Local Content and Service Report

FISCAL YEAR 2020

(July 2019-June 2020)

Pub. February 2021
Dear Friends,

Fall 2020 marked a significant milestone for KPBS. We quietly celebrated our 60th anniversary by doing what we do best: providing educational, informative, and engaging content to its local community. The content is free and accessible to those that seek it. It’s sustained by those that value it.

This annual report will demonstrate how, after 60 years, KPBS continues to make an impact on the community during the most recent fiscal year, FY20 (July 2019 to June 2020). But it’s just a start. Impact is a personal reaction; a change in attitude, emotion, or perspective. It is not always measurable. But the power of public media to impact audiences through its content can be powerful and lasting. Just ask the generations of Americans who grew up on “Sesame Street”; or the millions who rely on fact-based journalism to keep them informed; or the countless teachers who bring science to life with “NOVA.”

In March 2020 and the months following, the world reeled from a pandemic, the country reached a tipping point on racial justice, and faced an historic election. Facing unprecedented times, KPBS rose to the challenge. When parents and kids were sheltering at home in the spring, KPBS reinforced its schedule and tailored it for California’s education standards so that our children could continue to learn. When local transmission rates of COVID-19 grew in San Diego, KPBS met the need for timely and accurate information by delivering live daily briefings, updates, and breaking news alerts. And when events and in-person gatherings came to a standstill, KPBS pivoted and created virtual experiences that created a sense of community, fostered civil discourse, and provided insight and perspective. During these unprecedented times, KPBS has stayed the course - always keeping service to the audience and community paramount.

As interim general manager, and the first woman to lead this organization, I am in awe of the staff, volunteers, members, and students who work quietly behind the scenes and in front of the camera to deliver content that is valuable, trustworthy, and enjoyable. Even though these crises continue, KPBS remains a constant source of truth, integrity, and enrichment. Thank you for watching, listening, attending, and supporting KPBS.

Nancy Worlie
KPBS Interim General Manager
KPBS News

KPBS anchors, reporters, editors, producers, and videographers work collaboratively to bring news stories to multiple platforms. The converged newsroom covers the most pressing issues facing the community: education, health, the environment, military and veterans, local government, and scientific breakthroughs. An investigative team invests time and resources to look thoroughly at corruption, mismanagement, and equity issues. As 2020 demonstrated, the team of professional and experienced journalists responded quickly and accurately when it was needed most.

Special Coverage: Local, National, and Global

Covering Climate Now - In September 2019, KPBS joined more than 220 news organizations worldwide in a week-long series focused on climate change. The series focused on the urgent need to confront the realities of a warming planet. “Midday Edition” spoke with four local congressional representatives about the impact of climate change on their districts.

The Penner Fellowship is an annual investment to foster the next generation of journalists. Through a competitive application process, emerging journalists are appointed six months to one year to work on KPBS-TV news programs: “Evening Edition” and “Roundtable.”

Every 30 Seconds - Latinos were expected to play a huge role in the 2020 federal elections. To better understand the habits and attitudes of this voting cohort, KPBS collaborated with the public radio program “The World” to talk to young, Latinx would-be voters ahead of the 2020 election. KPBS Reporter Max Rivlin-Nadler was selected to work on the national series, titled “Every 30 Seconds” since that is how often a Latinx in the United States turns 18 and is eligible to vote. Max followed a teenage Latina voter as she discussed the issues for her family and community, and made her voting decision. He later did a post-election profile on her as she grappled with a divided household.

Listen to Max’s story

https://www.pri.org/file/2020-12-15/young-latina-voter-grapples-divided-household-after-us-election

Marlene Herrera, an 18-year-old currently living in Mission Center, says the pandemic and recent protests have influenced her politically during her first year as a voter.
March 2020 Primary - KPBS News invested time and resources to ensure voters had access to reliable information. The KPBS Voter Guide delivered curated stories, features, and interviews voters would need to make their ballot decisions. The newsroom also hosted live coverage on primary election night with the latest results and analysis of key races and propositions from around San Diego and the state. The coverage aired on television and radio and was livestreamed on kpbs.org.

KPBS News Mission:
KPBS News serves the people of the San Diego region with trustworthy, in-depth information that allows the community to hold its leaders accountable. We show how global and local current affairs change our lives, and how San Diego changes the world. We tell you more than just what is happening—we tell you why. KPBS follows the Public Media Code of Integrity and the NPR Ethics Guidelines.

Collaborations and Special Projects
American Homefront - Military and veteran issues are covered on KPBS through a multistation collaborative, the "American Homefront Project." KPBS is able to share these stories with other public media stations. Features produced from the collaborative are included in special KPBS News segments, and on NPR’s "Morning Edition" and "All Things Considered."

KPBS Investigates - KPBS Investigates consists of a team distinguished by expertise in investigative journalism, data analysis, and multimedia production. Throughout 2019, KPBS reported on police records made public thanks to the new law SB 1421. One case revealed an officer who was accused of sexual assault, resigned before receiving any discipline, and was never charged with a crime. The reporting led to a lawsuit that forced the San Diego County Sheriff’s Department to turn over five years of records on complaints against deputies.

Within the first five months of the COVID-19 pandemic, KPBS dug into oversight problems at group care settings for seniors, and also focused on the childcare crisis for families coping with the pandemic.

COVID-19 and Social Justice Coverage
A global health crisis reached San Diego County on March 9, 2020. School closures, rising infection rates, small business closures, and devastating unemployment followed. In May 2020, the world responded to the killing of George Floyd through mass protest and civil unrest. KPBS News went into special coverage both times and continues to sustain that coverage even today.

In April, KPBS launched “The Pandemic Pivot,” a limited-run podcast featuring the latest news on COVID-19.

KPBS carried and hosted local and statewide health safety briefings from public officials at the city, county, and state level. Extended national coverage was provided by NPR and aired locally on KPBS and streamed via the KPBS app and online.

Tracking COVID-19 and Racial Justice sections were added to kpbs.org as a way to provide easy access to the latest information on these ever-changing stories.

KPBS provided extended on-the-scene coverage of demonstrations and protests held throughout the county, including downtown San Diego, La Mesa, and Santee. KPBS continues to produce timely reports on the racial justice movement, providing context and perspective along the way. In June 2020, the KPBS Investigates team analyzed the records of San Diego police agencies and created a searchable database of police shootings and use of force. A KPBS analysis found that when police use force, they're more likely to shoot if the suspect is a person of color.

KPBS continues to provide coverage on the pandemic through the news blogs, news alerts, and additional weekend newscasts. In fall of 2020, KPBS Investigates team built an interactive map to track and chart COVID-19 cases by zip code.
Complementing local news stories and programs are national and international programs such as NPR’s "Morning Edition," "All Things Considered," and "Here and Now." American Public Media’s "Marketplace" and international news from the BBC can also be heard weekdays.

On weekends, national shows pose thought-provoking questions and provide entertainment for listeners. KPBS Radio also presents cultural programming that enlightens and enriches. Listeners can occasionally hear special performances from the San Diego Opera while Classical San Diego can always be found on the KPBS HD2 radio signal. Groove Salad on HD3 presents alternative and ambient music to our unique audience.

**Special Coverage From State and National News Partners**

KPBS Radio brought listeners NPR breaking news coverage plus several hours of national and statewide produced public affairs and documentary specials focused on such topics as the 2020 Election, the impeachment inquiry, Supreme Court hearings, the global pandemic, and racial justice.

- Ukraine Inquiry and House Intelligence Hearing on Whistleblower
- House Impeachment Hearing
- Iowa Caucuses
- Election 2020 Super Tuesday Primaries and Caucuses
- 2020 Big Tuesday
- NPR Breaking News Coverage (COVID-19)
- California Coronavirus Special: One Hour Live Call-In
- NPR Special Report: COVID-19 - What You Need To Know
- How California Is Coping: One Hour Live Call-In
- Governor Newsom Press Conferences
- Living While Black - A Conversation
- America Are We Ready? A National Call-In About Racism, Violence, and Our Future Together
- Talking to White Kids About Race and Racism
- Climate Change and the 2020 Election: A Western States Call-In Special

**KPBS Podcasts**

The pandemic forced big shifts in how people get their news and entertainment. KPBS has always been a leader in reaching listeners where they are — whether on radio, television, or in the digital space.

By April 2020, huge numbers of people gave up their daily commute. KPBS quickly pivoted its daily news podcast to feature the latest news on COVID-19. Created as a limited run pop-up series, “The Pandemic Pivot” aired on Sundays in the “San Diego News Matters” (currently known as “San Diego News Now”) podcast feed. The series featured everyday people doing creative and innovative things to keep the community connected during COVID-19 isolation.

In addition to this limited series, KPBS presents a total of 11 podcasts that offer unique insight and perspective from diverse voices in the arts, science, film, and more. A total of seven podcasts are produced by KPBS and another four are produced by local producers in collaboration with KPBS.

During FY20, KPBS podcasts saw a 142.55% increase in overall downloads.
KPBS Explore

Launched in 2012 as a way to create more local programming, the KPBS Explore Local Content Project has brought the KPBS programming team and local producers 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.

In addition to new episodes from its signature series, “Crossing South,” “Live at the Belly Up,” “Ken Kramer’s About San Diego,” “A Growing Passion,” and “KPBS/Arts,” KPBS Explore presented several new original productions and standout specials. The programs highlighted below are part of the Explore project in FY20 and remain available at video.kpbs.org and on the PBS Video App.

**A Line in the Sand: The Story of America’s First Surfing Park** documents the inspiring and fascinating events that led to its creation and features interviews from surf legends: Floyd Smith of the famed Gordon and Smith Surfboards, the legendary Skip Frye, and more. Since its dedication as America’s first surf park 50 years ago, Tourmaline Surfing Park has enjoyed a rich history of beach culture, surfing, and lifeguarding. Narrated by radio personality Chris Cantore, the documentary debuted on KPBS-TV in November 2019.

**Great White Shark: New Perspectives on an Ancient Predator** is a groundbreaking look at an ancient and amazing creature that has adapted and prospered through two mass extinctions and, today, has only one mortal enemy: us. Feared, finned, driven to the brink of endangerment, Carcharodon Carcharias reveals long-held secrets. How is a straight-line mid-ocean intercontinental migration possible? Why do “shark walkabouts” happen? Why has mating never been seen? Finicky, elusive, curious, highly intelligent, and with electro sensory systems we are only just beginning to understand, the Great White will astound you. “Great White Shark” debuted on KPBS-TV in October 2019.

**Mammoth Dreams** follows the journey of Dave McCoy as he discovers the mountain wonderland of the Eastern Sierra Nevada in California. McCoy devoted his life to building one of the greatest ski resorts in the country: Mammoth Mountain. McCoy passed away in 2020 at the age of 104, but his legacy lives on for the millions of people who continue to enjoy Dave’s Mountain. “Mammoth Dreams” premiered on KPBS-TV in March 2020.

**Her Film Challenge** featured four short films produced in a timed competition with the goal of bringing together some of San Diego’s greatest storytellers. All films were written and directed by women. Competing teams were provided with three different stories and had 60 days to adapt, produce, direct, and finalize a short film. Film titles include: “Phase,” “The Unauthorized Adventures of Mary-Ashley Olsen,” “The Flourish,” and “Reaching for Sky.” The shorts debuted on KPBS-TV in March 2020.

**Expect a Miracle: Finding Light in the Darkness of a Pandemic** is the dual story of the AIDS crisis in San Diego and Fraternity House - the only hospice in San Diego County that took patients near death to give them a safe place to die with dignity and love. The film debuted on KPBS-TV in June 2020.
Television That Inspires, Comforts, and Educates

KPBS television features 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.” Local programs like “Ken Kramer’s About San Diego,” “Crossing South,” and “A Growing Passion” reflect San Diego’s unique sense of place and community while local news programs like “Evening Edition” and “Roundtable” offer timely insight and fact-based journalism. KPBS’ secondary channels offer the best in children’s television, 24 hours a day, seven days a week and a wide array of enriching programs for the adult learner.

In addition to over-the-air and cable viewing, audiences can enjoy KPBS and PBS programs via streaming at video.pbs.org as well as on the PBS Video App.

At-Home Learning: A Response To School Closures

San Diego Unified School District, KPBS, and San Diego County Office of Education launched a distance learning initiative on March 16, 2020 - the first day schools were closed in San Diego County due to COVID-19. The initiative provided students throughout the county access to educational programming amid coronavirus concerns.

“At-Home Learning: Where Children Matter” included a broadcast component of standards-aligned programming in blocks by grade level, along with a digital library of free PBS educational resources. The online resources continue to be available to support educators and parents.

The TV schedule on KPBS’ secondary channel was refined to help schools and districts bridge the digital divide and provide equitable access to learning for all students at home, regardless of access to the internet or computers. This educational TV programming was in addition to the uninterrupted PBS KIDS program schedule on KPBS’ primary channel and the PBS KIDS 24/7 channel.
Twelve hours of programming selected met California educational standards and was broken out by age/grade level:

- 6 to 8 a.m. grades from transitional kindergarten through third
- 8 a.m. to 1 p.m. grades four through eight
- 1 p.m. to 6 p.m. grades nine through 12

To help teachers rapidly adapt, collections of free digital learning resources that can be used with these TV broadcasts or on their own were developed, all meeting the California educational standards. These resources are hosted on PBS LearningMedia and include videos and lesson plans for different grade levels in English language arts, math, science, and social studies.

In order to make the community aware of the resources, KPBS created a landing page at kpbs.org/athomelearning, implemented a social media campaign, and sent weekly emails to more than 43-thousand subscribers with programming highlights, a link to the schedule, and a digital lesson plan. At-Home Learning partners also sent the information to their schools, principals, teachers, and parents.

Events That Connect

As an extension to the programs on KPBS-TV, radio, and digital platforms, KPBS manages a number of special projects and events that bring the San Diego community together. These events are free to attend and target four audiences:

- children and families
- military, veterans, and their allies
- educators
- lifelong learners

KPBS events reflect the station’s core values and commitment to integrity, truth, diversity, and quality.

GI Film Festival San Diego

Since 2015, KPBS has been the presenter and producer of the GI Film Festival San Diego. The festival is a multi-day event exclusively dedicated to presenting stories for, by, and about the military and veteran experience through film, discussion, and networking events. This celebration provides: a forum for dialogue and understanding between San Diego’s military, veteran, and civilian communities; an opportunity for aspiring and professional filmmakers to share their craft and creative expression; a means for filmmakers, veteran and military service providers, and their allies to make professional and personal connections.

The films presented come from local, national, and international filmmakers. They include documentaries, narratives, student and emerging filmmakers, shorts, and feature-length productions. The majority of the films presented feature a military or veteran storyline, including experiences in the military, war history (from Civil War to present-day conflicts), invisible wounds, healing, and perspectives from military families. Non-military themed films are also shown, provided that military or veterans fill above-the-line talent or cast roles, such as lead actor, director, writer, or producer.

Festival Dates:
Sept. 24-29, 2019

Total Films:
34 films

Total Attendees:
1,900+

Watch the 2019 video highlights

https://youtu.be/NSSnia3Blig
Other festival highlights include a family movie night held before festival week, filmmaker appearances, post-screening discussions, receptions, and the awards celebration, honoring excellence in filmmaking.

Community partnerships are an important part of the festival’s success, helping to bring awareness and turnout among the military and veteran-connected community. GIFFSD partners, supporters, and allies include San Diego Veterans Coalition, the San Diego Military Family Collaborative, Support the Enlisted Project (STEP), Project Recover, the Armed Services YMCA, the Joan and Art Barron Veterans Center at San Diego State University, Courage to Call, and Blue Star Families. For the 2019 event, the official venues for screenings and events included the USS Midway Museum, the Museum of Photographic Arts, MCRD San Diego Museum, and the UltraStar Cinemas at Hazard Center. A volunteer advisory committee, made up of 20 local military-connected leaders and advocates, helps ensure the films, discussions, and events are in keeping with the mission and goals of the festival.

Program Previews and Discussions

On occasion, KPBS is able to offer public screenings of select programs. These events provide a shared experience of watching content together and engaging in post-screening discussions featuring subject matter experts, filmmakers, and/or film subjects.

NOVA: POLAR EXTREMES | February 20, 2020

Featuring excerpts from “NOVA: Polar Extremes,” this event took place at Patrick Henry High School. The documentary explored the dynamic history of the poles, examining what may have caused dramatic changes at the poles and what the past reveals about our planet’s climate today—and in the future. The post-panel discussion featured Emelia Chamberlain, PhD student at Scripps Institution of Oceanography, UC San Diego; Professor Helen Fricker at Scripps Institution of Oceanography, UC San Diego; and Ann Wegmann, science educator at Patrick Henry High School. KPBS Environment Reporter Erik Anderson moderated the discussion. Educational resources from “NOVA” were provided to all attendees to support lifelong learning and scientific exploration.

EXPECT A MIRACLE | June 4, 2020

The “Expect A Miracle” event was the station’s first virtual screening during the global pandemic of 2020. Locally produced as part of the KPBS Explore programming initiative, the film tells the dual story of the AIDS crisis in San Diego and Fraternity House - the only hospice in North San Diego County that took patients near death to give them a safe place to die with dignity and love. This screening event featured KPBS Director of Programming John Decker with filmmaker Jonathan Hammond and film subjects Lisa Lipsey and Terry Cunningham in a post-screening discussion. More than 260 guests attended this virtual event. The event resulted in more than 180 comments on the discussion board, 239 emotions (emojis), and an average engagement time of 59 minutes per guest.
THE VOTE | June 30, 2020

The four-hour, two-part documentary series from “American Experience” tells the dramatic story of the epic — and surprisingly unfamiliar — crusade waged by American women for the right to vote. This screening event featured a 40-minute preview of the film followed by a panel discussion featuring Rep. Susan Davis, US House of Representatives, D-53; Professor Kimala Price, Department of Women’s Studies, SDSU; Anne Hoiberg, President, Women’s Museum of California; and Rosa Olascoaga Vidal, Community Organizer, Mid-City CAN. KPBS Director of News and Editorial Strategy Suzanne Marmion moderated the discussion. More than 260 guests attended this virtual event. The event resulted in more than 187 comments on the discussion board, 564 emotions (emojis), and an average engagement time of 81 minutes per guest. The virtual screening was one part of a multi-platform engagement initiative around this film.

“Hearing Rosa gives me more optimism for the future of our city/country. She’s great!”
Robin L., Virtual Attendee

Community Conversations

KPBS engaged its audience on important issues through its Community Conversations program, a collaboration with the National Conflict Resolution Center. In FY20, KPBS held four separate conversations on newsworthy topics: human trafficking, climate change, the census, and virtual learning during COVID-19.

In the first part of FY20, Community Conversations held two in-person events, the first on human trafficking in October 2019 and the second on climate change in January 2020. The two conversations drew a total of 280 attendees (150 for human trafficking and 130 for climate change).

When the pandemic closed off the possibility of hosting in-person events, KPBS and NCRC shifted to a virtual format by livestreaming the panel discussions on Facebook and hosting the smaller community dialogues on Zoom. The kickoff virtual event, “The Crucial Role of the Census in a Pandemic Age,” attracted 200 viewers the evening of, ultimately netting 1,200 views in the succeeding days. The June virtual conversation, “Close-Up on Distance Learning,” captured 400 views, ultimately netting more than 800 views in succeeding days.

“Thank you so much Dr. Wong, Director Ramirez, and Jeffrey Enos for taking the time to do this! And KPBS and (NCRC) for facilitating! I really feel like I have a better understanding of the implications of the census, and greater confidence in the Census Bureau. I’m pleasantly surprised by the amount of community organizing and cooperation taking place!”
Amanda Lee-Low (from Facebook)
One Book, One San Diego

The 13th season of One Book, One San Diego featured “The Great Believers” by Pulitzer Prize nominee Rebecca Makkai. In September 2019, KPBS hosted more than 500 people to hear Makkai speak about the novel, set during the early days of the AIDS epidemic in Chicago. The program also featured a presentation of local history of the era by activist Terry Cunningham and a performance by the San Diego Gay Men’s Chorus. Two 12-foot square panels of the AIDS quilt honoring San Diego victims hung over the stage during the event. The previous day, over 150 students experienced a more up-close encounter at San Diego City College with an author interview by former KPBS Reporter Kenny Goldberg. The event also featured a City College student sharing his personal story of surviving conversion therapy.

Throughout the fall of 2019, community partners hosted scores of their own One Book events, which included exhibits, workshops, film screenings, book discussions, dance performances, 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. “The Great Believers” was the adult selection; the teen selection was “The Crossover” by Kwame Alexander (also available in Spanish); and the Spanish language selection was “Eramos unos niños,” the Spanish translation of Patti Smith’s memoir, “Just Kids,” which recounts her relationship with artist Robert Mapplethorpe, whom she lost to AIDS in 1989.

A separate book, “Dreamers” was selected as the kid’s title. Award-winning author and illustrator Yuyi Morales based the book on her experience of immigrating to the United States from her native Mexico as a young mother.

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 Morales and a performance by youth ensemble Mariachi Victoria at the San Ysidro Public Library in December 2019.

In February 2020, KPBS kicked off the 14th season of the program by accepting 483 book nominations from the public for consideration to be the 2020 One Book selections.

One Book, One San Diego is a partnership between KPBS, the San Diego Public Library, the San Diego County Library, and the following organizations: San Diego City College, Hoover High School, San Diego State University’s Love Library, University of San Diego’s Copley Library, Juvenile Court Book Club, Escondido Public Library, Chula Vista Public Library, Point Loma Nazarene University’s Ryan Library, Asociación de Bibliotecarios de Baja California, San Diego Council on Literacy, Oceanside Public Library, UC San Diego Library, Girl Scouts San Diego, Worldview Project, Little Fish Comic Book Studio, Rosa Parks Elementary School, Crawford High School, Wilson Middle School, California State University San Marcos, The San Diego Union-Tribune Festival of Books, and Grossmont Union High School District.

“...a pleasure to meet a beloved author, Yuyi Morales, to hear her words, and see her smiles and the dreams which created this book.”

Manuela Cantu, Attendee of One Book for Kids author event, 2019
KPBS Kids

KPBS Kids continued its partnership with the San Diego Children’s Discovery Museum, offering workshops that allow families to participate in the educational concepts found in PBS Kids programming.

The workshops feature themed crafts and relevant storytimes, centered on concepts and characters from PBS Kids programming. Pre-COVID, these workshops reached an average of 300 participants per event, demonstrating North County families’ investment in this program. When the museum closed its doors to the public due to the global pandemic, these workshops went virtual. Using its substantial Facebook audience, KPBS collaborated with the museum to develop a series of online workshops, each featuring a storytime followed by a short, instructional craft video using supplies that can be found in most homes.

The series of five virtual workshops had an average of 600 attendees each, twice the turnout for any single live workshop in the previous year. Viewers were able to participate and engage with San Diego Children’s Discovery Museum staff and each other in real-time during the workshop. Participants checked in from all over San Diego County, as well as the entire United States and even Baja California. The San Diego Children’s Discovery Museum then created a playlist on its Facebook page, where the craft videos for the entire series are archived. As of this reporting, the KPBS Kids playlist has more than 22,000 subscribers.

Virtual workshops during the year featured “Molly of Denali,” “Xavier Riddle and the Secret Museum,” “Pinkalicious & Peterrific,” “Curious George,” and “The Cat in the Hat Knows A Lot About That.”

World Thinking Day

This annual collaboration with Girl Scouts San Diego took place on February 22, 2020 at San Diego Children’s Discovery Museum and was attended by 306 participants. Kids were encouraged to learn about and connect with their local and global communities. A number of performers were featured, including Ballet Folklórico En Aztlan, Motu Nehenehe Polynesian Dancers, Andaaz Bollywood Dance Troupe, and the Hoa Nghiem Lion Dance Group. Hands-on activities were held throughout the museum.

“Thank you so much for teaching such a lovely Thing 1 and Thing 2 craft...we loved it!”
Avani Amit Bahkta, Parent comment during KPBS Kids Virtual Workshop, May 14, 2020
Our Home At San Diego State University

KPBS and San Diego State University have a longstanding and collaborative partnership. The station was founded in 1960 on the campus of San Diego State University (then known as San Diego State College). 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.

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 enter the San Diego workforce upon graduation from SDSU.

Supporting The Mission

KPBS Members

KPBS is a non-profit, public media organization, funded in large part by more than 64,000 individuals and families who contribute annually to the station as members. In FY20, our membership program generated more than $10 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.

To preserve the trust and integrity KPBS has earned over the decades, KPBS News maintains strict editorial independence from management, SDSU, corporate underwriters, and donors.

KPBS audited financial statements are available at www.kpbs.org/about.

Total Operating Revenues-FY20

$25,700,000

- Membership & Producers Club 40%
- Underwriting 15%
- Major Gifts & Planned Giving 14%
- Community Service Grant 14%
- Grants & Other Restricted 7%
- Vehicle Donation Program 7%
- Other 3%
- Grants & Other Restricted 7%
- Vehicle Donation Program 7%
- Other 3%
KPBS Producers Club

Donations from the Producers Club are collectively responsible for a significant portion of the KPBS budget. More than 2,000 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 FY20, Producers Club members provided more than $2.8 million in unrestricted funds to support the station’s operations, expand the newsroom, and develop content creators to deepen and broaden the mission and service of KPBS.

The KPBS Producers Club Committee aids and advises the station on membership goals, strategies, and Producers Club events and opportunities. They are ambassadors for KPBS and the Producers Club. The role of the Committee is solely advisory in nature.

2020 Producers Club Committee Members
Nanda Mehta, President
Dennis-Michael Broussard
Annete Chavarria
Renee Dean Dunford
Loretto Garver
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 FY20, realized planned gifts provided over $1.6 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 on a recognition wall. They also enjoy invitations to monthly station events. There is no minimum planned gift required for membership and KPBS honors requests for anonymity.

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

2020 KPBS Planned Giving Committee Members
James E. Lauth, Esq., Committee Chair
D. Stephen Boner, Esq.
Rick Brooks, CFA, CFP
Harriet H. Carter, Esq.
Christine Chacon, Esq.
Rik Floyd, MBA, CLPF
Mark C. Hill, CFP, CDFA
Belinda Kraemer
Brian Krause, CFP
David R. Lee, CFP
M. Tami Sandke, Esq.
Joan Wolfe, CPA
Major Gifts

Major gifts are instrumental in supporting program acquisition, editorial vision, and funding of various reporting beats: Science and Technology, Environment, and Investigative Reporting. Thanks to major gifts, KPBS has been able to purchase a wide array of educational and entertainment program content for TV, radio, and digital platforms. These programs range from “Sanditon” and “Les Misérables” to “FRONTLINE” and the “PBS NewsHour,” from KPBS Explore to the 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.

2020 MASTERPIECE Trust supporters include:
- 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. The council helps create positive 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.

2020 KPBS Advisory Council Members
- Brian McDermott, Chair
- Sam Dychter, Vice Chair
- Julia Brown
- Don Epstein
- Jim Lauth, Chair, KPBS Planned Giving Committee
- Nanda Mehta, President, Producers Club Committee
- Britanny Santos-Derieg, Chief of Staff, San Diego State University
- Sandy Timmons
- Leon Williams
- Karin Winner
The KPBS Mission
KPBS provides stories that make us think, help us dream, and keep us connected.

The KPBS Vision
KPBS will tell the stories of our time.

KPBS News Mission Statement
KPBS news serves the people of the San Diego region with trustworthy, in-depth information that allows the community to hold its leaders accountable. We show how global and local current affairs change our lives, and how San Diego changes the world. We tell you more than just what is happening—we tell you why. KPBS follows the Public Media Code of Integrity and the NPR Ethics Guidelines.

KPBS is a public service of San Diego State University.