

Initiative # 1

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

Representatives from PMGSC (PBS SoCal| KCET) 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 22, 2022	Cal State University, Long Beach Guest Speaker Event- PBS SoCal KCET’s Senior Manager, Human Resources spoke to CSULB students participating in the Bachelor of Arts Liberal Arts (BALA) Program for non-traditional students. During the event, the students learned about internship and career opportunities available in the public media industry for non-traditional students. The students also received tips and best practices for resume writing and the job application process.
March 23, 2023	OCCIDENTAL CAREER FAIR – Human Resources attended the career fair for new college students where they learned about internship and career opportunities available at PMGSC.
May 5, 2023	Lighting Workshop – a PBS SoCal KCET producer facilitated a lighting workshop at Northview High School in Covina, CA. The sophomore film class learned best practices for using light in productions. The workshop was part of the PBS SoCal KCET Student Reporting Labs in which students learn about the media industry and career opportunities. Program. https://studentreportinglabs.org/
May 25, 2023	CSUN Career Fair – The Human Resources Department attended the CSUN Career fair promoting positions currently open to current and recent graduate students.

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 21, 2022	Artbound Screening & Panel with JANM - PBS SoCal KCET partnered with Japanese American National Museum for a community screening of an episode of the KCET Original Artbound, <i>Giant Robot</i> . JANM provided overview on Sawtelle Boulevard as a Japanese American enclave.
November 11, 2022 November 20, 2022 December 16, 2022 January 10, 2023	The PBS NewsHour Student Reporting Labs -Aims to develop the next generation of public media professionals with a unique digital journalism curriculum, local PBS station mentors and the opportunity to tell important community stories to the world. The station finds mentors for local Southern California students, provides studio tours, and creates opportunities for students to interact with their peers, PBS SoCal KCET staff and other journalism professionals.
February 2, 2023	Screening - Work It Out Wombats! Virtual Screening – community event designed to screen a new episode of the new PBS KIDS series and for attendees to participate in a fun STEM activity for the whole family.

May 12, 2023	Screening — <i>The Hollywood Sign</i> at the Directors Guild of America followed by a question and answer session with Melissa Rivers, Nancy Want Yuen, Alison Martino, and Producer Maro Chermayeff.
July 25, 2023	KCET Cinema Series – Southern California movie goers were able to attend in-person and virtual screenings of new films prior to their public theatrical or streaming release. Additionally, viewers/ attendees were able to view a Q/A session of interviews with top filmmakers and award-winning talent, hosted by popular film critic, Pete Hammond.

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.

October 16, 2022	Fine Cut Mentor Workshop - KCET closed out its 23 rd season of Fine Cut with a free mentorship workshop for college students across Southern California; held at LA Center Studios in downtown Los Angeles, 105 students joined to hear from 13 mentors from the industry. Students chose one of three focus areas—film, tv, or animation—and asked questions of mentors in small, round-table discussions. Following the mentor conversations, students had a chance to tour LA Center Studios.
December 7, 2022	Community Advisory Board (CAB) Local Heroes Celebration – PBS SoCal KCET’s CAB hosted a virtual celebration to honor the 2021 and 2022 Local Heroes. The honorees were chosen from a group of outstanding individuals in the community nominated by KCET and PBS SoCal’s Community Advisory Board. Award recipients were from media, education, and public service industries.
May 11, 2023	Studio Tour and Career Presentation - In partnership with OC-based career education non-profit Vital Link , 30 students from Corona Del Mar High School attended a Costa Mesa studio tour led by Maria Hall-Brown, and career presentations from Graphic Designer, Giovanna Cruz, and Editor, Vu Vuong.
June 17, 2023	Summer Learning Day Event – As part of PBS SoCal KCET’s community engagement campaign, PBS So Cal KCET collaborated with the Children’s Museum at La Habra for this event that brought the community together to discover learning everywhere with activities and resources for families.

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 paid internship opportunities to qualified students who would 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 was 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:

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| CA Polytechnic University, San Luis Obispo (1) | UCLA (1) |
| Cal State Fullerton (1) | Cal State University Dominguez Hills (1) |
| Chapman University (2) | Chapman University (1) |
| Cal State Long Beach (1) | Envision Conservatory (1) |
| San Francisco State University (1) | |
| Pepperdine (1) | Point Loma Nazarene University (1) |
| Occidental College (1) | Claremont McKenna College (1) |
| USC (1) | Scripps College (1) |
| Cal State San Marcos (1) | Harvard University (1) |
| UC Irvine (3) | Los Angeles Community College (1) |

*() indicates the number of interns from the school

Initiative # 5

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

February 2, 2023 through April 23, 2023	Parent Workshops – PBS SoCal KCET partnered with 16 organizations (educations, libraries, school districts, child development centers, etc.) throughout Southern California to provides parents and children ages 2-8 with access to early childhood content and developmentally appropriate STEM and Math-centric resources.
October 19, 2022	CA Prop Party – PBS SoCal KCET partnered with The Civics Center to host a “CA Prop Party.” This free virtual event for young voters took an impartial look at the CA propositions to help them make informed decisions as they headed to the polls in November 2022. Featuring KCET “Props in a Minute” video explainers and guest speakers, Laura Brill, attorney and Executive Director of the Civics Center; Kate Sequeira of EdSource; and, Colin Taylor of PBS SoCal KCET, this event was an interactive opportunity for young voters to learn about California's proposition system and see what was on their ballot this election. Read a recap and watch a recording HERE .
December 7, 2022	Community Advisory Board (CAB) Local Heroes Celebration – PBS SoCal KCET’s CAB hosted a virtual celebration to honor the 2021 and 2022 Local Heroes. The honorees were chosen from a group of outstanding individuals in the community nominated by KCET and PBS SoCal’s Community Advisory Board. Award recipients were from media, education, and public service industries.
April 1, 2023 through April 19, 2023	City of Stem Virtual Events - held citywide for a series of virtual workshops for families with children ages 2-8. Using PBS KIDS Content,

	PBS So Cal's Education Team modeled hands-on activities to explore and engage in science, technology, engineering and math.
April 22, 2023	LA Times Festival of Books - PMGSC partnered with LA Times for Festival of Books. We featured KidTime Story Time, working with a children's audience to co-create a story interwoven with math; Family Math activity books were distributed.
