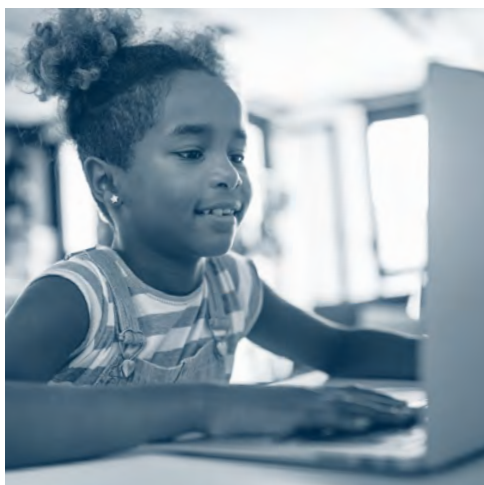
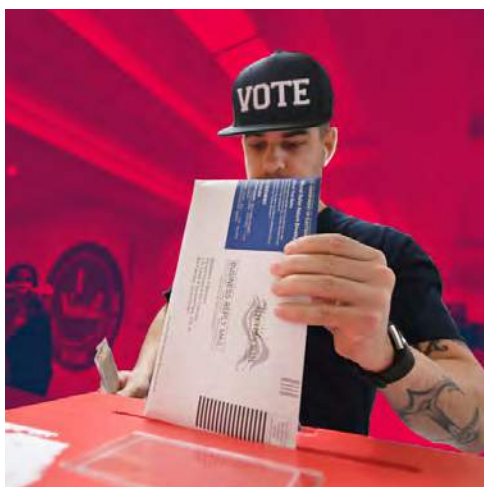


KQED



## Local Content and Service Report to the Community



# Delivering Local Value

It isn't news that 2020 was one of the most challenging years on record for our country and community. At KQED, we quickly turned to face the challenges with our eyes and hearts open and with an unshakeable resolve to serve the Bay Area with impartial and essential stories and resources.

## In 2020, KQED local stories and services included:

- Delivering critical COVID-19 factual information and resources to our community.
- Covering breaking wildfire stories and providing crucial local information and resources.
- Investigating the little-known story of how and why older people in the Bay Area are particularly vulnerable during wildfires.
- Bringing our local audience, which includes large Asian American populations, deeper into the ideas in PBS' *Asian Americans* docuseries.
- Focusing on the plight of immigrants in *Dear Homeland*, a KQED film that explores a local, undocumented singer and activist's life.

## Our local impact was strong and included:

- Providing COVID-19 pandemic information and crucial resources to our Spanish-speaking communities.
- Collaborating and delivering much-needed resources that address school closures — in the Bay area and beyond.
- Launching KQED Youth Media Challenge, a new initiative that showcases the voices of Gen Z and focuses first on the election.
- Creating groundbreaking, award-winning interactive journalism for smart speakers.

***KQED: Where facts matter, stories empower and bold conversations begin***

## 2020 KQED Senior Leadership Team

President & Chief Executive Officer

**Michael Isip**

General Counsel & Corporate Secretary

**William L. Lowery**

Vice President, Special Operations

**Jason Black**

Chief Administrative Officer

**Maria Miller**

Chief Product Officer

**Lesley Grossblatt**

Chief Audience Officer

**DeLinda Mrowka**

Vice President, Development

**Georgi Kelly**

Vice President, Membership Generosity & Audience Intelligence

**Michele Murphy**

Chief Financial Officer

**Mitzie Kelley**

Senior Vice President, Strategic Digital Partnerships

**Tim Olson**

Chief Content Officer

**Holly Kernan**

## 2020 KQED Community Advisory Board

Zareh Amirkhanian, Jessica Arline, Tiela Chambers, Jorge Cueto, Giselle Chow, Janet Miller Evans, Kenny Gong, Lauren Gucik, Jaqui Guzman, Jose Luis Guzman, Lisa Jobson, LaNiece Jones, Eric Lewis, Rubie Macaraeg, Julia Mayne, Deldelp Medina, Grace-Sonia Melanio, Christine Padilla, Robert Phillips, Jodi Schwartz, Monika Varma, Victor Vazquez, Sbeydeh Vivieros-Walton

## 2020 KQED Board of Directors

Anne Avis, Hank Barry, Michael Blach, Steven Bochner, John Buoymaster, Jennifer Cabalquinto, James Cham, Tom Chavez, Brian Cheu, Naveen Chopra, Simone Otus Coxé, Karen Edwards, Shadi Karra, Nancy Richards Farese, Meg Garlinghouse, Alexandra van Helden, Carla Javits, Annie Jean-Baptiste, Edward Lichty, Julia Lopez, Jen McClure, Mark Perry, Raj Pherwani, Nadia Roumani, Nancy Serrurier, Camilla Smith, Lisa Sonsini, Jamienne Studley, Roselyne Swig, Sanjay Vaswani, Mallun Yen, Matt Zinn

# Dear Members,

The year 2020 was incredibly difficult for all of us, a test of our resilience and resolve. The road ahead is daunting, too, as the pandemic and economic fallout aren't fully known or under control, and the election and its aftermath reaffirmed the deep cultural divides and partisanship in our country.

For KQED, the responsibility and the opportunity are tremendous. With the health of the public and the future of our democracy at stake, KQED's role is to provide trusted information, facts and independent journalism, which we need now more than ever. Additionally, at a time when we're physically separated and political differences drive us apart, there's a yearning for personal connection and unity.

For most of the year, more than 90 percent of our staff worked remotely but adapted creatively, stepping up and demonstrating that KQED is an essential service. When shelter-in-place orders went into effect in March, our engineers, producers and journalists found new and different ways to provide dozens of daily stories across multiple distribution platforms.

We launched online products for the latest information during the pandemic and wildfire season. When Black Lives Matter protests erupted in June, we created guides on how to show up for equality and racial justice and, if that meant participating in demonstrations, how to do so safely. In the fall, we delivered trusted election coverage and resources so people could participate actively and responsibly. We expanded our overall reach by offering Spanish translation of select stories, a Spanish-language version of our digital voter guide plus a *KQED en Español* newsletter. We turned to technology to keep our community connected with virtual events in which participants from all corners of the Bay Area engaged in conversation, civic dialogue and spirited debate. Meanwhile, our education team filled learning gaps by leading an in-home, statewide learning plan on television and online for homebound students and teachers.

2020 not only challenged our operations, but it also forced us to take a hard look at our organization and our work in a way we've never done before. We began the difficult and delicate undertaking to deepen our understanding about inequities within our organization and how our work culture too often perpetuates racism. As a result, we took initial steps

to strengthen our commitment to diversity and inclusivity. We made changes to our programming and news coverage to present a wider range of stories, perspectives and experiences. We began to audit who writes our stories, identifying voices that may be underrepresented. We assessed our hiring practices and invested in staff positions and processes dedicated to diversity and talent development. We still have a lot to do to create a truly inclusive workplace, but we're determined to lead in this work.

As you'll read in this report, our work has a strong impact. In FY20, KQED reached approximately:

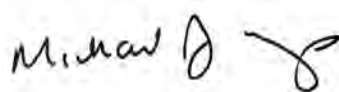
**843,000 viewers:** KQED Public Television  
(weekly average)  
**720,000 listeners:** KQED Public Radio  
(weekly average)  
**593,000 website users:** kqed.org  
(weekly average)  
**547,000 live radio streamers** (monthly average)  
**146,000 PBS video-on-demand streamers**  
(monthly average)  
**90,000 podcast listeners** (weekly average)

In addition, KQED's **social media had 31,000,000 average monthly impressions.**

My greatest takeaway from this year is the power of community. Through all the crises, the uncertainty and the unpredictability, your generous support enabled us to maintain our services. As you read in the following pages how we responded to your needs in this historically challenging year, please know we couldn't provide this level of service without your support whether you watch, listen, go online, attend our events or contribute financially. Your belief in us is inspiring.

Thank you from everyone at KQED and on behalf of the Bay Area residents who depend on us.

Sincerely,



Michael J. Isip  
President &  
Chief Executive Officer





# Dear Members,

KQED is community-powered public media for Northern California. It exists to inform, inspire and involve everyone in our Bay Area community with trusted news, content and educational services. This responsibility became even more important in 2020.

This *Local Content and Service Report to the Community* focuses on some of the many ways KQED continues to live its values while meeting this year's many challenges. A few highlights:

**The COVID-19 Pandemic:** The Board is proud of KQED's response to the pandemic and its effects, both in the community and in our organization. Our news coverage remains fact-based and comprehensive. It features topics as diverse as COVID's effects on our healthcare organizations; the mechanics of rent adjustments; the issues facing families and educators, homeowners, renters, landlords and people who experience homelessness; and the promises and issues associated with vaccines. Our educational services — provided by the largest educational team on a local station level — have filled learning gaps across California by supporting remote learning with educational television programming and free online resources.

All of this was accomplished while more than 90 percent of our staff worked remotely.

We also faced the internal challenges affecting every company and institution in the midst of this crisis. This meant supporting and maintaining a physically and mentally healthy workforce and providing for the inevitable disruptions caused by the pandemic while continuing our service.

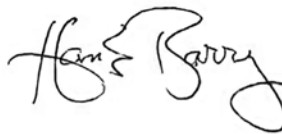
**Diversity and Inclusion:** This year, KQED took steps to strengthen our commitment to diversity and inclusivity in the programming we provide, the stories we cover, the journalists and staff we hire and the partners with whom we collaborate. The Nominating and Governance Committee of our Board redoubled its efforts to ensure that the makeup of our Board reflects the diversity of the Bay Area.

After comprehensive work in the midst of the pandemic, our Strategic Planning Committee recently

defined, and the full Board endorsed, ambitious goals for KQED's next three years. Our strategic goals for this period include being the trusted journalistic source serving the needs of the Bay Area; developing properties, products and experiences that promote loyalty and attract diverse audiences; diversifying our sources of revenue; and supporting our staff. I'm personally grateful for the initiative and input of KQED's Community Advisory Panel in informing and energizing our strategic plan, which is built on community engagement and participation.

I want to publicly thank the outstanding team we have at KQED, under the leadership of President and CEO Michael Isip, for their dedication to the vision of creating the most innovative and responsive public media organization in the country. I remain inspired by the hardworking members of our Board of Directors for their creative and constant service.

Finally, as I end my term as Chair, I want to express my gratitude to the nearly 250,000 members of KQED. Your ongoing support for this organization, both financial and moral, makes it possible to continue the work. Every person on the KQED staff and every Board member knows that you're rooting for KQED to thrive. That knowledge makes all the difference, every day.



Hank Barry  
Chair, KQED Board of Directors





Photo by Beth LaBerge/KQED.

# KQED's Rapid Response to the Coronavirus Crisis

It's no exaggeration to say that almost every story KQED has covered this year was, in some sense, about the coronavirus: the state and national responses, the science and health implications and the unequal impact that the virus ravaged on different communities. The public service we provided — and continue to provide — was and is something critically needed in the Bay Area and in our communities.

Our coverage of the coronavirus began in earnest in February, as the science team became an anchor for the news team, reporting on Bay Area outbreaks, public health guidance and community impacts on air and on a coronavirus live updates blog. **The coronavirus blog had almost half a million unique page views by the middle of April.**

In March, the newsroom began to make a massive and fundamental change, moving most hosts, reporters and other journalists to a work-from-home setup. Between April and June, we reassigned reporters and editors to cover structural economic inequality; race and COVID-19; the recovery and societal changes;

public health, treatment and the rapidly changing knowledge of the virus; and how the virus was devastating to Bay Area groups, including artists and the elderly. Now, one year in, we've established a Pandemic Equity desk. And our education and health teams do deep reporting that focuses on the inequity and systemic racism in societal responses to the pandemic.

KQED produced hundreds of local newscasts during and about the worst health crisis in 100 years and about Black Lives Matter, one of the most effective social justice movements in our nation's history, generally using an entirely new workflow. During this time, we interviewed California Surgeon General Nadine Burke Harris and co-hosted a special statewide program called "Living While Black" with KCRW. Our constantly updated live blog from the news and science teams became **a key source of the most relevant news to our community.**

At the onset of the coronavirus, schools shuttered and began to figure out how to distribute food

and equitable distance-learning plans. KQED's Education and Equity desk kept our local audiences informed of day-by-day changes in districts across the Bay Area. The digital and *Bay Curious* teams, along with reporters and editors from the newsroom, focused on answering as many as possible of the 2,050-plus audience questions we received about the coronavirus. To date, hundreds of stories have been published on [kqed.org](http://kqed.org) — many public service-oriented and resource based.

Because of the pandemic, children began attending school online at home. The KQED education team took an important role in supporting equitable access to education in the Bay Area during this crisis. They developed a rapid response plan to support teachers, students and parents through a collaboration with PBS and PBS SoCal/KCET in Los Angeles. (See “Collaborating to Deliver At-Home Resources” on page 5.)

A crisis like this requires teamwork. We used our existing partnerships and collaborations to deliver our content to as wide an audience as possible. We produced several special documentaries in partnership with *Reveal* from the Center for Investigative Reporting. With our California Newsroom partners, we built a powerful operation that allowed for daily broadcasts of Governor Gavin Newsom's coronavirus press conferences, **a public service that was rebroadcast by stations statewide.** Additionally, producers and journalists from KQED and CapRadio, with a huge assist from the California Newsroom, aired several statewide radio specials featuring callers and commenters from across the state, including from San Diego, Oakland, Citrus Heights and farther afield.

Our pandemic coverage from March until the end of September drew record traffic to our digital site, with **organic traffic on [kqed.org](http://kqed.org) increasing from 2 million to 2.5 million visits.** On its own, **our coronavirus live update blog drew 1.9 million unique page views,** indicating it was a significant resource for our Bay Area community. And many of our coronavirus resources drew significant audience attention, including “How to File for Unemployment in California During the Coronavirus Pandemic” and “Can I Go Hiking During California's Shelter in Place? Yes, But Read This First.” Since the onset of the pandemic and shelter in place, we've seen an increase in email engagement overall, particularly on our news daily and weekly arts and science email newsletters,

and we've seen an increase particularly in click-through rates. After a five-month run that began in April, our newsletter *Bay Area Coronavirus Tips* came to an end on September 29. **In five months, we topped out at 5,304 subscribers and ended with an open rate of 35.82% and an 8.78% click-through rate.**

We also used this moment to engage with non-traditional public media communities, including non-English speakers. We formed a partnership with Univision to translate select stories into Spanish, and we started *KQED en Español* as a rapid response to COVID-19 at the outset of the pandemic to **reach highly impacted Latinx communities with critical information** about health and social welfare. Recently, the *KQED en Español* newsletter, which we launched, became a new social media channel.

*“What gives me most pleasure is to see how there are people fighting to support the immigrant community.”*

*— KQED en Español reader*

**Since April, we've published more than 60 stories in Spanish** — the first time KQED has committed to regularly publishing stories in a language other than English. Beyond translations, *KQED en Español's* bilingual journalists have also brought original stories of dreams, struggle and joy from our Latinx communities around the Bay.

*Funding support for KQED News across all initiatives was provided by Eric and Wendy Schmidt, The James Irvine Foundation, the Chan Zuckerberg Initiative, College Futures Foundation, California Wellness Foundation, Craig Newmark Philanthropies, the Bernard Osher Foundation, the National Science Foundation, the Open Society Foundations, Ruchi Sanghvi and Aditya Agarwal Charitable Fund, The Westly Foundation, the California Endowment, Renaissance Journalism, Campaign 21 and the members of KQED.*





Photo by KQED.

# Collaborating to Deliver 'At-Home Learning' Resources

When COVID-19 shuttered schools last spring, KQED sprang into action to provide At-Home Learning resources to teachers across the Bay Area, California and the country. As teachers, students and families tackled an entirely new learning environment, **we entered into an unprecedented collaboration** between the massive Los Angeles Unified School District and PBS SoCal/KCET.

We developed a ready-to-use solution combining online resources and broadcast programming aligned to state education standards that can be used by students with or without internet access. Eleven other California stations joined this partnership, then other stations across the country moved to adopt this model using online resources from KQED Education paired with their own broadcasts. The At-Home Learning marketing toolkit developed by KQED was **a key resource that enabled stations to respond quickly to the pandemic.**

During the spring semester, KQED also hosted

**48 training webinars for educators** to teach them how to use our digital learning resources, with **more than 2,250 attendees.** Our At-Home Learning blog posts and resources pages received **more than 76,500 unique visitors.** Our CA PBS LearningMedia site saw year/year registration **increases of 600% in March and 500% in April.**

"Your leadership with this initiative has really helped my small station with one education staff member (me!) to offer timely At-Home Learning resources to families and educators in 19 counties in Ohio. Thank you!," said Kelly Pheneger of WBGU.

As school resumed in the fall, we realized we could build on this model and our partnership with PBS SoCal to do more for California. We teamed up with the California County Superintendents Educational Services Association and eight other California public media stations to create the California Public Media Education Service. **Now, regardless of where they are, educators can take advantage of free digital resources and online events** offered by public media from

across the state, all collected in one, easy-to-navigate place.

“These are unprecedented times,” said San Bernardino County superintendent and CCSESA president Ted Alejandre, adding, “All of us are doing as much as we can to support all of our 6.2 million-plus students in the state of California. It’s just a pleasure for us, the superintendents across our 58 counties, to partner with other collaborators to make sure that students get the support they need.”

*“Your leadership . . . has really helped my small station with one education staff member (me!) to offer timely at-home learning resources to families and educators in 19 Ohio counties. Thank you!”*

— *Kelly Pheneger, WBGU*

The California Public Media Education Service (CAPMES) puts the educational resources from multiple California public media stations in one place for teachers to easily browse and use them. The Service is hosted on the PBS LearningMedia platform and features resources for all educators serving children from 2 years old through grade 12. Resources include professional development courses and webinars as well as classroom media and lesson plans for students. The Service also includes a digital collection that teachers can share with their students’ families. Additionally, **stations are broadcasting educational content regionally to help create a bridge to learning for those without reliable internet access at home.**

“Only public media could do this. We put together a one-stop shop that can serve teachers, families and students across the state,” says Jamie Annunzio Myers, chief operating officer at PBS SoCal.

*“Only public media could do this. We put together a one-stop shop that can serve teachers, families and students across the state.”*

— *Jamie Annunzio Myers,  
Chief Operating Officer, PBS SoCal*

While these resources are particularly useful during distance learning due to school closures, **we built the service to benefit students and teachers beyond the pandemic. The early response has been very positive. The CAPMES collection received more than 3,100 page views** between its mid-September launch and November 9. The collection features KQED content and resources such as *Above the Noise*, Youth Media Challenges, KQED Learn, KQED Teach and the PBS Media Literacy Educator Certification by KQED.

*In addition to our education partners LAUSD and CCSESA, this work was made possible by our deep partnership with PBS SoCal and a growing network of PBS stations including KPBS, Valley PBS, KVCR, KLCS, KVIE, KNPB | PBS Reno, KXIE and NorCal Public Media.*

*Funding support for KQED’s Education services was provided by the Corporation for Public Broadcasting, the Koret Foundation, the William and Flora Hewlett Foundation, the AT&T Foundation, the Crescent Porter Hale Foundation, the Lisa and Douglas Goldman Fund, the Silver Giving Foundation, Campaign 21 and the members of KQED.*





Photo courtesy of Asian Americans.

# Adding Local Value to PBS' 'Asian Americans' Docuseries

This year, KQED was proud to bring the important and timely *Asian Americans* docuseries to Bay Area audiences. The groundbreaking, PBS five-part series chronicles the contributions and challenges of **Asian Americans, the fastest growing ethnic group in the U.S. Asian Americans are also one of the largest ethnic groups in the Bay Area, which meant the series was especially impactful for a local audience.**

The series explores the initial wave of Asian immigrants in the 1850s, identity politics during the social and cultural turmoil of the 20th century and the current refugee crisis. It illuminates how a group of people, who were long excluded, faced racist policies and were considered outsiders, has persevered and remained resilient while pursuing the American Dream of opportunity and a better life.

Led by a team of Asian American filmmakers, including Academy Award-nominated series producer Renee Tajima-Peña (*Who Killed Vincent Chin?*, *No Más Bebés*), the series features powerful first-person stories and vivid historical

accounts, including many stories from the Bay Area and archival material from KQED. It raises an important question for all Americans: As the U.S. becomes more diverse yet more divided, how do we move forward together?

The series premiered in May as the spotlight program of Asian Pacific American Heritage Month, and KQED received a \$10,000 engagement grant from WETA with plans in place for multiple in-person events and extensive outreach to our audiences. We were working closely with our partners at the San Francisco-based Center for Asian American Media, co-producers of the series, when the pandemic hit. We quickly found new ways to engage with the community.

Our engagement team worked with colleagues at PBS SoCal to bring two virtual events to audiences. **As a result, we experienced an unanticipated bonus: More than 1,100 people participated worldwide.** On April 28, KQED and PBS SoCal presented the first online, sneak preview of the series, which was introduced by

KQED President and Chief Executive Officer Michael Isip. *Forum* host Mina Kim led a discussion with the Vice President of Race Forward Jeff Chang and poet Jason Bayani to discuss the role of Asian Americans in shaping California's history and culture. Jeff discussed how Asian Americans are facing mounting xenophobia related to the coronavirus, and the role that the community can take to support Black lives.

On May 5, another virtual conversation explored the history of Asian American representation in pop culture and media and how Asian Americans have fought against these depictions to craft their own narratives and define a complex Asian American identity. The discussion was moderated by *SoCal Wanderer* host Rosey Alvero and featured producer S. Leo Chiang and sociologist/pop culture expert Nancy Wang Yuen. **To broaden the response, we sent a survey, translated into Chinese, to the community. The results were widely shared.**

*Asian Americans* series producer Renee Tajima-Peña was a guest on KQED's *Forum* with host Mina Kim on May 8. She discussed how the series reflects on the contributions made by

Asian Americans to building and shaping America, from the railroads and industries to American identity. Before the series launched, more Asian Americans reported being the target of racial slurs and physical violence as the nation dealt with the coronavirus pandemic.

*Asian Americans* also helped sponsor a KQED *Bay Curious* podcast. "The Little Known History of Japanese Internment on Angel Island" tells the story of Japanese Americans interned locally during World War II.

When *Asian Americans* premiered on television on May 11, **KQED had the highest average ratings for public television stations nationwide. Including repeat airings on KQED 9 and KQED Plus, more than 227,000 households in the Bay Area tuned in to watch the five episodes.** The series is also available to stream through **KQED Passport and has been viewed more than 74,000 times since launch.** Viewers responded overwhelmingly with positive feedback for the programs and shared their thanks on social media.

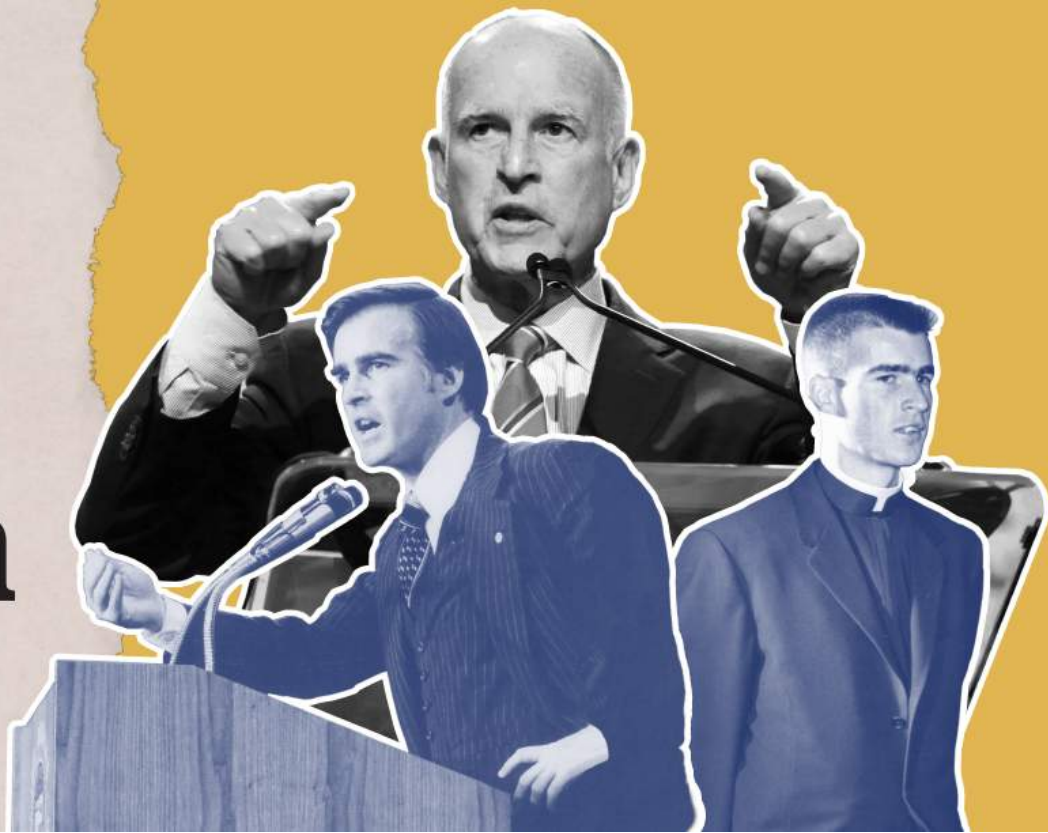
*The local broadcast of Asian Americans was supported by the Asian Art Museum.*

San Francisco's Chinatown market, 1895; photo courtesy of the University of Washington, Special Collections.



# KQED

## The Political Mind of Jerry Brown



## Exploring ‘The Political Mind of Jerry Brown’

For seven decades, Jerry Brown had a front-row seat for California and American politics. This year, KQED produced *The Political Mind of Jerry Brown*, which explored Brown’s take on government, politics and the state he loves. **The project provides context for academics and historians and advice for future candidates.**

*“What a great deep dive by an intelligent and good-humored journalist into the astonishing thinking process of the unique Jerry Brown . . . My favorite podcast of all time.”*

— KQED Public Radio listener

Throughout his career, Brown has been on the cutting edge of American politics: He pioneered the push to limit the influence of money in politics, elevated Latinx voices and issues, harnessed the small-donor presidential campaign and created a blueprint for 21st-century environmental policy.

Scott Shafer, KQED’s senior editor for politics and government, working in collaboration with researchers from UC Berkeley’s Bancroft Library Oral History Center, spent more than 40 hours interviewing Brown at his ancestral home in Colusa county. The result was an eight-part series produced by KQED’s Guy Marzorati and Queena Kim. It aired on KQED Public Radio in January and was also released as a podcast. An 800-page, bound written transcript was released by U.C. Berkeley’s Bancroft Library in October.

In addition to those conversations with Brown, the KQED series included portions of interviews with dozens of Brown’s colleagues, family members, campaign advisors and rivals. The series takes listeners through the lessons Brown learned from a



political career unparalleled in California history, starting from his early years in the seminary and followed by seven statewide campaigns, three unsuccessful presidential runs and two terms as mayor of Oakland, California.

*“The terrific Scott Shafer of what is now California’s leading media organization, KQED, has a new podcast ... it’s remarkable to have a podcast about a state-level politician a year after the guy left office.”*

— *Fox and Hounds*  
(business and political blog)

**Brown discussed it all on stage on January 13, 2020, at a sold-out event** at the Herbst Theatre in San Francisco, where he spoke with Shafer about his life, lessons and thoughts about the 2020 election. Approximately 800 people attended the event.

Since the series’ premiere in January 2020, there have been **nearly 80,000 podcast episode downloads**. The podcast also premiered on KQED Public Radio on January 8 with four hour-long episodes on Wednesdays at 8pm through January 29. Those episodes **reached an average of nearly 40K listeners**.

The Political Mind of Jerry Brown was sponsored by the State Building & Construction Trades Council of California. Funding support was provided by California Humanities, a nonprofit partner of the National Endowment for the Humanities.

KQED’s Scott Shafer discusses politics with former California Governor Jerry Brown; photo by Sruti Mamidanna/KQED.





Rhodessa Jones of Cultural Odyssey presenting at Night of Ideas; photo by Alain McLaughlin.

# Connecting with Our Community in a Night of Ideas

In February, KQED joined the French Consulate, SFMOMA and the SF Public Library in hosting the second San Francisco edition of Night of Ideas, a free community event featuring discussions, performances and participatory experiences. This annual event is part of an international initiative, coordinated by the Institut français, to encourage the exchange of ideas, community building and debate on a selected topic impacting the world today. This year, between January 25 and February 2, more than 120 cities worldwide participated, including Paris, London, Madrid, Chicago, Los Angeles and New York. **KQED played a major role in this local event, which is also produced internationally.**

In San Francisco, our seven-hour, marathon program sparked dialogue and creative participation centered on the theme of Living on the Edge. Held at the main branch of the San Francisco Library, each floor was devoted to one aspect of this theme: Chaos + Creation; Wonder + Worry; Exclusion + Belonging; Truth + Doubt; Circulation + Borders; and Sights + Sounds. **More than 5,200 guests attended,**

tackled these tensions and **helped to generate new visions for how we can live and work together.**

*“I’m delighted that San Francisco has a new annual tradition of bringing together leading thinkers, artists and the community to imagine new futures and solutions to some of the world’s greatest challenges.”*

*— San Francisco Mayor  
London N. Breed*



The event featured programs with 106 speakers from more than 30 community partner organizations, including representatives from the ACLU, Cal Humanities and the World Economic Forum. Guests were dazzled by 179 local artists and arts groups, including the Chulita Vinyl Club, Circus Bella, disc jockeys from Noise Pop, and many people dressed in drag as Liza Minnelli.

*“Intellectual adventure is still possible, and we can still have a shared life of the mind.”*

— *Night of Ideas* visitor

As one of the co-presenters, KQED was well represented. Our journalists led engaging conversations, including Lesley McClurg’s discussion on the ethics of gene editing and Chloe Veltman’s interview with transgender opera star Elliot Franks. Thirteen KQED Youth Advisors

facilitated a youth open mic about the 2020 election issues that mattered most to them. The *Bay Curious* podcast team recorded scores of attendees’ “Love Letters to the Bay” for a special episode, and Mina Kim hosted two hours of *Forum* for live broadcast on stage in the library’s Koret Auditorium.

*“Amazing diverse mix of the Bay community. Seven floors of fabulousness.”*

— *Night of Ideas* visitor

Attendees were invited to participatory workshops and art-making activities, such as Qigong moving meditation, silk screening, stranger portrait-making, a workshop in spotting “deepfakes” with The Grid and a galactic VR experience with SETI.

Night of Ideas was co-presented by the French Consulate in San Francisco, KQED, SFMOMA and the San Francisco Public Library. It was sponsored by the San Francisco Fire Credit Union.

Audience members dancing at *Night of Ideas*; photo by Alexander Lin.







Photo by Lowell Robinson/KQED.

# Creating Innovative Journalism: ‘The Voicebot Chronicles’

We talk to a wide array of inanimate objects — our phones, our computers, just about anything with the word “smart” in front of it. A recent report by Edison Research and Triton Digital states that six out of ten Americans now use some sort of voice-assistant technology. As we’re discovering, these voice-based interactions reveal things about ourselves that we’re just beginning to understand.

*The Voicebot Chronicles* is an innovative, interactive journalism experiment created in the KQED newsroom by producers, reporters and audio engineers. You don’t just listen to *The Voicebot Chronicles*, you’re also a part of it. It’s a story about voice, navigated with *your* voice. It invites listeners to be a part of the story to create a more engaged experience and gives users the ability to empathize with the subject in a more personal, meaningful way.

The storytelling explores different angles on the theme of “being understood.” And because voicebots are very personal, what may be true for you is not necessarily the same for everyone.

How much of ourselves are we willing to reveal to our voicebots? Would we lie to them? What do we really want a voicebot to know about us? Interviews, a test, a conversation with your voicebot and reflection are all part of the experience.

*The Voicebot Chronicles* tests the limits of today’s voice interactivity technologies while building on KQED’s foundation of reporting excellence and immersive audio storytelling. **It has attracted a worldwide audience; won the 2020 Webby Award for Writing in the Apps, Mobile and Voice category; and was a finalist for the 2020 Online Journalism Awards Excellence in Audio Digital Storytelling, Limited Series.**

KQED’s team plans to continue with more *Voicebot Chronicles* episodes, focusing on attempts to give voicebots “personalities” and how humans feel about interacting with machines that seem more or less human.

*Funding support was provided by the Google News Initiative.*



Diana Gameros, the singer and subject of *Dear Homeland*; photo by Claudia Escobar.

# Telling a Local Immigration Story: KQED's 'Dear Homeland' Film

*Dear Homeland*, KQED's feature-length documentary film, follows local, undocumented singer Diana Gameros and her immigration journey from Ciudad Juárez, Mexico, to San Francisco, California. The film is a deep reflection on family, resilience, the power of music and the meaning of home.

The story of one local woman's journey **offers a deeply human view of immigration, a topic often devoid of human-centered storytelling in the news.** Diana's 20-year journey — told largely through her hauntingly beautiful music — took her from Mexico to San Francisco, where she set out on two paths: one to attain a green card with all the attendant uncertainties and the other to launch herself as a rising musician and a vocal advocate for immigrant rights. *Dear Homeland*'s powerful storytelling stems from the unique collaboration between Diana and Latina filmmaker Claudia Escobar, who was once undocumented herself.

While COVID-19 upended original plans for an in-person premiere of *Dear Homeland*, KQED's Arts & Culture team hosted a live,

virtual documentary premiere with a bilingual panel discussion and live performances in early June in collaboration with the Roxie Theater, the Center for Cultural Power and Brava! for Women in the Arts. The event reached **1,200 unique viewers, breaking the previous attendance record for KQED's livestreamed events.** In August, KQED and the Center for Cultural Power organized a live screening and bilingual panel conversation with undocumented and formerly undocumented artists.

*“I feel like after watching the film I could understand better what my parents went through when they migrated to the U.S.”*

*— Guest at the Techqueria screening*

Through Latinx Heritage Month, KQED **launched a grassroots impact campaign to empower organizations to bring the film to their communities**, providing tools to host community screenings, performances and conversations about the film, which resulted in both virtual and drive-in showings.

KQED, in partnership with Impact Producer Looky Looky Pictures, **launched an impact campaign designed to reach immigrants, undocumented artists and communities affected by the immigrant experience**. The campaign includes virtual screenings, performances and deep conversations with artists who champion immigration reform. **KQED has also developed extensive tools for partners to host their own screenings around the country.**

*“The strength was the show of a family’s love separated by distance, but the bonds of love persist and vanquish the circumstances that are the context causing the separation.”*

*— Guest at the first community screening*

*Dear Homeland’s* narrative about love, family and belonging speaks to the heart of Latinx experiences in the United States, where there are more than 60 million Latinx-identified people (about 18 percent of the overall population). **More than 36 organizations requested screenings** of the film during Latinx/Hispanic Heritage Month, and **we’ve developed a robust bilingual (English/Spanish) social media presence that will continue to engage audiences across the country and around the world.**

To date, the Mission Economic Development Agency (MEDA), Seattle Center Racial Equity

Cohort, San Francisco State University, Techqueria, Instituto Familiar de la Raza and the City of Palo Alto Library have organized their own screenings of *Dear Homeland* with their communities.

*“Just so moving! The suffering of our people daily is just so hard to take — this is a story of hope and esperanza in the midst of struggle and contradictions!”*

*— Professor Alberto Pulido*

The film has been covered in the *San Francisco Chronicle*, *Austin Chronicle*, *Be Latina*, *Remezcla* and *Mission Local*. *Dear Homeland* was an official selection in the San Diego Latino Film Festival and Sebastopol Documentary Film Festival, and **it won the Audience Award for Best Documentary Feature in the Cine Las Americas Virtual Showcase**, all in 2020.

*Dear Homeland* is a project of KQED Arts & Culture, which is supported by The William and Flora Hewlett Foundation, Akonadi Foundation, Yogen and Peggy Dalal, Diane B. Wilsey, the William and Gretchen Kimball Fund, Campaign 21 and the members of KQED.

Funding support for *Dear Homeland* was provided by Kat Taylor, Joan Baez, Jessica Justino, The California Arts Council, California Wellness Foundation, The James Irvine Foundation and Latino Community Foundation.





Vanessa Sanchez, founder of La Mezcla Dance Company in San Francisco, California; photo by Elie Khadra.

# Experiencing History and Culture: ‘If Cities Could Dance’

KQED’s **two-time Webby Award-winning video series** *If Cities Could Dance* returned for a third season this year. Equal parts documentary and dance video, this episodic digital video series travels across the United States to capture snapshots of cities through the movements of their dancers.

This season, we cruised with Chicana tap dancers through the streets of San Francisco. We traveled to the birthplace of go-go music and the people-powered movement against gentrification in Washington, D.C. We visited the vibrant “old town” district of San Juan and some of the island’s oldest Black neighborhoods to see the Afro-Latinx diasporic dance tradition of bomba.

Made in collaboration with dancers and choreographers, *If Cities Could Dance* producers work with local filmmakers to bring authenticity to each episode as we travel across the United States.

This year, KQED Arts & Culture introduced audiences to movement artists who are passing

on their city’s dance traditions to a new generation in Washington, D.C.; San Francisco, California; Albuquerque, New Mexico; Houston, Texas; San Juan, Puerto Rico; and Atlanta, Georgia. We paired each episode with a unique music playlist hand-curated by the dancers, and an interactive story map with historic and culturally significant landmarks in every city featured.

For the season premiere filmed in late 2019, we traveled to Washington, D.C., to visit John “Crazy Legz” Pearson of Who Got Moves Battle League, who is breathing life back into a street dance scene many believed to be dying off. At the heart of this episode is the story of cultural resilience in the face of displacement of D.C.’s Black communities and the rise of a cultural movement against gentrification: **#DontMuteDC. Since filming, political leaders and organizers moved to make go-go music the official sound of D.C.**

As the production of our San Francisco episode drew to a close in spring 2020, the Bay Area entered a strict shelter-in-place order to curb the



Mar Cruz dancing in San Juan, Puerto Rico; photo by Armando Aparicio/KQED.

spread of COVID-19. Producing a multi-episodic series around the country during a global pandemic seemed daunting and, at times, impossible. Though production had wrapped on over half the episodes when shelter in place began, our video producers nimbly shifted strategies, working closely with COVID-19 specialists and filmmakers on the ground in Atlanta and Houston.

While our production plans at first seemed upended by the virus, we danced on, telling the unique stories of dancers across the United States as they fought for their right to keep moving. Sheltering in place, removed from our communities, we heard from audiences that many people felt isolated. Despite an overwhelming sense of isolation, we saw how dancers improvised, adapted and kept moving. That was the theme of *Dear Dancer*, a bonus release this season that drew on crowd-sourced video clips from 16 dancers across the country. In this short video, the movements of each dancer are edited together to evoke an ensemble vision of a single performance with each dancer's movements flowing naturally one to the next. Listening along to the moving poetry of Chinaka Hodge that narrates the seamless expression of dancers from all corners of the United States, suddenly, you don't feel so alone.

This season, we produced six episodes, three how-to dance tutorials led by the dancers, and the one crowd-sourced ensemble production.

**On YouTube, the series received nearly 400,000 views, a 192 percent increase over last year. Additionally, our YouTube channel grew by 11,500 new followers, bringing our subscribers to just under 30,000. The series also received national press print and radio coverage in *DCist*, *Houston Today*, *Pacific San Diego*, *WGBH*, and *Mission Local*.**

Vanessa Sanchez, the co-founder of La Mezcla dance ensemble, received an invitation from the Kennedy Center to host a #ConcertForKids on YouTube after NPR shared our episode featuring her zapateado and tap dance styles.

Partners this season included NPR, PBS, Independent Lens, PBS Black Culture Connection, World Channel, PBS SoCal, Pioneer PBS, PBS Thirteen, Rewire, Arizona PBS, WPSU, Georgia Public Broadcasting, Official Atlanta Pride and the Center for Cultural Power.

*KQED Arts & Culture is supported by The William and Flora Hewlett Foundation, Akonadi Foundation, Yogen and Peggy Dalal, Diane B. Wilsey, the William and Gretchen Kimball Fund, Campaign 21 and the members of KQED.*

KQED  
YOUTH MEDIA  
CHALLENGE

# LET'S TALK ABOUT



## Looking at Gen Z Election Issues: KQED Youth Media Challenge

KQED produced several tools to help people become better informed and to participate in the November 2020 election. To showcase the voices of Gen Z, we launched a new initiative: KQED Youth Media Challenges for middle and high school classrooms. The project's first challenge, Let's Talk About Election 2020, ran from January 2020 to the inauguration in January 2021.

Students were invited to share their perspectives on the election issues that mattered most to them and why. Using our instructional resources, teachers coached them through gathering evidence, writing scripts and recording audio and video commentaries. Student media was then published on the public election 2020 showcase, where other students, community members and public media audiences nationwide could hear the powerful voices of the next generation.

This first KQED Youth Media Challenge encountered its own challenges when the COVID-19 pandemic hit, and many schools closed then moved online. Despite this deep disruption,

many teachers still found ways to deliver this media literacy learning experience, and their students, with minimal assistance, were able to create outstanding, powerful media. As of November 13, 2020, we've received more than 1,036 student media submissions from 15 states. Topics ranged from climate change to free speech and from racism to health care.

These convincingly argued, often deeply moving pieces have **received more than 38,000 page views to date**. The top 50 student submissions have each received more than 100 page views, and **the most popular have nearly 1,000 page views**. Several student media pieces were also featured throughout the year on KQED broadcast interstitials and on social media channels at KQED as well as other stations and partners enabling them to reach a larger audience. The election challenge not only taught essential media-making and media-literacy skills, but provided an extraordinary opportunity for these civic-minded young people to be heard by a large, authentic audience outside their classrooms.



To celebrate, we presented a screening in October hosted by *Above the Noise* star Myles Bess. More than 325 students, teachers, parents and KQED audience members attended. It began with inspiring remarks from Young Adult author Jason Reynolds, the Library of Congress national ambassador for young people's literature. A highlight reel of submissions followed, then Myles turned the mic over to the real stars of the show: a panel of five students who shared their experience of creating media for the challenge.

On the panel was Jahmere Robinson, who was a senior at a school outside of Detroit when he created his submission on racism. He said of the experience, "Making this video at first was just a school project, but then I realized I'm not the only one who's had these things happen to them. It felt good to have my video open people's eyes and ask themselves what they can do to change. This has inspired me to do more to help out my community." He's now taking video production courses in college.'

*"It felt good to have my video open people's eyes and ask themselves what they can do to change. This has inspired me to do more to help out my community."*

*— Jahmere Robinson, student*

Middle school student Beni, from Purvis, Mississippi, was featured in the highlight reel. His teacher told us, "Beni poured his heart into this project in January and made such incredible effort to submit his best work. We appreciate KQED hosting this media challenge and affording our rural students the opportunity to have their voices heard and empowering these young minds to think critically about national and global events."

The election may be over, but KQED Youth Media Challenges continue. We have five new challenges launching in January 2021, many of which have tie-ins to existing KQED content: *Perspectives*, *Podcasting with The California Report*, *If Schools*

*Could Dance*, *Political Cartooning with Mark Fiore*, and *Engineering for Good*.

*"Beni poured his heart into this project in January and gave such incredible effort to submit his best work. We appreciate KQED hosting this media challenge and affording our rural students the opportunity to have their voices heard and empowering these young minds to think critically about national and global events."*

*— Beni's teacher*

This work was made possible by the dedicated partnership of the Election 2020 challenge co-hosts, the National Writing Project and PBS NewsHour Student Reporting Labs. We also received distribution and marketing support from partners including WSKG, California Department of Education, Writable, Common Sense Education, New Tech Network, and funding from the Museum of Tolerance and local chapters of Facing History and Ourselves and Generation Citizen. Bay Area County Offices of Education also supported the distribution of student submissions to local communities.

*Funding support for KQED's education services was provided by the Corporation for Public Broadcasting, the Koret Foundation, the William and Flora Hewlett Foundation, the AT&T Foundation, the Crescent Porter Hale Foundation, the Lisa and Douglas Goldman Fund, the Silver Giving Foundation, Campaign 21 and the members of KQED.*



Illustration by Anna Vignet.

# Investigating How Seniors Fare in Wildfires: ‘Older and Overlooked’

Californians are aging faster than the rest of the country, and demand for care facilities is rising. Meanwhile, critics say the laws governing emergency preparedness for these facilities are weak, and enforcement is lax. A KQED Science and News investigation found thousands of these facilities are at risk for wildfire.

In 10 years, the state projects the number of Californians over 65 will grow to 8.6 million. This means the problem of how to keep elderly people safe in an emergency could be exponentially more challenging in the near future. This year, as the coronavirus spread throughout the state’s care facilities, it became even clearer that many aren’t ready to keep residents safe in an emergency.

“Before the coronavirus swept into the state, we were already investigating how well California protected elderly people who are vulnerable to wildfire,” says Kat Snow, KQED’s senior science editor. “COVID-19 has made our questions about climate-driven disaster and nursing home safety even more urgent.”

KQED data, health and science journalists devoted a year to investigating who’s vulnerable to the hazards of wildfire in long-term care homes, and how regulators and facilities are coping with that threat during a global health crisis. The team’s in-depth reporting resulted in a five-part radio and online series, *Older and Overlooked*, which aired on KQED Public Radio the week of August 10-14, just ahead of the first major wildfires in Northern California. When the most recent fires forced more evacuations of elder care homes in Sonoma County in late September, the team followed up with more reporting in a half-hour special of *The California Report Magazine*.

During the Tubbs Fire in 2017, the staff of two assisted-living facilities fled, abandoning about 100 residents as wildfire swept through Santa Rosa. The fact that no one died is testament to the hard work of family members and police in moving the elderly to safety. KQED’s team investigated how this could happen.

The team analyzed where in California skilled nursing and assisted-living facilities are most at

risk of wildfire, using several tools to produce an original map. Reporters also examined state and federal emergency preparedness rules for care homes and combed through public records to determine how often long-term care homes violate those rules. Finally, they examined what local officials are doing to protect older and disabled residents and how the coronavirus is a threat multiplier in vulnerable communities.

KQED's investigation found that nearly 2 million older Californians live in areas where wildfire is a formidable threat, and California's Department of Public Health caught 78% of nursing homes violating fire safety and emergency planning standards over a two-year period. KQED partnered with CalMatters, a nonprofit, nonpartisan newsroom committed to explaining California policy and politics, to create an interactive map. The map allows people to easily type in an address to see if they or their loved ones are located in fire-prone areas.

"Through our analysis what **we found is that of the more than 10,000 long-term care facilities in California, 35% of these facilities are in risky areas,**" says data journalist Lisa Pickoff-White. "That means there are as many as 105,000 very vulnerable residents to guide to safety if there is a fire emergency, a complex and difficult task on its own, not to mention figuring out how to evacuate safely during a pandemic."

"Currently there are no binding requirements in the law related to wildfire evacuations that must take place during the pandemic. The state is only offering guidance," says health correspondent April Dembosky. "Regulators recommend keeping people isolated during an evacuation by taking them to hotels to stay in individual rooms. But hotels are often already booked and they are not required to provide or prioritize rooms for seniors. So it's critical to know what the emergency and communication plans are at your loved one's facility."

In addition to radio reports and the wildfire risk mapping tool, **KQED reporters also created a checklist of practical questions to ask a loved one's care facility, which includes questions about staffing, inspection records and emergency/evacuation protocols.**

"Californians in general aren't avoiding fire-prone areas. And in 23 particularly risky counties,

we found that seniors are no different," says science reporter Molly Peterson. "We are in a learning curve situation. And if we can figure out how to adapt and prepare to protect our most vulnerable populations from multiple crises, we can protect everyone in the state."

In addition to extensive reporting online and on air, **KQED also organized a virtual event on October 29 with close to 100 people in attendance** to discuss the issues of elderly living in wildfire zones. **KQED's combined reporting for this series reached close to 380,000 people on air, online and on social media.**

Besides the *Older and Overlooked* series, **KQED reporters also provided breaking wildfire news and updated air-quality information to Bay Area residents** who had an unprecedented 30 consecutive days of unhealthy air quality this wildfire season while also battling the coronavirus. **KQED's air quality map had more than 830,000 unique page views.** Our reporters also explained for audiences what to pack in a wildfire and coronavirus emergency "go bag"; how to maintain good air quality indoors; what kind of mask to wear; and why, on September 9, the Bay area was shrouded in an apocalyptic orange glow all day.

*This is a project of KQED Science, which is supported by The National Science Foundation, the Dirk and Charlene Kabcenell Foundation, the Vadasz Family Foundation, the Gordon and Betty Moore Foundation, Campaign 21 and the members of KQED.*





Image courtesy of Akeem Raheem.

# Creating a California News Hub: ‘The California Newsroom’

In FY20, The California Regional News Hub launched after years of discussion. What’s the “Hub”? The California Newsroom, as it’s known, is an editorial partnership of 17 NPR member stations across California, including KQED, CapRadio, KPCC, KCRW and KPBS, led by longtime public media journalist Joanne Griffith. It’s part of an initiative from NPR to work more closely with stations around the country to better reflect regional nuances to a national audience. Within the state, this means that we share resources — radio features, reporter knowledge, web stories and social media content — to reduce duplication of effort, allowing stations to focus on journalism that best serves their audience.

Since the California Newsroom’s launch in February 2020, **it has played a pivotal role in keeping audiences up to date on the local and regional impacts of the year’s biggest stories.** Some highlights of this work include:

- Jointly produced coverage and analysis of Gov. Gavin Newsom’s coronavirus press conferences.

- The California Covid-19 Tracker, a collaboratively built digital tool that provides a localized look at the impact of the pandemic in individual communities.
- Living While Black, a statewide conversation for Black Californians produced just days after George Floyd’s murder. The special was co-produced by KQED and KCRW.
- Spanish-language wildfire and election resources, including social media copy, digital posts and Spanish-language graphics. These resources were developed by KQED.
- Shared election content, including “Election Briefs” produced by KALW, an election night special produced by KQED and videos on the California propositions from our partners at CalMatters.
- Even before the pandemic, the 2020 election promised to create an opportunity for collaboration in California. With the country’s

reckoning on race, it also opened up a chance to rethink programming by and for people of color. *Our Body Politic* was launched in October 2020 as part of a three-station, co-funding effort by KQED, KCRW and KPCC. Created and hosted by veteran journalist Farai Chideya, the weekly, one-hour broadcast examines “not just how women of color experience the major political events of today, but how they’re impacting those very issues.”

The California Newsroom, and the processes in place to co-create statewide specials, laid the foundation for KQED, KCRW and KPCC to work together to bring *Our Body Politic* to air. Against the backdrop of deep conversations around equity, diversity and inclusion, **the show not only brings fresh voices to station schedules, but is produced by Lantigua-Williams and Co., a production company founded by a woman of color.**

*“Add to your must-listen list! Prolific. Profound. Brilliant. Timely. This is one of the few podcasts that elevates the listener’s intellect by forcing us to deeply interrogate our experiences and how the world is treating us. Farai is a powerful and inspiring voice. So glad this gift is in the world.”*

— *Apple Podcast Review*

Sometimes, a little bit of help can go a long way. In August, as four wildfires tore through communities surrounding Monterey Bay’s KAZU, news director Erika Mahoney made it clear: “We need help.” With just one full-time reporter,

KAZU struggled to cover the fast-moving story comprehensively. But with support from the California Newsroom, KAZU was able to hire a temporary digital producer who built a web page providing real-time updates on the fires. In addition, a KQED reporter was assigned to KAZU to provide on-the-ground reporting from Santa Cruz, a community experiencing the worst of the fire’s devastation. This reporter, Hannah Hagemann, filed stories that were broadcast by stations across California. She also appeared on NPR’s *Morning Edition*, **providing national audiences a glimpse into the impact of the deadly fires.** All because of a phone call asking, “What do you need?”

Less than a year into the California Newsroom’s existence, station partners are looking to the future of sharing in the state: from a new investigations unit to working with external partners to tackle issues such as news deserts and innovation around equity, diversity and inclusion within the public media system. As with many things, California — and its NPR member stations — hopes to lead the way.

*Funding support for the California Newsroom was provided by Eric and Wendy Schmidt. Funding support for Our Body Politic was provided by the Jonathan Logan Family Foundation.*

# KQED Digital Productions, Products and Presentations

## **KQED Television, Locally Broadcast Productions**

*Check, Please! Bay Area*  
*Check, Please! Bay Area Kids*  
*KQED Newsroom*  
*Truly CA*

**KQED Television,  
Nationally Broadcast Productions,  
Co-Productions and Presentations**  
*100 Days, Drinks, Dishes & Destinations*  
*Joanne Weir's Plates and Places*  
*Joseph Rosendo's Travelscope*  
*Roadtrip Nation*

**KQED Television,  
Nationally Broadcast Fundraising Breaks**  
*5-Day Rapid Reset with Dr. Kellyann*  
*Life 201 with Adiel Gorel*  
*Longevity Paradox with Steven Grundy*

**KQED Public Radio Productions**  
*The California Report*  
*The California Report Magazine*  
*Forum*  
*KQED News*  
*KQED Newsroom*  
*KQED Science*  
*Older and Overlooked*  
*Our Body Politic (with KPCC and KCRW)*  
*Perspectives*  
*Political Breakdown*

**KQED Digital Productions  
And Presentations**  
*Above the Noise*  
*The Bay*  
*Bay Curious*  
*Consider This (with NPR)*  
*Deep Look*  
*If Cities Could Dance*  
*KQED Arts*  
*KQED Education*  
*KQED Food*

*KQED Learn*  
*KQED News*  
*KQED Science*  
*KQED Teach*  
*KQED Youth Takeover*  
*MindShift*  
*Political Breakdown*  
*The Political Mind of Jerry Brown*  
*Rightnowish*  
*SOLD OUT: Rethinking Housing in America*  
*Truth Be Told*



# Awards and Recognition

## **Northern California Emmy® Awards**

### **Public/Current/Community Affairs Feature Segment**

“Portraits of Napa Workers: Arleene Correa Valencia”: Kelly Whalen, producer; Armando Aparicio, director/director of photography; Elie Khadra, editor

### **Health/Science/Environment Feature Segment**

*Deep Look* “The Curious Webspinner Insect Knits a Cozy Home”: Jenny Oh, producer/writer/editor; Joshua Cassidy, cinematographer; Kia Simon, editor/motion graphics; Seth Samuel, composer; Shirley Gutierrez, sound mix/video mastering; Gabriela Quirós, coordinating producer; Craig Rosa, series producer

## **National Edward R. Murrow Award**

### **Collaborative Reporting Project**

“Graying California”: Farida Jhabvala Romero, Vanessa Rancaño (KQED) and the California Dream project team: Sammy Caiola (Capital Public Radio); Matt Levin (CalMatters); Meghan McCarty Carino (KPCC); Julia Mitric (Capital Public Radio); Amita Sharma (KPBS); David Wagner (KPCC); and California Dream editors Adriene Hill and Bob Nishizaki

## **Regional Edward R. Murrow Awards**

### **Breaking News Coverage**

“The Kincade Fire”: Michelle Willey, Danielle Venton, Raquel Dillon, Dan Brekke, Tiffany Camhi, Jeremy Siegel, Vanessa Rancaño, Kevin Stark, Lily Jamali and Alex Emslie

### **Excellence in Innovation**

*The Bay* podcast: Devin Katayama, Marisol Medina-Cadena, Erika Aguilar, producer Ericka Cruz Guevarra and editor Alan Montecillo.

### **Continuing Coverage**

“Oakland Unified School District Closures”: reporters Vanessa Rancaño, Julia McEvoy and Matthew Green

### **Excellence in Social Media**

“When the Lights Go Out: Preparing the Bay Area for Power Shutoffs”: Bianca Hernandez, Carly Severn, David Marks, Julia B. Chan and KQED Digital and Audience teams

### **Excellence in Sound**

“Hoby Wedler Thinks About How Your Water Bottle Sounds”: Sam Harnett and Chris Hoff

### **Investigative Reporting**

California Reporting Project, a collaboration between news organizations to collect and analyze internal police misconduct records released under state law. KQED staff: Sukey Lewis, Alex Emslie and David Marks

### **Statewide Collaboration**

Shared award with KPCC and California Dream Project in Excellence in Multimedia for “Graying California,” a project chronicling California’s fastest growing age group in the state

## **Society of Professional Journalists National**

### **Sigma Delta Chi**

#### **Public Service in Radio Journalism (1-100 Market or Network Syndication)**

“Living with Wildfire: California Reimagined”: Danielle Venton, Molly Peterson, Lauren Sommer, Kat Snow and KQED Science

## **Society of Professional Journalists Northern California**

### **Career Achievement Award**

Jo Anne Wallace

**Excellence in Journalism  
Science, Environment & Health Reporting  
(Radio/Audio)**

“Living with Wildfire: California Reimagined”:  
Danielle Venton, Molly Peterson, Lauren Sommer,  
Kat Snow and KQED Science

**Arts & Culture (Print/Online Large Division)**

“How a Club Owner Raised Ticket Fees, Pocketed  
Bonuses and Lost Big in Court”: Sam Lefebvre,  
KQED Arts & Culture

**Dorothea and Leo Rabkin Prize**

**Excellence in Arts Reporting**

Sam Lefebvre, KQED Arts & Culture

**Les Dames d’Escoffier**

**Excellence in Food Journalism**

Ruth Gebreyesus, KQED Food

**Arts & Culture Awards**

**Cine Las Americas CLA2020 Virtual Showcase**

**Audience Award for Best Documentary  
Feature**

*Dear Homeland*: Claudia Escobar

**18th Oakland International Film Festival,  
Best Short Documentary**

*When the Waters Get Deep*: Kelly Whalen,  
BJ McBride, Elie Khadra

**Jackson Wild Media Award**

**Best Animal Behavior Film, Short Form  
Category**

*Deep Look* “This Killer Fungus Turns Flies into  
Zombies”: Gabriela Quirós, producer, writer, editor,  
sound design; Josh Cassidy, cinematographer;  
Lauren Sommer, narrator/writer; Seth Samuel,  
composer; Kia Simon, editor/motion graphics;  
Shirley Gutierrez, sound mix/video mastering;  
Craig Rosa, series producer

**Webby Awards**

**Apps, Mobile and Voice Category: Best Writing**

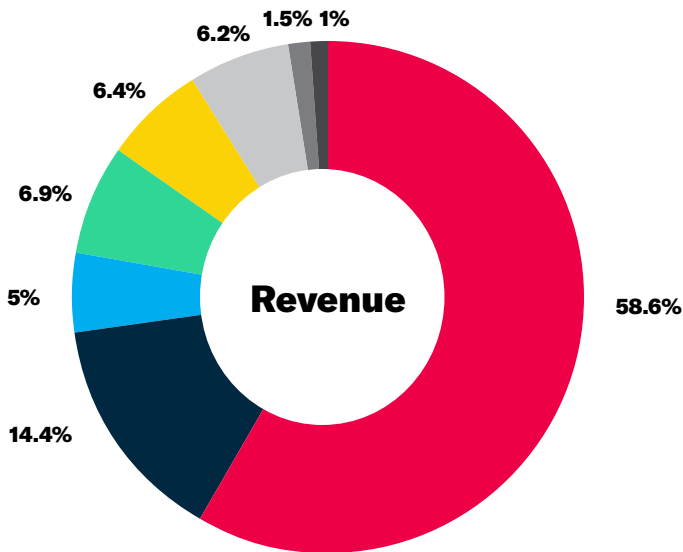
*The Voicebot Chronicles*: hosted by Chloe  
Veltman and produced by Lowell Robinson,  
Bianca Taylor, Erika Kelly and Rob Speight

**Video Category: Travel & Lifestyle**

*If Cities Could Dance*, production team:  
Kelly Whalen, Claudia Escobar, Elie Khadra,  
Jessica Jones and Masha Pershay

# Total Operating Financial Information FY2020

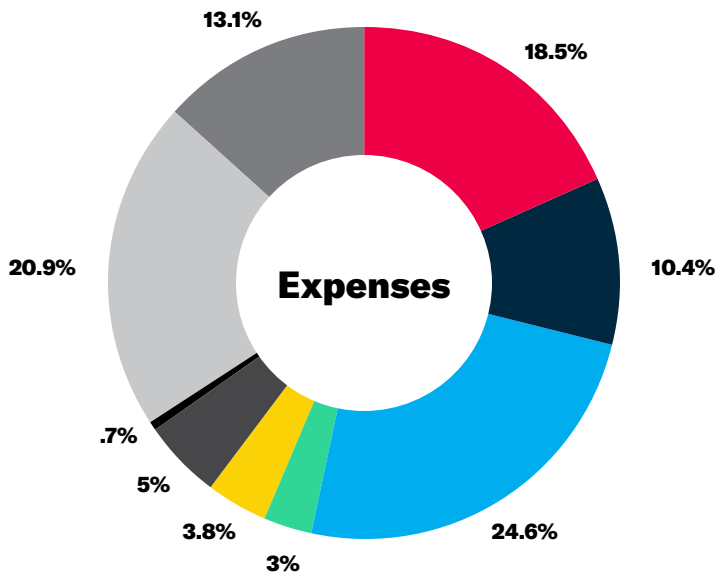
(\$000) For the year ended September 30, 2020



Individual Member Contributions	\$56,069
Underwriting and General Grants	13,762
Project Grants	4,738
Community Service Grants	6,602
Bequests and Trusts*	6,136
Investment Income Transferred from Endowments	5,917
Other Revenue	1,444
Trade and In-Kind Donations	972

**Total Revenues** **\$95,640**

\*Bequests and trusts are transferred to Board-designated liquidity endowment fund.



## PROGRAM SERVICES

Television Production and Broadcasting	\$15,922
Radio Production and Broadcasting	8,985
Multiplatform Content	21,188
Education	2,579
Program Promotion	3,275
Digital	4,341
Events	560

**Total Program Services** **\$56,850**

## SUPPORT SERVICES

Fundraising	\$18,045
General and Administrative	11,325

**Total Support Services** **\$29,370**

**Total Expenses** **\$86,220**

**Note:** This financial information was derived from KQED Inc.'s financial statements as of and for the year ended September 30, 2020. These financial statements have been audited by Grant Thornton LLP. For a complete copy of the 2020 Independent Auditor's Report and Financial Statements, email [dclerici@kqed.org](mailto:dclerici@kqed.org).



# Thank You!

Generous volunteers and donors are instrumental in providing innovative programs and services for the people of Northern California. The individuals, corporations and foundations that contribute to KQED help us enrich lives, inspire minds, elevate the spirit and celebrate our community's diverse perspectives.

## **Volunteers**

We rely on volunteers to help us raise millions of critical dollars every year. Volunteers are also involved in docent services, special events, administrative support and education community outreach. Working individually or as part of a group, volunteers are KQED's personal connection to the Bay Area community. Call for more information on becoming a volunteer.

**415.553.2153**

## **Member Generosity**

We are proud to know that millions of our neighbors use KQED services, and we are grateful that more than 250,000 of them have chosen to financially support public media in Northern California. Our generous supporters help KQED produce, acquire and present quality programming as well as provide the educational services that public media is known for. They also provide a stable source of revenue — almost 60% of our annual support — for our daily operations and the development of future programs. With the generosity of our community, we can create inspiring new programs and ensure a strong future for public media in Northern California.

**[kqed.org/donate](http://kqed.org/donate)**

**The Leadership Circle** recognizes our donors who contribute \$150 to \$1,499 per year. The support of these donors is critical in ensuring the programming and services they love are available throughout Northern California. The Leadership Circle Ambassadors contribute \$500 to \$1,499 annually and enjoy special opportunities to engage with KQED and the public broadcasting personalities they love, including invitations to preview events, attend receptions with public media figures and enjoy behind-the-scenes activities and perspectives.

**415.553.2345**

**Signal Society** members annually contribute \$1,500 to \$4,999 and help ensure that the public can access and benefit from KQED programming.

Signal Society members enjoy invitations to events with public media personalities, receive access to Pledge-Free Stream and much more.

**415.553.2300**

**The Director's Circle** recognizes individuals who make annual gifts between \$5,000 and \$9,999. Members in this group provide essential funding for smart, creative and bold programming, ensuring the civic and cultural vitality of the Bay Area. Director's Circle members are assigned a dedicated KQED staff member and are invited to exclusive events throughout the year. These members are also invited to a studio visit of a locally produced TV or radio program and lunch with an executive leader of KQED.

**415.553.2300**

**The Producer's Circle** recognizes individuals making annual gifts of \$10,000 or more. Generous support from Producer's Circle members strengthens our core infrastructure and sustains KQED's exceptional programming for generations to come. In turn, donors receive invitations to intimate Producer's Circle events, an opportunity to brunch with KQED President and CEO Michael J. Isip and the option to receive on-air recognition on at least one KQED television program.

**415.553.2300**

**The Jonathan C. Rice Legacy Society** recognizes those visionaries who have thoughtfully provided for KQED's future by making a planned gift.

Legacy gifts are made through a will or living trust, charitable gift annuity, charitable trust, retirement plan or other planned gift.

**415.553.2230**

**Additional Ways to Support Local Public Media**  
Foundation and Government Support

**415.553.3318**

Corporate Sponsorship

**415.553.3332**

Business Partners

**415.553.2885**

Matching Gifts

**415.553.2150**

# KQED

## Local Content and Service Report to the Community 2020

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