

Tavis Smiley reaches 100 show milestone...

KCET Women's Council honors its Founders....

and... 2004 Visionary Award Gala Sets Record – \$1.4 Million



Jacqueline Powers Doud, Ph.D., President of Mount St. Mary's College, presents honorary doctorate degree to KCET's Val Zavala

Life & Times host Val Zavala receives honorary degree

The anchor of KCET's *Life & Times*, Val Zavala, delivered the commencement address at Mount St. Mary's College on May 15. Val was also awarded an honorary doctorate degree at the ceremonies.

It's no wonder Mount St. Mary's chose to honor Val. In addition to anchoring *Life & Times*, Val is vice president for news and public affairs at KCET. Val has been honored with nine Emmy Awards for best features and best public affairs series; four Golden Mike Awards for news specials, series, and documentaries; and the John S. Knight Fellowship for a year at Stanford University. While at Stanford, Val studied the growing income divide and viability of the "American dream." She received a Bachelor of Arts degree in Latin American Studies from Yale University and a master's degree in journalism from American University in Washington, D.C. Val is member of the Mount St. Mary's College Board of Trustees. Congratulations Dr. Val.

view point

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Life & Times charges forward

Life & Times receives multi-year funding from the L. K. Whittier Foundation, Jim and Anne Rothenberg, QueensCare Foundation and others



KCET's signature news and current affairs series has enough funding for the upcoming season to enable its production team to travel farther and cover stories in a wider geographical area. Last year the program took its cameras and crew out of the studio to be in closer touch with the issues, organizations and people that impact KCET viewers. With its additional funding, *Life & Times* will now report on stories within Orange County, Ventura County, the Inland Empire and Palm Springs.

The generous support from the L. K. Whittier Foundation, a two-year grant from Jim Rothenberg, chair of KCET's Board, his wife, Anne, and the QueensCare Foundation, allows *Life & Times* to add a reporter to cover the many communities that exist in KCET's geographically vast broadcast area. "This is very exciting," says anchor Val Zavala. "So many times we have wanted to go to Riverside or Orange County for a story but the associated costs limited our reach. Now we can hit the road more often and bring back vital, in-depth stories from throughout the region."

Life & Times will also produce distinctive programs made possible through grants from charitable organizations and foundations. Segments funded by the QueensCare Foundation will focus on health issues and policies, especially those impacting underserved communities; funding from the Sierra Club will underwrite important and timely environmental specials; a grant from the Boeing Company will support interviews from TownHall Los Angeles; and, the



Val Zavala on location

City of Los Angeles Cultural Affairs Department will make coverage of arts and culture possible. Finally, a grant from the Best Practices project will go toward election coverage in the fall of 2004. "Each of these special grants allows us to focus on specific issues within *Life & Times* coverage, while maintaining our editorial independence," says Philip Bruce, News Director.

Life & Times debuted in 1992. Its field-based format has garnered a loyal audience and resulted in the highest ratings in the show's history. "The generosity of funders—both continuing and new—will ensure that KCET viewers get a fresh and intelligent perspective on politics, health, education, social issues, science, arts, and culture," says Al Jerome, KCET's President and CEO.

KCET Golf Classic

Golf enthusiasts and their friends can get into the swing of things at the fifth annual KCET Golf Classic. The tournament takes place at the prestigious Lakeside Golf Club in Toluca Lake on August 2. All proceeds benefit KCET. This year players will benefit from a morning golf clinic, golf-related gifts and a post-tournament reception with prizes. An added highlight: all participants "play their own ball." Sponsorship opportunities begin at \$1,875 per person or \$7500 per foursome. Last year's Golf Classic held at the Riviera Country Club raised a record breaking \$230,000 for KCET.

For further information and to register for the tournament, please call Michele Garza, Director, Special Events and Promotions, at (323) 953-5485 or (323) 953-5800.

What a Difference the Days make!

Kelly & Robert Day
KCET 2004 visionary award recipients

KCET's annual Visionary Awards Gala brings in a record \$1.4 million

See page 4 for more coverage.



2004 KCET Visionary Award honoree Kelly Day gets a hug from Sesame Street's Cookie Monster