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WEATHERED

Host Maiya May explains the how and why about the most common natural disasters and what you can do to prepare.

[READ ABOUT MORE STEM PROGRAMS, REGIONALLY BASED PRODUCERS, AND DIVERSE DOCUMENTARIES ON PAGE 3.](#)

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The PBS Foundation was established in 2004 to secure extraordinary gifts to support the work of PBS at the national level and to benefit and enhance the system as a whole.

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A message from the President

Each year, as fall arrives, it feels like a time of new beginnings. At PBS, we are planning and building for the future—putting together a pipeline of extraordinary content; finding new ways to connect with audiences; and launching new efforts to elevate diverse and underrepresented voices.

Over the past year, PBS has deepened our longstanding commitment to diversity, equity, and inclusion—ensuring that public television continues to be a place that represents the full range of the American experience. We were thrilled to receive a grant from the National Science Foundation that will amplify underrepresented storytellers in STEM programming on PBS Digital Studios. And, just a few weeks ago, PBS welcomed Cecilia Loving as the new Senior Vice President of Diversity, Equity, and Inclusion. You can read about these and other developments in the following pages.

None of this would be possible without the generous support of our donors. Your commitment is essential to our mission of educating, informing, and inspiring the American public, both today and in the years to come. Thank you so very much.

Sincerely,
Paula Kerger

President & CEO, PBS
President, PBS Foundation

Celebrate with us

Emmy® Awards

PBS programs were recently honored with 14 News & Documentary Emmy® Awards—the most of any organization.

PBS and PBS KIDS won six Daytime Emmy® Awards. Among the winners: PRIDELAND, PBS KIDS TALK ABOUT, and THIS OLD HOUSE.

Webby Awards

PBS and PBS programs received 12 wins at the 2021 Webby Awards, which honor excellence on the internet.

Peabody Awards

This year, PBS received six Peabody Awards, more than any other organization. Winners included the documentary ASIAN AMERICANS, FRONTLINE's "Whose Vote Counts", and PBS NEWSHOUR's Judy Woodruff, who received the first-ever Peabody Award for Journalistic Integrity.

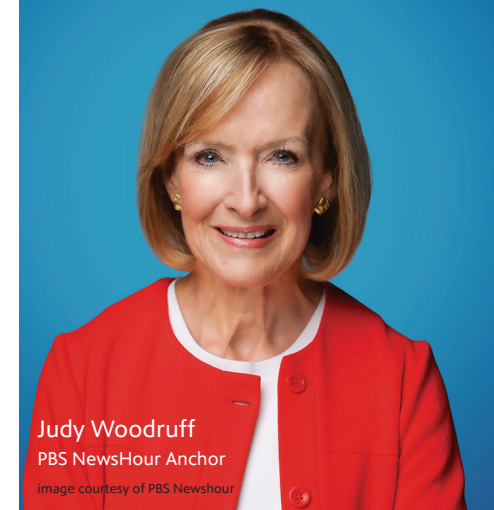
Please join us in congratulating all our winning PBS producers.



Photo courtesy of PBS Digital Studios



Photo courtesy of PBS Digital Studios



Judy Woodruff
PBS NewsHour Anchor
image courtesy of PBS Newshour

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Supporting diversity, equity, and inclusion

National Science Foundation will fund STEM-focused content on PBS Digital Studios

The National Science Foundation has awarded PBS a grant of \$2.5 million to fund the creation of STEM-related short-form videos for PBS Digital Studios, an online network of original series available for free on YouTube and Facebook. The grant, awarded in July 2021, will also fund research into how these videos might best serve underrepresented groups.

Currently, YouTube's most popular STEM creators are disproportionately white and male, and viewer data and PBS surveys suggest that Black and Hispanic viewers, as well as

women, are underrepresented in audiences for STEM content online. To address this inequity, PBS Digital Studios aims to expand its offerings to include more STEM series featuring underrepresented voices, especially Black and Hispanic creators, in front of and behind the camera. These series will aim to broaden the audience for STEM content online.

Researchers from the University of Georgia and the University of Utah will study how women and members of Black and Hispanic communities search for and engage with online content related to science, technology, engineering, and math. They will also test how viewers respond to

This grant is made possible by the U.S. National Science Foundation's Advancing Informal STEM Learning (AISL) program. This initiative advances innovative research and assessment of STEM learning; and engages the public of all ages in learning STEM in informal environments.

STEM videos featuring scientists and experts that are women, Black or Hispanic.

"With the help of NSF, we hope to inspire the next generation of scientists," said Sylvia Bugg, Chief Programming Executive and General Manager, General Audience Programming at PBS. "This is incredibly important work, and we are excited to innovate with STEM content and study the impact this content has within underrepresented communities."

The new content will join award-winning STEM shows on PBS Digital Studios, including personal finance help from TWO CENTS, space and astrophysics exploration on PBS SPACE TIME, and a curious look at common natural disasters, plus how to prepare for them, on WEATHERED.

PBS Digital Studios will elevate the voices of diverse content creators across the U.S.

With funding from the Corporation for Public Broadcasting (CPB), PBS Digital Studios will establish three Regional Digital Centers of Innovation to build production capacity and create an even more diverse pipeline of multi-platform content.

Each regional center will partner with local PBS member stations to create short-form series that elevate the voices of diverse content creators, including hosts and those who work behind the camera. "We are proud to support PBS Digital Studios and the critical work of local public media stations as they tell stories that highlight local and regional diversity," said Pat Harrison, CPB President and CEO.

The first shows under the initiative will begin rolling out on YouTube and PBS's other digital platforms in the spring of 2022.



Photo courtesy of Firelight Media



Cecilia Loving joins PBS

Firelight Media receives \$5.5 million in support of its diverse filmmakers

Acclaimed documentary producer Firelight Media has received \$5.5 million in funding from the Corporation for Public Broadcasting (CPB) and PBS to support its Firelight Documentary Lab and other programs aimed at increasing the diversity of public media content.

The funding will more than double the number of filmmakers served by the mentorship programs, with an emphasis on under-represented populations such as Native Americans and Pacific Islanders, and underserved regions including the South, Midwest and U.S. Territories.

“This funding from CPB and PBS will help us expand and integrate our programs serving underrepresented documentary filmmakers and support their integration in the public media

system, connecting filmmakers with stations and mentoring them at every level,” said Marcia Smith, President, Firelight Media.

Firelight Media, co-founded by Peabody and Emmy-winning filmmaker Stanley Nelson, has long supported documentary filmmaking by and about communities of color. Launched in 2009, Firelight Media’s Documentary Lab is a flagship 18-month mentorship program which supports filmmakers from a project’s conception through its completion.

Previous films from Firelight Media include “In the Making,” a documentary short film series following the lives and journeys of emerging artists, and “Hindsight,” a series chronicling the lived experiences of Black, Indigenous and people of color (BIPOC) communities in the American South and Puerto Rico during the unprecedented events of 2020.

Our first Senior Vice President of Diversity, Equity & Inclusion will support ongoing initiatives across the public television system

Cecilia Loving has joined PBS as the Senior Vice President of Diversity, Equity and Inclusion (DEI). Reporting directly to President and CEO Paula Kerger, Loving’s primary role is to identify opportunities to build on PBS’s internal commitment to DEI and to collaborate across the public television system to support stations’ ongoing work in this area.

Loving comes to PBS from the New York City Fire Department, where she served as Deputy Commissioner, Chief Diversity

and Inclusion Officer for the department’s more than 17,000 members. She holds a JD from NYU, an MFA from UCLA, a BFA from Howard University, and a MDiv from NY Theological Seminary, and is also the author of several books, including *The Power of Inclusion* and *God is a Brown Girl Too*.

“PBS is one of the most trusted institutions in America, impacting people of all ethnicities, ages, and other demographics,” said Loving. “My goal is to build upon PBS’s strong foundation through transparency, trust, and ongoing collaboration with employees and key stakeholders across the public media system.”

Thank you for your gift

Gifts to the PBS Foundation help keep the PBS system strong and make outsized impact possible.

This list recognizes donors who gave gifts totaling \$1,500 or more to the PBS Foundation from July 1, 2020 through June 30, 2021. While every effort is made to ensure accuracy, errors do sometimes occur. In that event, please notify us at pbsfoundation@pbs.org. (* denotes testamentary gift.)

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