Dear Friends,

KPBS creates and presents stories, events, and programs that reflect San Diego’s unique people, places, and culture. We do it with a commitment to accuracy, transparency, and quality. I’m delighted to share our accomplishments and contributions to the community.

In 2016, the KPBS newsroom reported on all areas of San Diego life – from politics to the arts and everything in between. We implemented the drought-tracker, to monitor how San Diego was managing its water resources. We brought you stories of important scientific discoveries and breakthroughs in health care. Partnerships with inewsource, Back at Base, and Fronteras Desk leverage journalistic expertise and time to provide in-depth coverage of immigration, veteran, and public safety issues.

But 2016 was also an election year; and we consider our election coverage as one of our most vital services as a public media news organization. So we deployed our resources and collaborated with other prominent news organizations to follow every turn of the election and share the multitude of perspectives, candidates, and measures voters needed to make informed choices. Though the election may be over, KPBS remains committed to providing news and information on how those decisions impact the lives of our citizens, neighbors, and community.

KPBS was proud to celebrate the 10th anniversary of One Book, One San Diego, the second annual GI Film Festival San Diego, and exciting new programs like “Splash & Bubbles,” “Genius - Steven Hawking,” and “Hamilton’s America” as well as special broadcasts of San Diego Opera’s “Soldier Songs,” the U.S. Senate debate, and others.

KPBS offers exceptional content and programs to its audiences - from balanced and in depth news to educational children’s programming and meaningful events. Our report for the 2016 calendar year outlines these services and demonstrates KPBS’ commitment to the San Diego community. Read on to discover all the ways KPBS made a difference in 2016 and what you can look forward to in 2017.

Thank you,

Tom Karlo, General Manager
KPBS NEWS

ELECTION COVERAGE

KPBS had a big role to fill in 2016. With an expansive list of state and local initiatives up for vote and a demanding presidential race, San Diegans relied on trustworthy news more than ever.

For the first time, California public media news organizations KPBS in San Diego, KQED in San Francisco, Capital Public Radio in Sacramento, and KPCC in Los Angeles came together in a groundbreaking collaboration to cover the 2016 election in the nation’s most populous state. The partnership, named the California Counts Collaborative, produced in-depth, unbiased, highly coordinated, multi-platform coverage to help voters make informed decisions. The California Counts Collaborative deployed reporters throughout the state to engage and involve Californians in the election. In cities and rural areas, reporters spoke with people who represent California’s demographic diversity as well as its economic divide.

• **Digital Voter Guide:** KPBS and the California Counts Collaborative created a non-partisan online voter guide to encompass statewide races and initiatives. The guide included San Diego and statewide election information.

• **Ballot Propositions:** From a prohibition on plastic bags, to bilingual education in public schools and marijuana legalization, the California Counts Collaborative produced TV, radio, and online stories that gave Californians the essential, unbiased information they needed to cast an informed vote on the measures appearing on the November ballot.
• **U.S. Senate Debate:** On May 10, 2016 KPBS and its California Counts Public Media Partners hosted a one-hour live debate with the top five candidates running to replace retiring U.S. Senator Barbara Boxer. The debate aired on KPBS TV and radio and was streamed live on KPBS.org. The debate also aired statewide as part of the California Counts Collaborative.

Special coverage of the election resulted in increased visits to KPBS.org with 1.65 million page views. In early November the website received roughly six times normal viewership for stories, compared to weeks immediately prior. In addition, the online radio stream saw a significant spike in listeners immediately before and after Election Day. KPBS’ election results page was viewed more than 180,000 times and the KPBS Voter Guide was viewed more than one million times.

**IN OTHER NEWS**

In addition to our multi-faceted and comprehensive coverage of election 2016, KPBS News continued covering issues most critical to the community including energy, local homelessness, immigration, the economy, and the military.

KPBS produced *San Diego Leads Way in Reshaping Nation’s Power Grid* - a two-part radio story that aired on August 4, 2016. The story was picked up by the *Takeaway*, a show produced by Public Radio International, WGBH and WNYC.

KPBS teamed up with local media outlets San Diego CityBeat and Voice of San Diego for a series of reports on homelessness. Stories included how area shelters for families were shut out from Housing First funding; how Toussaint Academy serves unaccompanied youth through high school and onto self-sufficiency; and a look at city and county plans to house the homeless.
KPBS Evening Edition celebrated its 5th anniversary on September 26, 2016. Among the stories featured on the program in 2016 were:

- San Diego’s Housing Crisis Squeezing The Middle Class
- Tiny Neighborhood Of Tiny Homes Planned For Escondido
- San Diego Oceanographer, 98, Spurs Research Proving Climate Change Makes Days Longer
- American Wives Of Deported Mexicans Say They’re Excluded From Secure Electronic Network for Travelers Rapid Inspection (SENTRI)

INVESTIGATIVE JOURNALISM
KPBS continues its fruitful partnership with inewssource, an independent, non-profit investigative team that operates in our newsroom. Among the investigations reported by inewssource and featured on KPBS Radio are:

- Election 2016: By the Numbers - a look at campaign spending and fundraising during the election season
- Permanently Portable - a two-part investigation on the use of portable classrooms in San Diego County
- Hospital Bed Shortage - an in-depth report on the county’s bed availability for psychiatric patients

BACK AT BASE
KPBS, in a collaboration with NPR and six other member stations, are chronicling the lives of America’s troops where they live. The project has produced reports on the implementation of “Veterans Choice” and fall-out from the overpayments of benefits, among others.

WHERE NEWS MATTERS
In April 2016, KPBS acquired a live production truck to further its coverage of local news. The truck features state-of-the-art broadcast and editing equipment, allowing KPBS journalists and videographers to produce live reports in the community when news events demand. The vehicle is used several times a week, including election night, during an El Cajon officer-involved shooting, and at a downtown minimum wage rally at the airport.
COMMITMENT TO DIVERSITY
KPBS’ commitment to diversity goes beyond program content and into the newsroom. In 2016, the senior producer for KPBS Evening Edition was selected as one of eight public media producers to join the Next Generation Leadership (NGL) program as a Senior Editorial Fellow. The new professional development initiative is supported by the Corporation for Public Broadcasting (CPB) and designed to help expand diversity among senior and executive producers and other content development leaders across public media nationwide.

Our associate producer for KPBS Evening Edition was selected for the Next Generation Radio Fellowship at Minnesota Public Radio. She reported and produced for the fellowship, and gained valuable training from public media journalists, including professionals involved with Marketplace and PRI’s The World.

THE AWARD GOES TO...
KPBS Fronteras Reporter won the PEN Award, a national literature award at the 2016 PEN Literary Awards Ceremony in New York City. She was named as a PEN-Fusion Emerging Writer for “Crux,” a cross-border memoir about her family. The book is set to be published in 2017.

KPBS environment reporter was one of the moderators in the 32nd Annual Environmental Conference at the San Diego Convention Center during the month of October. The theme at this year’s Conference was “Education, Collaboration, Compliance.”

One of KPBS’ video journalists won a National Press Photographers Association award for in-depth storytelling for a story on the surreal art and lifestyle of “the last free place on earth” in East Jesus/Slab City.

KPBS won a Radio and Television News Association “Golden Mike” in the “Best Medical and Science Reporting” category for Southern California TV in 2016. This three-part series on KPBS was the moving account of one woman taking advantage of the new right to die legislation in California.

KPBS border reporter took “Best in Show” at the San Diego Press Club Awards for the story she broke on migrants sheltering in Tijuana tunnels. The PBS NewsHour also aired the television version of the KPBS story nationally.

In all, KPBS journalists won more than 45 awards in 2016 from such organizations as the San Diego Press Club, the Society of Professional Journalists, and the National Academy of Television Arts and Sciences.
INNOVATIVE AND ENRICHING TELEVISION

KPBS draws on a wide range of television program genres – from science to history, drama to children’s television. One thing remains constant: the KPBS audience appreciates diverse and intelligent television. Viewers turn to KPBS for well-loved PBS classics, such as MASTERPIECE, the PBS NewsHour, and Antiques Roadshow as well as distinctive local programs like Savor San Diego, A Growing Passion, and Crossing South. Local and national news provide perspective and balance. KPBS Midday Edition, KPBS Evening Edition, The Roundtable, and Spectrum feature the award-winning KPBS news and production teams on a variety of issues including politics, the arts, health, the environment, education, and immigration.

In 2016, KPBS presented several new television programs, original productions, and stand-out specials to reach audiences throughout San Diego and Imperial Counties.

HISTORY / BIOGRAPHY

• Willie Velasquez: Your Vote Is Your Voice profiles the charismatic pioneering activist whose rallying cry of “su voto es su voz” (your vote is your voice) started a grassroots movement that transformed the nation’s political landscape and paved the way for the growing power of the Latino vote.

• Black America Since MLK – And Still I Rise features Henry Louis Gates, Jr. as he takes a personal journey through the last 50 years of African American history, charting the incredible progress made - as well as the obstacles that remain.

• 10 That Changed America... takes an architectural journey to explore iconic American buildings, homes, parks, and towns and learns how they came to be.
CULTURE
• The Greeks explores the history of the culture with archaeologists and historians, actors and athletes, scientists and artists who are launching groundbreaking new explorations of the Greeks’ journey across time.

• The Ascent of Woman: A 10,000 Year Story journeys around the world to studying the experiences and expectations of women living in various societies throughout history and discovers that while there was no “blueprint” for gender inequality in early human settlements, civilization and patriarchy often went hand-in-hand.

SCIENCE, NATURE, TECHNOLOGY
• India – Nature’s Wonderland features wildlife biologist Liz Bonnin, actor Freida Pinto, and mountaineer Jon Gupta as they explore India’s natural wonders. From tigers and gibbons to elephants and rhinos, the sacred Ganges to tea plantations, they experience the subcontinent’s marvels.

• Genius – Steven Hawking reveals how to think like a genius. Renowned scientist Stephen Hawking challenges a selection of volunteers and viewers to think like the greatest geniuses of the past and answer some of humanity’s toughest and most enduring questions in this six-part series.

CURRENT EVENTS
• Spotlight Education Week featured eleven films and documentaries in an in-depth look at the challenges facing today’s students and America’s education system. The week included special episodes of NOVA, FRONTLINE, and PBS Newshour, a new film from POV, TED Talks, and concluded with the 5th annual American Graduate Day.

ARTS
• PBS Arts Fall Festival 2016 featured eight weeks of high quality, diverse and compelling arts specials. Hosted by Lin Manuel-Miranda, this year’s festival included specials from Great Performances and Live from Lincoln Center, as well as Bill Murray: The Mark Twain Prize, Alan Cumming Sings Sappy Songs, Hamilton’s America and more.
CHILDREN’S PROGRAMMING (NEW SERIES)

• **Ready Jet Go!** is designed for children three to eight years and takes viewers on a journey into outer space, building on children’s curiosity about science, technology and astronomy.

• **Splash and Bubbles** is designed to encourage kids to explore the natural undersea world. The animated multiplatform media property follows the adventures of a yellow fusilier fish, a Mandarin dragonet, and their friends as they explore the world’s ocean habitats, make new friends and learn about the many different ways life looks and lives under the sea.

KPBS EXPLORE

**KPBS Explore** is a unique initiative that seeks out local producers and filmmakers who highlight local people, places, and activities. **KPBS Explore** programs are an important part of our TV line up and include:

• **Crossing South** - Host Jorge Meraz ventures into Tijuana and Northern Baja. He kicked off the 2016 season with an exploration of Baja’s football history, a visit with the Orchestra of Baja California, and Food Truck startup culture.

• **San Diego’s Historic Places** - Award-winning reporter Elsa Sevilla celebrates the area's historic homes and public places. Her six-part special series in 2016 revealed the early history of Baja California from the trade routes and settlements of Spanish explorers to the massive and beautiful missions still standing today.

• **A Growing Passion** - From water wise gardens to commercial and home nursery citrus industries, the 2016 season of **A Growing Passion** explored and celebrated San Diego County’s agriculture and horticulture activities.
• *Ken Kramer’s About San Diego* - KPBS’ original local program first aired on radio in 1972. In 2016, *Ken Kramer’s About San Diego* released a new episode which took a nostalgic look back at the home delivery milk service, showed clips from the standard television era, and featured more on the history and people of San Diego.

• *SPECTRUM* - This weekly arts program offers a snapshot of arts and culture stories from San Diego and throughout America. The show brought on William BJ Robinson as a new host in 2016. With a teaching background in the world of performing arts, BJ lends a unique perspective and expertise to this signature local arts program.

• *Film Indiego* - This adventure-tourism style show highlights San Diego’s growing film community, diverse film festivals, film history, award winning films and filmmakers, as well as the thousands of talented actors and actresses in San Diego County.

• *The Kitchenistas of National City* - Follow the struggles and transformations of the Kitchenistas as they conquer a health crisis in their community by cooking traditional dishes in a healthy way.

• *American Baghdad* - This special profiles Iraqi refugees trying to assimilate into American culture in El Cajon after being displaced from Iraq due to the war.

• *San Diego Youth Symphony - Road to China* - SD Youth Symphony commemorated its 70th anniversary with a tour of China designed to bring a message of goodwill. *Road to China* captures the excitement of playing in front of international audiences and the special bond shared by these young musicians.

• *Soldier Songs* - This special live broadcast in collaboration with the San Diego Opera, *Soldier Songs* traces the shift in perception of war from one man’s story spanning from the age of six to the age of 66. This performance was broadcast live on KPBS TV and radio.

• *Permission to Speak Freely* - Hosted by comedian Dewey Bratcher, *Permission to Speak Freely* is a digital-first series that seeks to bridge the veteran/civilian divide. Written and performed by actual veterans and other San Diego based actors, the series is designed to challenge veteran stereotypes perpetuated by mass media. *Permission to Speak Freely* is part of the Veterans Coming Home project and was made possible in part by the Corporation for Public Broadcasting.
VIEWERSHIP
PBS maintained its fifth place status for the largest prime time rating, behind CBS, NBC, ABC and FOX. For KPBS, a combination of national and local programming resulted in more than 293,900 weekly prime time adult viewers and more than 29,800 weekly overall, according to Scarborough Research (San Diego Release 2, 2015 and 2016).

KPBS aired approximately 202 hours of local, non-news content during 2016, garnering a cumulative audience of approximately 4.9 million viewers.

A LOOK AHEAD
In January of 2017, KPBS launched three new over-the-air stations, providing even more opportunities to reach audiences with exceptional programming 24 hours a day, seven days a week.

The new channels include: KPBS 2 featuring public television's finest drama, science, nature, original documentary, and news programming; KPBS Create featuring more than 60 of public TV's best cooking, travel, home improvement, gardening, and arts & crafts shows; and KPBS Kids airing signature PBS Kids shows to support early learning.

SCREENING EVENTS
KPBS is able to offer screenings of select programs often times before their national debut. These events enhance televised broadcasts and provide a sense of community within the attending audiences. In 2016, these FREE screening events included previews of:

• **Downton Abbey on MASTERPIECE** - Held on March 6, 2016 at ArcLight Cinemas at UTC Westfield, the long anticipated finale to the award winning series hit the big screen. A total of four screenings held a combined total of 533 attendees who enjoyed the series finale together.

• **Jackie Robinson - A Film By Ken Burns** - More than 160 guests gathered at Fowler Athletic Center at San Diego State University on Wednesday, April 13, 2016 for this special preview screening. This two-part, four-hour documentary tells the story of the first African American baseball player. Special guests attending the screening included Harold K. Brown, a former SDSU baseball player and civil rights leader in San Diego and Dr. Aaron Bruce, SDSU's chief diversity officer. A Q&A session with Harold Brown and Dr. Aaron Bruce followed the screening, focusing on Jackie Robinson and the civil rights movement in San Diego.
• **USO – For the Troops** - As a follow up to the second annual GI Film Festival San Diego, KPBS held a special preview screening of USO–For the Troops on November 1, 2016 at KPBS Shiley Studios. The film went behind the scenes of this iconic military support institution, tracing its history as a connection to home and hope for service personnel for over 75 years. USO San Diego Airport Director Bobby Woods and USO San Diego Volunteer Lorraine Richards joined in a post screening discussion.

**MUST HEAR RADIO**

KPBS Radio exhibits some of the same distinctive qualities as its television counterpart in that it offers local and national programming that is enlightening, original and intelligent. The station reached an average of more than 326,600 listeners weekly in 2016, according to Nielsen Audio (January-December and Holiday surveys, 2016).

Listeners can hear features, reports and specials created by KPBS’ award-winning journalists, who cover issues such as politics, health, environment, education, science, and the economy. In addition to news stories and features, KPBS’ signature local programs are:

• **KPBS Midday Edition** - a daily talk show spanning everything from politics to art hosted by Maureen Cavanaugh.

• **The Roundtable** - a weekly show in which editors and reporters discuss the week’s most important news, hosted by Mark Sauer.

Complementing local content are national and international programs from National Public Radio, American Public Media, the BBC, and Public Radio International. Listeners tune to 89.5 FM to hear well-respected programs such as Morning Edition, All Things Considered, Here and Now, Marketplace, and The World. On weekends, national shows that pose thought-provoking questions and make for entertaining radio include Radiolab, TED Radio Hour, and This American Life.
RADIO PARTNERSHIPS

Incoming
KPBS was proud to present a second season of this radio series in partnership with So Say We All, a literary and performing arts non-profit organization whose mission is to create opportunities for individuals to tell their unique stories. Incoming shares the lives of America’s veterans, told in their own words, straight from their own mouths. The series is available for download via iTunes, SoundCloud, and KPBS.org.

The Performing Arts
Partnerships with local arts organizations allow KPBS to bring the performing arts to a wide audience. KPBS Radio airs the opening night performances of the San Diego Opera during the spring, the San Diego Symphony throughout the year, and the UC San Diego’s School of Music. New in 2016 was a special family-friendly performance of Cinderella by the San Diego Opera that was broadcast on KPBS Radio in October.

In 2016, KPBS presented more than 62 episodes of performing arts programming through these unique partnerships.

KPBS DIGITAL

As the world has grown increasingly mobile, so has KPBS. The station’s digital platforms provide visitors with the day’s news stories and features from a local, regional, national, and international perspective. Users can access a live radio stream, as well as local and national stories heard and seen on KPBS Radio and TV.

Additional online resources include the TV/radio schedule, a classical music stream, and a community event section that receives nearly a million page views per year.

Digital users can also sign up for e-newsletters, make a contribution, or provide feedback on KPBS programs and stories. KPBS content can be found on national public media apps such as the innovative NPR One app (known to some as “Pandora for public radio”) and the PBS video app (video.KPBS.org). Our local shows are available on-demand via PBS’ app on iOS and Android smartphones and tablets, Apple TV, Roku, Xbox, Amazon Fire TV, and Windows 10 devices.
In 2016 KPBS launched the innovative KPBS Passport, a members-only video-on-demand system. Developed by PBS, KPBS Passport offers members extended access to popular programs like Downtown Abbey on MASTERPIECE and The Great British Baking Show. In the first year, nearly 15,000 members activated their KPBS Passport benefit, which represents 36% of all eligible members and is well above the national PBS station average of 14%.

KPBS’ digital audience continues to grow with nearly half a million people accessing KPBS’ many digital platforms weekly. @KPBSNews and @KPBS have more than 95,000 followers on Twitter, and the KPBS Facebook page reaches an average of 260,000 people per month. The KPBS Facebook page Total Reach increased 136% in 2016.

The KPBS/Arts calendar features the best in the arts that San Diego has to offer. It’s a highly curated calendar with reviews and interviews produced by a veteran local arts journalist. This integrated website features a comprehensive listing of local arts, from the latest exhibitions, to film, music and dance. Additionally, the KPBS Arts website makes it easy to search for local events by name, date, venue, and neighborhood, as well as a section with an editor’s picks.
KPBS' podcasts continued to grow in 2016. KPBS' five podcasts have been downloaded 1.3 million times, an increase of 930 percent since in 2015. KPBS also launched the new San Diego Stories, a podcast that aims to provide the best in-depth reports from the KPBS news team, including even more analysis and background about the stories affecting our region.

**TEXT ALERTS**
After the county wildfires in May 2014, KPBS sought to send news alerts directly to its audience's hands via breaking news text alerts – providing only the most pertinent updates when news events warranted. The initiative began in the summer of 2015 with just 24 users. In one year, the text alert audience swelled to more than 1,600 users. This helped many San Diegans stay apprised throughout a tumultuous election. Currently, there are more than 3,000 users subscribed to this service. KPBS will continue to harness this valuable tool only as necessary – to earn the trust of our audience with respectful, factual updates as our editors see fit.

**OUTREACH & ENGAGEMENT**

**ONE BOOK, ONE SAN DIEGO**
The 2016 One Book, One San Diego season was a trip down memory lane, as KPBS celebrated the program's 10th Anniversary with a thoughtful retrospective. Over 11 weeks in the fall, KPBS and its community partners, including five different library systems representing an estimated 80 branches, held 25 author events with 14 authors, including the 2016 selected author.

To continue a cross-border partnership, and for the second year in a row, KPBS choose a book also available in Spanish. The season launched with the selection of Carlos Eire's memoir of his childhood in Cuba, Waiting for Snow in Havana. A special event was held with Eire at the KPBS Shiley Studio on September 19, 2016 and was followed the next day with the official public kickoff for One Book's anniversary. Held at San Diego's Central Library, the kickoff attracted 300 members of the public to the Neil Morgan Auditorium. From October through the first week of December, past One Book authors returned for events.

Besides Eire, other visiting authors included:
- **Sonia Nazario, Enrique's Journey**
- **Diane Ackerman, The Zookeeper's Wife**
- **Warren St. John, Outcasts United**
• Lê Thị Diễm Thúy, The Gangster We Are All Looking For
• Mina Javaherbin, The Secret Message (One Book for Kids)
• Zohreh Ghahremani, Sky of Red Poppies
• Geraldine Brooks, Caleb’s Crossing
• Edith Hope Fine and Judith Pinkerton Josephson, Armando and the Blue Tarp School (One Book for Kids)
• Lysley Tenorio, Monstress
• Jimmy Gownley, Dumbest Idea Ever! (One Book for Teens)
• William Joyce, The Fantastic Flying Book of Mr. Morris Lessmore (One Book for Kids)

In 2016, KPBS forged a new partnership with Girl Scouts San Diego. The Girl Scouts held One Book reading and craft workshops based on The Fantastic Flying Books of Mr. Morris Lessmore, the 2015 One Book for Kids selection. The final workshop featured the author himself, William Joyce, who addressed more than 100 Girl Scouts and their parents.

KPBS distributed more than 6,000 copies of The Fantastic Flying Books of Mr. Morris Lessmore to our partners, including several Title 1 schools in City Heights, one of the most diverse neighborhoods in the city. The program also serves elementary, middle and high schools, city colleges, and universities.

SPEAK CITY HEIGHTS

For six years now, KPBS has partnered in a media collaborative - with voiceofsandiego.org, The AjA Project, and Media Arts Center San Diego - aimed at telling the stories of the estimated 80,000 residents who live in City Heights, the most diverse neighborhood in San Diego. Along with covering City Heights, reporter Tarryn Mento has participated in outreach initiatives, in conjunction with partners, aimed at teaching journalism techniques to the area’s youth. In 2016, Tarryn attended a teen producers meeting at Media Arts Center to critique some of their work. Another Speak City Heights project focused on what it would take to get more people out to vote. KPBS, the AjA Project, and the Copley-Price Family YMCA drew attention to the issue with a public mural meant to track voter registration in the district.
KPBS KIDS AND FAMILY EVENTS
KPBS and the San Diego Children's Discovery Museum have partnered for six years to bring cultural and fun-filled learning experiences to the public. This collaboration enables KPBS to bring the educational concepts to life found in PBS Kids programming. The interactive exhibits and workshops have provided thousands of San Diego's North County families with educational resources, lively activities and enrichment.

Building on a relationship with the Girl Scouts, KPBS kicked off the year with World Thinking Day held at the San Diego Children's Discovery Museum on Feb. 27, 2016. This activity-filled event focused on the Girl Scouts’ goal of encouraging attendees to connect with their local and global communities. Four local Girl Scout troops set up booths, each focusing on a unique culture.

DIVERSITY AND ENGAGEMENT
KPBS participates in community events that celebrate the diversity of the region's communities and cultures. These events have included attending workshops hosted by the California Diversity Council, Dr. Martin Luther King Jr. celebrations, the North County LGBT Resource Center Gala, the Diversity and Leadership Conference in Long Beach and the Diwali Festival of Lights in Balboa Park. KPBS participation ranges from media sponsor, community partner, MC/moderator or reception host.

A LOOK AHEAD
In January of 2017, KPBS began a new project in collaboration with the National Conflict Resolution Center to celebrate ordinary people doing extraordinary work around the issues most relevant to our community – such as race relations, poverty, and the environment. Each quarter, KPBS will introduce the hero through a series of public forums. Open to the public and free for all, Community Conversations will bring issues center stage and showcase an amazing hero and the work he/she does to better our community.

GI FILM FESTIVAL SAN DIEGO
In partnership with the Film Consortium San Diego and the GI Film Group, and KPBS held the second annual GI Film Festival San Diego. The goal of the festival is three fold: to highlight and present local filmmakers and their projects; present authentic and compelling stories from the military and veteran experience; and provide a forum for dialogue and understanding between San Diego's military, veteran, and civilian communities.
The five-day festival ran from September 14-18 at three venues. KPBS sold 1,600 tickets for 28 screenings of 17 films. Six of the events were sold out.

In addition to the screenings, the festival featured filmmaker appearances, post-screening discussions, receptions, and local film showcase awards.

A LOOK AHEAD:
The GI Film Festival San Diego returns October 18-22, 2017 with new films and events that bring the stories of America’s military to life. As part of the festival, KPBS will present a special screening of The Vietnam War, the newest documentary film from directors Ken Burns and Lynn Novick.

PRODUCTION SERVICES
KPBS Production Services produces content for various departments of the station, such as news, programming, and marketing. This includes studio and field production, post production, graphics, studio rentals, special events, project design, and coordination.

In addition, companies across the United States hire KPBS to do work on commercials, long and short form videos, event tapings, and other types of production support. KPBS works on various San Diego State University projects throughout the year such as “A is for Art” and videos for the Graduate School of Public Health.

FINANCIAL SUPPORT
KPBS’ financial strength comes from its loyal community support. As a non-profit organization, KPBS depends on individuals to fulfill its mission. Generous contributions enable the organization to sustain high standards in all platforms. Revenue sources for 2016 were:

Contributions: $20,849,333
CPB Grants: $3,176,778
Interests & Investments: ($322,196)
Station-Generated Support: $546,308
SDSU Indirect Transfers: $5,823,856
SDSU Direct Transfers: $2,210,779

Figures are from KPBS’ Audited FY16 Statements
PRODUCERS CLUB
Producers Club members are KPBS’ most generous annual contributors, giving $1,200 or more each year to strengthen the impact of public media in San Diego. In 2016, the Producers Club grew to more than 1,500 families with 286 new members.

In appreciation of our members’ generosity, KPBS organizes a wide variety of events and activities for them throughout the year. Taking place in different areas of San Diego County, Producers Club members have been invited to new member receptions, home salon events with renowned scientists and distinguished community leaders, and intimate receptions with NPR and PBS personalities. Members have also attended various theatre productions, new media exhibitions, and exclusive pre-screenings of popular MASTERPIECE shows.

MAJOR GIFTS
Revenue from major gifts amounted to more than $3,800,000 in fiscal year 2016 (July 2015-June 2016). Funds from major gifts support KPBS news, programming and operations.

KPBS editorial vision is based on a beat reporting system which covers specific areas that are fundamental to the community. Revenue from major gifts were used to fund beats such as Science and Technology, Environment, Health, Arts and Culture, and Investigative Reporting.

KPBS also receives major support for the acquisition of a wide range of programs on TV and Radio. Programs and projects supported by these gifts include KPBS Explore, Children’s Programming, Lawrence Welk, Doc Martin, and FRONTLINE.

The MASTERPIECE Trust is an innovative funding collaborative that provides individual philanthropists who are passionate about the series with an opportunity to help ensure its future. San Diego donors continue to be the largest contributors to the MASTERPIECE Trust. From its inception on January 1, 2011 to the June 30, 2016, the Trust raised over $17.3M. Of this total, approximately $10.1M was committed by KPBS donors.

2016 MASTERPIECE Trust supporters include:
Carol Vassiliadis
Conrad Prebys and Debbie Turner
Darlene Shiley
Steve and Sue Hart
PLANNED GIVING
Some KPBS supporters have made public media part of their legacies by naming the station as a beneficiary in their estate plans. These planned gifts are arranged during the donor’s lifetime and are allocated to KPBS after the donor’s passing. Most planned gifts to KPBS are through revocable trusts, but they can also be through wills, retirement plans, charitable remainder trusts, or charitable gift annuities. The total amount of planned gifts varies from year to year. In fiscal year 2016, planned gifts from 12 families totaled more than $750,000.

Friends for Life is our legacy society honoring these generous donors, past and present. Friends for Life members are recognized at the station on a plaque. Current Friends for Life members are also invited to annual appreciation events and our monthly Producers Club events.

A COMMUNITY OF VOLUNTEER ADVISORS
KPBS ADVISORY COUNCIL
The advisory council provides the KPBS management with community expertise, input, and advocacy to increase private giving as well as operating and capital equipment funds for KPBS. The council helps create positive community awareness of KPBS’ activities, representing KPBS in the community, advising on and implementing strategy for securing revenue, and providing guidance for decision-making and long-range planning. Additionally, the council’s expertise and insight is utilized to review the operating and programmatic goals of the station to ensure these goals are meeting the needs of the communities served by the station. The role of the council is solely advisory in nature.

2016 Advisory Council Members
Brian McDermott, Chair
Carol and Dick Hertzberg
Darlene Shiley, Immediate Past Chair
Don Epstein
Frank Urtasun
Jim Lauth, Chair, KPBS Planned Giving Committee
Julia Brown
Karin Winner
Kitty Wolcott, Producers Club Committee President
Leon Williams
Megan Collins, Chief of Staff at San Diego State University
Sam Dychter, Vice Chair
Sandy Timmons
Stephanie Bergsma
THE PRODUCERS CLUB COMMITTEE
The KPBS Producers Club Committee provides community expertise and input regarding annual giving of $1,200 or more. Committee members aid and advise the station on membership goals, strategies, and Producers Club events and benefits. They are ambassadors for KPBS and the Producers Club. The role of the committee is solely advisory in nature.

2016 Producers Club Committee Members
Julie Hatch
Kathy Bettles
Kitty Wolcott, Committee President
Patti Nussbaum

KPBS PLANNED GIVING COMMITTEE
The KPBS Planned Giving Committee is comprised of experienced financial, legal, and tax professionals who volunteer their expertise and time for KPBS. Committee members also serve as community ambassadors, extending our mission to educate and inspire.

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MISSION STATEMENT

KPBS serves our local communities with news and entertainment programming that respects our audience with inspiring, intelligent and enlightening content. KPBS will deliver this content via multiple outlets, including television, radio, and digital media and will adapt and remain relevant in a rapidly changing world.

KPBS values integrity, truth, transparency and lifelong learning. At KPBS we strive to engage with our citizens and showcase the unique neighborhoods and people that make our community thrive. And as a public service of San Diego State University, education is a core value – from our children's programming to our local news coverage. KPBS is committed to being a reliable source for in-depth, thoughtful, and high quality content.

KPBS

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KPBS is a public service of San Diego State University.