

LATINO  
PUBLIC  
BROADCASTING



# 16 Years of Impact

Latino Public Broadcasting (LPB) is the leader in the development, production, acquisition and distribution of non-commercial educational and cultural media that is representative of Latino Americans.



# LPB IS THE ONLY FUNDING SOURCE DEDICATED TO LATINO THEMED CONTENT FOR PUBLIC MEDIA

SINCE 1998, LPB HAS:



*Awarded over  
**10 MILLION DOLLARS**  
to filmmakers*



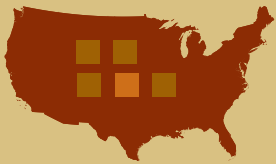
*Provided more than  
**200 HOURS OF**  
**PROGRAMMING** to the  
public broadcasting system*



*Provided professional  
development to an average  
of **300 FILMMAKERS**  
**PER YEAR***



*Brought Latino **ARTS,**  
**HISTORY & CULTURE**  
**CURRICULUM** to  
schools nationwide*



**NEARLY 1 IN 5**  
**AMERICANS IS LATINO**

(SOURCE: US CENSUS, 2012)

*“While commercial television is waking up to the clout of an enormous Latino population, at the other end of the programming dial, public television has continued to forge a partnership directly with Latino filmmakers. This is thanks to Latino Public Broadcasting.”*

– The Hollywood Reporter

Between 2009 & 2014, LPB-Supported Programs:



*Reached an estimated  
**84 MILLION GROSS VIEWERS**  
on television*

ESTIMATE BASED ON DATA FROM A SAMPLE OF 30  
BROADCASTS BETWEEN 2009-2014



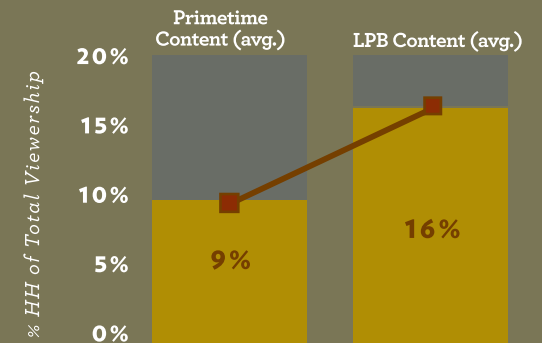
**WON 85 AWARDS**  
*including the prestigious  
George Foster Peabody Award*



*Received  
**5 EMMY NOMINATIONS***

*Strengthened **OVERALL**  
**LATINO VIEWERSHIP** of PBS  
primetime programming\**

*Hispanic Household (HH)  
PBS Primetime Viewership:*



\*Average based on Nielsen ratings data from Latino Americans, Mariachi High, John Leguizamo's Tales from a Ghetto Clown, Latin Music USA, In Performance at the White House: Fiesta Latina—with a **total reach of 29.3 million viewers.**



# BROADCAST REACH



**138** national broadcasts

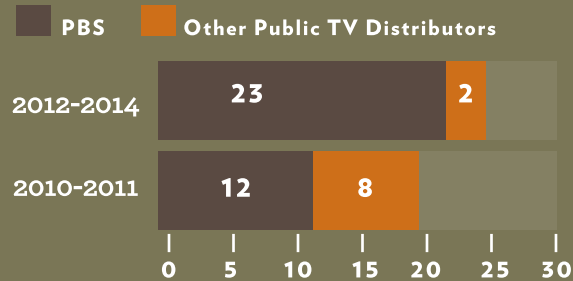


An estimated **1.9 million viewers reached** per broadcast, on average

(ESTIMATE BASED ON DATA FROM A SAMPLE OF 30 BROADCASTS FROM 2009-2014)

**LPB disseminates the majority of its programs via PBS, the broadest-reaching source of public media content.**

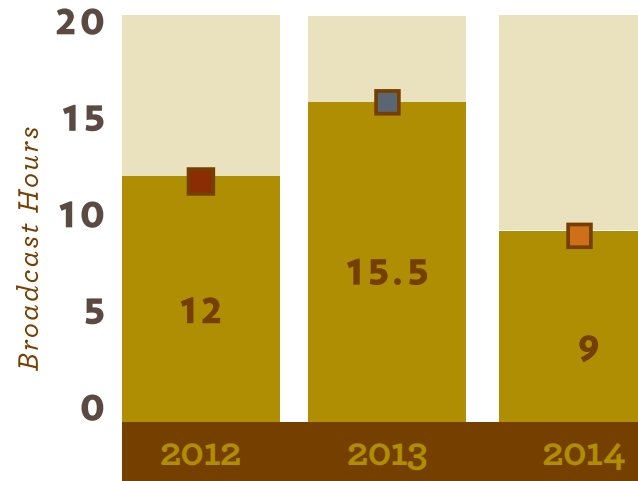
*Total Number of LPB Broadcasts:*



## VIEWERSHIP HIGHLIGHTS

- The State of Arizona (2014) – 1.75 million
- Latino Americans (2013) – 7.9 million
- VOCES on PBS (2012) – 3 million
- RACE 2012 (2012) – 2.4 million
- The Longoria Affair (2010)– 1.7 million
- Latin Music USA (2009) – 14.7 million

# BROADCAST SNAPSHOT – LPB PROGRAMS IN 2012-2014



*“LPB not only provides production funding but also serves as an advocate for our films. With *The Storm That Swept Mexico*, it was their support of the film—especially at the back end—that really made the difference. LPB got behind the film with publicity and outreach for the broadcast and by lobbying PBS for a great time slot. Because of LPB, the broadcast was a success.”*

- Raymond Telles, filmmaker

**2012**

- Precious Knowledge
- Mariachi High
- John Leguizamo's Tales from a Ghetto Klown
- Granito: How to Nail a Dictator
- El Velador
- VOCES: Tales of Masked Men
- Race 2012

**2013**

- VOCES: Escaramuza: Riding from the Heart, Unfinished Spaces, Lemon
- Trust: Second Acts in Young Lives
- Reportero
- The Undocumented
- Rebel
- Niños de la Memoria
- Latino Americans

**2014**

- The Graduates
- The State of Arizona
- Las Marthas
- Ruben Salazar: Man in the Middle
- America by the Numbers with Maria Hinojosa



## COMMUNITY ENGAGEMENT

LPB contributes to a more informed dialogue on critical issues of importance to Latino Americans by connecting local public television stations, organizations, and individuals, and supporting engagement with Latino media content on-the-ground and online.



*"It has been a pleasure to work so closely with Latino Public Broadcasting over the years; the quality of the films they produce and share with the PBS community make it easier to have an incredible community engagement tool that speaks to the Latino population we serve."*

- Yo Ann Martinez, KQED

## EDUCATIONAL IMPACT

Recognizing the need to address the dropout rate among Latino students, LPB creates modules, guides, lessons plans, and community screening kits that are distributed to educators through PBS LearningMedia.

Reaching up to  
**1.5 MILLION  
EDUCATORS**



Impacting up to  
**30 MILLION  
STUDENTS**

*"LPB has had a profound and lasting impact in affirming who and what we are as Americans today... I can think of no other organization that is as singularly focused in identifying, fostering and showcasing emerging and established Latino storytellers. Thanks to LPB, schools and libraries have stories to place on their shelves so that new generations won't grow up as I did with a void on the screen."*

- Carlos Sandoval (Farmingville, A Class Apart, The State of Arizona)

**MORE THAN HALF  
OF LPB'S BUDGET  
GOES DIRECTLY  
TO FILMMAKERS**



*"When LPB champions a film, they become committed crusaders for its success. Their knowledge of the business guides filmmakers through an often unintelligible distribution maze enabling filmmakers to do their best work."*

- Ilana Trachtman (Mariachi High)

*Other LPB support to filmmakers includes:*



Securing broadcast distribution on PBS



Station relations to ensure carriage by public television stations nationwide



Promotion to press, blogs, and other media outlets



Community & digital engagement to extend impact beyond broadcast



Digital repurposing & educational materials for distribution into schools



Professional development & training, including mentorship, conference workshops, and one-on-one support



## BROADCAST SPOTLIGHT: LATINO AMERICANS



- PBS documentary series + digital engagement / education campaign
- Landmark series produced by an almost entirely Latino production team
- All content made available in English and Spanish

### Reach & Impact:

- Reached nearly 3x as many Latinos (20% vs. 7%) and nearly 2x as many African Americans (14% vs. 8%) than the typical PBS primetime program
- More than 700 million viewers, listeners print readers and online visitors
- 201,824 video views after broadcast
- 6,133 telecasts in 186 markets covering all 50 states
- Education component for grades 7-12 distributed nationwide
- Nearly 2 million Facebook impressions; 120 million Twitter impressions

## COMMUNITY ENGAGEMENT SPOTLIGHT: VOCES ON PBS

*A Latino Arts & Culture Series*



### Reach & Impact:

- Collaboration with public television stations in six major Latino markets
- Numerous community engagement activities in each market
- 25 community screenings
- 3.6 million people reached through community engagement
- 40,000 online views
- 83 million gross media impressions
- Social media, blogs and online engagement

\*DATA FROM VOCES SEASON 3 (2012)

## LATINO PUBLIC BROADCASTING



*Imagen Norman Lear Legacy Award, 2011*



*NCLR Alma Award for Special Achievement Year in Documentaries, 2009*



## LATINO AMERICANS

*George Foster Peabody, 2014*



## THE STATE OF ARIZONA

*Cine Golden Eagle, 2014*



## THE LONGORIA AFFAIR

*Imagen Award Best Documentary, 2011*



## PRESUMED GUILTY

*Emmy for Outstanding Investigative Journalism, 2011*



## AMERICAN EXPERIENCE: A CLASS APART

*Imagen Award for Best Documentary for Television, 2009*



## EL GENERAL

*Sundance Award for Best Director in Documentary Film, 2009*



## MADE IN LA

*Emmy for Outstanding Continuing Coverage of a News Story, 2008*



## FARMINGVILLE

*Sundance Grand Jury Prize, 2004*