



Local Content & Service Report Fiscal Year 2023









(July 2022-June 2023)



PUB. FEBRUARY 2024



Table of Contents

 <p>Message from the GM 5</p>	 <p>Informing 6</p>	 <p>Listening 10</p>	 <p>Watching & Exploring 12</p>
 <p>Engaging 16</p>	 <p>Building 20</p>	 <p>Supporting 22</p>	 <p>Impacting 26</p>



Message from the GM

Dear reader,

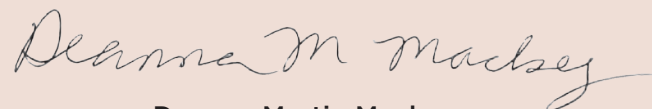
I'm humbled and inspired every day by KPBS' deeply committed audience, supporters and staff. Whether you come to KPBS for educational children's programming, insightful documentary films, innovative podcasts, trusted news, or engaging events, KPBS is your local resource. It's a place that reflects your values, your voice, and your aspirations. We see our role in serving San Diego with the information you need as both a privilege and responsibility.

This annual report covers our most recent fiscal year, July 1, 2022 to June 30, 2023 and shares some of our key projects and initiatives that have brought people together, shed light on a topic of importance, or have inspired new perspectives. The highlights include:

- Special series from the KPBS Newsroom
- Local content, curated to reflect San Diego people and places
- Exceptional events for kids and families, veterans, and readers

These accomplishments and programs only set the stage for more innovation, more creativity, and more opportunities to enrich you. As we begin calendar year 2024, KPBS remains as steadfast as ever in fulfilling its mission with a special focus on strengthening our efforts in the South Bay and among young parents. We also have plans to buoy our non-news arts and culture offerings; deliver content and events to support civility and understanding of our democratic values; and remain your trusted source for local, national, and international news.

We look forward to opportunities that inspire a sense of belonging, mutual respect, and community spirit. Thank you for being a part of your public media station: KPBS.



Deanna Martin Mackey
KPBS General Manager





**Art in the Open:
Exploring Public Art
Across San Diego**

Point Loma Nazarene University art history professor Jim Daichendt points to images on a mural, painted by artist Dyse One, at the corner of Imperial Avenue and 20th Street.

Photo by Julia Dixon Evans

Informing

With a team of more than 50 journalists, videographers, reporters, editors, and anchors, KPBS provided in-depth, trustworthy coverage on the year's biggest stories: the migrant surge along the U.S.-Mexico border; notable local, state and national elections and politics; the fallout of several U.S. Supreme Court decisions, including the overturning of *Roe v. Wade*; continuing coverage of the COVID-19 pandemic; the Russian invasion and war with Ukraine; and the San Diego Padres' remarkable run to the Major League Baseball playoffs. These events impacted the San Diego region directly. KPBS News' commitment to adding local voices and perspective remained strong while diligently covering issues of high importance to San Diegans.

KPBS Midday Edition Specials



Menopause

Death, taxes and menopause? It is inevitable that most women will eventually experience menopause. But it is one of those subjects that few people talk about, and that can leave women experiencing symptoms feeling confused, scared and alone.

A two-part series produced for *KPBS Midday Edition* featured experts and questions from our audiences about menopause. The series pulled back the curtain on menopause, lifted the taboo, and talked about the sometimes debilitating, sometimes welcome changes associated with menopause. Local experts shed light on the state of modern treatment, and how society can support women as they go through this stage of life.



Racial Bias

In the spring, *Midday Edition* brought together a panel of experts to discuss the racial and social disparities in San Diego policing and the PrOTECT Act, an ordinance San Diego City Council is expected to consider this year to address those issues.

The PrOTECT Act, or Preventing Overpolicing Through Equitable Community Treatment, is supported by police reform advocates. The San Diego Police Officers Association is actively campaigning against it. *Midday* listeners heard from local advocates, law enforcement leaders, and experts on both sides of the issue.



Friendship

One of the show's specials broached the topic of friendship and its impact on health and well-being. *Midday Edition* shared what science says about friendship from the longest running research project on human happiness, and offered advice on making new friends and how to nurture existing friendships. The conversation wrapped up with an exploration into how one local social group is finding connection and building community.

2022 General Election | Voter Hub

KPBS consistently offers voter resources and guides on every election with stories, interactive ballots, and maps. Election 2022 was no different. The [kpbs.org/voterhub](https://www.kpbs.org/voterhub) offered easy-to-navigate features to prepare for the election season, including:

- A virtual, personalized sample ballot in partnership with Voter's Edge
- Polling and ballot drop-off locator maps
- KPBS News reports on candidates and issues via *San Diego News Now*, *KPBS Evening Edition*, and *KPBS Midday Edition*
- A candidate match quiz
- Live results on election night

For the second time, the election information was available in English and Spanish with the KPBS "Guía Electoral." The Spanish language hub saw nearly 1,600 users during the November 2022 general election — an increase of 246% since the spring primary election.



Voter Hub Highlights

229,000
users

441,000
pageviews

14,100
virtual ballot visits

10,400
Users acquired via social media

2,700
newsletter sign-ups

4
community partnerships

50+
social media posts

200,000
impressions across all
social media platforms

Multiplatform Series

Border

Very few subjects in American life are as fraught as immigration, making it among the most challenging beats in the modern newsroom. It requires a highly skilled, ethical journalist who possesses cultural sensitivity and an understanding of the myriad legal issues surrounding the border. Fortunately, KPBS has that journalist in Gustavo Solis.

Gustavo's reporting goes beyond the political and law enforcement perspectives. He takes a holistic approach that incorporates the economic, cultural and humanitarian issues that make the San Diego border region such a unique and dynamic place. Among other things, his stories have provided deep insight into the migrant crisis, explained how Tijuana's crumbling infrastructure contributes to the unending flow of cross-border sewage and how the housing affordability crisis has crossed the border.

The coverage isn't always crisis driven. Audiences got a cultural snapshot with stories on Baja surf culture, Tijuana's little league team and public art on the border.



Multigenerational Housing

A recent study from Pew Research Center found that the San Diego region has the ninth most multigenerational households in the country. U.S. Census data shows more than 10% of all residents in the region live in a household containing three or more generations.

KPBS shared the stories of five families who made the choice for economic and other reasons in a special, multiplatform collaborative series, “Under the Same Roof: Exploring San Diego’s Multigenerational Households.”

The stories range from three generations of an Eritrean family living in a two-bedroom apartment because it is all they can afford but also believing living together has strengthened their bond as a family after years of hardship, to a family of grandparents and parents that found themselves quarantining together during COVID and decided to make it permanent.

Public Art

Public art plays a crucial role in enriching communities and contributing to the cultural and aesthetic appeal of public spaces. In times of polarization, public art becomes even

more important as a unifying force that can bridge gaps and promote understanding.

In “Art in the Open: Exploring Public Art Across San Diego,” KPBS takes a deep dive into exploring the region’s public art. More than \$10 million in state and federal grants have been issued for public art in the last five years in the city of San Diego. The city of San Diego has more than 800 pieces of public art. Hundreds more can be found across the rest of the county. These public art pieces range from the famous — the Kissing Statue at the Port of San Diego or the Nikigator in Balboa Park — to the less well known. It can be found everywhere: office complexes, the airport, panels on bridges, murals on the streets, decorative crosswalks and public utility boxes, walls of libraries and public restrooms.

The series kicked off in June 2023 with a feature report from Investigative Reporter Amita Sharma, “From Murals to Monuments, San Diego is Covered with Public Art.” The multiplatform series shares the stories of the artists who make these works, why public art is created, what impact it has and where it can be found.

Listening

KPBS Radio brings listeners NPR breaking news and special coverage, national and statewide produced public affairs and documentary specials, and cultural programming including broadcasts of the San Diego Opera's 2022 Season.

Complementing local and statewide content and public affairs programming are national and international programs such as NPR's *Morning Edition*, *All Things Considered*, and *Here and Now*; *Marketplace*; and *BBC News*.

On weekends, national shows that pose thought-provoking questions and provide entertainment include: *Throughline*, *Wait, Wait...Don't Tell Me*, *It's Been a Minute*, *Hidden Brain* and *This American Life*.

KPBS is also dedicated to presenting national programming with diverse perspectives



including *Our Body Politic*, *Code Switch* and *Life Kit*, and *Latino USA*.

KPBS also has two additional HD channels for music fans: 'Classical San Diego' on the HD2 signal and 'Groove Salad' on HD3.

Locally, KPBS produces and presents 14 podcasts that offer unique insight and perspective from diverse voices in the arts, science, film, and more. Nine podcasts are produced by KPBS, and another five come from local producers in collaboration with the station under the KPBS Explore project.



Launched in 2012, the KPBS Explore project seeks to provide more local content that connects audiences over shared experiences and reflects San Diego's diverse community. Since the project's inception, KPBS has collaborated with more than 35 local producers to create compelling, imaginative, and insightful content for TV, as well as podcasts.

Port of Entry

KPBS' signature podcast series

Port of Entry shares cross-border stories about the communities that inhabit both sides of the

border. Season four, which debuted in March 2023, featured 8 episodes, all of which were presented in Spanish for the very first time. Many of the people featured in *Port of Entry* speak Spanish as their first and only language. Offering the podcast in Spanish was a way to give back to the episode subjects by telling their story in a way where they can share the podcast with their family members.

The season featured stories of migrants who have made Baja their new home and kitchen, focusing on their relationship with food, their land of origin and how they got to the border region. The season kicks off with the story of Elena and Petiane, two Haitian refugees who left their home country to find a way to the U.S., but after a turn of events decided to make Tijuana their new home.



Everybody's Doing It

Launched in April 2023, *Everybody's Doing It With Miss Lolly* is a podcast about sex and sexuality. A product of the KPBS Explore

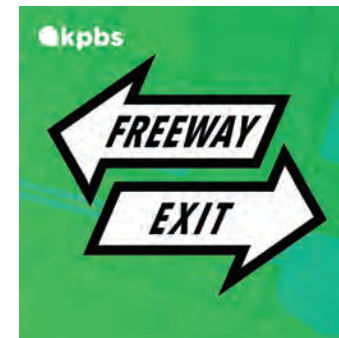
Local Content Project, the podcast features intimate conversations with ordinary people and experts in the San Diego community about the influences of culture on sexuality, and the role sex plays in our everyday lives and in who we are as people. Host and licensed marriage and family therapist Miss Lolly speaks with guests who have dedicated their lives to expanding minds and advocating for sexual health, with the goal to shrink taboos and make the unconventional less intimidating, all while making the listener feel like an expert in their own intimacy and welcome to the conversation.



Freeway Exit

Created and hosted by KPBS Metro Reporter Andrew Bowen, *Freeway Exit* tells the forgotten history of San Diego's urban freeway network,

and how the building of that network divided communities and created inequities that still exist today. The podcast also showed how freeway culture has contributed to the climate catastrophe and how reimagining local freeways could be a key part of the solution. The four-part series debuted in May 2023 and has been downloaded more than 88,900 times.



Watching & Exploring

Visual storytelling is a main objective of KPBS' public service. Whether through new episodes of local programs or continuing series from faithful friends, KPBS is a place where San Diegans can find high-quality, diverse programs about the San Diego community. During FY23, the first full year of production coming out of the pandemic, KPBS was able to present 33 new, local program episodes that covered topics like food, music, culture, and the arts.





Fresh Glass | New Series

Take a deep dive into food, beverage, and entrepreneurship with guests whose backgrounds and journeys symbolize empowerment, grit and perseverance. Host Cassandra Schaeg explores wineries, breweries, restaurants, and businesses created by women and BIPOC trailblazers. *Fresh Glass* guests embody an entrepreneurial spirit and purposeful business practices.



Crossing South | Season 12, 13 Episodes

Bilingual travel companion and host Jorge Meraz takes you on a journey and demystifies Tijuana and Northern Baja. Season 12 explored the innovative industries in Tijuana with factory tours where state-of-the-art goods are manufactured — from medical devices to amphibious aircrafts. Additional season highlights include meeting members of a Star Wars fan club, Arm Wrestling Club of Tijuana, and a tour of the Polos Art Gallery.



Theatre Corner | Season 3, 6 Episodes

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 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 theater matter to more people. Season 3 included interviews with award-winning director/producer/actor Yolanda Franklin, The Old Globe's lighting director Stevie O'Brian Agnew, and comedian Ray Grady.



Singing Our Way to Freedom | 90-minute Special
Singing Our Way to Freedom chronicles the life and music of Ramon “Chunky” Sanchez, from his humble beginnings as a farmworker in Blythe, California to the dramatic moment when he received one of the nation’s highest musical honors at the Library of Congress in Washington, D.C. Chunky’s arc of transformation from marginalized farm kid to charismatic social activist shows how one person can mobilize people to change the world.



Journeys of Harry Crosby | 60-minute Special
The Journeys of Harry Crosby chronicles the life and work of renowned photographer and historian Harry Crosby, whose travels resulted in five classic books documenting the people, culture and natural scenery of Mexico’s Baja California peninsula. The film celebrates a life of creativity, adventure, and shared bi-national stories that speak to a long-time spirit of mutual understanding and conservation between the U.S. and Mexico.



SDSU: The First 125 Years | 30-minute Special
For 125 years, San Diego State University has been at the heart of the community. It has provided education for generations of San Diegans and continues to develop and grow alongside San Diego County. This KPBS production documents the University’s unique legacy, glimpses at the present, and peeks into the future through the stories and visions of its leaders, alumni, and students.



Black Lives Matter Film Challenge | New Special One Show. Many Stories. The Black Lives Matter Film Challenge presents a collection of powerful short films from the 2020 competition. The films showcase diverse voices and experiences, as filmmakers from around the world contribute to the global movement to elevate Black lives and combat racism. Hosted by actor/comedian/inspirational speaker Mark Christopher Lawrence.



San Diego Film Week 2022 | New Season KPBS partnered with the Film Consortium San Diego to air *San Diego Film Week on KPBS*, a collection of locally produced short documentaries that highlight people, places, and issues important to the community. KPBS presented 10 films across 3 episodes airing weekly in October 2022 that covered a variety of topics including immigration, identity, arts and sports. Films were selected from *San Diego Film Week*, a yearly film festival that works to build the local film industry and screens hundreds of San Diego made films.



San Diego Film Awards 2023 | 60-minute Special Filmed at the newly renovated Adams Avenue Theater, the 2023 San Diego Film Awards recognizes excellence in 25 categories for local narrative and documentary films. The 2022 awards show also focuses on the organizations, venues and resources available to local filmmakers, actors and crew. Hosted by actor/writer/comedian Dallas McLaughlin.

Engaging

One Book, One San Diego

One Book, One San Diego is the region's premier literary program, presented by KPBS in partnership with over 80 libraries, service organizations and educational institutions with the goal to bring the community closer together through the shared experience of reading and discussing the same book.

Community members may nominate a book (or two!) during the nomination period of February to April. In 2022, more than 80 nomination boxes were installed in city and county library branches, independent bookstores, and school and university libraries. At the end of the nomination period, more than 350 nominations were received, representing a diverse group of voices and genres.

The One Book, One San Diego advisory committees read and reviewed all eligible nominations and selected these One Book titles, announced in August 2022: "The Vanishing Half" by Brit Bennett for adult readers; "The Magic Fish" written and illustrated by Trung Le Nguyen for teens; and "We Are Water Protectors" by Carole Lindstrom and illustrated by Michaela Goade

One Book

ONE SAN DIEGO

2022 SELECTIONS



FOR ADULTS
The Vanishing Half
by Brit Bennett



FOR TEENS
The Magic Fish
by Trung Le Nguyen



FOR KIDS
We Are Water Protectors
by Carole Lindstrom and
illustrated by Michaela Goade

for children. The titles selected for One Book Sin Fronteras were the Spanish translations of the adult and kids titles, “La Mitad Evanescente” and “Somos Guardianes del Agua.”

During the 2022 One Book season, more than 70,000 persons engaged with the program. In total, 7,273 books were ordered and distributed throughout San Diego County. One Book partners logged nearly 3,300 checkouts of the selected books, held 60 events, and engaged over 5,146 participants across the county. As an important engagement component to the project, KPBS hosted seven events for One Book, One San Diego during FY23.

Sin Fronteras

One Book Sin Fronteras is a cross-cultural collaboration designed to create stronger literary connections between the neighboring cities of San Diego and Tijuana. The program transcends borders and language by creating a community-wide reading program for English and Spanish speakers alike. Dozens of Sin Fronteras programs occurred with partners Instituto de Investigaciones Culturales IIC-Museo UABC, El Colegio Ateneo, and Centro de Bachillerato Tecnológico Industrial y de Servicios.

One Book, One San Diego Community Partners

San Diego Public Library
San Diego County Library
Alliance San Diego
Asociación de Bibliotecarios
de Baja California
Barnes & Noble
Boys & Girls Clubs of Greater San Diego
Cajon Valley Union School District
CETYS Universidad
Coronado Public Library
Crawford High School
Deaf Community Services
of San Diego, Inc.
Escondido Public Library
The Friends of the San Diego
Public Library
Girl Scouts San Diego
Hoover High School
Juvenile Court Book Club
Little Fish Comic Book Studio
Museum of Us
Oceanside Public Library
Point Loma Nazarene University’s
Ryan Library
Reach Out & Read San Diego
Rosa Parks Elementary School
San Diego Children’s Discovery Museum
San Diego City College
San Diego Council on Literacy
San Diego County Office of Education
San Diego Diplomacy Council
San Diego Law Library
San Diego Public Library Foundation
San Diego Refugee Tutoring
San Diego State University’s Love Library
San Diego State University Imperial Valley
Student Accommodation Services Center
San Diego State University Imperial Valley
Campus Library
San Diego Unified School District
San Diego Union-Tribune
School in the Park
Somali Family Service of San Diego
Southwestern College
T.R.A.C.E. Alternative School
University of San Diego’s Copley Library
UC San Diego Library
Wilson Middle School
Worldview Project



KPBS Kids

Between August 2022 and May 2023, KPBS and its partner, the San Diego Children's Discovery Museum, held seven in-person events incorporating PBS characters and related educational themes that entertained and engaged over 1,326 children and their families.

In addition to a meet-and-greet with the character, each event included multiple crafts and learning activities. Giveaways included PBS Kids promotional items, books, and goody bags.

Commemorating with World Thinking Day, KPBS and the museum held a special event on February 26, 2023 that included performances by Motu Nehenehe Polynesian Dancers, Ballet Folklorico en Aztlan, and Hoa Nghiê Lion Dance Group. The Girl Scouts of San Diego led themed workshops and activity stations.



Be My Neighbor Day

In partnership with Fred Rogers Productions and PNC Bank, the inaugural Be My Neighbor Day took place on March 25, 2023 on the San Diego State University campus. More than 650 adults and kids participated in the free, outdoor event that consisted of 15 interactive displays/exhibits and hands-on activities led by local nonprofits focused on the environment. The offered activities included themed storytimes, eco-friendly natural material crafts, interactive native animal ambassadors, planting tables, a nature walk, and more. Through these event experiences, KPBS was able to foster youth awareness and understanding of conservation and sustainability. Additionally, the event helped build a stronger sense of community pride while promoting volunteerism, family engagement, and community development.



KPBS Listens

In January 2023, KPBS launched an initiative called KPBS Listens with the aim of learning more about the communities it serves. The listening tour is ongoing with KPBS staff conducting interviews with community members. The interviews help shed light about the neighborhoods where people live, issues that are important and how KPBS can better serve the community.

As of June 2023, KPBS collected 81 responses from individuals living in neighborhoods such as Rancho Bernardo, San Ysidro, National City, and central San Diego, among many others. The initial responses suggest that people want to hear solutions to social problems; they want more family-friendly events; and they want to see KPBS in the community.



Filmmaker and veteran David C. Knies Jr. with festival goers at the 2023 GI Film Festival San Diego.

GI Film Festival San Diego | May 11-20, 2023
Military members, veterans, and their families have unique experiences, challenges, and contributions to the fabric of San Diego's culture. Since 2015, the GI Film Festival San Diego is the place where the stories from the military-connected community take center stage — through film.

The 2023 event saw more than 1,400 film lovers, storytellers, veterans, military members, allies, and volunteers take part in the six-day showcase. A total of 31 films were presented, inspiring both civilians and veterans with compelling content and discussion. The films screened at the festival

range from insightful documentaries, witty satires, dramatic narratives, and punchy shorts. The lineup included a thriller, a Western, and spy stories — showcasing the imagination and creativity of veterans-now-filmmakers and demonstrating that everyone has a story to tell.

A deep sense of community and belonging is the hallmark of the festival. For veterans and military families, the power of being seen and heard is undeniable. For civilians, a greater appreciation of the sacrifice made by the military is realized. For the filmmakers, the chance to connect with each other and their audiences is transformative to their craft.

GI FILM FESTIVAL SAN DIEGO

Festival fans say:

“This was so amazing and I can't wait to come back next year.”

“I applaud premiering a film that highlighted the struggle with moral injury, PTSD and physical injuries. It is important for civilians to have exposure to a world often only represented by actors on a screen.”

“The festival really shines a light on the humanity of veterans and active duty soldiers. Kudos for your kindness toward the entire human experience. It's so important.”



Building

In 2017, the station launched Building on Trust: The Campaign for KPBS to transform the physical space, expand public service, and invest in the future of local news. In July 2022, the public phase of the campaign was launched. By February 2023, the campaign goal of \$85 million was exceeded. This support from local philanthropists, foundations, staff and individual community members resulted in the completion of the building's renovation and the installation of state-of-the art equipment. The newly remodeled KPBS Conrad Prebys Media

Complex at Copley Center is a remarkable place that inspires staff to develop new skill sets, teams to collaborate and learn together, and the community to once again engage in-person through special events.

With the campaign now complete, KPBS is well prepared to continue serving the community with the highest-quality news, exceptional programming and information, and unique experiences for generations to come.

Building Features & Facts

- LEED Certified
- 67,000 square feet of remodeled space
- 19 local contractors
- 523 sustainable plants were planted
- 468 pieces of glass installed
- 6,000 square foot event space
- Sandy Timmons & Rick Sandstrom Virtual Studio
- Linden Root Dickinson Foundation Podcast Suite



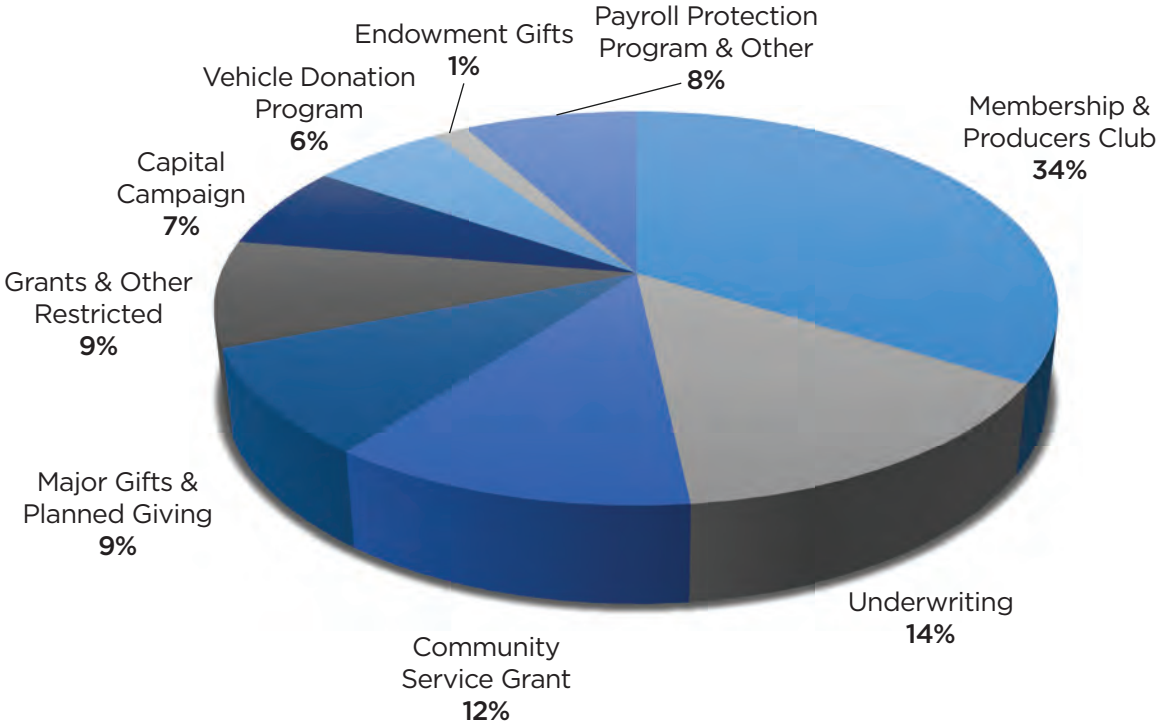
Supporting

Members

KPBS is a non-profit, public media organization, funded in large part by more than 60,000 individuals and families who contribute annually to the station as members. In FY23, the membership program generated more than \$10.7 million in direct support.

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

Total Operating Revenues-FY23
\$31,900,000



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



Pati Jinich, from PBS series *Pati's Mexican Table* and *La Frontera with Pati Jinich*

Producers Club

The Producers Club includes some of the station's most engaged and generous members, providing more than \$3.1 million in unrestricted funds in FY23. More than 2,100 families contribute gifts of \$1,200, \$2,500, \$5,000, \$10,000, or \$25,000 annually.

Thanks to Producers Club members, KPBS was able to hire content creators, expand the newsroom, and deepen and broaden local content.

KPBS Producers Club encourages its members to build a deeper connection to the community and does so by organizing a wide variety of events and activities in different areas of San Diego County.

In fiscal year 2023, KPBS hosted 12 events for Producers Club members, during which attendees were given a sneak peek at new KPBS programs, upcoming museum exhibits, theater and film screenings, and heard from well-known on-air personalities. Events featured:

- Pati Jinich, host of *Pati's Mexican Table*
- Olivewood Gardens tour
- *The Outsiders* at La Jolla Playhouse
- Sergio Hernandez "Embers of Oaxaca Exhibition" at the San Diego Museum of Art
- Marco Werman, host of *The World*
- Eric Deggans, NPR TV Critic

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, club events and benefits. They are ambassadors for KPBS and the Producers Club, and the role of the Committee is solely advisory in nature.

2023 Producers Club Committee Members

Nanda Mehta, *President*
Annete Chavarria
Dennis-Michael Broussard
Loretto Garver
Renee Dean Dunford



Producers Club members at Olivewood Gardens and Learning Center event.

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 2023, realized planned gifts provided significant funding to help support KPBS' operations.

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, amplifying KPBS' mission to educate and inspire.

2023 KPBS Planned Giving Committee Members

- Rick Brooks, CFA, CFP *Committee Chair*
- D. Stephen Boner, Esq.
- Harriet H. Carter, Esq.
- Christine Chacon, Esq.
- Mark C. Hill, CFP, CDFA
- Belinda Kraemer
- Brian Krause, CFP
- David R. Lee, CFP
- M. Tami Sandke, Esq.

KPBS Advisory Council

The advisory council provides KPBS with community expertise, advice, and advocacy to increase private giving to support the station's priorities. Additionally, the council reviews the operating and programmatic goals of the station to ensure these goals meet the needs of the community.

2023 KPBS Advisory Council Members

- Brian McDermott, *Chair*
- Julia Brown
- Don Epstein
- Rick Brooks, *Chair, KPBS Planned Giving Committee*
- Nanda Mehta, *Producers Club Committee President*
- Brittany Santos-Derieg, *Chief of Staff at San Diego State University*
- Sandy Timmons
- Karin Winner



Producers Club members at the KPBS Bella! screening event.

Major Gifts

Major gifts are instrumental in supporting program acquisition, editorial vision, and execution, including funding of various reporting beats—Science and Technology, Environment, North County and South Bay desks, and Investigative Reporting. Thanks to major donors, KPBS has been able to secure a wide array of educational and enjoyable content for TV, radio, and digital platforms.

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.

2023 MASTERPIECE Trust supporters include:

Darlene Shiley
Conrad Prebys Foundation
Carol Vassiliadis
GAT Family Foundation

Impacting

“Bravo for showing American Experience - Casa Susanna. I know this is not an original production you produced and one you license, but I also understand you have a choice in what you choose to program and present to the SD community. As a member of the LGBT community, and someone 50+, there still is so much trauma from having to live through many years gone by where life was not like it is today. Thank you for sharing the history of this one “letter” of our community. You’ve shared other stories (Gay Bars Documentary) which exposes the greater population to our obscure history and stories and lets others see “different” people in their own community as something normal and not so very odd. I can go on and on with accolades and pontification but most of all I just wanted to say ‘thank you.’”

Devon Neubauer, San Diego

“I am thankful for all the years of quality programming I experienced as a child and all the programming I now enjoy as an adult. This platform shared with me my love for my neighbors with Mr. Rogers, ignited my passion for travel as a teen with Rick Steves, and brought my favorite novels to life with Masterpiece Theater. For these reasons and more I would like to give what I can. Thanks!”

Karalee Kubow, Escondido

“I’m giving to support KPBS Radio for it’s my daily companion for keeping me connected to San Diego and our world. Truth is a precious commodity these days and I appreciate the in-depth and accurate reporting that is the highlight of KPBS and NPR. Thank you for the great work that you do.”

Dr. Bruce Sachs, El Cajon

Counting the Content that Counts



2,378,144
Podcast Downloads
By
413,294
Downloaders

53+
Local News
Professionals

67,747
Newsletter Subscribers



23
News & Content
Awards

6
Curated E-Newsletters



4,023
Event Attendees

6,600,000
Web Users

121,000
Social Media Followers*
*Tik Tok, Facebook, Instagram;
KPBS, OneBook, GIFFSD

242,000
Weekly Listeners

23,000
App users

46
Hours of Educational Children's
Programming per week

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.

The KPBS DEI Vision

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.

