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

“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
- WON 85 AWARDS including the prestigious George Foster Peabody Award
- Received 5 EMMY NOMINATIONS

Hispanic Household (HH)
PBS Primetime Viewership:

Strengthened OVERALL LATINO VIEWERSHIP of PBS primetime programming*

*Average based on Nielsen ratings data from Latino Americans, Mariachi High, John Leguizamo’s Tales from a Ghetto Klown, Latin Music USA, In Performance at the White House: Fiesta Latina—with a total reach of 29.5 million viewers.
138 national broadcasts

An estimated 1.9 million viewers reached per broadcast, on average

(ESTIMATE BASED ON DATA FROM A SAMPLE OF 50 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:

|| PBS | Other Public TV Distributors |
|-----|-----------------------------|
| 2012-2014 | 23 | 2 |
| 2010-2011 | 12 | 8 |

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

2013
- VOCES: Escaramuzas: Riding from the Heart, Unfinished Spaces, Lemon Hairs
- Trust: Second Acts in Young Lives
- Reporters
- 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

"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

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
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
EXAMPLES OF LPB’S REACH & IMPACT

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

AWARD HIGHLIGHTS

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