

# KQED

LOCAL CONTENT AND  
SERVICE REPORT TO  
THE COMMUNITY

2018

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

## Local Value

KQED is constantly working to better serve our members and communities. For more than 60 years, we have been distinctive, relevant and essential in the lives of people in Northern California. KQED is the area's leading noncommercial provider of trusted regional, national and international media and educational services, and we're proud to be a 21st-century community-supported alternative to commercial media. In 2018, we strove to serve you in a variety of new ways, which you'll read about in this annual report.

## In 2018, KQED provided vital local services that included:

- Providing in-depth, unbiased, multiplatform coverage and resources that voters could use to inform their decisions.
- Celebrating local artists and facilitating future creative endeavors.
- Encouraging nationwide youth civic participation and literacy.
- Hosting young journalists and helping them produce radio and TV news segments.
- Creating a web page dedicated to the Election 2018 Voter Guide.
- Engaging local communities in live public affairs discussions.
- Launching the new and improved KQED.org.

## Local Impact

KQED's mission is local, and that is felt in every program we produce and service we create. Building community through our broadcast outlets, social media, events, digital initiatives and dialogue has helped make KQED one of the Bay Area's treasured resources. Here are just a few of the ways we made an impact in our community

- Bringing people together to talk about some of the most polarizing topics of our time in a new six-part event series.
- Investigating the October 2017 Northern California wildfires and influencing state legislation.
- Producing the first *Check, Please! Bay Area Kids* series, starring 12 kids from throughout the Bay Area.
- Launching a new education platform to increase media literacy in the classroom.
- Creating a news podcast that reveals the humanity behind the headlines.
- Highlighting dancers from across the country who embody their cities and communities.



# Dear Members,

It's hard to believe that 65 years after its founding, KQED is more relevant and essential than it has ever been. The decline of our newspapers and commercial broadcasters in combination with a divisive political climate has created a pressing need for trusted news and information, civil community dialogue and civics education. KQED has risen to the occasion. We have built a new KQED designed to meet the 21st century needs of the region. We have dramatically changed and grown the services we provide, and as a result, we are serving more people than at any point in our history — approximately 2.6 million Bay Area residents each week.

The past year has been one marked by unprecedented upheaval locally and nationally. Here in the Bay Area, we witnessed the two most destructive wildfires in California history in a span of just 13 months. Our communities continue to struggle with how to deal with the escalating homeless and housing crisis. We watched the confusion and despair of families separated on our border. But we also observed remarkable acts of heroism, kindness and resilience of ordinary citizens, firefighters and other agencies in the face of the fires and the wake of their destruction. An unprecedented number of female candidates ran for public office during the 2018 midterm elections. The news cycle has become never-ending.

KQED has been there to provide insightful coverage of all of this — from our award-winning reporting of the North Bay fires to producing the most comprehensive election site in the region. We expanded our newsroom and reporting through the weekends, and our statewide news service *The California Report* now reaches 45 stations in California and beyond. The scale and quality of KQED News runs counter to the rest of the media landscape, where we have seen many local news and media organizations shrink or disappear altogether in recent years.

When I was appointed KQED's president in 2010, our goal was to transform KQED from a traditional public broadcaster to a digital multimedia service with expanded capacity to provide the type of regional journalism the Bay Area needs. KQED has grown to become one of the largest and most successful public media organizations in the nation, and an example of how nonprofit journalism and educational services can thrive in the digital media world. We prioritized investment in local content and services, increased our staff by 40% and doubled the news team to become one of the largest in the Bay Area and nationally among all public media stations. KQED is also now home to the largest science unit on the West Coast, an expanded arts and culture team, and an education division that develops digital media tools and media literacy products for youth educators and students.

In addition to providing trusted news and information to inform our democracy, KQED has emerged as an essential convener of civic dialogue. We are undertaking a major renovation of our San Francisco headquarters to host more events and community gatherings as well as accommodate our much larger staff and new digital media production facilities. The renovation project will begin this summer and will reflect KQED's core principles of community, transparency, collaboration and innovation.

When I complete my tenure as KQED's president next fall, I will be leaving an organization that is agile and innovative and ready for the changes that are coming next. KQED exists to serve the people of the Bay Area and we will continue to adapt as what you want and need from KQED evolves over time. Of course, KQED's 21st century transformation and our expanded efforts to inform democracy and build community are possible because of the generous support from you — our donors, members and sponsors. Thank you on behalf of everyone at KQED and the millions of your Bay Area neighbors who benefit from our services.

Sincerely,



John Boland  
President



# Dear Members,

KQED exists to inform, involve and inspire all Bay Area residents with high-quality and trusted news, content and educational services. This responsibility is immense, especially in today's political world, and KQED accepts the challenge of being a leader in public media.

This Annual Report to the Community highlights some of the many ways KQED is living its values and meeting the challenges of a changing world. In 2018, KQED formed key partnerships to deeply cover issues that matter most.

Within days of the start of the North Bay fires, KQED reporters and editors were thinking very strategically about the investigative heft that could and should be applied to the reporting on this disaster. In addition to covering daily breaking news, KQED journalists were filing public record requests on emergency response calls and communications between first responders that seemed to have broken down. A small team of our online staff, editors, data reporters, political reporters and science/fire reporters immediately reconstituted as an investigative unit and sat down for reporting partnership discussions with *Reveal*, the Center for Investigative Reporting's weekly podcast and radio show. With *Reveal* editors, KQED journalists came up with a plan to work together on the story. Six months after the fires ravaged the region, our radio documentary aired on NPR stations around the country, and key stakeholders commented extensively about the importance and significance of our findings.

In January 2018, KQED Science partnered with Stanford's Center for Computer Research in Music and Acoustics, along with graduate students from UC Berkeley to set 1,200 years of climate data to music. The radio piece by Danielle Venton helped the public understand, in a compelling way, how temperatures and the concentration of carbon dioxide in the Earth's atmosphere have risen dramatically in recent generations.

I want to publicly thank the outstanding team we have at KQED, under the leadership of President John Boland and President-Elect and COO Michael Isip for their dedication to the vision of creating the most innovative and responsive public media organization in the country. I also want to thank the members of our very dedicated Board of Directors for their service to KQED. Most of all, I want to thank you, our audience and members, for your continued support, which provides the majority of KQED's annual operating budget. Thank you for joining me in supporting and engaging with KQED to help build a thriving community!



Hank Barry  
Chair, KQED Board of Directors



## 2018 KQED Senior Managers

President

**John Boland**

President-Elect &  
Chief Operating Officer  
**Michael Isip**

Vice President, Chief of Staff &  
Special Operations  
**Jason Black**

Vice President, Membership  
**Marianne Fu-Petroni**

Vice President, Development  
**Georgi Kelly**

Chief Financial Officer  
**Mitzie Kelley**

Chief Content Officer  
**Holly Kernan**

General Counsel &  
Corporate Secretary  
**William L. Lowery**

Chief Administrative Officer  
**Maria Miller, Esq., SPHR**

Vice President, Marketing  
**DeLinda Mrowka**

Chief Digital Officer  
**Tim Olson**

## 2018 KQED Board of Directors

Anne Avis, Hank Barry, Ray Bingham, Michael Blach, Steven Bochner, John Buoymaster, Tom Chavez, Brian Cheu, Simone Otus Coxe, Karen Edwards, Shadi Elkarra, Nancy Richards Farese, Meg Garlinghouse, Alexandra van Helden, Chuck Kissner, Sarah Kunst, Edward Lichty, Julia Lopez, Kay Matthews, Ann O'Leary, Mark Perry, Raj Pherwani, Nancy Serrurier, Camilla Smith, Lisa Sonsini, Jaime Studley, Roselyne Swig, Mallun Yen, Jay Yamada, Matt Zinn

## 2018 KQED Community Advisory Panel

Zareh Amirkhani, Nasrina Bargzie, Karina Cabrera Bell, Giselle Chow, Jorge Cueto, Janet Miller Evans, Kenny Gong, Lauren Gucik, Jaqui Guzman, Jose Luis Guzman, Lisa Jobson, LaNiece Jones, Eric Lewis, Julia Mayne, Deldelp Medina, Grace Sonia Melanio, Christine Padilla, Robert Phillips, Chris Punogbayan, Jodi Schwartz, Aleka Sevilla, Leah Toeniskoetter, Victor Vazquez, Beverly Yates

# Walls and Bridges: Understanding 2018

**A new event series explores some of the most polarizing topics of our time**

For many, 2018 was a year of shocks. We saw some of the deadliest mass shootings in U.S. history. We witnessed a president with little political experience take office and operate far outside the traditional norms of American leadership. We saw the voices of thousands of women take down some of the most powerful men in media and politics. We saw the country become increasingly divided — politically, economically and socially.



“NPR and KQED do a beautiful job at telling a landscape story with a portrait embedded in it, and **if more people told the stories that you told, I think that we would be better educated.**”



In April 2018, KQED launched the six-part series of conversations Walls and Bridges: Understanding 2018 to explore some of the most polarizing topics of our time: politics, race, gender equality, immigration, extremism, health care and more. We tackled the questions that divide us and looked for the answers that unite us.

These free events were moderated by informed and nonpartisan journalists, exploring the roots and the contours of the apparent rise in hate groups and hate speech, and giving our community members opportunities to find common ground in an era of increasing polarization — much of it fueled by the ideological bubbles of social media news and information dynamics. The first hour, panelists delved into questions around the topic, and the second hour was hosted by trained facilitators to guide post-panel audience discussions. Since the topics could be traumatizing to audience members who experienced racism and other bias, the facilitators ensured that the discussions were productive and respectful.

More than 2,000 people registered for the six events, held across the Bay Area in San Francisco, Oakland, Fremont and Mountain View. Each event was taped for radio broadcast and the KQED-FM 88.5 and live stream audience for the first four episodes for which we have data averaged 36,750 listeners.

At the “ZIP Codes and Health” conversation, guest Dr. Tony Iton, senior vice president for Healthy Communities at The California Endowment, noted the challenges that most media organizations have in telling the story of the systemic nature of health. He said they often tell the “portrait story,” focusing on individuals beating the odds and conflicts between political actors, but that most fail to tell the “landscape story” — the systems-level story of the “policies and institutional interactions that people are contending with that make their lives less healthy.” Then he concluded that, “NPR and KQED do a beautiful job at telling at a landscape story with a portrait embedded in it, and if more people told the stories that you told, I think that we would be better educated.”

[kqed.org/news/tag/walls-and-bridges](https://kqed.org/news/tag/walls-and-bridges)

Support for this event is provided by the James Irvine Foundation.



## Youth Takeover Brings Budding Journalists to KQED for a Week

If you tuned into one of KQED’s popular programs during the week of April 23-27, 2018, you may have been surprised to hear some young voices! Bay Area youth took over KQED for the first of its kind Youth Takeover of KQED News. Students from ten Bay Area high schools contributed 35 stories to KQED’s radio news broadcasts including *Forum*, *The California Report Magazine*, *Perspectives* and *KQED Newsroom*. They covered topics ranging from immigration, homelessness, mental health, cultural identity to the future of the California dream.

“Participating in KQED’s Youth Takeover meant so much to me,” says Vaidehi Dandekar, 14, a freshman at El Cerrito High School who recorded a piece on how yoga has shaped multiple generations of her family. “It offered the opportunity to share my view on something I really cared about.”

For Hannah Shin, 17, a junior at Santa Clara High School, adding her voice to the Youth Takeover was a welcome departure from her “normal” life. “Much of my waking moments are centered on academics,” Shin says. “But writing my very own perspective for the radio? And having it featured on a platform that everyone in the Bay Area listens to? It was exciting and thrilling and nerve-wracking all at once.”

KQED is taking the lead on promoting youth voices in media. Building this reputation through programs like Youth Takeover give us an enormous strategic advantage not just locally but nationally as a provider of online educational services. The Youth Takeover was a hands-on opportunity for students to learn how to make, and then actually produce, broadcast-quality media that reflected their ideas and experiences. This communication skill-building also creates a way for more diverse youth voices to be heard among their peers and the greater public — an important component of making learning feel relevant to young people and increasing youth civic engagement — and for youth to be better prepared for success in college, career and civic life. Part of the Takeover’s success was due to the close collaboration between teachers, KQED’s education department, and the newsroom as they worked with students throughout the process, providing them with resources, support and guidance.

---

“ Much of my waking moments are centered on academics. But writing my very own perspective for the radio? And having it featured on a platform that everyone in the Bay Area listens to? **It was exciting and thrilling and nerve-wracking all at once.** ”

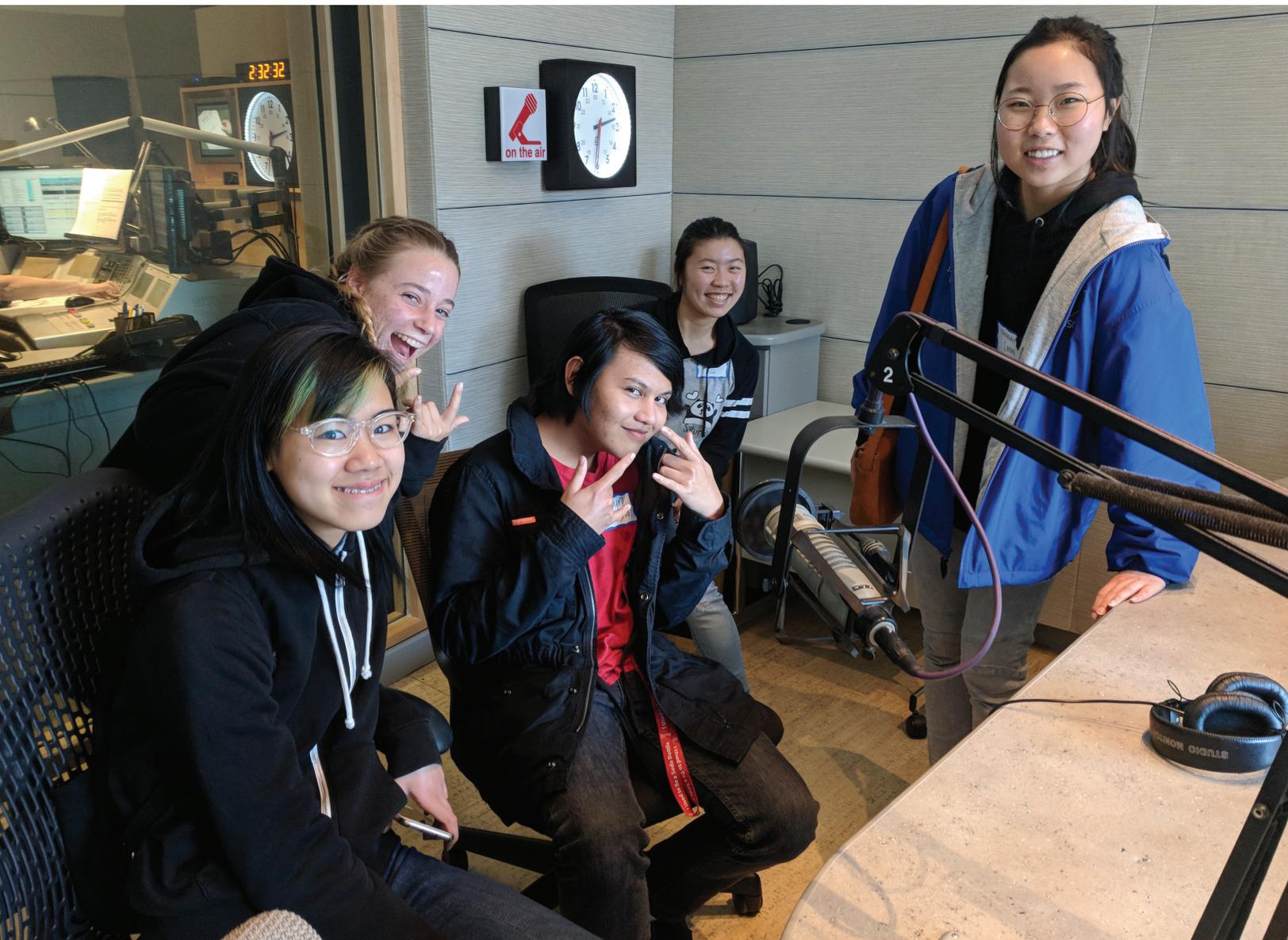


As the largest NPR member radio station in the country, other member stations look to KQED when it comes to innovative ideas, programs and technologies. We plan to increasingly explore how the Youth Takeover experience can be replicated at other public media stations and schools across the country. This past fall KQED began convening several other public media stations of various size across the country to determine how we can collectively engage middle and high school youth in powerful learning experiences. Youth Takeover is part of these conversations. Additionally, we are focused on building partnerships with organizations and school districts to increase KQED reach and impact on student learning. Some key partnerships include the National Writing Project, 826 Valencia and the New Tech Network.

The Youth Takeover week enjoyed 2,106,134 combined listenership across all shows and time slots, 1,512 total podcast downloads and 14,560 total TV viewership.

The second Youth Takeover of KQED News is underway for 2019 with 12 high school classrooms and a partnership with education nonprofit 826 Valencia Tenderloin Center.

**[kqed.org/news/tag/youth-takeover](http://kqed.org/news/tag/youth-takeover)**





## Our World Was Burning

**KQED's wildfire coverage informed state legislation**

When the worst fires in California history broke out suddenly in October 2017, Bay Area and California residents relied extensively on KQED as a source of information and community. They were able to get live fire tracking and learn about air quality, what to pack in an emergency bag and how to safeguard their homes. They also learned about personal stories of survival and loss, and tributes to all 44 victims.

But just as importantly, as the fires raged, KQED assigned five reporters to spend five months investigating why so much damage was done and why so many people received so little warning. We quickly formed a reporting partnership with *Reveal*, the Center for Investigative Reporting's digital platform, to work together on the story. KQED News devoted key resources for months, listening to 911 and other emergency response calls during the Sonoma and Napa County Fires, resulting in a gripping national radio documentary, “My World Was Burning’: The North Bay Fires and What Went Wrong,” that examines how fire response failed in the most critical moments.

KQED's reviews of thousands of 911 calls and dispatch recordings revealed major systemic problems with the state's emergency response procedures. They showed the limitations of current evacuation procedures and the difficulties in notifying hundreds of thousands of people when disaster strikes. These findings will inform better responses in future disasters. KQED investigations were closely followed by leaders working to improve the state's emergency response. Recently, Governor Jerry Brown announced new state efforts to make California more resilient against the impacts of natural disasters and climate change, and KQED's reporting was mentioned in grand jury reports, legislation and on the floor of the state capitol as the legislation was being discussed.

The follow up coverage of the North Bay fires was a milestone in the transformation of KQED from a traditional public broadcaster to a digital, multimedia news and information service with a focus on regional coverage. All week long we provided our audiences with riveting, detailed explanations of what happened, why it happened and what can be done to help ensure it doesn't happen again. No one could miss KQED's coverage — it was everywhere! Six months after the fires ravaged the region, the documentary “My World Was Burning” aired on NPR stations around the country, and key stakeholders commented extensively about the importance and significance of our findings. Fire coverage drew record-breaking traffic to our website with more than a million page views.

In the *New York Times'* Opinion section in November, David Leonhardt listed some of the best local journalism of the year, recognizing “My World Was Burning’: The North Bay Fires and What Went Wrong” by Sukey Lewis, Marisa Lagos and Lisa Pickoff-White of the public radio station KQED in Northern California,” as the only non-print publication journalism to make the list.

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

# If Cities Could Dance

## KQED Arts' new video series captures dancers on their home turf

This year, KQED Arts launched *If Cities Could Dance*, a web series featuring dancers from across the country who embody their cities and communities with a pop, a twirl and a dead drop.

Viewers met dancers and choreographers from across the country who dared to imagine what it would look like if their cities could dance. Performing in unconventional urban settings — such as an open-air produce market, a historic train station and city streets — each episode tells an intimate, personal story about the artists and their deep-rooted connections to community. KQED Arts identified and built relationships with more than 100 artists, organizations and stakeholders in San Francisco, Detroit, New Orleans, Los Angeles, Portland, Baltimore, San Jose and Oakland who are on the frontlines of art and social justice. These initial talks were the beginning of our “cultural heat map” — a national network of like-minded arts organizations and thought-leaders who are helping to amplify the voices of artists. Local member stations including KCET, WNET 13, WTTW Chicago, PBS SoCal, Detroit Public Media, Louisiana Public Media connected us to their local communities through social media, providing access to new audiences. The series received nearly 3.6 million views across all platforms and more than 250,000 reactions, comments and shares.



---

“ This acknowledgement from KQED means the world not only to me and my dance crew, but the whole city of San Jose. **This is our history.**”



*If Cities Could Dance* was featured in PBS, NPR, *Dance Magazine*, *Dance Spirit Magazine*, *6 Colorlines*, *Afrocentric Films Collaborative* and *I <3 Being Black*, as well as by regional newspapers in individual cities. *The Mercury News* contributing culture reporter Andy Gilbert wrote, “Dancers can serve as harbingers of change and manifestations of generations-old traditions. The videos capture the way that human bodies are active agents on urban streets, refusing to be confined or defined by built environments.”

Fabian Maze One Perez, a member of East San Jose’s multigenerational street dance crew *Playboyz Inc.*, was thrilled to represent his city. “This acknowledgement from KQED means the world not only to me and my dance crew, but the whole city of San Jose. This is our history,” says Perez.

The first season was capped with a sold-out event attended by 300 people at Impact Hub in Oakland, with screenings of the episodes and live performances by several of the featured dancers.

*If Cities Could Dance* Season 2 will launch in spring 2019, featuring dancers from Memphis, Chicago, Seattle, Minneapolis, Fresno, and Bay Area dancers from Richmond, San Francisco and Oakland.

### [kqed.org/ifcitiescoulddance](http://kqed.org/ifcitiescoulddance)

*If Cities Could Dance* was supported by a special grant from the Oakland-based Kenneth Rainin Foundation.



## The Kids Are Alright

### Check, Please! Bay Area Kids will return for Season 2

For the first time ever on *Check, Please! Bay Area*, kids were the critics. *Check, Please! Bay Area Kids* is the same show you know and love, but with three kids sharing their opinions of each other's favorite restaurants under the guidance of our host, Leslie Sbrocco. Ages of 10 through 14 years old, these kids went on the record with their opinions about the good, the bad and the downright delicious!

KQED put out a casting call far and wide and, within two days, we received nearly 400 applicants. *Check, Please!* producers invited 100 of those applicants to visit KQED for a fun-filled casting session and studio tour. We were thrilled to meet so many articulate kids — the Bay Area restaurant scene has inspired a new generation of passionate young diners! Studio tapings with the final 12 kids had the production staff and Leslie in stitches, with no-holds-barred discussions on everything from trying vegan meat substitutes for the first time to learning the proper pronunciation for “bibimbap” to the right amount of heat in Indian cuisine.

The premiere episode visits Art's Cafe, a San Francisco breakfast institution that keeps one young eater craving its signature hash brown sandwiches and Korean bibimbap bowls; Perle Wine Bar in Oakland's Montclair Village, which features our ten-year-old guest's favorite foods like Russian caviar and beef tartare; and Marin Joe's, popular with Corte Madera locals craving Italian American comfort food and a jiu-jitsu loving kid who's been going there since he was a baby.

The episode, which aired November 29, was the second-highest rated *Check, Please!* episode in 2018, with a 1.86 LIVE+7 rating. The average for the four programs on Thursdays at 7:30pm was 1.33, well above the 0.93 average for the previous year in that timeslot. The series had 42,254 total views across YouTube and Facebook.

Fans gushed about the series on Facebook. Leslie Marshall wrote: “Those kids were delightful. So well-spoken, good listeners, they responded to comments with thoughtful suggestions. Very impressive.” Viewer Aimee Ennik commented: “Very charming, very interesting kids, with diverse tastes. I want to try ALL those restaurants!”

*Check Please! Bay Area Kids* is coming back for a second season, slated to air in fall 2019. The new season will show the kids out in new and surprising eateries, digging deeper with Leslie into what makes for good eats and fun, delicious dining around the Bay.

[kqed.org/checkplease](http://kqed.org/checkplease)

---

“Those kids were delightful. So well-spoken, good listeners, they responded to comments with thoughtful suggestions. Very impressive.”



# ELECTION 2018



## Capturing the Pulse of California Voters

KQED's coverage of federal and state elections in 2018 stood out for its breadth and depth.

KQED News maintained a sharp focus on the congressional races from the Central Valley to Orange County that helped decide the balance of power in the House of Representatives. KQED aired feature reporting from every California swing district, and KQED's California Politics and Government desk traveled to Orange County, San Diego and Modesto to capture the pulse of voters in the state's tightest contests. KQED also partnered with Google to analyze top issues in each district using search data.

KQED's coverage of the governor's race was highlighted by the station hosting the only gubernatorial debate of the general election, which aired on *Forum*. On October 8, Scott Shafer moderated a debate between Gavin Newsom and John Cox in KQED's San Francisco studios, where dozens of reporters from local and national outlets gathered to cover the conversation.

KQED launched an all-new Voter Guide at [kqed.org/elections](http://kqed.org/elections), which included our feature reporting on key races, a customizable ballot to sort through down-ticket contests and KQED's Prop Guide, where users could easily access arguments for and against each ballot measure and dig further into campaign finance data. On Election Day alone, the Voter Guide received 2.4 million unique page views.

Launched in 2018, KQED's new politics radio show and podcast *Political Breakdown* served as the perfect vehicle to give listeners greater insight into the politicians and politicos who were shaping the midterms in California. Each week, hosts Scott Shafer and Marisa Lagos analyzed the latest election developments and interviewed guests including Nancy Pelosi, Gavin Newsom, Dianne Feinstein, Kevin de Leon and Jerry Brown. KQED's election coverage was summarized each week in the *Political Breakdown: Election 2018* pop-up newsletter.

*Political Breakdown* teamed up with KQED's podcast *Bay Curious* to create Prop Week, which featured episodes explaining the ballot measures, as well as three Facebook Live events answering questions on the propositions.

KQED took *Political Breakdown* on the road on for three nights in October for Ballots and Brews voter parties, where participants played in an election pub quiz, enjoyed refreshments, participated in lively conversations with fellow citizens and got familiar with the Voter Guide. The sold-out events took place in Oakland, San Francisco and San Jose.

[kqed.org/elections](http://kqed.org/elections)



## KQED Learn Brings Media Literacy to the Classroom

Staying at the forefront of education is central to KQED's mission. KQED Learn, a new online classroom tool to strengthen media literacy skills among young people, is the latest product in KQED's suite of free education services. The online platform directly engages middle and high school students to practice inquiry-based learning and media literacy skill-building, and to improve their civic engagement. The platform is the classroom implementation complement to KQED Teach, our competency-based professional learning courses and online community for educators to build their own media literacy skills.

“It gave my students a voice. I think so many times, especially middle school students, they don't have the opportunity to express themselves and their opinions. **Instead they get to talk about what they feel in a fact-based way.**”

about current topics and practice civic discourse. Features include student-generated discussion prompts, investigations, and space for students to share and discuss media they produce themselves.

KQED Learn is free for classrooms everywhere. It had a beta release in March 2018 and a full launch in September 2018. To reach school districts, KQED participated in the planning

On KQED Learn, students learn to think critically about timely issues in the news through inquiry, creativity and discussion. KQED Learn provides a safe space for students to authentically engage with peers across the country and to publish their ideas and research-based solutions. Bi-weekly discussion prompts come from the award-winning *Above the Noise* video series, with timely topics ranging from carbon taxes to affirmative action, vaping to video game addiction. KQED Learn gives teachers and students a structured way to engage in collaborative inquiry

committee of the California Department of Education Media and Information Literacy Summit and delivered a keynote address. We supported outreach and engagement efforts of the Bay Area County Offices of Education, including professional learning events.

KQED’s initial evaluation activities show that KQED Learn is a dynamic and engaging online environment where students can learn and practice skills to effectively exercise their voice on issues that matter to them, and where teachers are supported to help them do that. Our 2018 pilot of the platform confirmed several of our theories of impact.

“It gave my students a voice,” says a middle school science teacher in Pleasant Hill, California. “I think so many times, especially middle school students, they don’t have the opportunity to express themselves and their opinions. We’re always telling them our opinions, especially in science where we’re just giving them the facts. Instead they get to talk about what they feel in a fact-based way.”

A high school history teacher in Pittsburg, California adds, “I would use [KQED Learn] again because of how it scaffolded the inquiry process. I seriously would have had such a struggle introducing inquiry into my classroom without KQED Learn.”

Teachers place a high value on connecting their students with other classrooms, especially classes unlike their own. This is generally viewed as important for expanding worldview and making their voices matter. Similarly, teachers place a high value on authentic audiences for student work.

“[KQED Learn] was a chance for students to connect with other students from other schools and to sort of see other behavior modeled,” says a high school media teacher in Rohnert Park, California. “We do silo our own existence in our small communities and so making it [available to] the broader Bay Area was really powerful. I can imagine what it will look like on the national scale, how cool that will be.”

As of the end of fiscal year, September 30, 2018, KQED Learn had reached more than 24,400 website visitors (includes four months in beta and two-and-a-half weeks after launch), 1,740 registered teachers, 5,460 registered middle and high school students and 500 on-site workshop attendees at conferences and Bay Area schools.

KQED Learn is among 20 projects that are sharing a \$1 million Knight Prototype Fund award for early-stage media and tools to battle misinformation. The fund is sponsored by the John S. and James L. Knight Foundation, the Democracy Fund and the Rita Allen Foundation.

### **learn.kqed.org**

Funding for KQED Education is provided by the Koret Foundation, David Bulfer and Kelly Pope, the Cisco Foundation, the Silver Giving Foundation, the Stuart Foundation, the John S. and James L. Knight Foundation, the Horace W. Goldsmith Foundation, the Panta Rhea Foundation, the Braitmayer Foundation, the Lisa and Douglas Goldman Fund and the members of KQED.

---

“ I seriously would have had such a struggle introducing inquiry into my classroom without KQED Learn. ”



# Start the Day with The Bay

## KQED's news podcast reveals the humanity behind the headlines



KQED's new podcast *The Bay* stems from the idea that every good story starts local. Host Devin Katayama talks with the reporters and people directly affected by the news to go deeper into the stories that help to define the Bay Area. Published three times per week, *The Bay* mines the personal impact of the stories to reveal the humanity behind the headlines.

Katayama, alongside editor Erika Aguilar, works with KQED reporters to produce stories that make listeners think and feel news. The show relies on KQED reporters who are out in the field collecting interviews and sounds to bring listeners closer to the places and people we report on. *The Bay* peels back the layers of reporting to offer more transparency to the journalism process and enables reporters to share their expertise and experiences in a new way for our audiences. Stories range in both geography and content, from the underbelly of Silicon Valley's racist past and activist future, to the waves of displacement from California wildfires and the Bay Area's political protests.

*The Bay* has been developing relationships with reporters outside KQED too. Several reporters from the Bay Area News Group (BANG) who break important regional stories have been consistent voices on *The Bay*. Our team visited BANG's Oakland office to give a tutorial for how to work with the podcast and, in at least one example, we've published simultaneously with their newsroom.

*The Bay* also hosted two live events in 2018. The first was a listener meetup where the team met with and received feedback from listeners at Southern Pacific Brewing in San Francisco's Mission District. The second live event was in partnership with WNYC's *Snap Judgment* radio program/podcast. The event, called "The Fire Tapes," focused on storytelling about California wildfires.

*The Bay* has been featured in the *San Francisco Chronicle* and *Current*. Katayama presented at the East Bay's "Nerd Night" and at an East Bay school, and Aguilar was a panelist at the Third Coast International Audio Festival in 2018. Hundreds of people have turned out for live events and meetups.

*The Bay* has had more than 1.5 million downloads since launching in late February 2018.

Demographic data shows *The Bay* is reaching younger audiences, people with less income and more diverse audiences than KQED's audience as a whole. Fans have thanked *The Bay* for asking some of the "tough questions" and for being "constantly respectful of your guests, but also challenging them to think beyond."

[kqed.org/thebay](http://kqed.org/thebay)



# Staying Ahead of Climate Change

## KQED Science stepped up its efforts on climate change reporting



Climate change is one of the most pressing challenges of our time, and it will take collective action from informed citizens to reduce greenhouse gases and respond to impending disasters. KQED’s journalists have more than 35 years of combined experience covering climate change, and they are committed to telling stories that distinguish truth from falsehood, offer concrete solutions, and make sense of the complicated science. This year, KQED’s science team stepped up its efforts on climate change reporting, looking for new and innovative ways to cover critical stories and make sense of extensive climate data.

One of the most difficult concepts for people to wrap their minds around is the scale and speed of climate change. KQED Science reporter Danielle Venton produced a unique story, “1,200 Years of Earth’s Climate Transformed into Sound,” which highlighted the work of Stanford and UC Berkeley researchers who gathered centuries of data on climate and temperature and transposed it into music, giving listeners a visceral experience of climate change. One scientist wrote KQED after the story aired to say she was delighted to hear that her work could be brought alive in a way that could help people understand a larger truth about Earth.

---

“If [*This Moment on Earth*] can give hope, that’s the greatest service you could offer.”



“Even if our audience grasps climate data, it’s still tough to know what to do about climate change. It’s such a big issue,” says Kat Snow, senior editor for KQED Science. “Most people feel overwhelmed, but are looking for hope and solutions so they can take meaningful action.”

To help our audience take action, KQED’s science team launched a special radio series, *This Moment on Earth*, that solicited and shared funny, poignant and insightful personal stories on climate change. The series aired on KQED’s *Perspectives* program in celebration of Earth Day and included a website that featured the story collection. The featured stories tackle why it’s so difficult to become a vegan for the planet, how to handle the tough emotions climate change raises, how scientific research is saving frogs in the Sierra Nevada and more. Audiences loved seeing themselves in the stories. “If [*This Moment on Earth*] can give hope, that’s the greatest service you could offer,” commented a listener named Genevieve.

Continuing the dialogue on climate change, on April 25, KQED Science teamed up with KQED’s corporate support department to hold a screening of the documentary *Bill Nye: Science Guy* at the San Francisco Jazz Center with special guest Bill Nye. KQED’s senior science editor, Kat Snow, held a conversation with Nye and the filmmakers in front of a crowd of more than 600 attendees. Nye discussed his efforts to increase the public’s understanding of climate change and how he became interested in science.

KQED’s science unit closed out the year with extensive reporting on the Global Climate Action Summit that took place September 12-14 in San Francisco. KQED’s coverage included a three-day live blog, daily radio reports and a post-summit hour-long radio special that explored what happened and what it all meant. KQED’s summit reporting particularly focused on Governor Jerry Brown’s major commitments, which included the signing of SB 100, requiring all of California’s energy and economy to be carbon-neutral by 2045. Brown closed the conference, announcing that California will launch its “own damn satellite” to track pollution.

KQED’s climate summit stories airing during *Morning Edition*, the week of Sept 10-14, reaching 170,000 total listeners. *This Moment on Earth*, which aired on *Perspectives* several times throughout the 6am-10am time slot, reached 4 million people.

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

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



# The Great American Read

## KQED inspired the Bay Area to read all summer long

If you were asked to name the novel that changed your life, what would you say? *The Great American Read*, an eight-part television series and nationwide engagement campaign, asked that question to spark a national conversation about reading, literacy and the books that have inspired, moved and shaped us. KQED led the conversation in a series of local events. The project culminated in the first-ever national vote to choose America's Best-Loved Book.

*The Great American Read* launched in May 2018 with a PBS series hosted by Meredith Vieira, which announced 100 best-loved books — including *The Grapes of Wrath* by John Steinbeck, *The Color Purple* by Alice Walker, *The Call of the Wild* by Jack London, *Beloved* by Toni Morrison, *The Outsiders* by S.E. Hinton, *The Joy Luck Club* by Amy Tan — selected from a demographically representative national survey conducted by market research firm YouGov. Viewers heard from celebrities and notable figures such as Margaret Atwood, Chelsea Clinton, Shaquille O'Neal, George R.R. Martin and George Lopez about what the novels on the top 100 list tell us about our diverse nation, our shared values, our cultural identities and the common themes that tie us together. Voting on the 100 books opened in May and continued throughout the fall.

To coincide with the series, KQED created special coverage and free events to celebrate the love of literature and encourage summer reading. KQED partnered with Mill Valley Public Library for a first-of-its-kind event titled The Longest Table Literacy Picnic, which drew 140 participants for a picnic of epic proportions on August 11. Guests enjoyed a picnic lunch (provided in a keepsake lunch bag), partook in literary trivia, and mixed and mingled as they rotated around the table, chatting about *The Great American Read's* Top 100 books. On September 7, Bay Area authors and booksellers debated the merits of the 100 best-loved novels list at Mill Valley Public Library's Main Reading Room. Panelists included Michael Krasny, host of KQED's *Forum*; Elaine Castillo, author of *America is Not the Heart*; Rahul Kanakia, author of *Enter Title Here*; and Elaine Petrocelli, president of Book Passage bookstore. They shared their personal favorite books, thoughts on what was left off the list that should have been included and predictions for the Top 10 best-loved books. KQED Arts asked Bay Area teens to share their thoughts on the books that shook their world, interviewed esteemed local author Dave Eggers, found the coolest Bay Area bookstore cats for a photo essay, and crowdsourced our audience to send us photos of their favorite reading spots on Instagram.

The series culminated in *The Great American Read's* final episode in October 2018, where it was revealed that *To Kill a Mockingbird* was voted America's No. 1 best-loved novel, based on more than 4 million votes. KQED 9's primetime average for *The Great American Read* was 0.84, which was double the 0.42 primetime average for all primary stations.

[kqed.org/greatamericanread](http://kqed.org/greatamericanread)

A photograph of Michael Krasny, a man with thinning hair, wearing a dark suit, light blue shirt, and striped tie. He is sitting at a desk in a radio studio, with a large professional microphone on a boom arm in front of him. The background is a plain wall with the KQED logo visible in the top left corner.

## Michael Krasny Celebrates 25 Years as Host of Forum

Michael Krasny marked a quarter century as host of *Forum* in 2018. The festivities included an event at the UC Berkeley School of Journalism, a tribute at a KQED all-staff meeting and a special live 25th anniversary program at the historic Presidio Officers' Club in San Francisco. Guests on that *Forum on the Road* show included journalist and author James Fallows, and Dr. Krasny himself. And KQED's Chief Content Officer Holly Kernan turned the tables on Krasny and interviewed him about his broadcasting career, and even played a tape of his first-ever *Forum* broadcast.

A professor of English literature at San Francisco State University with a Ph.D. in 20th-century American literature, Krasny began his radio career in the late 1970s and took over *Forum* in 1993, interviewing Jimmy Carter, Cesar Chavez, Francis Ford Coppola, Robert Redford, Rosa Parks and many more luminaries. "Michael Krasny Day" has been declared by three San Francisco mayors: Art Agnos in 1990, Frank Jordan in 1994 and Willie Brown in 2003. Krasny was inducted into the 2017 class of the Bay Area Radio Hall of Fame.

To mark the occasion of his 25th anniversary, a group of Bay Area legislators introduced a resolution, declaring that "Dr. Michael Krasny has worked diligently to create and promote a free, wide-ranging discussion of ideas while adhering to the highest standards of journalism." Krasny was presented with the commendation after the Presidio show.

About 200 people attended the Presidio live broadcast, and the show reached *Forum*'s large radio, online and Sirius satellite radio audience. At each event, audience members contributed questions to the conversation while also getting a behind-the-scenes look at how *Forum* is produced. Audience feedback on the anniversary broadcast included many congratulations and thank-you notes, such as "How do you remember all those quotes and information you reference off the top of your head in a live broadcast?! Stunning intellect, sir. Thank you."

[kqed.org/forum](http://kqed.org/forum)



# NATIVE AMERICA

## Understanding America's First Peoples

### KQED celebrated Native America through local outreach

Who were America's first peoples? The four-part PBS documentary series *Native America* aimed to answer that 15,000-year-old question by combining ancient stories with modern science that challenged everything we thought we knew about the Americas before and since contact with Europe. Recent discoveries informed by Native American oral histories have led to a bold new perspective on North and South America — that through social networks spanning two continents ancient people shared a foundational belief system with a diversity of cultural expression. Made with the active participation of Native American communities and filmed in some of the most spectacular locations in the hemisphere, *Native America* illuminates the splendor of a past whose story has for too long remained untold.

KQED supported the series by working with Native American radio stations across the country to promote user-generated submissions to the PBS Native America site, creating infographics that coincide with each episode, publishing blog posts written by young Native American leaders highlighting parts of Native American culture not covered in the series and launching a food campaign that featured up-and-coming chefs showcasing how they are decolonizing the food scene.

KQED won a PBS station grant to support its local efforts with the goal of solidifying existing community ties, reinforcing the existence of Bay Area tribes and their legacy and sharing the resiliency of the LGBTQI+/two-spirit community as they find their place within the mainstream tribal community. The local Native America campaign produced four web interstitials and three public events, two at The California Academy of Sciences and one at the Dancing Feather Youth Powwow. KQED interacted with over 1000 community members at these events and averaged 30,000 views per interstitial.

The first episode of *Native America* saw a 1.21 LIVE+7 rating, and the four-part series averaged a 0.95 primetime rating. This was above our average fiscal year 2018 rating for *Native America*'s Tuesday night slot, which was 0.92.

[video.kqed.org/show/native-america](https://video.kqed.org/show/native-america)



# KQED Productions 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**

*Film School Shorts*  
*Roadtrip Nation*  
*Joanne Weir's Plates & Places*  
*Yan Can Cook: Spice Kingdom*  
*FREE: The Power of Performance*

## **KQED Television, Nationally Broadcast Fundraising Breaks**

*Live Better Now with Mimi Guarneri*  
*Remote Control Retirement Riches*  
*Rick Steves' European Easter*  
*Rick Steves' European Festivals*  
*Wings Over Grand Canyon*

## **KQED Public Radio Productions**

*The California Report*  
*Morning reports*  
*Weekly news magazine*  
*Forum*  
*KQED News*  
*KQED Science*  
*Perspectives*  
*Bay Curious*  
*The Bay*  
*The Cooler*  
*The Leap*  
*Political Breakdown*  
*Walls and Bridges*

## **KQED Public Radio Co-Productions and Presentations**

*City Arts & Lectures*  
*The Commonwealth Club of California*  
*The Computer History Museum Presents*  
*Joint Venture Silicon Valley Annual Conference*  
*SF Homeless Project*

## **KQED Interactive Productions and Presentations**

*Above the Noise*  
*American Suburb*  
*Bay Curious*  
*Behind the Lens*  
*The California Report*  
*Deep Look*  
*Drawn to the Bay*  
*The Do List*  
*Election Voter Guide*  
*Exactly.*  
*Film School Shorts Web Exclusives*  
*Forum podcast*  
*Future of You*  
*If Cities Could Dance*  
*KQED Science*  
*The Leap*  
*The Lowdown*  
*Truly CA Web Exclusives*  
*MindShift*  
*News Fix*  
*Perspectives*  
*Q'ed Up*  
*QUEST*  
*Represent*  
*State of Health*  
*Storystored USA*



# Awards and Recognition

## Northern California Emmy® Awards

### KQED Public Television

#### Documentary-Cultural/ Historical

##### *The Trials of Marvin Mutch*

Alex Emslie, producer; Adam Grossberg, director/photographer/ editor

#### Arts/Entertainment-Feature/ Segment

##### *Ace of Cups*

Kelly Whalen, director/director of photography/editor; Peter Ruocco, cinematographer

#### Informational/Instructional- Feature/Segment

##### *Deep Look – Behind the Scenes*

Bridget Louie, Shelley Pearson Cranshaw; producers; Peter J. Borg, Shirley Gutierrez, editors; Hugh Scott, audio engineer

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

##### *A Santa Rosa Cartoonist's 'Fire Story' Comes to Life*

Brian Fies, co-producer/original art/narrator; Kelly Whalen, director/editor/audio engineer; Farrin Abbott, co-director/ animator/editor

#### Interview/Discussion- Program/Special

##### *KQED Newsroom: Donna Brazile, Bill Nye's New Role and Democratic Wins*

Monica Lam, series producer; Sheraz Sadiq, producer/reporter; Crystal Consaul, associate producer; Thuy Vu, host

#### Health/Science/Environment- Feature/Segment

##### *Praying Mantis Love is Waaay Weirder Than You Think*

Craig Rosa, series producer; Gabriela V. Quiros, coordinating producer; Joshua Cassidy, producer/cinematographer; Lauren Sommer, writer/narrator; Elliott Kennerson, post-production coordinator/editor; Kia Simon, editor/motion graphics; Seth Samuel, composer

## Society of Professional Journalists of Northern California

### KQED Public Radio

#### Investigative Reporting (Radio/Audio)

##### "California Drought Crisis"

Sukey Lewis, Marisa Lagos, Lisa Pickoff-White

#### Ongoing Coverage (Radio/ Audio)

##### "San Joaquin Coroner Coverage"

Julie Small

#### Outstanding Emerging Journalist (Radio/Audio)

Farida Jhabvala Romero

#### Science, Environment & Health Reporting (Radio/ Audio)

KQED Science Team  
Craig Miller, Lauren Sommer, Lesley McClurg

#### Science, Environment & Health Reporting (TV/Video)

"Deep Look"  
Deep Look Staff

### Online/Multimedia

#### Outstanding Emerging Journalist (Print/Online)

"'We're Still Here': 'BBQ'n While Black' Draws Oaklanders Out in Force," "Remembering a Warriors Superhero, On and Off the Court" and "What Could You Catch Fishing in Lake Merritt?"  
Pendarvis Harshaw

#### Arts & Culture (TV/Video)

"Meet the Ace of Cups, the Haight's (Almost) Forgotten All-Girl Band," "Watch a Santa Rosa Cartoonist's 'Fire Story' Come to Life," and "Street Artist Reflects Native American Dignity at a Monumental Scale"  
Kelly Whalen

#### Arts & Culture Reporting (Print/Online)

"Saving the Music of Ghost Ship Victims Helps Loved Ones Heal"  
Nastia Voynovskaya

#### Commentary Analysis (Print/ Online)

"Drawn to the Bay Cartoons"  
Mark Fiore

### Education

#### Misinformation Solutions Prize

Rita Allen Foundation and RTI International in partnership with the Aspen Institute

KQED Learn



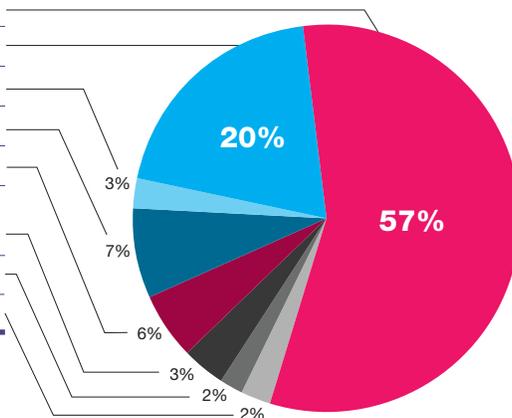
# Total Operating Financial Information

(\$000) For the year ended September 30, 2018.

## Revenues

Contributions and Membership Fees	\$47,378
Underwriting and General Grants	16,517
Project Grants	2,163
Community Service Grants	6,243
Bequests and Trusts*	4,633
Investment Income Transferred from Endowments	3,032
Other Revenue	1,671
Trade and In-Kind donations	1,878

**Total Operating Revenue \$83,515**



## Operating Expenses\*\*

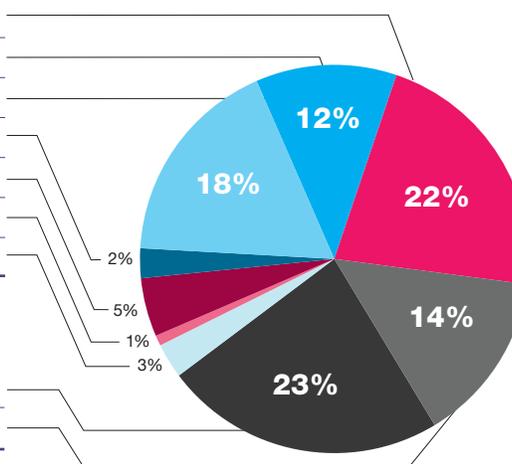
### PROGRAM SERVICES

Television Production and Broadcasting	\$17,341
Radio Production and Broadcasting	9,298
Multiplatform Content	13,915
Education	1,959
Program Promotion	3,867
Media Technology	686
Digital	2,307
<b>Total Program Services</b>	<b>\$49,374</b>

### SUPPORT SERVICES

Fundraising	\$18,534
General and Administrative	11,300
<b>Total Support Services</b>	<b>\$29,834</b>

**Total Operating Expenses \$79,208**



### IMPAIRMENT COSTS

Program Services	\$8,552
Support Services	2,929
<b>Total Impaired Costs</b>	<b>\$11,481</b>

**Note:** This financial information was derived from KQED Inc.'s financial statements as of and for the year ended September 30, 2018. These financial statements have been audited by Grant Thornton LLP. For a complete copy of the 2018 Independent Auditor's Report and Financial Statements, email [dclerici@qed.org](mailto:dclerici@qed.org).

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

\*\* Operating expenses do not include non-cash related asset impairment costs (\$11,480,938) associated with the reconstruction and repurposing of KQED's headquarters at 2601 Mariposa Street, San Francisco. For presentation purposes as shown above, these costs are listed subsequent to Total Operating Expenses.



# Thank you!

Generous volunteers and donors are instrumental in helping us provide outstanding and innovative programming and services for the people of Northern California and beyond. 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.



## Volunteer

Until the day when we can forgo fundraising drives (trust us, we also wish that day would come!), 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**



## Membership

It is heartening to know that millions of residents of Northern California are using KQED services and that close to 220,000 of them have chosen to support our efforts financially. Members help KQED produce, acquire and present quality programming and provide educational services. They also provide a stable source of revenue to support day-to-day operations as well as the development of future programs.

**[kqed.org/donate](https://www.kqed.org/donate)**



The **Producer’s Circle** recognizes donors making annual contributions of \$10,000 or more. Dedicated Producer’s Circle investors provide operating support that strengthens our core programs and services, and they lead the way in helping to fund our initiative to expand local production. In turn, Producer’s Circle donors enjoy enhanced recognition and benefits, including invitations to intimate events with public broadcasting personalities.

**415.553.2300**



The **Signal Society** is a special group of donors who annually contribute \$1,500 to \$9,999. This generous and vital support ensures that KQED can continue to engage and inspire the people of Northern California with the highest-quality programming and educational services. Signal Society members enjoy invitations to intimate events with public broadcasting personalities, information about upcoming programs and other benefits that help enrich their relationship with KQED.

**415.553.2300**



## Additional Ways to Support Local Public Media

**Foundation and Government Support**  
415.553.3318

**Business Partners**  
415.553.2885

**Corporate Support**  
415.553.2388

**Matching Gifts**  
415.553.2150



## KQED 9

Channels 9.1, 54.2,  
& 25.1 - Monterey (KQET)  
XFINITY 9 and HD 709

---

## KQED +

Channels 54, 54.1, 9.2,  
& 25.2 - Monterey  
XFINITY 10 and HD 710

---

## KQED Kids

Channel 9.4, 54.4, 25.4  
XFINITY 192

---

## KQED World

Channel 9.3, 54.3, 25.3  
XFINITY 190

---

## KQED News

[KQEDnews.org](http://KQEDnews.org)

---

## KQED

Education

[kqed.org/education](http://kqed.org/education)

---

## KQED

Public Radio  
88.5 FM San Francisco  
88.3 FM Santa Rosa  
89.3 FM Sacramento (KQEI)

---

## KQED.org

### Annual Report 2018

**Whitney Phaneuf**  
EDITOR

**Zaldy Serrano**  
CREATIVE DIRECTOR

**Kelly Heigert**  
DESIGNER