

KQED Education

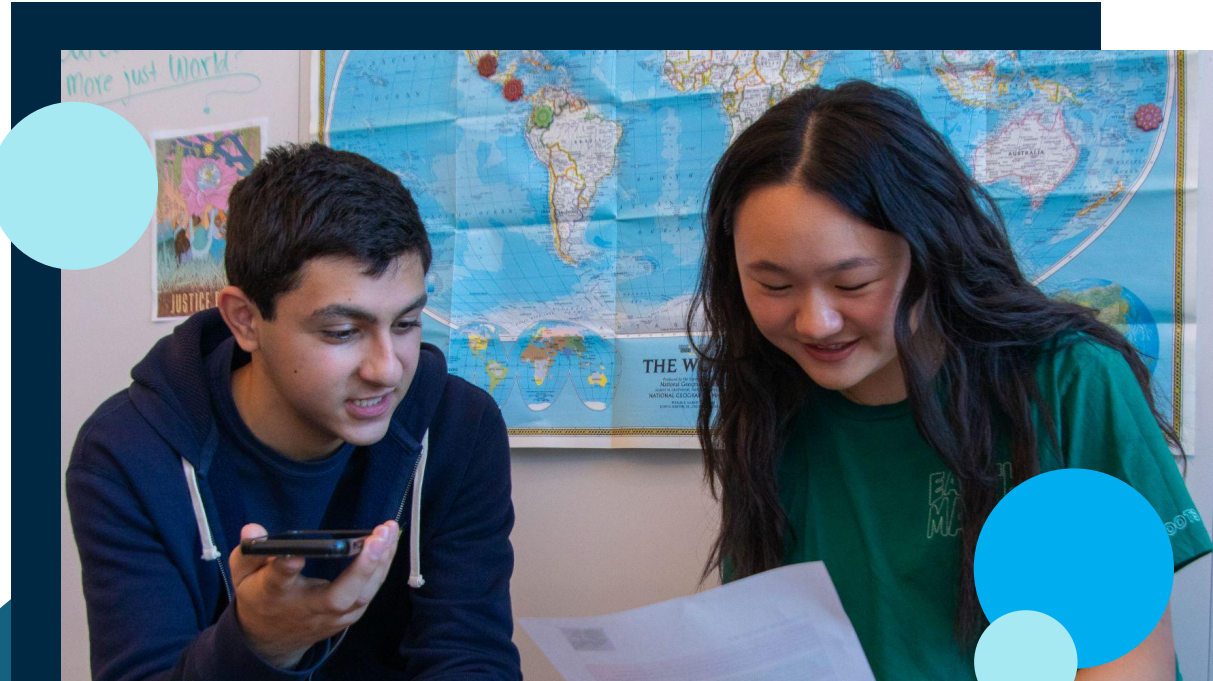
KQED

Impact on Youth Media Literacy and Civic Engagement

KQED Education elevates diverse youth voices by developing young people's ability to analyze and evaluate information sources, create media that powerfully communicates their ideas, and share their unique voices with a broad public media audience. This serves as an opportunity for them to experience being part of the public conversation and gain readiness for civic life.

Through the range of programs and resources we provide for students and educators, we:

- **Develop students' critical thinking skills about real-world issues and help them analyze bias and motivation and identify misinformation**
- **Prepare the next generation to join the civic conversation by providing them with opportunities to develop and share their own ideas and perspectives with a broad audience**
- **Train teachers to meaningfully incorporate media literacy into K-12 classrooms**



Key Accomplishments in the 2023-2024 School Year

- 38 California school districts and 3 county offices of education partnered with KQED to deliver media literacy professional development and resources
- 6,952 educators participated in media literacy training workshops and courses
- 2,149 student media pieces from 15 states were submitted to the Youth Media Challenge showcase, receiving 64,809 views
- 110 Bay Area youth were elevated on KQED's digital shows and airwaves through the Youth Takeover, reaching an audience of > 2 million
- 7 public media stations shared 29 Youth Media Challenge submissions created by local students in their communities
- 15 superintendents and district and school leaders were part of KQED's inaugural Administrative Advisory Board



Media Literacy in Practice: Election 2024

For the 2024 election, KQED partnered with PBS LearningMedia and the National Writing Project for a standards-aligned initiative that asked teens to choose a local, state or national issue that matters to them and to share their views in a video or audio commentary or editorial cartoon. Across the country, students shared hundreds of “Call for Change” pieces on issues like climate change, homelessness, high inflation and access to mental healthcare. Their ideas were elevated to a national audience through the Youth Media Showcase and shared by public media stations across the country.

youthmedia.kqed.org



KQED Pilots a New Show Made By and For Youth

KQED launched its first video series co-produced with youth for a youth audience. *The Field Trip Game* takes teenage contestants to locations around the Bay Area to encourage other young people to explore their world. Whether learning about a no-kill animal shelter, an arcade full of hundred-year-old animatronics or a roller rink inside an old church, the series takes a fun look at places that make the Bay Area unique. Nine collaborators between the ages of 16 and 21 worked with a team of KQED producers while playing most of the key roles during pre-production and shoots.

youtube.com/@TheFieldTripGame



High School Students Take Over KQED's Airwaves

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. In 2024, 500 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 2024. Students helped produce 90 original pieces on KQED broadcast and digital channels to reach an audience of over 2 million.

www.kqed.org/youthtakeover



Teachers Teaching Teachers

Our online learning platform, KQED Teach, is designed to get teachers actively involved in their own learning, whether that's creating an instructional video, analyzing media messages or putting together a plan for a student media project. This year, KQED reimaged two core courses and launched them as the new course series “Implementing and Assessing Student Media Projects.” Each course breaks down real-life projects from classrooms or libraries, from pre-K to high school, so that teachers can learn how others have tackled the challenges of student media projects and become more confident in fostering media literacy instruction.

teach.kqed.org