



KQED Elevates Diverse Youth Voices

This north star guides us in all that we do. KQED's Education Department is uniquely positioned to combine award-winning media literacy and media making resources with the power of public media in order to elevate diverse youth voices and promote civic engagement across generations. Through our suite of programs for students and educators, we:

- Develop students' critical thinking skills about real-world issues, which are core to a healthy democracy
- Prepare the next generation to join the civic conversation by providing them with opportunities to share their own ideas and perspectives with a broad audience
- Train teachers to meaningfully incorporate media literacy into K-12 classrooms

KQED Education focuses on serving students with the greatest educational needs and from historically underrepresented backgrounds, including Black, Latinx, Pacific Islander and Native American students, and students attending high-poverty middle and high schools. As a not-for-profit public media organization and affiliate of PBS and NPR, we create trusted, standards-aligned content that is free of political or corporate influence.

[kqed.org/education](https://www.kqed.org/education)

In the 2022-2023 school year, KQED:

- Brought **90 Bay Area youth** to KQED's digital shows and airwaves through Youth Takeover, reaching an **audience of over 908,000 people**
- Published **1,777 student media pieces** from 22 states on the Youth Media Challenge showcase, which received **76,453 views**
- Convened **20 Bay Area high school students** as KQED's Youth Advisory Board
- Delivered media literacy training workshops and courses to **9,282 educators, impacting over half a million students**
- Partnered with **29 California school districts and 6 county offices of education** to deliver media literacy professional development and resources
- Convened **22 Media Literacy Innovators** from across the country as our teacher advisory board
- Provided resources for **168,910 registered teachers and students** on PBS Learning Media California, managed by KQED
- Connected with **46,476 KQED Education newsletter subscribers**
- Received **2.7 million MindShift blog views**



400+ Students Found Their Voices

KQED Youth Takeover is a unique year-long 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 programming. It culminates in April with the KQED Youth Takeover week, when young people take over KQED's airwaves with the stories they've worked on all year. In 2023, **over 400 students** participated in onsite and virtual workshops to learn pitching and script development and attended field trips to KQED's headquarters. On these trips, they trained in audio soundscaping, recorded their original scripts in our state-of-the-art studios and attended career panel discussions with KQED staff. Listen to broadcasted students' stories at [kqed.org/youthtakeover](https://www.kqed.org/youthtakeover).

Positive student impact

We surveyed the 2023 Youth Takeover students and their teachers before and after the program. The number of students who said they were able to write effectively for a real, public audience **tripled** as a result of participating in the program. Teachers reported that the number of students who were able to use their words and voice to influence others **quadrupled**.

Above the Noise Wins Again

KQED's digital video series *Above the Noise* won two prestigious awards in 2023: the Northern California Area Emmy® 2022-2023 Award for Education/School-News or Short Form Content for [“Why Are People Banning Books in Schools?”](#) – its second Emmy win since the show launched in 2017 – and won its first award from the Society of Professional Journalists in the Commentary/Analysis category for its episode [“America's Highway System Is a Monument to Environmental Racism and a History of Inequity.”](#)



Centering Youth Voice and Choice

KQED Youth Media Challenge

The KQED Youth Media Challenge invites middle and high school students to think deeply about their own experience or an issue or topic they care about — from school-based problems like the need for more student mental health services to national issues like inflation and homelessness to questions with global impact such as which plant-based milk is best for the environment — then share their media with a broad audience outside the classroom. Secondary students used this opportunity to speak their truth, advocate for change or share their learning through original audio, video and images. This year, **1,777 media projects** were published on the Youth Media Showcase from **22 states** — an 18-percent increase from 2022 — and were viewed **76,453 times** by the public.

KQED Youth Advisory Board

The 20 members of KQED’s Youth Advisory Board (YAB) come from across the Bay Area’s nine counties to build their communication skills, learn about media career paths, offer editorial feedback on KQED programs and services, and produce their own stories and on-air segments for the KQED Youth Takeover.

“YAB exceeded my expectations as I was able to work on a project that I was super passionate about and was supported the whole way.”

– KQED Youth Advisory Board member



Improving Teacher Instruction

Teachers Find Value in KQED Teach

KQED revamped its professional development courses for teachers last year, doubling down on the key qualities teachers love: courses that are self-paced and available any time, timely feedback on coursework from instructors and opportunities for personal interactions. Educators are engaging more than ever! Driven by key partnerships with school districts, we have seen participation metrics improve exponentially on the new site. There are more active learners on the site, doing more assignments and completing more courses. We estimate that educators learning on KQED Teach have served over **114,000 students** since the new site launched last June.

PBS LearningMedia

Managed by KQED, this media portal provides an abundance of resources for digital learning to **168,910 registered users**. Teachers can create their own assignments from thousands of national and state Common Core standards-aligned resources, including resources in Spanish.

MindShift

Hugely popular nationwide with educators, the *MindShift* blog and podcast examine the role of technology, brain science, racial and gender bias in education, social and emotional learning, inequities, mental health and other issues that affect students. It also reports on shifts in how educators teach as they apply innovative ideas to help students learn.



Partnering for Impact

Educator Workshops

In addition to running our own online and in-person workshops for educators, in 2023 we partnered with Facing History and Ourselves California to offer “Youth Voice As Civic Action.” This workshop paired Facing History’s civic action curriculum with KQED’s Call for Change Youth Media Challenge project. We ran the workshop four times, and 571 educators attended from around the globe, learning ways to inspire youth civic engagement and advocate for change by creating audio commentary.

Compelling Media Literacy Resources

KQED and Common Sense Education (CSE) partnered again this year on new *Above the Noise* episodes which were included in the new CSE “Digital Well Being” curriculum. This collaboration also included the Center for Digital Thriving at Harvard Graduate School of Education. The episode covers how our brains trap us into negative thinking and how apps are designed to hook us. One viewer said the thinking traps episode did “a wonderful job of addressing this problem that plagues so many of us.”

Oakland Students Show What They Know

KQED works with 29 California school districts to build media literate communities and help students share their ideas. KQED partnered with Oakland Unified School District in 2023 on a pilot project with the Oakland Goes Outdoors program. Every middle schooler in the district participates in an outdoor field trip. KQED worked with teachers to help students create an artifact about that unique experience and then publish it in the KQED Youth Media Challenge Showcase.