

# KQED Community Impact 2023



KQED serves the people of Northern California with a public-supported alternative to commercial media. The NPR and PBS member station is home to one of the most-listened-to public radio stations in the nation, one of the highest-rated public television services and an award-winning education program that helps students and educators thrive in 21st-century classrooms. A trusted news source and leader and innovator in digital technology, KQED takes people of all ages on journeys of exploration — exposing them to new people, places and ideas.

**Nearly 250,000 members make KQED one of the largest local membership organizations in Northern California.**

**KQED reaches nearly 2,000,000 people each week.**

## **KQED by the numbers (2023 fiscal year)**

- 514,020 average weekly television viewers (KQED 9 and KQED Plus)
- 568,029 average weekly radio listeners (KQED 88.5 FM and KQEI 89.3 FM)
- 305,800 average weekly website users
- 408,015 average weekly live radio streamers
- 118,374 average monthly video on-demand streamers
- 87,866 average weekly podcast listeners

**KQED** Inform Inspire Involve



## KQED Secures a Landmark Legal Victory to Unseal Prop 8 Videotapes

Beginning in 2017, KQED initiated a media coalition to unseal video tapes of the 2010 federal trial that led to the legalization of same-sex marriage in California. KQED scored a major legal victory for LGBTQ+ and First Amendment rights when the U.S. Supreme Court declined to consider an effort to block the release of the videotapes.



## Over 400 Students Find Their Voices Through the KQED Youth Takeover Program

KQED Youth Takeover is a unique yearlong program that partners with high school classrooms from nine Bay Area counties to help students produce original media for KQED television, radio, podcasts and online platforms. In 2023, more than 400 students participated in onsite and virtual workshops to learn pitching and script development and attended field trips to KQED's headquarters, culminating in the KQED Youth Takeover week in April 2023.



## First KQED Fest Draws 5,500 Visitors

On April 29, 2023, KQED hosted the first KQED Fest, a milestone event that celebrated the transformation of the station's newly renovated headquarters into a center for community engagement. This free all-day open house and block party showcased the diverse array of programming that KQED offers. The event drew more than 5,500 participants and the programming provided a platform for more than 100 local speakers, artists and performers and for 21 community organizations.



## KQED Reporting Leads to Shut Down of Diesel Generators Polluting East Oakland Air

In early 2022, KQED received a tip from neighbors of an East Oakland cannabis production operation, who were experiencing exposure to constant air and noise pollution emitting from the complex. The landlords, operating under the name Green Sage, had installed as many as a dozen giant diesel generators to run the facility's energy-hungry indoor grow rooms. KQED's reporting led to a series of actions that resulted in the generators being shut down and removed and the City of Oakland banning the future use of diesel generators for indoor cannabis growers.



## KQED's Reparations Reporting Earns Praise and Awards

In June 2023, the California Reparations Task Force submitted its historic 1,000-page report, which included more than 100 proposals to the state legislature. A KQED reparations reporting team was formed to track the State's response to the task force's findings and proposals. A highlight of the team's coverage was *The Road to Reparations* — a five-part video series that examined the historic harms of slavery and anti-Black racism in California. With nearly 30,000 views, the video series was the top-performing long-form, original content uploaded to the KQED News YouTube channel in 2023.



## *That's My Word* Makes a Case for the Bay Area's Place in Hip-Hop History

2023 marked the 50th anniversary of the birth of hip-hop. To celebrate KQED's arts team launched *That's My Word*, a yearlong multi-platform project to celebrate, preserve and make a case for the Bay Area's impact on the evolution of the most dominant musical and cultural movement of today. Massive in scope, the project encompassed 53 feature stories, 12 videos, 11 playlists, 8 live events, a special podcast series and a video series, plus radio features and public appearances.