executive director of Tomorrow's Aeronautical Museum, a Compton-based youth organization that engages at-risk youth in aviation as a positive influence in their lives.

KCET and Union Bank produced video profiles of these two Local Heroes, to be broadcast on KCET and streamed on the KCET.org website. We also hosted an awards dinner at the City Club in Los Angeles.

Community Advisory Board — KCET works closely with its Community Advisory Board (CAB) to ensure that we are serving the needs of diverse populations across our region. In 2015, we convened CAB meetings in January, March, May and November, as well as a CAB retreat in August. Led by Vice President of Communications Ariel Carpenter, CAB members are kept up-to-date on KCET programming and activities through press announcements, along with accompanying language as to how content and activities may impact their respective communities. Additionally, CAB members actively participated in the KCET Kiosk Campaign to help engage the community in addressing how we can inspire a better state.

Cinema Series — KCET’s Cinema Series features the most anticipated new films of the season prior to their release date. Held in eight-week sessions in the spring, summer and fall, the
Cinema Series brings audiences great films, thought-provoking stories about the big screen, and engaging conversations between top movie talent, film critic and series host Pete Hammond. To leverage our popular Cinema Series (sponsored by the Johnny Mercer Foundation, Mitzi Ash Blahd and the Coburn Foundation) as a community outreach tool, KCET began inviting local organizations to help educate and inform the 200-plus Series members about issues covered in the film screenings. In 2015, those organizations included the following:

- LA Trail Hikers *(A Walk in the Woods)*
- National Park Service *(A Walk in the Woods)*
- Habitat for Humanity *(99 Homes)*
- Coldwell Banker Realtors of Santa Monica *(99 Homes)*
- LA Chess Club and Metro Chess LA *(Pawn Sacrifice)*
- US Drug Enforcement Administration *(Sicario)*
- Writers Guild of America Archives *(Trumbo)*
- Matthew Wittmer Tightrope Walking School *(The Walk)*
- Haven Hills Battered Women’s Shelter *(Room)*
- Irish Center of Southern California *(Brooklyn)*
- *The Advocate* Magazine *(Carol)*
- Venice Family Clinic *(Lady in the Van)*
- Lamp LA *(Lady in the Van)*
- The Museum of Contemporary Art, Los Angeles *(The Danish Girl)*
- Turner Classic Movies Film Fest *(What Did You Do in the War, Daddy?)*

**Los Angeles Times Festival of Books** — In April 2015, KCET returned to the annual Los Angeles Times Festival of Books, which was held on the USC campus in South Los Angeles. Activities included top-of-the-hour giveaways of KCETLink merchandise. Special guests included Emmy Award-winning *SoCal Connected* anchor and Executive Producer Val Zavala, as well as costume character EAGLE (donned by a KCET staff volunteer) from the *Space Racers* animated series. Also highlighted at this year’s booth was the *Earth Focus: “Illicit Ivory”* episode (detailed earlier).

**Kiosk Campaign** — In 2015, KCET continued its Kiosk Campaign, visiting more than 25 cultural institutions and civic centers all over Southern California from January through October 2015. The initiative engaged community members in becoming an active part of KCET’s 50th Anniversary by contributing their thoughts on creating a better state. Led by KCET’s Community Advisory Board (CAB) and Communications team, KCET collected community responses to topics such as the environment, transportation, government policy and social welfare. All responses were then posted to the KCET website at: kacet.org/50. The top responses about environment and mass transportation will be incorporated into upcoming *SoCal Connected* reports.
The Taste — In July 2015, KCET had a booth at the Los Angeles food and wine festival, The Taste. At our booth, we distributed educational information about issues currently being covered in our programming and had executives on hand to address questions from attendees.

KCET Talent in the Community — KCET executives engage with diverse communities in the region on a consistent basis.

New Leadership/Vision Roll-Out: KCETLink’s new President & CEO Michael Riley joined the organization in January. To educate the community about Mr. Riley’s vision as the new Chief Executive, KCET created speaking opportunities to explain to more than 1,000 community leaders how KCET will continue to tell stories about the trendsetters, innovators and artistic trailblazers in our region and the nation. Those speaking engagements included:

- Pasadena Rotary Club (keynote speaker) on September 16, 2015
- KCET Community Reception at Noor (keynote speaker) on September 23, 2015
- LA Rotary Club (keynote speaker) on October 16, 2015
- The Global Alternative Funding Forum (panelist) on November 6, 2015

Riley recently revealed that KCET’s whole-day viewershhip increased 40% in Fiscal Year 2015 compared to Fiscal Year 2014, while its primetime viewershhip increased 31%. This whole-day figure represents a higher percentage increase than all public television stations, independent television stations and directly competing cable networks in the Los Angeles Designated Market Area. In addition, Mr. Riley noted that KCET.org, which has developed into one of the most valuable resources for information and news about Southern California, has averaged over one million monthly pageviews since the beginning of the year.

Other public appearances by KCET leadership in 2015 included the following:

Val Zavala, Vice President of News & Public Affairs, Anchor of SoCal Connected
- Featured speaker at Ebell Women’s Club, Wilshire Boulevard (1/12/15)
- Moderated panels for Warner Center Real Estate Conference, Warner Center Marriott (1/22/15)
- Moderated panel for League of Women Voters in Pasadena on the role of the press in transparent government (3/5/15)
- Attended small luncheon with Maria Shriver and author of Still Alice (3/19/15)
- Emceed “Power Luncheon” for Foresee Hogan Rowles financial organization (3/24/15)
- Emceed LA Business Council Sustainability Summit at Getty Center (4/24/15)
- Moderated conference for UCLA School of Public Affairs on “Diversity in Leadership” (4/25/15)
- Moderated discussion on Governor’s Emergency Drought Measures for Public Policy Institute of California at USC (4/27/15)
- Emceed fundraising event for A Community of Friends, which provides low-cost housing for special needs populations (5/20/15)
• “In Conversation with Wanda Austin, CEO of Aerospace Corporation”, a fundraising event for California Science Center support group (5/27/15)
• Emceed day-long conference on the future of cities, CityAge (5/28/15)
• Made presentation to 20 South LA high school students visiting KCET; the field trip was part of a special youth program by USC’s Annenberg School for Communication and Journalism (6/25/15)
• Town Hall Los Angeles, in conversation with Cheryl Boone Isaacs, President of the Motion Picture Academy of Arts and Sciences, on the topic of diversity (or the lack thereof) in Hollywood films (9/29/15)
• Emceed fundraising event for St. Mary’s Academy, a Catholic school for young women in Inglewood (9/27/15)

Juan Devis, Senior Vice President of Content Development & Production
• Attended Women’s Local Heroes meeting (1/8/15)
• Conducted a call with the US-Japan Council for potential project (1/28/15)
• Attended California Endowment cocktail reception with donors (2/21/15)
• Spoke at “LA as LAB: Innovation in Arts & Culture” conference, Claremont College (3/18/15)
• Spoke at UCLA Fielding School of Public Health event (4/8/15)
• Participated in California Humanities Board meeting (4/9/15)
• Participated in California Endowment Inland Empire Initiative (4/13/15)
• Presented remarks at Creative Economy lecture at State Capitol (4/15/15-4/16/15)
• Participated in LA/LA Place and Practice Symposium, Getty Center (5/2/15)
• Attended Town Hall LA luncheon (5/13/15)
• Attended Department of Cultural Affairs meetings (6/15/15 and 9/30/15)
• Conducted interview with LA Mayor Eric Garcetti on the revitalization of the Los Angeles River (7/8/15)
• Attended Future of Cities meeting (9/17/15 and 10/19/15)
• Participated as panelist at the Online News Association Conference (9/25/15)
• Spoke at LA Leadership event (10/9/15)
• Spoke at USC Archives Bazaar event (10/17/15)
• Participated at Arts for LA Convergence (10/29/15)
• Joined Charles Lummis Advisory Council (10/30/15)
• Spoke at Claremont College event (11/14/15)
CONCLUSION

KCET is proud to continue its critical 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 helping foster a better future for our region. As part of the merged KCETLink, we are launching innovative initiatives across multiple distribution platforms, and broadening and deepening our community impact.