



Look, Listen + Learn TV

2022 Annual Report



Clockwise from top: Auntie Lena and Possum with friendship flowers; Mr. Duane and Jace reading in Season 3, Episode 12; LL+L TV volunteers at a tabling event; Chef Domingo and Elijah making “pastillas de leche” in Season 3, Episode 11; Miss Sheree sharing with EriBella how to play the marimbas in Season 3, Episode 8.

LL+L TV is a registered 501(c)3 nonprofit. Our Federal EIN is 87-1974554.

TABLE OF CONTENTS

LETTER FROM THE FOUNDER + EXECUTIVE PRODUCER	3
OUR VISION	4
OUR MISSION	5
2022: A YEAR IN REVIEW	6–8
OUR PROGRAMMATIC APPROACHES	9–11
WHERE WE FILMED	12–13
FEATURED EPISODE	14–15
FINANCIALS	16–17
FUNDERS	18
BOARD OF DIRECTORS	19

FROM THE FOUNDER + EXECUTIVE PRODUCER

Every time I look at Mt. Rainier, I'm struck by her wonder, beauty, and majesty. Even a lifetime in her presence can't dull my sense of awe and appreciation. I get a similar feeling when I think of all the production partners, donors, sponsors, community viewers, and community friends who support Look, Listen and Learn TV. I hope that my deep gratitude is felt when I say thank you for sharing your excellence and majesty with us.



With your support, this past year found us growing and embarking upon new milestones. Look, Listen and Learn TV officially became a 501(c)3 and we added new members to our phenomenal team as well as our Board of Directors. We also secured trademark status for LL+L TV and copyrighted our opening song, "You Are The Best You".

Grounded in our vision, we also created a new Theory of Change to better communicate the impact and outcomes of our work. This new theory informs LL+L TV's programmatic approaches and provides a clear pathway to representative early learning resources and support.

Now 36 episodes strong (and counting), Look, Listen, and Learn TV has pioneered a media program produced by a Black woman that unapologetically features the brilliance of Black, Indigenous, and children of color for the world to see. As we step into 2023 and our 4th season of production, I am honored, giddy, and shaking in my boots with the impact we are creating together.

The pride that I have in presenting this annual report is enormous and none of it would be possible without YOU.

Thank you kindly for your continued support,

— Val Thomas-Matson
Founder + Executive Producer

Miss Marie and Danya reading an Ivatan tale called, “Melo the Umang-Boy” by Alyssa Sarmiento-Co and Christina Newhard, at Cherubs Nursery School from Season 3, Episode 11.



OUR VISION

Look, Listen + Learn TV was founded in 2008 to improve media representation and to support early learning development—especially for children of color. Over a decade later and three award-winning television seasons, the vision continues:

**a future of racial inclusion
where seeing all children
succeed and live into their full
potential is the norm.**

Miss Ariane and Cameron read “Mama Panya’s Pancakes” by Mary and Rich Chamberlin at ChildStrive in Everett from Season 3, Episode 8.



OUR MISSION

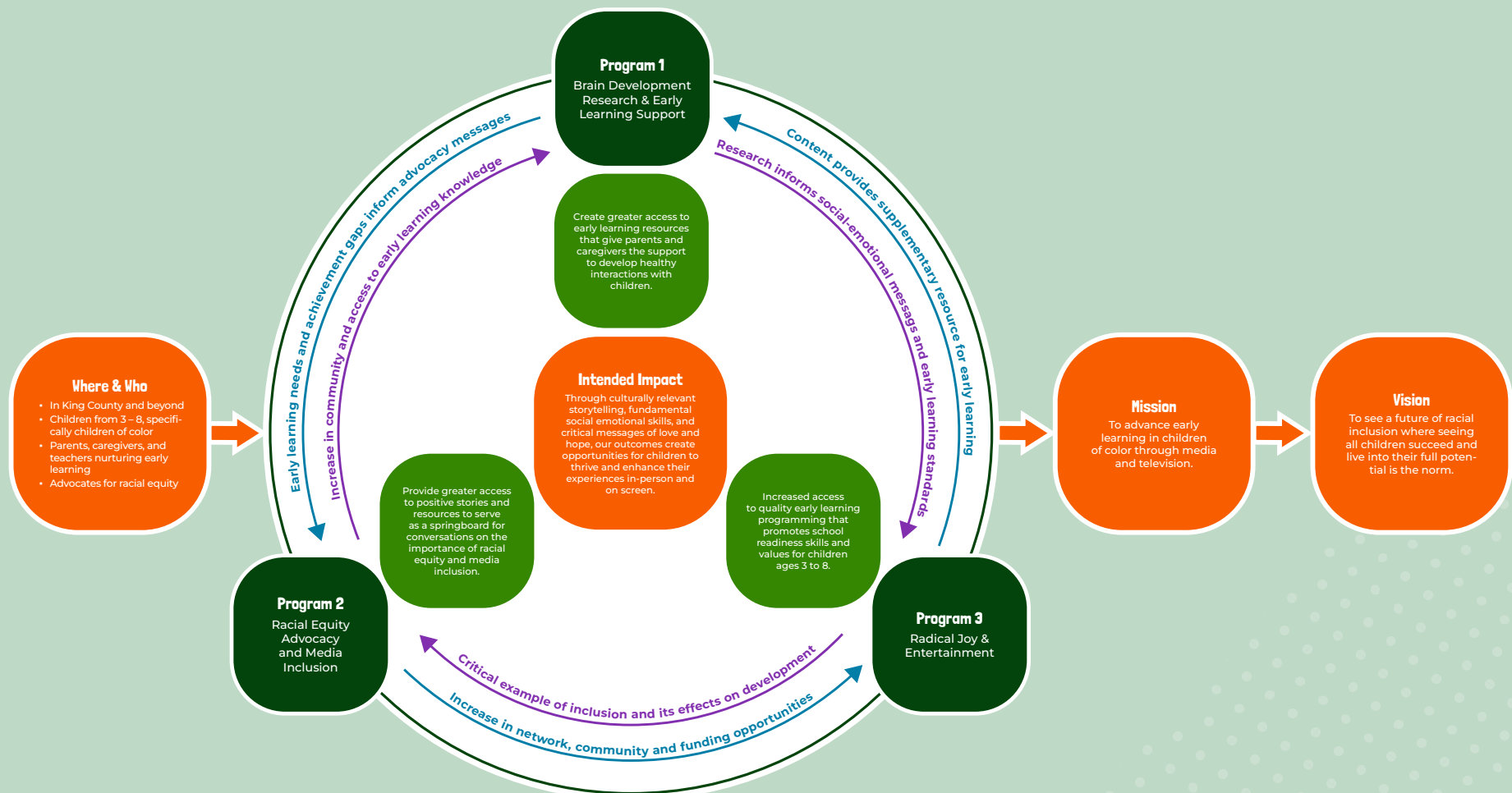
LL+L TV is supported by a diverse Board of Directors and strengthened by an inclusive operations and production staff.

Look, Listen + Learn’s mission is to advance early learning in children of color through media and television.

Our programming is rooted in brain development research, racial equity, and radical joy.

THEORY OF CHANGE

In 2022 we reached the milestone of becoming an official 501(c)(3). As such, the LL+L TV team set out to update our Theory of Change to better articulate our programmatic efforts and outcomes. A Theory of Change is a comprehensive illustration of how we work, who we work for, and the change we hope to create.



2022: A YEAR IN REVIEW

SIP, SAVOR + SHARE

In December, we invited our community to “Cultivate Radical Joy” at our annual fundraiser, Sip, Savor + Share. Wearing our favorite fancy jammies, we joined Auntie Lena and Possum and co-hosts Tyrah Majors (KOMO 4) and Michael Davis (KUOW) to celebrate another year of supporting children and families across Washington State through meaningful television. Former Seahawk Doug Baldwin surprised viewers as the host of our Families Don’t Feud mini-segment, which featured the Horn Family as our contestants. It was a night of signature mocktails, family-friendly entertainment, and powerful stories of joy. With great support from our community, we raised over a hundred thousand dollars and continued to receive donations into 2023.

Join us for our next Sip, Savor and Share on December 1, 2023 as we share more stories about our collective impact.

2022 Board President Howard Brantley, Possum, the Horn Family, Doug Baldwin, and Val Thomas-Matson on the set of Sip, Savor + Share.



FROM THE BOARD PRESIDENT

As I reflect on 2022, I am overjoyed at the work Look, Listen and Learn TV has put into delivering on our mission: To advance early learning in children of color through media and television. That's because LL+L has sparked the dreams of kids of color across Washington State with nearly three seasons of inspirational and educational children's television.



LL+L reminds me of shows I watched when I was younger, like Sesame Street. Those shows opened up a new world of possibilities for me, providing a safe place to learn and explore, cultivate ideas, and use my imagination. They are how I originally learned to “dream big,” and I’m thrilled to still be dreaming big by stepping into the role of LL+L Board President in 2023.

Sincerely,

— Kiotta Reynolds,
2023 Board President



PROGRAM 1:

BRAIN DEVELOPMENT RESEARCH + EARLY LEARNING SUPPORT

OUR PROGRAMMATIC APPROACHES

PROCESS: HOW WE WORK

LL+L TV is rooted in brain development research to proactively build the critical social-emotional-language skills that support early learning. We provide supplementary resources to parents and caregivers to encourage healthy interactions and to nurture the understanding seen in each episode.

OUTCOME

Greater access to early learning resources that give parents and caregivers the support to develop healthy interactions with children.

SOCIAL IMPACT

Programs that promote safe, stable, and nurturing caregiver relationships help foster healthy child development, school readiness, and opportunities to thrive.



PROGRAM 2:

RACIAL EQUITY ADVOCACY + MEDIA INCLUSION

OUR PROGRAMMATIC APPROACHES

PROCESS: HOW WE WORK

Our work is twofold. First, we participate in and plan speaking engagements to actively share stories of BIPOC lived experiences and the growing need to improve media inclusion. Second, we provide educational resources on racial equity and media inclusion to arm our supporters with the information they need to spread our message.

OUTCOME

Greater access to positive stories and resources to serve as a springboard for conversations on the importance of racial equity and media inclusion.

SOCIAL IMPACT

Programs that prompt discussion based on exposure to events, storylines or infographics can be impactful sources for parents and supporters. Research shows that what parents say (and don't say) about ethnicity-race and how often they discuss the topic, influences children's development and understanding of the topic.

OUR PROGRAMMATIC APPROACHES

PROGRAM 3:

RADICAL JOY + ENTERTAINMENT



PROCESS: HOW WE WORK

LL+L TV combines our knowledge of brain development research with our commitment to racial equity and media inclusion to produce a broadcast-quality television series featuring culturally relevant storytelling, fundamental social-emotional skills, and critical messages of love and hope.

OUTCOME

Increased access to quality early learning programming that promotes school readiness skills and values for children ages 3 to 8.

SOCIAL IMPACT

Programs that allow BIPOC children to see positive portrayals of someone who looks and sounds like them help to build the curiosity, imagination and self-esteem to close the educational opportunity gap.



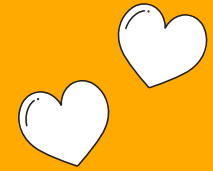
LOCATIONS IN
WASHINGTON STATE



LOCATIONS IN KING COUNTY

1. MAGNUSON PARK
2. UNION CULTURAL CENTER
3. MUSANG
4. CHERUBS NURSERY
5. NURTURING ROOTS FARM
6. RAINIER HEALTH AND FITNESS
7. RAINIER BEACH URBAN FARM AND WETLANDS
8. MUSEUM OF FLIGHT
9. NEPANTLA CULTURAL ARTS GALLERY
10. BOULEVARD PARK LIBRARY
11. TUKWILA COMMUNITY CENTER
12. RENTON LIBRARY





SEASON 3 EPISODE 8:

SHARING IS CARING

ABOUT THIS EPISODE

In Episode 8 of Season 3, Auntie Lena and Possum discovered the joy of sharing. Together, they learned that sharing is an important way to show someone you appreciate and care about them. Whether you choose to share gifts, words, music, or food, there is always time to be kind and share with others.

Watch all our full episodes on [YouTube.com/@looklistenlearntv](https://www.youtube.com/@looklistenlearntv)





READING

In our Reading Segment, Miss Ariane and Cameron read “Mama Panya’s Pancakes” by Mary and Rich Chamberlin at ChildStrive in Everett. Miss Ariane and Cameron learned how a young boy named Adika was often one step ahead of his mama in finding ways to share with their community.

MUSIC

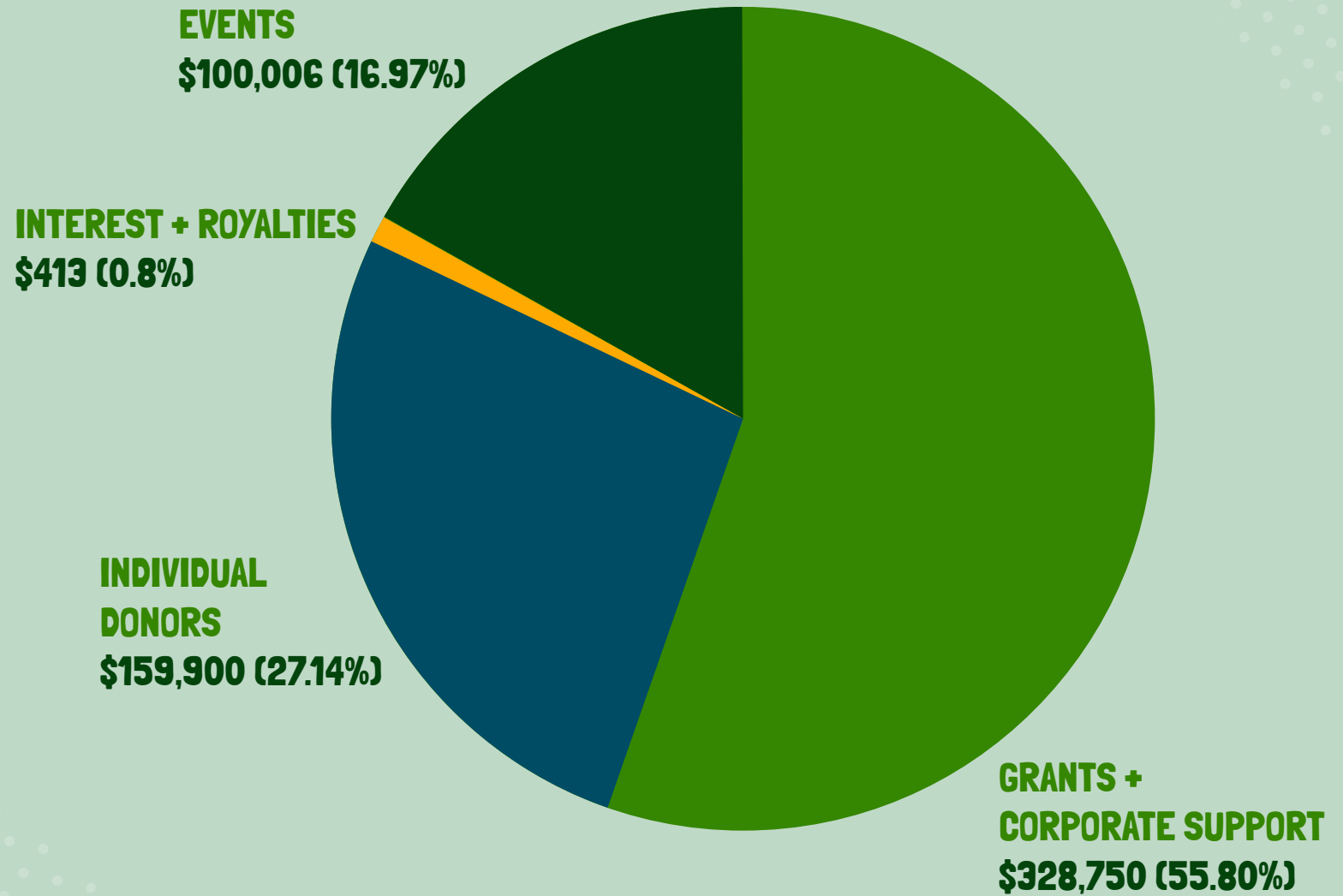
For our Music Segment, the LL+L production crew traveled to the Children’s Museum of Tacoma to film Miss Sheree and EriBella. Miss Sheree shared how to play different notes and songs on the marimbas.

ART

Finally, in our Art Segment, Mr. Scott made a kindness flower for a friend.

REVENUE

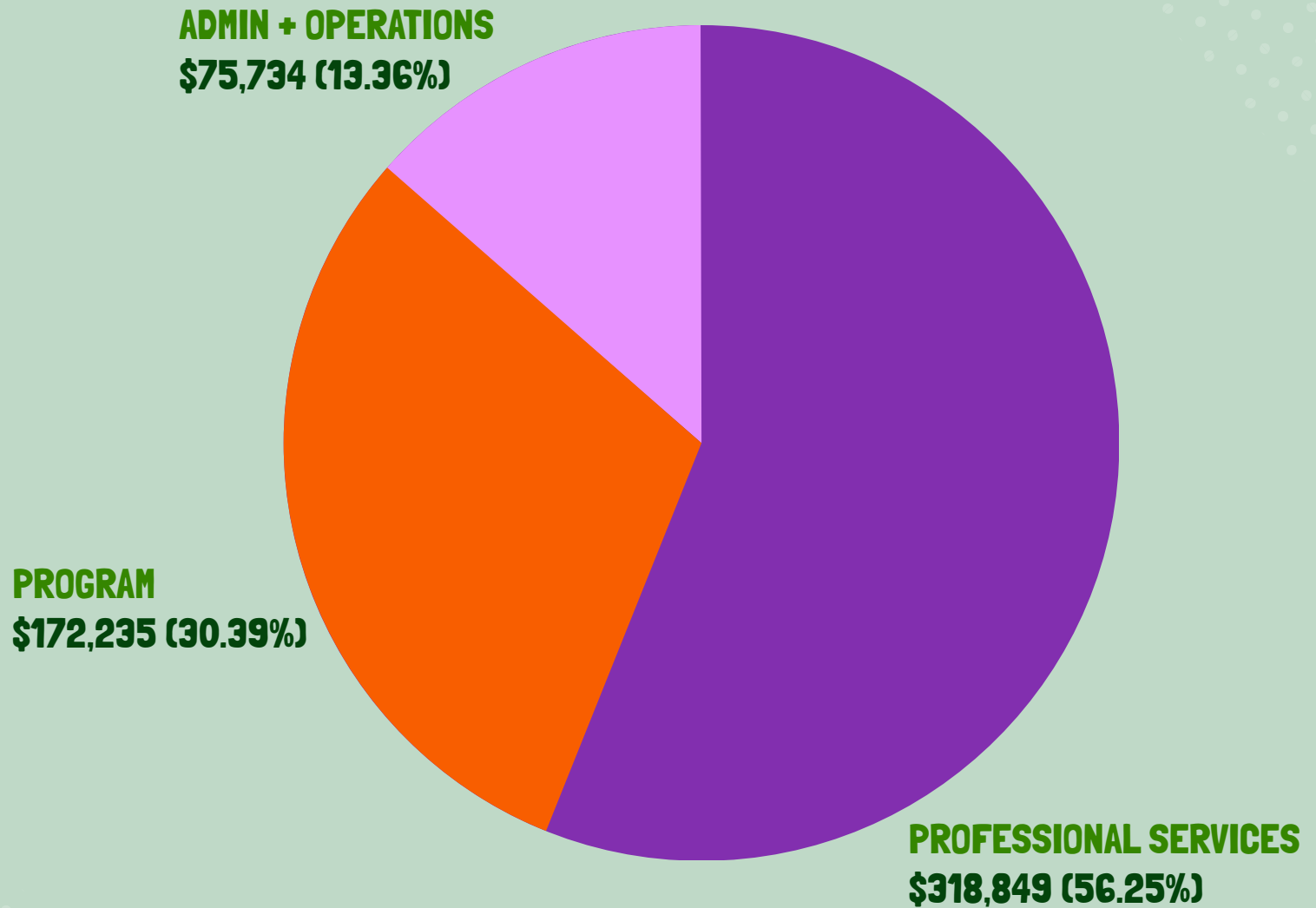
TOTAL: \$589,069





EXPENSES

TOTAL: \$566,818



FUNDERS



THANK YOU!

Our work is made possible by the following funders and the hundreds of individual donors, supporters and viewers like you.

Amazon Community Engagement
Arcora Foundation
Aven Foundation
Child Care Resources
Childstrive
City of Seattle, Office of Arts and Culture
Community Foundation of Snohomish County
Intiman Theater
King County 4Culture
Krueger Sheet Metal
Microsoft Philanthropies
Nintendo
PEPS
Public Health Seattle / King County
Puget Sound Energy Foundation (PSEF)
Rotary Club of Emerald City
Satterberg Foundation
Seattle First Baptist Church
Seattle Venture Partners (SVP)
Spirit of Peace UCC
Stolte Family Foundation
Symetra
Tukwila Children's Foundation
Washington Women's Foundation

**GRANT
FUNDERS +
CORPORATE
SUPPORTERS**

WHO WE ARE

2022 BOARD OF DIRECTORS



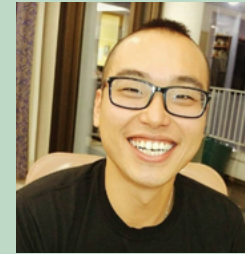
Howard Brantley
Board President



Maile Hadley
Vice President



Erin Shigaki
Secretary



Gene Yoon
Treasurer



Brenda Fincher
Board Member



Kiotta Reynolds
Board Member



Mercedes Luna
Board Member



Nolan Phelps
Board Member



Sarah Walczyk
Board Member



Michael Davis
Board Member



Jillian Santos
Board Fellow