

KQED Community Impact

KQED

KQED has served the people of Northern California with a public-supported alternative to commercial media for over 70 years. 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.

KQED has approximately 237,000 members, one of the largest membership bases in all of Northern California and the most of any public media station in the U.S.

Each week, KQED provides an estimated 2.5 million Bay Area residents with trusted, award-winning, independent journalism and educational entertainment across its channels, all for free.



KQED by the numbers - 2024 fiscal year

- 752,394 average weekly television viewers (KQED 9 and KQED Plus)
- 575,233 average weekly radio listeners (KQED 88.5 FM and KQEI 89.3 FM)
- 330,096 average weekly website users
- 343,587 average weekly live radio streamers
- 256,319 average monthly PBS and PBS Kids video-on-demand streamers (based on first three quarters of FY24)
- 864,067 average weekly YouTube.com streamers
- 159,208 average weekly podcast listeners

Here are some of the ways KQED made an impact in our communities this past year.

KQED



KQED Expands Election Coverage and Voter Guide

In a historic election year, KQED delivered unprecedented coverage and context on radio, TV and digital channels. From an expanded digital voter guide — offered in both English and Spanish — featuring information on every race on every Bay Area ballot to innovative podcasts, in-person events and debates, in-depth radio and election night coverage, web articles and social media coverage, KQED election service met its communities' evolving needs and exemplified public media's critical role in national and local civic discourse.



KQED-Led Newsroom Addresses the Information Needs of the State

Launched in 2020, the California Newsroom is a KQED-led collaboration with statewide public media organizations designed to strengthen the quality of local news and amplify journalism, including across the state's news deserts. In 2024, the California Newsroom supported the development of more than 300 radio and digital stories — from breaking news and scoops in Fresno and Santa Rosa to enterprise stories in San Bernardino, from data analysis in Sacramento to investigations that span the state. [kqed.org/californianewsroom](https://www.kqed.org/californianewsroom)



KQED Coordinates Statewide Coverage of the Devastating LA Wildfires

As the calamitous wildfires raged across Southern California killing dozens, destroying tens of thousands of buildings and forcing the evacuation of more than 100,000 people, KQED served as a central planning hub and clearinghouse for all fire coverage across the state's NPR partners. Through KQED's statewide radio program *The California Report* and its leadership of the California Newsroom, the station helped guide coverage throughout the state, emphasizing solutions and practical information.



KQED Live Brings Public Media to Life Onstage

Hosted in KQED's San Francisco Headquarters, KQED Live makes the mission of media tangible by bringing journalism to life onstage, amplifying local culture and building community. Over the past year, KQED Live produced approximately 60 events that brought people together to more deeply understand the context of local elections, to celebrate cultural food legacies and live storytelling, and to enjoy behind-the-scenes looks at KQED's productions of radio and podcast shows onstage. Those themes culminated in the annual KQED Fest, a day-long open house and block party attended by approximately 4,000 on October 19, 2024. [kqed.org/live](https://www.kqed.org/live)



Award-Winning KQED Podcast Exposes Corruption and Demands Transparency Inside California's Most Violent Prison

In 2024, KQED launched the second season of its award-winning podcast series *On Our Watch*. KQED reporters spent more than two years investigating allegations of abuse and corruption in California State Prison Sacramento, colloquially known as New Folsom. Host Sukey Lewis and co-reporter Julie Small interviewed dozens of officers and incarcerated people and pored over thousands of pages of prison records and hundreds of hours of interrogation tapes. The resulting podcast series lays bare this closed system and documents the despair of two correctional officers who died after standing up for justice. Since the podcast's launch, it's garnered more than 1.6 million downloads and 3.4 million social media impressions. [kqed.org/onourwatch](https://www.kqed.org/onourwatch)