

PMGSC PUBLIC TELEVISION

FCC-EEO Annual Report

(Reporting Period: August 1, 2020 to July 31, 2021)

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:

October 20, 2020	CSUN College Virtual Fair: PMGSC's HR Department attended California State University Northridge Career Fair. PMGSC had two representatives from the HR Department discuss career and internship opportunities.
October 22, 2020	CSULB College Virtual Fair: PMGSC's HR Department attended California State University Long Beach Career Fair. PMGSC had two representatives from the HR Department discuss career and internship opportunities.
October 2020	Senior Director, Human Resources, Ashley Vickers, spoke to a group of non-traditional students at CSULB concerning job application best practices and employment opportunities beyond college. Many students questioned their ability to be hired as a non-traditional student having taking time off for various reasons and completing their degree later in life. Mrs. Vickers shared tips on how to be a more competitive candidate as well as how to honestly articulate career gaps. Students also asked questions about working in the broadcast industry.
January 19, 2021	<p>Educator Webinar: <i>Guiding Students Through Media-based Personal Storytelling</i></p> <p>82 attendees joined PBS SoCal and local non-profit, Venice Arts, for an exploration of media-based lesson plans that encouraged student creativity and helped build personal storytelling skills. Middle school educator and PBS Digital Innovator, Laura Bradley, introduced multiple resources that middle and high school educators could use, including PBS' educator platform, PBS LearningMedia. Carly Short of Venice Arts, shared a series of new lesson plans, created in collaboration with PBS SoCal, that showed students the power of storytelling and how to work in virtual, blended, or in-person classrooms.</p> <p>This webinar was part of PBS SoCal KCET's work with PBS American Portrait, a national storytelling project that invites individuals to participate in a conversation about what it really means to be an American today.</p>

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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).

October 1, 2020	<p><i>Election 2020: What Issues do you Care About?</i></p> <p>43 participants joined PBS SoCal KCET, KPCC/LAist, and PBS NewsHour Student Reporting Labs for an interactive virtual event about the upcoming election, political journalism, and the issues you care about most. The event began with a brief panel discussion with journalists from KPCC/LAist and PBS NewsHour Student Reporting Labs about their career paths. Then, students were broken into breakout groups based upon topics they identified as important to them, including: racial justice, climate change, immigration, and healthcare.</p>
December 16, 2020	<p><i>City Rising</i>, Screening 1:</p> <p>As the year closed, KCET celebrated the amazing work young people are doing on the frontlines of social, climate and racial justice movements. Intersectional solidarity is an integral component of this work.</p> <p>Panelists included:</p> <ul style="list-style-type: none"> • Tony Douangviseth, Executive Director of Youth Together • Andre Tinoco, Staff Reporter at SAC on Scene • Claudia Perez, Executive Director of Resilience Orange County • Famo Musa, Poet and Youth Organizer for City Heights Youth for Change • Crisantema "Crissy" Gallardo, Director of 99Rootz
September 19, 2020	<p>Senior Producer, Maria Hall-Brown, hosted the Vanguard University 'More Precious than Diamonds,' human trafficking awareness event. The annual luncheon took place virtually. In essence, The Global Center for Women and Justice, fights against human trafficking around the world.</p>

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.

September 29, 2020	<p>Chief Creative Officer, Juan Devis, participated in the <i>Fine Cut</i> event. He spoke to student filmmakers that participated in the film festival/event from various film schools from the Southern California region about their films by welcoming them to the event and providing feedback about their films.</p>
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October 17, 2020	CSUN J-Day Virtual Conference: CSUN's Journalism Department partnered with the LA Times High School Insider and the SoCal Journalism Education Association to host its 28th annual high school journalism day. Teachers received pre-recorded virtual workshops and resources to share with their students in the week leading up to a jam-packed virtual event. Held on October 17, J-Day featured student competitions, reporter roundtable discussions, and a keynote address by LA Times Editor, Steve Padilla. PBS SoCal KCET organized a reporter roundtable with PBS NewsHour Student Reporting Labs Youth Media Producer, Victor Fernandez, who hosted a discussion about broadcast journalism and the art of the interview.
January 2021-May 2021	Chief Creative Officer, Juan Devis, conducted a seminar at Chapman Film School. Students in the Experimental Media class were instructed on how to develop reality-based documentary series for streaming.
March 19, 2021	Chief Creative Officer, Juan Devis, lectured at USC Annenberg School for Communication and Journalism. During the lecture, Mr. Devis discussed Los Angeles Arts and Culture Ecosystem.

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 departments. 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.org 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:

California State University Long Beach (1)	University of California Irvine (2)
California State University Los Angeles (1)	Pitzer College (1)

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Initiative # 5

PMGSC hosted virtual community programs to the public for a variety of events, as follows:

September 3, 2020	Chief Creative Officer, Juan Devis, moderated an award show for the Latinx Arts Alliance. The Latinx Arts Alliance is a non-profit group of cultural institutions focusing on equity and support for Latinx artists. The timing of the Latinx Arts Alliance launch comes at the historic moment when the nation calls for racial reckoning. Through collaborative initiatives, the Latinx Arts Alliance will champion a more equitable representation of Latinx art and artists in the public and private realms and advocate for Latinx art integration in major civic and cultural events. As the inaugural collaborative project, the Latinx Arts Alliance planned a free Virtual Launch event entitled, <i>The Importance of Equitable Inclusion: Amplifying Latinx Art, Artists, and Culture</i> . The event kicked off a month-long series of projects at member institutions as a part of Hispanic Heritage Month. During the event, Latinx Arts Alliance members and guest speakers discussed the importance of more equitable representation in the public and private realms.
October 19, 2020	Chief Creative Officer, Juan Devis, moderated a panel discussing “Cultural Equity” for the Los Angeles Board of Tourism. The panel discussed how cultural institutions (such as museums and geographical areas) in Los Angeles can become more equitable and fairer in their future approaches to connect and serve the public across all cultures and socioeconomic backgrounds.
August 2020	PBS SoCal hosted a live learning event on Facebook. Participants met Odd Squad's Agent Orla to create a blob, then participated in a math activity with a teacher from Compass Charter Schools. <ul style="list-style-type: none"> • 1.1k live views • 71 comments on live stream
August 13, 2020	Families met Jorge Cham, co-creator of <i>Elinor Wonders Why</i> to learn how to draw the new PBS KIDS show's main character and sing along with the explorer's pledge. It was followed by an art activity with educators and animals from the LA Zoo. <ul style="list-style-type: none"> • 2.6k live views • 64 comments on live stream
August 6, 2020	Live learning event featured Dr. Scott from <i>Dinosaur Train</i> for a live Q&A with a paleontologist, followed by an activity with our friends from the LA Zoo.

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	<ul style="list-style-type: none"> • 2k live views <p>The videos have been viewed over 2,000 times on YouTube following the live event.</p>
August 27, 2020	<p><i>Southland Sessions Presents: Mariachi for Social Change:</i> Mariachi pioneers, Maria Solis and Rebecca Gonzales from Mariachi Tesoro, and Carlos Samaniego from Mariachi Arcoiris de Los Angeles discussed how they are honoring and transforming mariachi to advocate for and support their communities. Event was streamed live and included an interactive audience Q&A.</p>
February 3, 2021	<p><i>City Rising: Youth and Democracy, Screening 2 – Resilience</i> explored resilience within youth organizers and lessons learned from organizing on the ground with their communities.</p> <p>50 guests joined to watch a screening of clips from the documentary. There was live poetry performance by young activist, Jay Franco, and a panel discussion featuring the following youth activists and adult allies:</p> <ul style="list-style-type: none"> • Kasandra Cordova, Youth Organizer with Legacy LA • Jay Franco, Poet, Artist and Youth Organizer with Youth Forward/Sac Kids First • Joequisha “Jae” Hill, Youth Organizer with Youth Together • Luis Sánchez, Executive Director of Power California • Moderated by Andre Tinoco, Staff Reporter of <i>SAC on Scene</i>, Student Reporting Labs alum
May 20, 2021	<p>Live virtual event and discussion on youth mental health called <i>Well Beings Tour ‘Lowering Barriers: Race, Income & Mental Health’</i> that offers perspectives from local experts and young people moderated by SoCal Update host, Cara Santa Maria, and PBS NewsHour Student Reporting Lab’s Andre Tinoco.</p>
May 27, 2021	<p>Senior Early Education Coordinator, Sandra Cruz, worked with the Orange County Public Libraries to host a family workshop using PBS KIDS’ <i>Nature Cat</i> content to model a hands-on activity that encouraged families with young children (2-to-8-year-olds) to explore the outdoors through a family scavenger hunt.</p>
May 27, 2021	<p><i>Family Math</i> Virtual Kick-off. Discussed the Digital Parent Academy that introduced free, bilingual educational resources and fun workshops to help families with 2-to-5-year-olds find the value in everyday activities and become lifelong math learners.</p>