Dear friends,

It is a great pleasure and privilege to share with you KPBS’ annual report. Each year, we reflect upon our accomplishments, impact, and services provided to our community. We are reminded that these accomplishments are possible because of our members, supporters, volunteers, partners, and staff who work tirelessly to fulfill our mission for the greater good.

After 61 years of public service to the San Diego community, KPBS continues to innovate, educate, and inspire audiences through impactful storytelling and unique content. While this report covers KPBS’ most recent fiscal year (July 2020 to June 2021), we are humbled with what we’ve been able to achieve since 1960 when SDSU professor Ken Jones started KEBS Radio.

Global, national, and local events are shaping history and changing our very culture. KPBS is not only witnessing these immense changes but adapting to them as well. To improve our service to this community, we’ve added a social and racial justice desk and hired a dedicated reporter to provide coverage and context. Our commitment to sharing exciting, local non-news programs has never been stronger. KPBS Explore brings the unique stories and people of our region to life with ongoing productions like “Ken Kramer’s About San Diego” as well as specials like “A Journey Through Breast Cancer.” During the report year, KPBS produced more than 45 virtual events, reaching more than 2,300 people with unique experiences, engaging conversations, and vital information.

As interim general manager, I am constantly proud of the work of our staff, volunteers, members, and students — collectively thought of as Team KPBS. Despite the challenges of remote work, a global pandemic, technological changes, and major cultural shifts, KPBS is rising to the occasion. Our vision is to connect, reflect, and serve all our communities with trusted programming and dialogue. The work is always evolving, and never done. For as long as there are stories and experiences to tell, KPBS will be here. Thank you for watching, listening, attending, and supporting KPBS.
KPBS News

With a team of 50+ journalists, videographers, reporters, editors, and anchors, KPBS provided in-depth, trustworthy coverage on the year’s biggest stories: COVID-19, the social justice movement, and the 2020 election and its aftermath. The work was done remotely and adhered to safety protocols to keep staff and their sources safe.

Number of original long features: 227
Number of original short stories: 1,070
Number of news awards: 32

Covering the Global Pandemic

Pandemic Profiles
The impacts of the pandemic on individuals and families all over San Diego was far reaching. Hearing their stories gave insight into all the ways San Diegans coped during unprecedented times. Developed for TV, radio, and kpbs.org, “Pandemic Profiles” featured 25 first-person profiles and ran from Fall of 2020 to early 2021. Those profiled include a Lemon Grove resident turned activist to address food insecurity; a special education teacher and mother of special needs children; a nurse practitioner caring for COVID-19 patients; and local artist/gallery owner who found creative ways to make art accessible in midst of the public health crisis.

Watch the Pandemic Profiles
In pursuit of this story, KPBS participated in a lawsuit against San Diego County, challenging the county’s decision to keep secret the records showing where outbreaks of COVID-19 were occurring. The lawsuit went all the way to the state Supreme Court. Though the Court sided with the County, the public awareness it raised on such a crucial issue made the effort an important public service.

@JeffOlson73
Great work. I’m sure the pressure to sit on this was immense. Thanks for being brave.

@SDuncovered
Thanks for sharing it. And thanks to you and @kstegall33 for making the data so easy to search and explore.

@celeriekt
Wow. Thank you—I know you all worked hard for this info.

@ShanerErin
Thank you so much! I’ve been trying to find this kind of info and was shocked that it didn’t exist. I looked at covid cases by zip code, but they don’t keep old data - so I started saving it myself to reference. It’s wild to me that this isn’t talked about more.

KPBS Exclusive Geographic Map and Searchable Database
When public officials were not forthcoming with information people needed to make informed decisions about where and how COVID-19 outbreaks were occurring, the KPBS Investigative Team kept digging and ultimately obtained the data. KPBS created and published a searchable database of outbreaks by location and type of establishment (nursing home, restaurant/bar, group residential living, etc.) on kpbs.org, giving valuable information directly in the hands of the public.

As of June 2021, the page had more than 315,000 views with an average of more than 13 minutes spent on the page.

The findings were so significant that the story was covered by the San Diego Union Tribune and Voice of San Diego. The work also prompted these public reactions on Twitter on Dec. 21, 2020, including Matt Hall (@SDuncovered), editorial and opinion editor at the San Diego Union Tribune.
Vaccine Locations & Tracking of County Rates

The vaccine became available in December of 2020, but the rollout was met with questions about when and how individuals would access it. KPBS created an interactive online tool to determine if and when someone was eligible to receive it. Available on kpbs.org, the information included a breaking news blog, links to community resources like test kits, food assistance, and more. Additional links to vaccination sites and an easy-to-use dashboard of COVID-19 related cases and deaths in the county since the start of the pandemic were also featured.

Racial Justice and Social Equity

KPBS bore witness to major cultural shifts and awakening around racial justice and social equity. KPBS matched the public’s outcry to address these issues with dedicated resources to provide timely and in-depth coverage. A Racial Justice and Social Equity Reporter position was created. Cristina Kim, an experienced public media journalist, was added to the team in April 2021.

Cristina quickly began producing in-depth stories that cut to the heart of inequities and issues relating to identity. They included the impact of gang injunctions on San Diego neighborhoods and how the term Latinx has evolved within the region’s Latino communities.

The addition of the Race & Social Justice section on kpbs.org curates stories relating to issues of social unrest, demonstrations, and justice.
Police Accountability Investigative Series

On June 10, 2020, the KPBS Investigation team produced a three-part series on local law enforcement agencies’ policies and training around use of force. The investigative series stemmed from SB 1421, a California law that requires law enforcement agencies to make internal reports about police shootings and use of force available to the public.

Nearly 130 records dating back to 2001 were analyzed and used in the three-part series. Part one uncovered how race plays a role in police-civilian interactions. Part two took a hard look at San Diego Police Department’s training protocols. The final part profiled how Berkeley Police Department used de-escalation strategies and how other agencies within San Diego County were forming de-escalation policies of their own.

The news reporting had a major impact. Shortly after the series’ publication on kpbs.org, the Minnesota Police Department (the state where George Floyd was murdered) reached out to Berkeley P.D. to learn about de-escalation.

General Election 2020

Voter Guide

KPBS created an online, comprehensive voter guide in advance of the 2020 general election. The easy-to-use guide allowed users to search for ballot measures and candidates based on their zip code. Users were also able to access KPBS reporting, facilitating their efforts to do their own research in order to make informed decisions.

In the leadup into election night, more than 512,000 visitors accessed KPBS news content online while another 23,000 users accessed the voter guide.

On the night of the general election, KPBS provided live coverage across TV, radio, and online. The live nightly show was produced from KPBS’ COVID-19 safe studios with on-the-scene coverage in front of the Registrar’s Office.

In addition to covering the election itself, the KPBS Investigative team exposed irregularities in signature gathering by a new statewide political party. The team also put the spotlight on racially charged social media posts made by a local judicial candidate and questions surrounding an antisemetic video produced by the chairman of the local Republican Party.
Investing in News

Additional investments in local news were made in FY21, resulting in expanded coverage throughout the county. In May, reporter Tania Thorne and digital reporter Alex Nguyen were assigned to the North County Bureau at Cal State University San Marcos. Local newscasts on KPBS radio were expanded to include Saturday afternoons and Sunday mornings and afternoons in February 2021.

In July of 2021, KPBS launched a new TV program called “KPBS News: This Week.” The program showcases the week’s top stories, special investigations, and in-depth coverage on the most pressing issues facing San Diegans: education, environment, health, politics, racial justice, and social equity.

Latinx Outreach

In FY21, KPBS worked on increasing its service to the Latinx audience. The KPBS news team surveyed its sources to assess how often Latinx sources were used. At the start of the assessment in December 2020, 17% of total newsroom sources were identified as Latinx. By June 2021, there was a significant increase with 28% of KPBS news sources being identified as Latinx.

The team also conducted a listening tour involving staff, news sources, and audience members. The work led to KPBS establishing a South Bay reporting desk with a full time reporter.

Virtual KPBS News Events & Community Conversations

Virtual events brought KPBS news one step closer to the community. A total of eight events were produced and were attended by more than 1,900 community members.

Virtual event topics included:
- Community Conversation: The Future of Policing in San Diego
- Institutional Racism in the US Military
- White Supremacy in the US Military
- COVID-19 and the Childcare Crisis
- Community Conversation: Coronavirus Impacts on Vulnerable Students
- The Road to 1.8 Million Vaccinated San Diegans
- Violent Extremists Among American Veterans
- Talking About Mental Health in the Latinx Community

American Homefront

Military and veteran issues are covered on KPBS through a multi-station collaborative, the “American Homefront Project.” KPBS is able to share these stories with other public media stations. Features produced from the collaboration are included in special KPBS news segments, and on NPR’s “Morning Edition” and “All Things Considered.”

Hosted by Maya Trabulsi, “KPBS News: This Week” airs Fridays at 8:30 p.m. on KPBS-TV and can be streamed anytime at video.kpbs.org.
**THE VOTE**

Inspired by “American Experience: The VOTE,” KPBS news produced a series featuring historians, activists, and leaders in the Women’s Rights movement. A social media component was also created featuring first-person interviews with women talking about struggles they’ve had in the past with voting or a vote/ballot that mattered to them. The final piece of the collaboration was a free, virtual screening of the “American Experience” documentary with a post-screening discussion. More than 260 guests attended this virtual event and more than 187 comments were shared on the virtual discussion board.

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**NOVA**

KPBS was one of five public media stations selected to participate in an educational outreach and digital learning initiative with NOVA funded by the Corporation for Public Broadcasting. KPBS benefitted from NOVA’s expertise in producing long form and short form content on multiple platforms that highlight stories at the intersection of science and society. As part of the program, KPBS produced a video explaining the science behind undertaking one of the largest - and challenging - vaccine distribution efforts in modern history, particularly what went into delivering and handling the different COVID vaccines distributed in early 2021. The video was published on YouTube and Facebook and was included in NOVA’s educational video catalog on the PBS Video app and web.
RADIO PROGRAMMING

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 and locally-produced shows pose thought-provoking questions and provide entertainment for listeners. KPBS Radio also presents cultural programming that enlightens and enriches with collaborative specials featuring performances from the San Diego Opera, The Old Globe, and others. “Classical San Diego” can always be found on the KPBS HD2 radio signal and streamed live on any connected device.

Special Coverage from State & National News Partners

KPBS Radio brought listeners local, regional, and national breaking news coverage plus several hours of national and statewide specials focused on such topics as the global pandemic, 2020 Election, and racial justice. Among them are:

- “Ida B. Wells’ Battle to Uncover the Truth”
- NPR Special: “Summer of Racial Reckoning”
- UC San Diego-KPBS San Diego Mayoral Forum
- NPR Special Report: Voting in America
- KPBS Presents: The Old Globe production of Dr. Seuss’s How The Grinch Stole Christmas! On the Radio
- “How We Survive: Adapting to Climate Change”
- “Say it Loud: Great Speeches on Civil Rights and African American Identity”
- “In Deep: The Hidden Story of America’s Troubled Water Infrastructure”
- Special Coverage of The Derek Chauvin Trial Verdict
- KPBS Presents The Old Globe production of Hamlet On the Radio
- Spotlight on Rethinking Mental Health Care
- “Small Change: Money Stories from the Neighborhood”
- KPCC Special: Police Reform in California, One Year After George Floyd
PODCAST PROGRAMMING

KPBS has always been a leader in reaching listeners where they are — whether on radio, television or in the digital space.

KPBS presents a total of nine podcasts that offer unique insight and perspective from diverse voices in the arts, science, film, and more. A total of five podcasts are produced by KPBS and another four are a collaboration between local producers and KPBS.

In fall of 2020, KPBS relaunched its locally produced, cross-border podcast “Only Here” as “Port of Entry.” The new name better reflected the intended audience of people who identify as transborder. In June 2021, host Alan Lilenthal interviewed famed animator, artist and director Jorge R. Gutierrez (“The Book of Life”). With more than 3,000 views on YouTube, the virtual event was a rare opportunity for fans to hear directly from the artist and participate in the discussion.

Listener Testimonial:
“Just discovered Port of Entry and wanted to say thank you for producing all these episodes! It makes me feel seen. The San Ysidro crossing is part of my family’s life as we’ve been crossing back and forth to see our parents (Mom Mexican and dad American) in Valle de Guadalupe for 20 yrs now. My brother was an Uber driver crossing into SD from TJ daily. So many great stories. Lovely show. Thank you.”
- Anonymous, “Port of Entry” listener

Additional podcasts launched in FY 2020/2021 included “San Diego News Now” (renamed from “San Diego News Matters”) and “The Parker Edison Project,” featuring unique and intimate conversations about creativity and community, through the lens of Black America.

During FY21, KPBS podcasts were downloaded 1,863,844 times.
TV PROGRAMMING

KPBS Explore

Since 2012 the KPBS Explore Local Content Project has created new opportunities for local producers to bring diverse content to KPBS audiences. Year after year, the project has curated and developed ideas for programs that increase San Diego’s sense of place, reflect its diverse and dynamic community, and allow audiences to connect over shared experiences. Despite the many challenges of the pandemic, KPBS continued to connect and safely bring this important content to audiences.

In addition to new episodes from KPBS Explore series “Ken Kramer’s About San Diego,” “Crossing South,” and “A Growing Passion,” KPBS Explore presented several original productions and standout specials. The following programs are a partial list of KPBS Explore titles. The full library of KPBS Explore projects are available at video.kpbs.org and on the PBS Video app.

- A Growing Passion
- Crossing South
- Ken Kramer’s About San Diego
- San Diego’s Historic Places
- Theatre Corner

Desert Seasons

Set to the hypnotic and mesmerizing sounds of Spanish guitarist Pablo Sáinz Villegas’s music, “Desert Seasons” is a visual journey through the four seasons of Anza-Borrego Desert State Park. At over 600,000 acres, Anza-Borrego is California’s largest state park with a rich and varied wildlife that can be seen in the badlands of the east to the Laguna mountains of the west. Along the way, a sidewinder crawls through the heat of the desert sun; bighorn sheep traverse the dry and rocky landscape; and a hummingbird collects nectar after the rainy season. Through stunning time-lapse photography and gorgeous aerial shots, “Desert Seasons” reveals a side of Anza-Borrego many had never encountered before. The special debuted in October 2020 on KPBS-TV.
The Kitchenistas
What started as a seven-week nutrition program seven years ago in National City for women seeking healthier diets has become a Latina-led movement to raise the health, well-being, and resilience of the community.

More than 275 Kitchenistas have overcome systemic barriers and brought high-quality food solutions into their homes, schools, and city. Their stories show how women are community builders through healthy food traditions and how small actions can lead to big changes.

The special debuted in March 2021 on KPBS-TV.

Love Wins Over Hate
“Love Wins Over Hate” explores the personal transformations of six individuals who went from agents of anger and bigotry to advocates for empathy and inclusivity. Amidst deep polarization and prevalent incidences of bias-motivated crimes and rhetoric, “Love Wins Over Hate” shares a message of tolerance and acceptance, and a hopeful portrait of how people can change their motivation from prejudice to an appreciation of the world’s diversity.

The special debuted in October 2020 on KPBS-TV.

Theatre Corner
“Theatre Corner” is an interview series dedicated to promoting diversity and inclusion in the national theater scene, both on the stage and in the seats. Host Michael Taylor is a lifelong theater enthusiast and a board member for The Old Globe. He sits down with some of the top professionals in the entertainment industry to discuss their careers, training, advice for young actors, and ways to make theatre matter to more people. In addition to the eight-episode season, two specials took viewers backstage to learn more about two iconic San Diego productions: The Grinch and Hamlet.

The series debuted in August 2020 on KPBS-TV.
**STAY CONNECTED**

In addition to programs, specials, and news on KPBS TV, radio, and online, KPBS produces six regular newsletters to keep subscribers connected. Delivered right to their inbox, these newsletters feature content that meets the interests and needs of the subscribers.

KPBS produces three daily newsletters: “Today’s Top Stories,” “Midday Edition” and “TV Highlights.” In addition, there are four weekly newsletters: “KPBS Streaming Picks,” “KPBS/Arts,” “The Catch-Up,” and “KPBS’ Most Popular.”

At the end of June 2021, KPBS had more than 54,000 newsletter subscribers and continues to grow with new sign ups everyday.

“Streaming Picks” began in March 2020, initially as “Home Club” and was sent to members to offer at-home entertainment options during the early days of the pandemic. In September 2020, the newsletter opened up to non-members and featured a weekly curated list of programs streaming on the PBS Video app.

“The Catch-Up” is delivered every Wednesday afternoon and offers a midweek check-in of the top stories. With a hand-picked selection of news stories from around San Diego and the nation, “The Catch-Up” has the highest open rate of 43.4%.

<table>
<thead>
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<th>Three Most Subscribed-to Newsletters:</th>
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<tr>
<td>Streaming Picks:</td>
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<tr>
<td>The Catch-Up:</td>
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<tr>
<td>14,873</td>
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<tr>
<td>Today’s Top Stories:</td>
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<td>8,445</td>
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</tbody>
</table>

Sign up for the KPBS newsletters
SPECIAL PROJECTS IMPACTFUL EVENTS

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. Many of these events are free to attend and target five audiences:

- children and families
- military, veterans, and their allies
- educators and lifelong-learners
- civic-minded and socially conscious adults of all backgrounds
- KPBS members

Just like our programs, 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, a multi-day event exclusively dedicated to presenting films for, by, and about military and veterans. Screenings, filmmaker discussions, workshops, and networking opportunities provide a forum for dialogue and understanding among military, veteran, and civilian communities. The festival also provides an outlet for veterans and service members to share their creative works as filmmakers, directors, actors, and storytellers. Local veteran and military service providers are able to make professional and personal connections throughout the event.

Up until the global pandemic, the festival was held in the fall at San Diego area movie theater, partner museums, and event venues. In fall of 2020, the festival pivoted, changing formats and schedule in order to adapt to public health orders.

A virtual two day showcase took place in October 2020 and featured six documentary films. The event provided attendees with synchronized screenings where the films could be streamed together.
In spring of 2021, the GI Film Festival San Diego returned as a six-day, juried competition with more than 38 films delivered as synchronized online screenings and video-on-demand rentals. Attendees came from all across the country including Florida, Massachusetts, Ohio, New York, and Montana with international participation coming from France, Canada, Australia, and Vietnam.

The films presented came from local, national, and international filmmakers and included documentaries, narratives, student and emerging filmmakers, shorts, and feature-length productions. The films includes military-veteran plot lines and themes such as World War II, post-traumatic growth, and caregiver stories.

Each online screening was followed by a moderated discussion featuring filmmakers, film subjects, and experts. The virtual platform facilitated audience Q&A, aiding to a meaningful conversation inspired by the themes presented in the films.

Community partnerships are an important part of the festival’s success, helping to bring awareness and turnout among the military and veteran-connected community. A volunteer advisory committee, made up of 24 military-connected leaders, veteran advocates, and film professionals, help ensure the films, discussion, and events are in keeping with the mission and goals of the festival.
Conversations with the Community

Community Conversations is a collaboration between KPBS and the National Conflict Resolution Center which attracts thousands of viewers to discussions important to the San Diego region. In fiscal year 2021, the program tackled issues that were sometimes difficult, yet critical to discuss, including police reform, distance learning on vulnerable students, and state of American democracy. Some 9,050 individuals have viewed these offerings online with a robust engagement around the police reform event.

Because of the pandemic, all conversations were live streamed to Facebook and YouTube. The impact of going virtual meant a wider audience who appreciated the convenience of participating in the conversations from individual devices or the ability to access the content after the fact, anytime and anywhere.

“Talking About Mental Health in the Latinx Community” was a community-driven topic hosted by KPBS. The event came about as a result of a listening tour on the Latinx community conducted by a special team of KPBS employees. Through these interviews, KPBS discovered that the issue of health, particularly mental health, was a topic people wanted to hear more about. KPBS plans to continue asking the community for topic suggestions and hosting more community-driven conversations.

Translation:
“Thank you for providing this valuable space, it is so necessary.”
- Facebook viewer
One Book, One San Diego

The 14th season of One Book, One San Diego featured “They Called Us Enemy,” a graphic memoir by George Takei. Cynthia Grady’s picture book “Write to Me” was selected as the children’s book for the program. Both books delved into the internment of Japanese Americans during World War II. Four virtual events around these titles were held.

“KPBS has done an outstanding job of pivoting to new ways to serve its members. Congratulations and thank you.”

- One Book participant

Two of these virtual events were produced in collaboration with county and city library partners. KPBS partnered with the San Diego Public Library and streamed a special event with George Takei for students aged 15 to 20. KPBS then partnered with the San Diego County Library for a livestreamed event with George Takei for students aged 10 to 15. Students from local school districts submitted pre-recorded video questions for the author which allowed for creative interaction. Both events were well-received and provided an opportunity for the libraries to connect with youth across the San Diego region.

The three virtual One Book events with Takei garnered the biggest audience ever. The videos were viewed more than 13,605 on Facebook and YouTube.
Children and families from San Diego and beyond watched as author Cynthia Grady talked about the writing of her book and the history of Clara Breed. More than 600 people have viewed the presentation on both Facebook and YouTube.

One Book, One San Diego is a partnership between KPBS and the following organizations:

- San Diego Public Library
- San Diego County Library
- San Diego State University
- San Diego Unified School District
- San Diego Community College District
- San Diego County Office of Education
- Juvenile Court Book Club
- Escondido Public Library
- Chula Vista Public Library
- Coronado Public Library
- Point Loma Nazarene University
- Oceanside Public Library
- University of California, San Diego
- Girl Scouts San Diego
- Worldview Project
- Little Fish Comic Book Studio
- Deaf Community Services San Diego
- University of San Diego
- Boys & Girls Clubs of Greater San Diego
- San Diego State University - Imperial Valley
- The San Diego Union-Tribune
- California State University San Marcos

**Number of One Book, One San Diego live attendees:**

<table>
<thead>
<tr>
<th>Event</th>
<th>Middle School Students</th>
<th>High School Students</th>
<th>Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Book Kick Off with George Takei:</td>
<td>3,700</td>
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<tr>
<td>One Book for Middle School Students:</td>
<td>346</td>
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</tr>
<tr>
<td>One Book for High School Students:</td>
<td>574</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Book for Kids:</td>
<td>233</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This is a great opportunity for youth to interact with this beautiful book. Thank you to Cynthia Grady for writing such a compelling work.
Virtually Engaging Kids and Families
In partnership with the San Diego Children’s Discovery Museum, KPBS staged several virtual workshops incorporating PBS characters and educational themes. Children and their parents were at home and KPBS Kids met them where they were: in their living rooms. Each two part event included a storytime with PBS characters followed by a related craft project. This program strengthened the connection between KPBS Kids and North County families.

These seven online reading and craft events garnered 5,131 views thus far. The workshops, produced by KPBS and streamed on the museum’s website, included: “Peg + Cat,” “Xavier Riddle,” “Hats Off to Reading Day,” “Curious George,” “Wild Kratts,” “Super Why,” and “Dinosaur Train.”

KPBS and the museum also hosted a drive-through book giveaway event in March for Hats Off to Reading Day, which served 281 visitors.
SUPPORTING THE MISSION

KPBS Members

KPBS is a non-profit, public media organization, funded in large part by more than 65,000 individuals and families who contribute annually to the station as members. In FY21, the membership program generated more than $10.9 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.
Producers Club

Donations from the Producers Club are collectively responsible for a significant portion of the KPBS budget. More than 2,100 families contribute gifts of $1,200, $2,500, $5,000, $10,000, or $25,000 annually.

In FY21, Producers Club members provided more than $3 million in unrestricted funds to support the station’s operations. Thanks to Producers Club members, KPBS has been able to hire content creators, deepen our local news coverage, and broaden our non-news programming.

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 FY21, KPBS hosted 13 events for Producers Club members. At these events, attendees had the chance to hear from on-air personalities, including:

- Lisa Desjardins with special appearances by her cat, Rocky, “PBS NewsHour” correspondent
- Jade Hindmon and Maureen Cavanaugh, co-hosts of “KPBS Midday Edition”
- Rund Abdelfatah and Ramtin Arablouei, co-hosts of “Throughline”

Producers Club members become more engaged by attending virtual presentations with KPBS leadership and some of our favorite PBS, NPR, and public media personalities.
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.

2021 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 fiscal year 2021, realized planned gifts provided over $800,000 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.
KPBS Planned Giving Committee
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 KPBS’ mission to educate and inspire.

2021 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

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 are 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.
2021 KPBS Advisory Council Members
Brian McDermott, CHAIR
Sam Dychter, VICE CHAIR
Julia Brown
Don Epstein
Jim Lauth, CHAIR, KPBS PLANNED GIVING COMMITTEE
Nanda Mehta, PRODUCERS CLUB COMMITTEE PRESIDENT
Sandy Timmons
Leon Williams
Karin Winner
Brittany Santos-Derieg, CHIEF OF STAFF AT SDSU

Major Gifts
Major gifts are instrumental in supporting program acquisition, editorial vision, and execution, including funding of various reporting beats—Science and Technology, the Environment, and Investigative Reporting. Thanks to major gifts, KPBS has been able to purchase a wide array of educational and enjoyable content for TV, radio, and digital platforms. These programs range from “Sanditon” and “Les Miserables” to “FRONTLINE” and the “PBS NewsHour,” from KPBS Explore to the PBS Kids 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 their local station. San Diego donors continue to be the largest contributors to the MASTERPIECE Trust.

2021 MASTERPIECE Trust supporters include:
Conrad Prebys Foundation
GAT Family Foundation
Darlene Shiley
Carol Vassiliadis
The KPBS Mission
KPBS provides stories that make us think, help us dream, and keep us connected.

The KPBS Vision
KPBS connects, reflects and serves all of our communities with trusted programming and dialogue.

KPBS Diversity Statement
KPBS will embrace inclusion and celebrate diverse perspectives through news, programming and events to serve all of San Diego's communities. To be successful, we must first challenge ourselves to unlearn biases, develop cultural competencies, proactively prevent and address microaggressions and be accountable to fostering a culture of inclusion.

KPBS' staff must also reflect the demographics of the community we serve and embody a culture of belonging where staff are valued, heard and are engaged with their work. As a department of San Diego State University, we will align with campus DEI initiatives, foster an environment of lifelong learning and commit to offering a path for advancement and growth in line with business needs and the campus structure. We acknowledge that in order to succeed in the future, KPBS must continue to evolve, grow, and embrace an equitable and diverse culture, both internally and externally.

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.