

# Local Content & Service Report

## Fiscal Year 2025

(July 2024-June 2025)





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**kpbs**

**THE CONRAD PREBYS MEDIA COMPLEX**  
AT COPLEY CENTER

## Message from the General Manager

As we head into 2026 — a year that marks the nation’s 250th birthday — it is fitting to recognize that public media is America’s historian and KPBS is San Diego’s storyteller. Since our founding in 1960, KPBS has been at the heart of our community, delivering trusted journalism, inspiring storytelling, impactful programming and events that capture the pivotal and personal moments of our history.

This annual report is an opportunity to share some of the key projects and initiatives that brought people together, shed light on important local topics, and highlighted new perspectives. Reflecting back on what KPBS has accomplished is humbling and inspires us to keep pushing forward.

At the end of the fiscal year this report covers, KPBS began operating without federal funding for the first time in 50 years. Despite losing \$4.3 million in critical federal support, the generosity of this very community has ensured KPBS is still here, working tirelessly for the people of San Diego and providing an essential service.

This year you can look forward to new initiatives, including our own America250 project that will help explore our national and local history, reflect upon who we have become and ask what we want to be. We are excited about the launch of a new arts website as part of our continued commitment to local arts and culture. KPBS will host the second annual San Diego Book Festival in August after a successful kickoff event last summer. We will also celebrate a significant milestone — One Book, One San Diego’s 20th chapter.

We are San Diego’s public media station. KPBS is here because of you, to serve you, and with your help, we always will be.



Yours,

A handwritten signature in cursive script that reads "Deanna M Mackey".

Deanna Mackey

## LOCAL NEWS

In order to meet the growing demands for news and information in San Diego and Imperial counties, KPBS' award-winning news team of more than 60 journalists provides trusted, impactful reporting that reflects the local community's varied interests, passions and challenges: arts and culture, education, environment, health, immigration and politics. The team's response to local, national and global events, policy changes, and cultural issues made room for local voices and perspectives to be seen and heard.

**THE CITY OF SAN DIEGO**  
DATE OF NOTICE: March 7, 2024  
**POSTED NOTICE OF APPLICATION**  
**DEVELOPMENT SERVICES DEPARTMENT**

Please be advised that an application has been filed with the City of San Diego for a Process Four (Planning Commission Decision) Neighborhood Development Permit (NDP), Vesting Tentative Map (VTM), and Site Development Permit (SDP) for the removal of existing broadcasting towers and outbuildings; the subdivision of one existing legal lot into 130 lots consisting of 123 single dwelling unit residential lots (13 lots to be allocated for affordable dwelling units) and seven (7) Homeowners Association (HOA) open space lots; development of public streets within the public right-of-way for internal circulation; and public and private utility improvements located at 5702 Old Memory Lane. The 31.18-acre site is in the RS-1-2 (Residential Single Unit) Base Zone, Airport Land Use Compatibility Overlay Zone for San Diego International Airport (SDIA), Airport Influence Area - Review Area Two for SDIA, Sustainable Development Area, Environmentally Sensitive Lands in the form of Non-Affordable Grasslands and Diegoan Coastal Sage Scrub, Complete Communities Mobility Choices Zone 2, and Affordable Housing Parking Demand area within the Encanto Neighborhoods Community Plan Area, Council District 4.

PROJECT NO: PRJ-1107880  
PROJECT NAME: 5702 OLD MEMORY LANE  
PROJECT TYPE: NEIGHBORHOOD DEVELOPMENT PERMIT, VESTING TENTATIVE MAP, AND SITE DEVELOPMENT PERMIT, PROCESS 4  
APPLICANT: D.R. HORTON LOS ANGELES HOLDING COMPANY INCORPORATED  
COMMUNITY PLAN AREA: ENCANTO  
COUNCIL DISTRICT: 4  
CITY PROJECT MANAGER: Jose Bautista, Development Project Manager  
PHONE NUMBER/E-MAIL: (619) 557-7983 / jBautista@sandiego.gov

The decision to approve or deny this application will be made at a public hearing.  
The project is being processed as Expedite Program project for Affordable/In-Fill Housing and is eligible based on Council Policy 600-27 and San Diego Municipal Code (SDMC) Section 143.0915.  
Please note that Community Planning Groups provide citizens with an opportunity for involvement in advising the City on land use matters. Community Planning Group considerations are a recommended, but not required, part of the project review process. Please see the Community Planning Group Contact List at <https://www.sandiego.gov/planning/community-plans/cpg/contacts> to inquire about Encanto Community Planning Group meeting dates, times, and location for community review of this project.  
If you have any questions regarding this application after reviewing this information, you may contact the City of San Diego Project Manager listed above.  
This information will be made available in alternative formats upon request.  
Internal Order Number: 24009763

A posted notice of application is shown on Wednesday, Dec. 18, 2024 on the site of a planned housing development in Emerald Hills that relies on a footnote.

## Multiplatform, Multipart News Coverage

### Local Accountability

In 2019, San Diego city staff added a footnote into city code. It reduced minimum lot size for a certain zone of residential land — but only in neighborhoods that were historically redlined and remain majority Black, Latino, and low-income. It allowed developers to build four houses on a piece of land on which they could only build one anywhere else in the city. And it made that change without going through the city’s formal rezoning process, and without involving the neighbors it most directly impacted.

After KPBS [reported on the footnote](#) and the community’s organized efforts to demand change — and other local news organizations followed — the city voted to remove it from city code. They admitted the process had not been transparent and didn’t follow “best planning practices” by singling out a few neighborhoods instead of applying the zoning change city wide. KPBS has continued to follow the bureaucratic process of removing it, the delays and maneuvering by developers, and the continued resistance by the community members.

Conveying this story in a compelling format for the people who live here was a



Neighbors pack a community room at KIPP Adelante Preparatory Academy for the Chollas Valley Community Planning Group on Monday, Oct. 28, 2024.

crucial step toward the city admitting to and addressing an inequity that has real-life consequences for the people in these neighborhoods. The neighbors continue to thank KPBS not just for holding the city accountable, but for centering their voices which have often been ignored in government decisions that impact them most.



Encanto resident Rob Campbell stands in his backyard on Tuesday, Oct. 29, 2024. Behind him, radio towers mark the site of a future housing development in Emerald Hills.



U.S. Immigration and Customs Enforcement agents execute a criminal search warrant in South Park on May 30, 2025.

## Border Coverage

In-depth, thought-provoking coverage of the San Diego/Tijuana border region continues to be a priority for the KPBS newsroom. This region has been impacted by the Trump administration's mass [deportation campaign](#), and the KPBS news team's border coverage, led by investigative reporter Gustavo Solis, has met the moment. Reporters have been the community's eyes and ears in the border region. Stories have shed light on the administration's actions on the ground and have shown how state and local agencies have interacted with federal agencies. KPBS covered the impacts of ICE raids at an industrial paint shop in [El Cajon](#) on March 27 and at a neighborhood restaurant in [South Park](#) on May 30, 2025. The station's focus on rigorous explanatory and investigative journalism has highlighted what is really happening on the streets, in courthouses and in detention centers across the region.



The aftermath of a small plane crash in Tierrasanta neighborhood near Murphy Canyon on May 22, 2025.

## Investigative News

In May 2025, when a plane crashed into military housing in the Tierrasanta area, KPBS news crews mobilized to the scene and began reporting in real-time on the destruction and the official investigation. At the same time, KPBS investigative reporter Scott Rodd began poring through FAA records and contacting sources in the aviation industry — and quickly realized that something was amiss.

KPBS was the first to report that the Montgomery Field airport's weather instruments were not functioning properly at the time of the crash. A [follow-up story](#)

the next day revealed that the FAA had not sent out the proper notices on the weather instrument failures. As a result, pilots were, in some respects, flying blind into the airport that week.

Most often, investigative reporting is thought of as in-depth stories that take weeks or months to report but have significant impact. And that is a big part of the KPBS I-Team's mission. However, as work on the plane crash showed, impactful investigative reporting can also happen in real time when a newsroom has a solid structure and team in place.



# PUBLIC MATTERS



## Public Matters

KPBS, in partnership with inewsource and Voice of San Diego, launched [Public Matters](#) in September 2024. The initiative is designed to expand civic engagement and increase public dialogue around government and democracy. The multi-platform collaboration — spanning radio, television, digital and in-person events — ensures that communities traditionally underrepresented in political discourse have access to the information and tools necessary to participate in the democratic process.

Through news stories, community forums and social media, Public Matters highlights the challenges and opportunities in local government while fostering meaningful

conversations on issues that shape the San Diego region. This collaborative effort is the first of its kind in San Diego County. Public Matters exemplifies the power of media partnerships in strengthening democracy and building a more informed, engaged public.

The partnership produced multiple in-depth series and digital projects. [“San Diego is Now Less Blue”](#) featured analysis of where voters in San Diego and Imperial counties shifted during the 2024 election compared to the two previous elections.

Public Matters also examined how Project 2025 is impacting San Diego, produced a regular segment that explains how

government works in San Diego, and has interviewed a variety of experts on democracy and government. Social media host and reporter Jake Gotta joined KPBS in April 2025 to help expand Public Matters coverage to new audiences.

In partnership with [StoryCorps](#), [One Small Step](#) experiences will be added to the Public Matters programming in 2026. This initiative brings strangers with different beliefs and backgrounds together for a conversation — not about politics, but to get to know each other as people, and model civil discussion.



## Stripper Energy

The journalism community recognized KPBS' video podcast

[Stripper Energy: Fighting Back from the Fringes](#) and

arts journalist Beth

Accomando with a national Public Media

Journalists award and a regional Emmy

award. The groundbreaking series shared

the struggles and triumphs of Kata Pierce-Morgan, a former stripper and owner of the adult theater Les Girls. The series chronicles

a decades-long battle for social justice and workers' rights using a half-century of personal, archival material. Additionally, an engagement event was hosted at Les Girls connecting the issues then and now.



## KPBS MIDDAY EDITION

[KPBS Midday Edition](#) uplifts voices in San Diego with fearless conversations about intriguing issues. Host Jade Hindmon cuts through the noise with interviews and conversations that give listeners a deeper understanding of themselves, people and the community in which they live. The program airs live on radio and is also available in podcast format. *KPBS Midday Edition* produced the following memorable specials this season.



KPBS Midday Edition host Jade Hindmon and Dr. Rodney Hood

### Series for Black History Month

In February 2025 *KPBS Midday Edition* interviewed six Black San Diego leaders to mark Black History Month and highlight the leader's contributions to the community and the challenges facing Black San Diegans. One was with Dr. Rodney Hood who has focused his career on improving health outcomes for Black San Diegans. Another was with Pamela Gray Payton who is the Vice President of The San Diego Foundation. During her career, she has paid special focus to helping Black community members build generational wealth.

### Authoritarianism Panel

In May 2025 *KPBS Midday Edition* hosted a panel interview with three local political experts to hear their opinions on the state of

our democracy and what can be done to protect it. This was in response to a survey that found the vast majority of political scientists in the country thought the U.S. was quickly moving towards an authoritarian government.

### Faith Leaders Panel

In June 2025 *KPBS Midday Edition* hosted a panel interview with three local faith leaders about the role of religion in protecting refugees and immigrants. The conversation was between a pastor, rabbi and imam who spoke about how their faiths implore them to fight for immigrant justice and the power of interfaith dialogue.



## KPBS EVENING EDITION

[KPBS Evening Edition](#) is the station's nightly news program that explores everything from politics to policy and environment to education. The show features the information the local community needs to understand what's happening — and why.

*KPBS Evening Edition* delivers accurate, in-depth analysis that includes the wide-ranging voices of San Diego and our region. It airs live on KPBS-TV and is available to stream on KPBS+. In addition to the nightly news, *KPBS Evening Edition* produced the following specials that demonstrate important local impact.

### Mayoral Debate

As part of the 2024 election coverage, KPBS hosted a [live debate](#) between the candidates for mayor of San Diego on October 3, 2024. Incumbent Todd Gloria and challenger Larry Turner answered questions posed by a panel of journalists from KPBS and Public Matters partners inewssource and Voice of San Diego. The hour-long debate focused on three areas — housing and homelessness, public safety and the city budget. The debate took place in front of a live studio audience of San Diego residents, representatives of community organizations and San Diego State University students. The event was simulcast live on KPBS-TV and 89.5 KPBS-FM and then

rebroadcast the following weekend. KPBS also provided access for simulcast to other broadcast stations in San Diego and KFMB joined in airing the debate live. It was also streamed live on [kpbs.org](#) and on the KPBS YouTube channel, where it remained available for later viewing.

### Election Night

With voting complete and results rolling in, KPBS brought TV and radio audiences live coverage of the November 2024 general election. The team produced an hour-long [“Election Night” special](#) with the latest results and expert analysis on key San Diego and California races, major propositions, and the presidential race between former President Donald Trump and Vice President Kamala Harris. Anchored by Maya Trabulsi and Amita Sharma, the special broadcast captured the latest updates and reactions across San Diego County. Reporter John Carroll was in the newsroom with the latest on the presidential race, Andrew Bowen was live at the San Diego Democratic Party headquarters, Tania Thorne reported from the San Diego Republican watch party and Katie Anastas shared updates from the County Registrar of Voters. It also included live analysis of the local and national results with Scott Lewis, CEO and editor-in-chief of Voice of San Diego, Laura Castañeda, former deputy editor and board member at the

San Diego Union-Tribune, and Brian Adams, San Diego State University political science professor.

### Animal Shelter Crisis

The problem of overcrowded animal shelters is something the KPBS newsroom has been hearing about and reporting on for some time. In this [KPBS Evening Edition special](#) that aired January 1, 2025, the reporting explored why it's happening, what's being done about it, and what people can do to help pets in need. The CEO of the San Diego Humane Society was interviewed and video stories were produced by reporters on topics ranging from telemedicine for pets to fostering shelter animals and other volunteer opportunities.





## LISTENERS LIKE YOU

### Audio Programming

#### Radio that Serves the Community

KPBS Radio 89.5FM remains dedicated to delivering a mix of local, national, and international programming that informs, connects and reflects the San Diego region. Local news and public affairs are at the heart of daily KPBS newscasts and flagship programs such as [KPBS Midday Edition](#) and [KPBS Roundtable](#). The [San Diego News Now](#) podcast delivers local news when you want it, with daily episodes available each weekday morning.

KPBS' local reporting is complemented by trusted national and international news programming including NPR's *Morning Edition*, *All Things Considered*, *Here and Now* and *Marketplace*, as well as *BBC Newshour*, and comprehensive election, breaking news and special event coverage. Together these local and national programs offer listeners a well-rounded view of the world while ensuring they have the information they need to understand and engage within their community.

KPBS Radio also celebrates San Diego's vibrant arts and cultural life. Broadcasts like the San Diego Symphony Orchestra's *Jacobs Masterworks* series and the San Diego



Port of Entry live podcast event

Opera's seasonal productions featuring *La Bohème*, *Salome* and *La Traviata* expanded access to the region's premier cultural institutions. On digital radio, listeners enjoy classical, alternative and ambient music. Classical San Diego airs on the HD2 signal and Groove Salad is available on HD3.

Reflecting the varied viewpoints of the San Diego region is central to KPBS' programming. *It's Been a Minute*, *The Sam Sanders Show*, *Code Switch*, *Life Kit*, *Latino USA* and thematic specials on topics such as Black History Month, Women's History Month and other cultural observances amplify a wide range of voices and perspectives, fostering understanding and inclusion across communities.

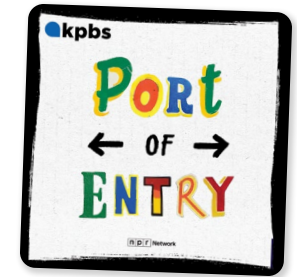
KPBS' [Radio Reading Service](#) prioritizes accessibility as a core public service, providing essential news and information for audience members who are blind, visually impaired or otherwise print-disabled. The service offers readings of national news, public affairs reporting and other vital information, helping ensure that civic, cultural and educational resources remain accessible to audiences who may face barriers to traditional print or digital formats. The Radio Reading Service strengthens civic connection and reinforces KPBS' mission to inform, support, and serve the entire community.



### Port of Entry

#### [Port of Entry](#)

expanded its impact beyond the digital space by hosting its first-ever live podcast event, marking a significant milestone for KPBS' podcast programming. [Port of Entry Live](#) was presented as part of the World Design Experience, connected to the San Diego-Tijuana 2024 World Design Capital initiative. The event was part of a larger binational lineup of exhibitions, talks, art shows, installations and workshops held throughout San Diego and Tijuana, celebrating the region's creative talent and cultural innovation.



The live program featured the production of a special bonus episode of *Port of Entry* centered on Charles Glaubitz and Giancarlo Ruiz, two longtime artists and collaborators from the San Diego-Tijuana border region. This live event demonstrated how KPBS podcasts can extend storytelling into community spaces, fostering dialogue and connection through both digital and in-person engagement.

The *Port of Entry* team also took the initiative to mentor a rising cohort of young podcast producers from Central Union High School in

### Podcasts to Reflect Our Local Culture

KPBS' podcast portfolio continues to grow as a powerful platform for local storytelling, cultural reflection, and community engagement. KPBS podcasts fulfill a strong audience interest in locally produced, on-demand content. Through this expanding slate, KPBS advances its public service mission by reaching younger, more diverse audiences while deepening connections across the region.

KPBS currently produces [seven active podcasts](#) and offers a unique collection of more than 20 shows spanning arts, science, film, culture and public affairs.

These podcasts provide space for in-depth exploration of topics that matter to the San Diego region, elevating local perspectives and fostering cross-border understanding.

KPBS further strengthened the reach and visibility of its podcast programming by joining the NPR Podcast Network, expanding national distribution for select KPBS-produced podcasts. Early network promotion and cross-platform visibility have contributed to increased awareness and growth for KPBS podcasts, underscoring the value of national partnerships in amplifying local public media content.

Imperial Valley. They provided two in-person bootcamps for their KPBS Explore podcast, [Voices del Valle](#), a podcast about the life of young people in Imperial Valley.

### The Finest

KPBS also expanded its arts and culture podcasting efforts with the launch of [The Finest](#), a new weekly podcast exploring the people, art and movements that make San Diego County's culture distinctive. Hosted by KPBS arts reporter Julia Dixon Evans and produced by Anthony Wallace, *The Finest* focuses on people-driven storytelling, uncovering the movements and creative forces shaping the region's cultural landscape. The show was developed in part to reach younger, arts-curious audiences through dynamic and accessible audio storytelling.

The first season of *The Finest* debuted April 3 with 26 episodes launched by the end of 2025. Season one explored topics such as local music economies, poetry and civic art, independent journalism, artist advocacy in the streaming era, and the evolving relationship between creativity and well-being.



Julianna Zachariou



The Finest producer Anthony Wallace and host Julia Dixon Evans

One of the most impactful episodes featured local indie musician [Julianna Zachariou](#), who shared her story of navigating the economics of streaming. She revealed that her 5 million Spotify streams translated into just \$15,000 in earnings — a moment that went viral on social media and sparked widespread response. The conversation brought national attention to the local realities of surviving as an artist and illustrated the show's ability to center San Diego stories in broader cultural conversations.

“You brought together a perfect balance of voices and ideas. We are most grateful for your meaningful contributions to arts coverage in San Diego.”

**Jessica Hanson York**, executive director of Mingei International Museum about *The Finest* episode “Worn, Painted, Reimagined”

“The layers, textures, editing — you are a masterful storyteller.”

**Jason Magabo Perez** about *The Finest*

“That interview was straight fire ... the production was on point ... smoother than a fresh jar of Skippy.”

**Isauro “June” Inocencio Jr.** about *The Finest*



Lou Curtis and Utah Phillips from *Recordially Yours, Lou Curtiss*

# MILITARY STORIES WEEK

## VIEWERS LIKE YOU

### Video Programming

#### Local Content - The Heart of Public Media

[Local video content](#) strengthens KPBS' connection to San Diego audiences through stories that reflect the region's people, history, culture and civic life. By working with both emerging local voices and well-established partners, KPBS delivers high-quality local programming across its broadcast and digital channels.

KPBS presented new episodes of longtime audience favorites [Ken Kramer's About San Diego](#), [Crossing South](#), [Theatre Corner](#) and [Live at the Belly Up](#) — programs that offer consistent access to trusted, locally produced storytelling. Additionally, the following special programming events and key local titles illustrate both the breadth of subject

matter and the variety of formats that define KPBS' evolving approach to local content acquisition and distribution.

#### Recordially Yours, Lou Curtiss

In February 2025 a documentary was aired about [Lou Curtiss](#), the extraordinary San Diego man behind the American folk revival who had a profound influence on many of the most celebrated musical artists in the San Diego region and beyond. His work as a collector, archivist and expert on the history of American folk music had international reach and impact. The film features renowned San Diego artists George Winston, A.J. Croce, Alison Brown, Gregory Page, Jack Tempchin, Mojo Nixon and their music, all shaped by Curtiss' mentorship.

#### Military Stories Week

In November 2024 the first annual *Military Stories Week* was broadcast on KPBS-TV and streamed on KPBS+. This special week of military-themed programming was presented in coordination with GI Film Festival San Diego and scheduled in honor of Veterans Day.

Titles included specials from PBS along with independent productions acquired from the GI Film Festival San Diego: *Salute to Service 2024*, *Make Peace or Die (Independent Lens)*, *By My Side*, *Interpreters Wanted*, *Scramble the Seawolves*, *To What Remains*, *Metal Detector* and *Julian: A Jiu Jitsu Story*.

*Julian: A Jiu Jitsu Story*, the only locally produced documentary among the lineup, tells the harrowing and heartfelt story of a San Diego-based veteran and double-



*Fresh Glass'* Cassandra Schaeg visits Andréa McBride John and Robin McBride, co-founders of McBride Sisters Wine Company.



amputee Marine, struggling to come to terms with the loss of his legs from an IED in Afghanistan. He discovers the healing power of jiu-jitsu as he fights to not only regain his physical strength but also overcome the mental trauma and reclaim his sense of identity and purpose.

### **Fresh Glass, Season 2**

In October 2024 host and producer Cassandra Schaeg returned with eight new episodes of the Emmy-winning lifestyle series, *Fresh Glass*. In season two Cassandra took viewers on new adventures from the San Diego region to the northern California wine country and south to Baja California, telling stories of diverse innovators in the food and beverage world. The series shines a spotlight on empowerment, resilience and perseverance in entrepreneurship. In March 2025 the series made its national debut on

Create TV, a 24/7 channel featuring the best of public television lifestyle content.

### **Historic Places with Elsa Sevilla: Hotel del Coronado Restoration**

In December 2024 *Historic Places* returned to KPBS with a new special mini-series tracing the recent and historic restoration at the iconic Hotel del Coronado. Over three half-hour episodes, host and creator Elsa Sevilla explores the rich and enchanting history of Hotel del Coronado. From its Victorian splendor to its renowned guests, the special uncovers the untold stories behind its extraordinary restoration and enduring legacy.

### **KPBS Explore**

In July 2024 KPBS concluded the *KPBS Explore Request for Proposals* (RFP) that launched late 2023 resulting in the acquisition

of three new locally produced titles that reflect both the multifaceted viewpoints of San Diego stories and KPBS' commitment to supporting independent producers. These acquisitions include *Love All* — a documentary highlighting the life and legacy of the Redondos — a local Filipino American family with a significant impact on the world of tennis, *Insights into Art with Alessandra Moctezuma* — a collection of 12 short-form digital videos that spotlight San Diego's artists and creative community, and *Home Restaurant: Recipe for Opportunity* — a documentary examining California's effort to legalize home-based restaurants while introducing audiences to several local home cooks navigating the pathway to economic opportunity. Titles are slated for distribution in 2026.



## SHARED EXPERIENCES

KPBS seeks to bring the community together in spaces where audiences can connect through a shared appreciation of content and values. These events are often free to the public and held throughout the county. Kids and families may enjoy hands-on enrichment activities, appearances from beloved PBS Kids characters and opportunities to foster learning. Fans of signature KPBS programs and news content can take part in screening events and panel discussions on topical issues facing the community. And film lovers, veterans and history enthusiasts can be found at the annual GI Film Festival San Diego.

In addition, KPBS also participates in a variety of community events organized by trusted partners designed to showcase valued resources, promote community spirit and foster personal enrichment. From ArtWalk San Diego to San Diego Pride Festival, from Politifest to local book fairs, KPBS welcomes opportunities to connect with community members and steadfast supporters.

### One Book, One San Diego

The 18th season of [One Book, One San Diego](#) featured “Know My Name: A Memoir” by Chanel Miller for adult readers. “Victory. Stand! Raising My Fist for Justice” by Tommie



Author Chanel Miller signs books at a One Book, One San Diego event.

Smith and Derrick Barnes, illustrated by Dawud Anyabwile, was selected for teens and tweens. “Barrio Rising: The Protest that Built Chicano Park” by María Dolores Águila and illustrated by Magdalena Mora was selected for children. For Spanish-language readers, “Know My Name” and “Barrio Rising” were available and distributed in Spanish as well.

Each of the three selections for One Book, One San Diego 2024 feature courageous profiles of individuals who are unafraid to stand against systems of power. The titles explore personal moments of resistance and resilience that inspired change and activism in others.

During the 2024 One Book season, over 8,100 books were purchased and donated. Library partners across the region reported more than 6,200 checkouts of the One Book titles. There were over 75 One Book, One San Diego events held across San Diego and Imperial counties with over 7,000 attendees and viewers. Altogether, more than 150,000 people were engaged through program content.

With these One Book, One San Diego offerings, KPBS is advancing its overall mission to provide audiences with the stories that reflect the experiences of all communities in San Diego. From young students recognizing their neighborhood in “Barrio Rising” to the conversations about

# One Book

## ONE SAN DIEGO

### COMMUNITY PARTNERS

San Diego Public Library  
San Diego County Library  
Asociación de Bibliotecarios de Baja California  
Boys & Girls Clubs of Greater San Diego  
Burbank Elementary School  
Cajon Valley Union School District  
Calexico Unified School District  
CETYS Universidad  
Children's Museum of Discovery  
Coronado Public Library  
Crawford High School  
Donovan Correctional Facility  
Escondido Public Library  
The Friends of the San Diego Public Library  
Girl Scouts San Diego  
Grossmont Union High School District  
Hillsdale Middle School  
Juvenile Court Book Club  
LIBROS, San Diego/Imperial County chapter of REFORMA  
Linda Vista STEAM Magnet School  
Little Fish Comic Book Studio  
Madison High School  
Marston Middle School  
Morse High School  
National City Public Library  
Oceanside Public Library  
Our Lady's School  
Point Loma Nazarene University's Ryan Library  
The Princess Project  
San Diego City College  
San Diego Council on Literacy  
San Diego County Office of Education  
San Diego Diplomacy Council  
San Diego Public Library Foundation  
San Diego Refugee Tutoring  
San Diego State University Asian Pacific Islander Desi American Center  
San Diego State University Imperial Valley Campus Library  
San Diego State University Imperial Valley Student Accommodation Services Center  
San Diego State University's Love Library  
San Diego Unified School District  
Somali Family Service of San Diego  
Spreckels Elementary PTA DEI Committee  
T.R.A.C.E. Alternative School  
UC San Diego Library  
University of San Diego's Copley Library  
Words Alive  
Worldview Project

activism in local library book clubs inspired by "Victory, Stand! Raising My Fist for Justice," the program continues to attract a strong following. A prime example is the response to the One Book launch with author Chanel Miller, which attracted 875 reservations for the evening. Such is the power of books and the One Book, One San Diego program. The right book can touch people's lives in significant ways and ignite changes in people and society in general.

### One Book, One San Diego Events

**Pitch Party** at KPBS

**Booked for the Weekend** at San Diego Central Library

**Kick-off Event with Author Chanel Miller** at University of San Diego

### Kids Events

North Park Book Fair  
Burbank Elementary  
Marston Middle School

### Teen Events

Hillsdale Middle School  
Madison High School  
Crawford High School

**KPBS Kids + Families**  
**Engaging Kids and Families Across**  
**San Diego County**

Between July 2024 and June 2025, KPBS held nine in-person kids' events incorporating PBS characters and related educational themes that engaged over 4,000 children and their families. Many of these were held in partnership with the San Diego Children's Museum of Discovery.

The events included character meet-and-greets, curated crafts, hands-on learning activities and giveaways featuring PBS Kids promotional items and books.

**World Thinking Day**

On February 22, 2025, KPBS hosted the annual World Thinking Day event in partnership with the San Diego Girl Scouts and the San Diego Children's Museum of Discovery. There were 155 Girl Scouts and guides in attendance from Daisies through Cadettes, with older scouts serving as volunteers.

Since 1926, this Girl Scout tradition has brought together scouts and guides to celebrate an international day of friendship and time to stand up for causes that could improve the lives of girls around the globe. The 2025 theme was, "Our Story: Reflecting the symbolism and values of our Movement."





The event included hands-on activities, globally inspired food, storytelling and a variety of music and dance performances from around the world. In connection with the event's theme, Luna from the PBS Kids show *Let's Go*, Luna was the featured costume character, connecting to the global education theme of the event. Through participation in the event's activities, participants were able to learn about cultures around the world and earn a World Thinking Day badge.

### **Be My Neighbor Day**

In partnership with Fred Rogers Productions and PNC Bank, the third annual Be My Neighbor Day event took place on April 5, 2025 at KPBS on the San Diego State University campus. This free outdoor event for young children and families celebrated giving back to the community and what it means to be helpful and serve others in your neighborhood. The event welcomed 1,500 attendees and 120 volunteers. It included an entertainment stage featuring musical performances, storytelling and meet-and-greet opportunities with beloved PBS Daniel Tiger characters.

The large outdoor Community Helper Fair featured interactive displays, exhibits and educational activities geared toward children ages 2 to 5, led by 16 local non-profits and



community organizations. Activities included gardening, making cards and placemats for seniors, creating toys for shelter cats, a book buddy challenge and more.

In 2025, generous support granted through the Corporation for Public Broadcasting enabled an expansion of the event to include a spotlight on local military-serving organizations. This support translated into the addition of the Military Family Pavilion, where 12 additional non-profits and community organizations that specifically serve military families offered hands-on activities and interactive displays. Activities included meet-and-greets with service dogs, creating gratitude journals and making handmade instruments.

Through these event experiences, and with the help of local non-profit partners, KPBS educated and engaged youth around service and giving back to the community.





### KPBS Listens | Community Conversations

KPBS hosted eight Community Conversation events around the county inspired by interviews with community members as part of the [KPBS Listens](#) project. The focus of the conversations shifted from the previous large-scale panel-style discussions to include some more intimate conversations. Guest lists for these smaller conversations were carefully curated to offer a variety of perspectives on the conversation topics.

- **Priced Out: Diving into the Cross-border Housing Crisis** was a virtual event with a panel of experts.
- **Why We Vote** at Olivewood Gardens & Learning Center in National City
- **Fighting Back from the Fringes: A Conversation with Kata Pierce-Morgan**
- **Special Election Conversation** at the Sherman Heights Community Center
- **Education Conversation** at the MAAC Community Center in Chula Vista
- **Unpacking the Culture of East County** at The Water Conservation Garden at Cuyamaca College in Rancho San Diego
- **Kicking it with KPBS** in the KPBS Community Engagement Center
- **Screentime Event** in the KPBS Community Engagement Center





### GI Film Festival San Diego

KPBS has been working to bridge the divide between the military and civilians with the [GI Film Festival San Diego](#), which marked its 10th milestone in 2025. Through original storytelling and community dialogue, the GI Film Festival San Diego offers a transformative experience while strengthening community among veterans, service members, and civilians.

The 2025 event featured 16 films across three days with plotlines and themes that are as varied as the human experience: deported veterans, the fall of Afghanistan, post-traumatic growth, and the true story of the first African American Marines. In addition to military issues and experiences, the festival shines a light on the creative expression of veterans who pursue filmmaking. The collection of films “made by or starring veterans or service members” offer surprises at every turn, from dark comedies to

fantasy to completely fictitious shorts and experimental storytelling.

All films are followed by a panel discussion, allowing filmmakers and film subjects to interact with the audience directly. The panel gets the audience involved in the discussion while deepening their insight and knowledge of the trusted resources available to the community.

The GI Film Festival San Diego is guided by an active advisory committee that connects KPBS to the military community. This incredible group of volunteers is composed of community members, most of whom have personal ties to the military. Current members include veterans from the U.S. Marine Corps, U.S. Navy, U.S. Air Force and the U.S. Army. Other members include military spouses, allies with military or veteran support services, and film professionals such as actors, writers and directors.

### GI Film Festival San Diego Attendees Say:

**65.8%**

are more likely to support, volunteer or join a military or veteran support organization

**86.3%**

indicate that their knowledge of military-veteran issues increased

**76.7%**

indicate that their sense of belonging and connection increased

### 2025 GIFFSD Highlights:

**89** film submissions

**16** films screened

**5** showtimes

**1,050+** tickets issued

**20** community volunteers

**3** days

# COMMUNITY SUPPORTED PUBLIC MEDIA

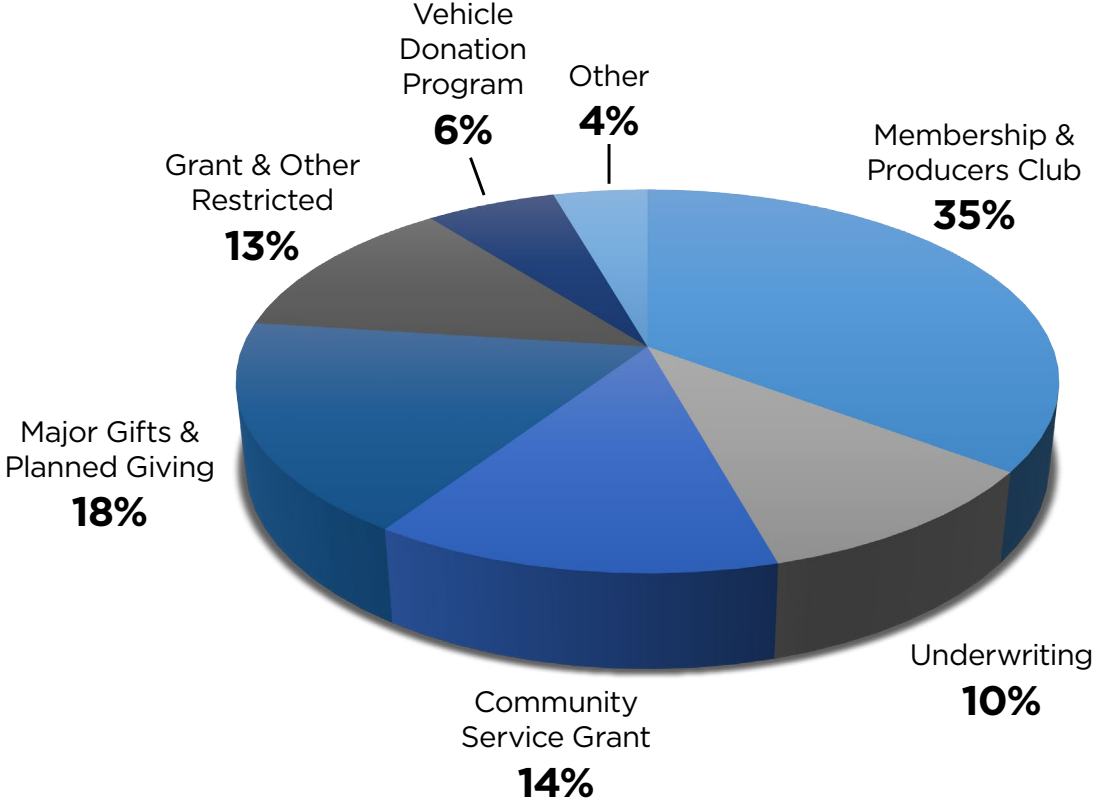
KPBS is a non-profit, public media organization, funded in large part by more than 68,000 individuals and families who contribute annually to the station as members. In FY25, the membership program, including Producers Club and vehicle donors, generated more than \$13.7 million in direct support.

Additionally, in FY25 KPBS received support from corporate underwriters, San Diego State University, grants, major gifts, and planned gifts. The Corporation for Public Broadcasting provided \$4.5 million in financial support through its appropriation as outlined in the Public Broadcasting Act of 1967. In July 2025, Congress rescinded 100% of the federally appropriated funds for FY26 and beyond. For the first time in 50 years, KPBS will be operating without federal support.

### Producers Club

The [Producers Club](#) includes some of the station's most engaged and generous members, providing more than \$6.6 million in unrestricted funding in FY25. This generosity represents more than 2,500 families who each contributed gifts of \$1,200 or more. Thanks to Producers Club members, KPBS was able to hire content creators, expand the newsroom and broaden local content.

**Operating Revenues-FY25**  
\$33,149,000



KPBS audited financial statements are available at [kpbs.org/about](https://kpbs.org/about)

KPBS Producers Club encourages its members to build a deeper connection to the community by organizing a wide variety of events and activities throughout San Diego County. These events allow members to learn about new and engaging topics and share experiences through the lens of a shared appreciation for public media.

KPBS hosted 13 events for Producers Club members, during which attendees were given a sneak peek at new KPBS programs, attended museum exhibits, theater presentations and film screenings, and heard from well-known on-air personalities.

**September 2024:**

- Visit to Tijuana Estuary
- *Rocky Horror Show* at Cygnet Theatre

**October 2024:** Public Matters 2024

Election Conversation

**November 2024:**

- Volunteering with Feeding San Diego
- Screening of *NATURE San Diego: America's Wildest City*

**December 2024:** Trivia Night and Mixer

**January 2025:** Nova Safo, correspondent at *Marketplace*

**February 2025:** *3 Summers of Lincoln* at the La Jolla Playhouse

**March 2025:** Virtual cooking class with Christopher Kimball's *Milk Street Cooking School*



**April 2025:** Nan Sterman, host of *A Growing Passion*

**May 2025:**

- KPBS Newsroom Roundtable
- Producers Club Social

**June 2025:** Elsa Sevilla, host of *Historic Places with Elsa Sevilla*

**The Gratitude Collective**

KPBS launched the [Gratitude Collective](#), a community of women who support KPBS' vision to connect, reflect and serve the San Diego region. Members of the Gratitude Collective are superfans of KPBS and prioritize their philanthropy in support of the organization's commitment to local news,

arts and culture, children's programming, community engagement, and representation through dialogue and events. The Gratitude Collective provides a space for lifelong learning and connection through quarterly experiences such as speaking engagements with women leaders in various fields, social events and KPBS community meetings.

The Gratitude Collective kicked off with a June 2025 event featuring keynote speaker Jacqueline Ackerman of the Women's Philanthropy Institute at Indiana University. This event celebrated the incredible impact women make every day and fostered a sense of connection.



**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 bequests from trusts and wills, retirement plans, other beneficiary designations and donor-advised funds. In FY25, realized planned gifts provided significant funding to help support KPBS’ operations.

The KPBS Friends for Life legacy society honors KPBS’ most loyal donors, past and present. Friends for Life members are recognized for their generosity with invitations to exclusive station events. There is no minimum planned gift required for membership and KPBS honors requests for anonymity.

**KPBS Community Advisory Board (CAB)**

The Community Advisory Board provides KPBS with community engagement, insight and advocacy to increase private giving to support the station’s priorities and ensure that KPBS is working to meet the needs of the community.

**2025 KPBS Community Advisory Board Members**

- Rick Brooks
- Julia Brown
- Don Epstein
- Inez Gonzalez Perezchica
- Nishma Held
- Carol Hertzberg
- Dick Hertzberg
- Jim Kaplan
- Nanda Mehta

- Brittany Santos-Derieg
- Phyllis Schwartz
- Sandy Timmons
- Mel Vassiliadis
- Tatum Vittitoe
- Karin Winner

**Major Gifts**

Major gifts are instrumental in supporting program acquisition, editorial vision and execution, along with expanding news coverage. Major gifts have also supported key reporting beats including science and technology, environment, regional desks and investigative reporting. Additionally, major gifts help KPBS secure a wide array of educational and enjoyable content for TV, radio and digital platforms, expand its service to the community and meet the evolving needs of a modern media experience.

# KPBS BY THE NUMBERS

Social media followers:  
**141,236**

Website users:  
**7,789,387**

KPBS app users:  
**14,687**

Podcast listeners:  
**856,933**

Total podcast downloads:  
**2,445,499**

Newsletter subscribers:  
**63,466**

Events:  
**37**

Event attendees:  
**11,369**

Reporting beats/desks:  
**15**

Local journalists:  
**68**

News & content awards:  
**43**

Supporting members:  
**68,000+**

### 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 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.