Calendar Year 2019
Community Service Report
Dear Friends,

It is my pleasure to present the 2019 Community Service Report, highlighting KPBS’ projects, accomplishments, and programs. The report covers our activities during the fiscal year 2019 (July 2018 to June 2019).

In January 2019, KPBS unveiled a new logo. The previous four color logo was introduced long before the digital revolution and multi-platform applications. The new logo brings our brand into the modern era and can be readily recognized on all our platforms — making it easy for you to find KPBS on the devices and tools you use everyday.

In these next pages, you’ll learn about some of the key programs we’ve presented and produced — from award-winning national documentaries, insightful news reports, engaging events, and innovative podcasts.

We hope the report gives you a sense of all the ways KPBS contributes to our community, our culture, and our lives here in San Diego. Whether you watch KPBS television, listen to news programming on radio, download the podcasts, or attend one of our many engaging events, we hope that the stories you find on KPBS make an impact on you.

We are fortunate to have more than 60,000 local families and individuals invest in our mission. We’re equally grateful for our talented team of professionals who create, tell, and share the stories that matter to you. Together, we are able to bring exceptional programs for everyone in our community.

Our deepest thanks,

| Tom Karlo, General Manager |

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WHERE STORY MATTERS
On KPBS, we value exceptional storytelling — whether it’s a whodunit mystery or a six part documentary series. But it’s not just how the story is told; it’s also important that we make the story accessible. Today, that means on TV, radio, online, video streaming, podcasts, events, social media, and more. This is what makes KPBS unique.

KPBS RADIO
News, Information, and Cultural Programming
KPBS Radio offers local, national, and international news that is relevant, accurate, and insightful. KPBS’ team of award-winning journalists cover issues such as politics, health, environment, education, science, and the arts. As a NPR station, KPBS is also a source for trusted national and international news.

KPBS Midday Edition: Hosted by Maureen Cavanaugh and Jade Hindmon, KPBS Midday Edition explores everything from politics to art and in doing so, offers a unique lens into the news of the day.

KPBS Roundtable: Featuring editors and reporters from the KPBS newsroom, as well as other local news outlets, KPBS Roundtable highlights the week’s most important news in a discussion moderated by Mark Sauer.

Complementing local content are the national and international programs such as NPR’s Morning Edition and All Things Considered, American Public Media’s Marketplace; and BBC World Service. On weekends, national shows that pose thought-provoking questions and make for radio hilarity include Wait Wait... Don’t Tell Me!, Live from Here with Chris Thile, TED Radio Hour, and This American Life.

KPBS Radio added new programs to the weekend lineup including It’s Been a Minute with Sam Sanders and Hidden Brain.

KPBS Radio has an average of 339,915 listeners each week
(Nielsen Audio, July 2018-June 2019)
Through NPR and partnerships with California public media outlets, KPBS Radio brought listeners expanded news coverage around significant events, including:

- Brett Kavanaugh’s Supreme Court nomination and confirmation (Sept. ’18)
- California Gubernatorial Debate (Oct. ’18)
- Election Night 2018 (Nov. ’18)
- The State of the Union and the Democratic Response (Jan. ’19)
- Cohen Testimony Before Congress (Feb. ’19)
- The Release of the Mueller Report (April ’19)

Additionally, KPBS presented several public affairs specials and long format documentaries:

- Order 9066 - American Public Media
- Embedded ‘Collusion’ - NPR
- Gospel Roots of Rock and Soul (4 episodes) - NPR
- Black History Month Specials - American Public Media
- Women’s History Month Specials - American Public Media
- Brains and Losses - Marketplace
- Guns & America - 1A

**IN-DEPTH LOCAL NEWS**

In addition to covering local news on a daily basis, KPBS journalists developed in-depth series into some of San Diego’s most pressing issues.

*Dr. J’s* was a multi-platform investigative series about the lasting impact of a 2003 gang shooting that killed two women caught in the crossfire. The shooting lead to community task forces, more police presence in the impacted neighborhood, and changes in what it means to cooperate with local police. The series received recognition from the Institute for Nonprofit News as one of the year’s best series.

*California Dream* is a statewide nonprofit media collaboration focused on issues of economic opportunity, quality-of-life, and the future of the California Dream. During the spring of 2019, KPBS produced eight features on aging in the golden state and produced one live broadcast of *KPBS Midday Edition* featuring a studio audience and a panel of experts in the field.

The Climate Change Desk brings together local reports, interviews with newsmakers and experts, and in-depth features on kpbs.org, making it easy to stay informed about the causes of climate change, the impact on our local communities, and how we may adapt in the future.

KPBS provided extensive election coverage across all platforms, from KPBS Midday Edition on the radio, to KPBS Evening Edition on television, to the KPBS Voter Guide on the web. The KPBS Voter Guide was instrumental in providing the community with unbiased and factual information that enabled voters to make informed voting decisions. The guide also provided the community with stories using trusted research and interviews on each race, as well as other news stories within the community and the region.

**PODCAST POWER**

Being able to reach new audiences means investing in and adopting new technologies to share stories that matter. KPBS takes the challenge to heart and actively invests in content and staff to reach new audiences by way of the digital podcast.

KPBS presents a total of eleven podcast series:

KPBS Podcast downloads totaled 942,000 in FY19

KPBS Radio programs are available virtually everywhere: kpbs.org, npr.org, the KPBS mobile app, NPR’s mobile app, Apple Music Radio, and TuneIn. Many of our programs are also available as podcasts. Audiences can even listen to KPBS Radio on their smart speaker.

KPBS received more than 55 honors from prestigious organizations including:

- National Academy of TV Arts and Sciences (NATAS)
- Radio & Television News Association of Southern California
- LEAD San Diego
- The San Diego Press Club
- The Society of Professional Journalists

Island View Market on Logan Avenue, the former site of Dr J’s Liquor, Jan. 29, 2019.
KPBS TELEVISION
KPBS television produces and presents a wide range of programs—from science to history, drama to children’s television. Viewers turn to KPBS for well-loved PBS classics, such as MASTERPIECE, the PBS NewsHour, and Antiques Roadshow, as well as local programs like Ken Kramer’s About San Diego, A Growing Passion, and Crossing South. In addition to the primary channel, KPBS has three additional channels, each featuring a unique lineup of quality programming. KPBS 2 features today’s news headlines, scientific advances, historic revelations, natural wonders, and personal stories, plus exclusive dramas and encore presentations of the best that PBS has to offer. KPBS Kids is a 24/7 broadcast and streaming channel featuring the best of PBS children’s programming. KPBS Create is dedicated to the highest quality how-to and lifestyle programming public television has to offer.

Audiences can enjoy KPBS and PBS programs over-the-air and via cable, as well as streaming at video.pbs.org plus smart TV platforms like Roku and Apple TV.

KPBS EXPLORES LOCAL
Started in 2012 as a way to create more local programming, KPBS Explore brings local producers and KPBS programming together to develop programs that increase San Diego’s sense of place, reflect its diverse and dynamic community, and allow audiences to connect over shared experiences. Currently, there are six signature KPBS Explore programs:

INDEPENDENT LOCAL PRODUCTIONS
In addition to the KPBS Explore programs, KPBS presented several new original productions and standout specials.

Tres Bien: The Big Heart of the Big Kitchen
Meet Judy Forman, who in 1980 bought the The Big Kitchen - a diner in the Golden Hill area of South Park, San Diego. Judy was a trained social worker and The Big Kitchen quickly turned into a community sanctuary for social justice and activism, as well as a mecca for artists, locals, politicians, feminists, eccentrics and the gay community. This is her story.

Jewel of the Pacific
Pacific Beach used to be a sleepy beach town until gentrification began reshaping its landscape. Surfers moved in. Next, college students made it a bustling neighborhood of their own. Then came entrepreneurs and work professionals who demanded better restaurants, better bars, and of course their own farmers market. This program takes a look at the evolution of Pacific Beach.
BUILDING COMMUNITY

As an extension to the programs on KPBS-TV, radio, and digital platforms, KPBS presents a number of special projects and events that bring the San Diego community together.

Building Kids and Families

KPBS continued its partnership with the San Diego Children’s Discovery Museum to engage families on the educational concepts found in PBS Kids programming.

Each monthly event features themed crafts, relevant storytimes, and visits from PBS Kids characters. An average of 300 participants attended each of the nine events in FY19. The most popular and best-attended workshop featured Daniel Tiger’s Neighborhood. More than 800 children and their parents got to meet the Daniel Tiger costume character and take part in related activities. Additional kids events during the year featured Curious George, Dinosaur Train, Super Why, Peg + Cat, Word Girl and Ready, Jet Go.

2019 San Diego Film Awards

Presented by KPBS, the 6th Annual San Diego Film Awards recognizes excellence in local film with over 27 award categories such as acting, writing, directing, editing and more.

Rounding Third

Members of the Senior Softball League in La Mesa find friendship and renewed vitality in a recreational game of ball.

Spirit of Discovery

Scientist Walter Munk has advocated daring exploration, without fear of failure, throughout his 80 year career in ocean research. At age 96, Munk set out on yet another expedition with the goal of studying the behavior of his namesake, Mobula Munkiana (Munk’s Devil Ray). This film tells the story of that journey.

All Is Calm - The Christmas Truce of 1914

A live broadcast from the San Diego Opera, All is Calm is based on real-life events during World War I along the Western Front when soldiers from France, England, and Germany ventured into no-man’s land on Christmas Eve and Christmas Day.

1812 Tchaikovsky Spectacular

The special was recorded live at the North Embarcadero during the San Diego Symphony’s Bayside Summer Nights Concert Series on August 31, 2018 and featured pianist Andrew Staupe, the Voices of Our City Choir, and the SDSU Brass Band.

World Thinking Day

This annual collaboration with Girl Scouts San Diego took place on February 23, 2019 at San Diego Children’s Discovery Museum. The event was attended by 481 participants who were encouraged to learn about and connect with their local and global communities. A number of performers were featured, including Ballet Folklorico En Aztlan, Motu Nehenehe Polynesian Dancers, San Diego Portuguese Dance Troupe, and the Hoa Nghiem Lion Dance Group. Hands-on activities were held throughout the museum.

“We loved the story time, [shaving cream] craft and the meet and greet!”

Parent participant following a KPBS Kids event with Super Why in April 2019
Community Conversations | Community Heroes

In FY19, KPBS solicited hero nominations from the public around topics considered to be pressing to the region, including gun violence prevention, gender equity, veterans’ health, and the opioid epidemic. KPBS and the National Conflict Resolution Center recognized the heroes by hosting community conversations that encouraged solutions-focused educational and engagement opportunities. More than 400 people attended the events, which were free and open to the public. Each conversation featured an interview with the hero followed by facilitated discussion with audience members.

The FY19 Community Heroes

- Bishop Cornelius Bowser, Co-Founder of Community Assistance Support Team (CAST) - Gun Violence Prevention
- Kim Sontag-Mulder, Co-President of National Organization for Women, San Diego Chapter - Gender Equity
- Nico Marcolongo, Senior Manager of Operation Rebound at the Challenged Athletes Foundation - Veterans’ Health
- Sherrie Rubin, Founder of the Hope2gether Foundation - Opioid Epidemic

GI Film Festival San Diego

The fourth annual GI Film Festival San Diego took place September 25-30, 2018. The festival presents compelling stories for, by, and about the military and veteran experience and provides a forum for dialogue and understanding between San Diego’s military, veteran, and civilian communities. Aspiring and professional filmmakers are provided with a unique platform to share their stories and creative expression.

A total of 35 films from local, national, and international filmmakers were showcased. Other festival highlights include filmmaker appearances, post-screening discussions, receptions, and the awards celebration, honoring excellence in filmmaking.

Testimonials:

“With each screening, we see people’s lives changed in profound ways. Ghazwan’s story is making a difference and it will continue to do so for years to come. We owe this in part to your festival! Without all the work that you all do to bring audiences and films together - and to honor films like ours - there would be no impact.”

Erin Palmquist, Filmmaker, From Baghdad to The Bay

One Book, One San Diego

The 12th season of One Book, One San Diego featured “March: Book One,” by New York Times bestselling writers Congressman John Lewis and Andrew Aydin and illustrator Nate Powell. In September 2018, the station hosted more than 1,000 people to hear Lewis, Aydin, and Powell speak about the graphic memoir which recounts Congressman Lewis’ role in the Civil Rights Movement. Earlier that same day, the three co-creators enthralled over 600 students with a similar presentation at Morse High School.

Throughout the fall of 2018, community partners hosted scores of their own One Book events, which included graphic art exhibits and workshops, film screenings, book discussions, and lectures. The combined efforts reached thousands of people from Oceanside to Ensenada and from the coast to Calexico and Mexicali.

The One Book program encourages reading at all levels: adults, young adults, kids, and Spanish-speaking adults. “March: Book One” covered three of the four categories, including adult, young adult, and Spanish. A separate book, “Blue Sky, White Stars,” was selected as the kids title. Author Sarvinder Naberhaus and illustrator Kadir Nelson wrote the book as a tribute to the American flag. KPBS partnered with Girl Scouts San Diego to bring a series of reading and craft workshops centered on the book at libraries around the county. The workshops culminated with a special event featuring Naberhaus and Nelson at the Imperial Beach Public Library in December 2018.
In February 2019, KPBS kicked off the 13th season of the program by accepting over 400 book nominations from the public for consideration to be the 2020 One Book selections. The One Book Advisory committee selected four stellar titles from among these nominations and announced them to the public at the San Diego Festival of Books in August 2019. The 2019 selections were “The Great Believers” by Rebecca Makkai for adults, “Eramos Unos Ninos” by Patti Smith for readers of Spanish, “The Crossover” by Kwame Alexander for teens and tweens, and “Dreamers” by Yuyi Morales for kids.

One Book Partners:
San Diego Public Library
San Diego County Library
Escondido Public Library
Chula Vista Public Library
Oceanside Public Library
San Diego State University Library
University of San Diego
Point Loma Nazarene University
University of California at San Diego
San Diego City College
Rosa Parks Elementary School
Hoover High School
Morse High School
Crawford High School
San Diego Unified School District
San Diego Department of Continuing Education
San Diego County Office of Education
Comic-Con International
Little Fish Comic Book Studio
Boys and Girls Clubs of Greater San Diego
Girl Scouts San Diego
Asociación de Bibliotecarios de Baja California
San Diego Union-Tribune

A SERVICE OF SAN DIEGO STATE UNIVERSITY
KPBS and San Diego State University have a longstanding and collaborative partnership. The station was founded in 1960 (then known as KEBS) on the campus of San Diego State University (then known as San Diego State College). Almost 60 years later, KPBS remains a vital part of university life. The station's television license is held by the California State University Board of Trustees. The station's FM license is held by San Diego State University. KPBS’ broadcast facilities are housed on campus and approximately 65 full and part time staff are employed by SDSU.

One of the most significant points of the partnership include the professional training and development of the nearly 50 part-time staff who attend SDSU. A variety of jobs in all areas of broadcast, journalism, engineering, finance, marketing, fundraising, and outreach are filled by SDSU students. As such, KPBS is able to help train and develop the next generation of professionals — many who may enter the San Diego workforce upon graduation from SDSU.

SUPPORT FOR KPBS IS PROVIDED BY
KPBS Members
KPBS is a non-profit, public media organization, funded in large part by 60,000 individuals and families who contribute annually to the station as members. In FY2019, our membership program generated more than $7 million in direct support.

Additionally, KPBS receives support from corporate underwriters, San Diego State University, grants, major gifts, and planned gifts. The Corporation for Public Broadcasting provides financial support through its appropriation as outlined in the Public Broadcasting Act of 1967.

TOTAL OPERATING REVENUES-FY19
$24,600,000

To preserve the trust and integrity KPBS has earned over the decades, the KPBS news operation maintains strict editorial independence from Management, SDSU, corporate underwriters, and donors.
Producers Club

Donations from the Producers Club are collectively responsible for a significant portion of the KPBS budget. More than 1,900 families contribute gifts of $1,200, $2,500, $5,000, $10,000, or $25,000 annually. KPBS Producers Club encourages its members to build a deeper connection to the community by organizing a wide variety of events and activities in different areas of San Diego County.

In 2019, Producers Club members provided more than $2.6 million in unrestricted funds to support the station’s operations. Thanks to Producers Club members, KPBS has been able to fund select local productions, programming initiatives, and our local news coverage.

Last year, KPBS hosted 34 events and held behind-the-scenes tours of the station for over 200 Producers Club members. At these events, guests had the chance to meet on-air personalities such as Hari Sreenivasan, anchor of PBS NewsHour, Marco Werman, host of PRI’s The World, and Elise Hu, NPR correspondent.

Producers Club members become more engaged by attending presentations with distinguished community leaders and renowned scientists, and through volunteering opportunities such as serving seniors.

The Producers Club Committee

The KPBS Producers Club Committee provides 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.

2019 Producers Club Committee Members
Nanda Mehta, President
Annete Chavarria
Dennis-Michael Broussard
Loretto Garver
Renee Dean Dunford
Planned Giving

Planned giving donors ensure the station’s longevity by including KPBS as a beneficiary in their estate plans. Planned gifts come from a wide range of sources, including revocable living trusts, retirement plans, other beneficiary designations, and donor advised funds. In fiscal year 2019, realized planned gifts provided over $1.3 million in crucial station support.

The KPBS Friends for Life legacy society honors these passionate donors, past and present. Friends for Life members are recognized at the station and enjoy invitations to monthly station events. There is no minimum planned gift required for membership and KPBS honors requests for anonymity.

KPBS Planned Giving Committee

The KPBS Planned Giving Committee is composed of financial, legal, and tax professionals who volunteer their expertise. These members also serve as community ambassadors, extending our mission to educate and inspire.

2019 KPBS Planned Giving Committee Members
James E. Lauth, Esq., Committee Chair
D. Stephen Boner, Esq.
Christine Chacon, Esq.
Rick Brooks, CFA, CFP
Harriet H. Carter, Esq.
Rik Floyd, MBA, CLPF
Mark C. Hill, CFP, CDFA
Belinda Kraemer
Brian Krause, CFP
David R. Lee, CFP
Suzanne P. Nicholl, Esq.
M. Tami Sandke, Esq.
Joan Wolfe, CPA

Major Gifts

Major gifts are instrumental in supporting program acquisition, editorial vision and execution, and the various reporting beats. Thanks to major gifts, KPBS has been able to purchase a wide array of educational and enjoyable program content for TV, radio and digital platforms. These programs range from Poldark to FRONTLINE and the PBS NewsHour, from KPBS Explore to our children’s lineup.

The MASTERPIECE Trust is an innovative funding collaborative that partners with local stations and individual philanthropists who are passionate about the series. Donors support quality programming on Masterpiece and on their local station. San Diego donors continue to be the largest contributors to the MASTERPIECE Trust.

2019 MASTERPIECE Trust supporters
Darlene Shiley
Conrad Prebys Foundation
Carol Vassiliadis
Steve and Sue Hart
GAT Family Foundation

KPBS Advisory Council

The Advisory Council provides 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 awareness of KPBS’ activities, represents KPBS in the community, advises on and implements strategies for securing revenue, and provides 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.

2019 KPBS Advisory Council Members
Brian McDermott, Chair
Sam Dychter, Vice Chair
Carol and Dick Hertzberg
Don Epstein
Jim Lauth, Chair, KPBS Planned Giving Committee
Julia Brown
Karin Winner
Leon Williams
Nanda Mehta, Producers Club Committee President
Sandy Timmons
Brittany Santos-Derieg, Chief of Staff at San Diego State University
KPBS Mission
KPBS provides stories that make us think, help us dream, and keep us connected.

KPBS Vision
KPBS will tell the stories of our time.