

KQED Education Annual Report 2022-2023 School Year



Photo by Estefany Gonzalez



Delivering on our North Star

KQED Education’s mission is to elevate diverse youth voices by developing young people’s ability to analyze and evaluate information sources, create media that powerfully communicates their ideas, and share their unique voices with a broad public media audience so that they experience being part of the public conversation and gain readiness for civic life. This North Star guides us in all that we do. From designing classroom media projects and professional development courses to developing a new show for teens that includes youth as co-creators from the get-go, we center youth voice and agency in not only what we do but how we do it. In the words of Youth Advisory Board member Ryan Heshmati, “It is together that we strive for more.”

KQED’s Education Department is uniquely positioned to combine award-winning media literacy and media making resources with the power of public media in order to elevate diverse youth voices and promote civic engagement across generations.

Through our suite of programs for students and educators, we

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

KEY ACCOMPLISHMENTS LAST YEAR

Serving students:

- Brought **90 Bay Area youth** to KQED's digital shows and airwaves through Youth Takeover, reaching an **audience of over 908,000 people**
- Published **1,777 student media pieces** from more than 22 states on the Youth Media Challenge showcase, which received **76,453 views**
- Co-produced **2 public, in-person events** with local teens at KQED
- Convened **20 Bay Area high school students** as KQED's Youth Advisory Board
- Partnered with **7 public media stations** who shared Youth Media Challenge submissions created by local students with their local communities

Serving teachers:

- Delivered media literacy training workshops and courses to **9,282 educators**
- Supported **180 educators** in earning **487 media literacy micro-credentials**, with **126 becoming certified** PBS Media Literacy Educators through KQED
- Partnered with **29 California school districts** and **6 county offices of education** to deliver professional development and resources for media literacy teaching
- **Relaunched the KQED Youth Media Challenge** site with an updated, even more flexible set of projects that can be used in any subject area
- Convened **22 Media Literacy Innovators** from across the country as our teacher advisory board



KQED and Education

KQED has served Bay Area communities since 1954 when a local group of educators came together with the visionary idea that television could be educational and non-commercial. We continue this legacy by supporting youth to develop their voices, agency, and civic engagement. Today, our programs reach communities locally and nationally, building young people's media literacy and digital storytelling skills, and providing educators with professional development. [kqed.org/education](https://www.kqed.org/education)

Dear Education Community,

As I have watched national and world events around us this past year and had the opportunity to travel outside the country this past summer, I have been continually struck with how significant and relevant the work we do here at KQED is.

We help students and teachers build skills to think critically about the media and information they consume. We help educators bring useful and practical instruction into their classrooms that empowers students with skills to interact and communicate with the world around them in constructive ways. We create space for this rising generation of young people to share their perspectives, experiences and ideas. Watching educators and students use and benefit from these efforts continues to reaffirm for me that KQED's decision two years ago to define our North Star as ELEVATING DIVERSE YOUTH VOICES was the right one.

I am delighted to share our success delivering on this North Star over the past school year with you. You'll get to read about the experiences of one of KQED's Youth Advisory Board members in his own words as well as learn about the tremendous growth experienced by Youth Takeover students. You'll read about KQED's newly re-launched Youth Media Challenge and how we are developing a pilot for a new show for a youth audience alongside young people as our co-producers. KQED has also seen stand-out success with our professional learning services for educators. As we continue to evolve that service to be more of what teachers need where they need it, they have responded with emphatic action. KQED's partnerships with school districts, public media stations and other education organizations are vital pieces of that winning equation. We will only be successful when working in community with like-minded peers and leaders in this endeavor.

Finally, I need to tell you that I am in continued awe of the talent and dedication of our entire staff here at KQED, as well as the passion and vitality brought by the students and educators we work with. You'll see a very long list of people at the end of this report who not only keep the lights on, but bring brilliance and meaning to what we do.

With appreciation,



Michelle



Photo by Nettie Atkisson

Students Join the Public Conversation



Together We Strive for More

By Ryan Heshmati, KQED Youth Advisory Board member

The KQED “About” page promises “We are here for everyone who wants to be more.” I applied to the Youth Advisory Board (YAB) to push myself to be more, and sure enough, the Youth Media team (shoutout to Amanda Vigil and Emiliano Villa!) answered.

The YAB built the foundation for me to become more engaged with media making and the surrounding communities. In preparation for Youth Takeover week last spring, I got the opportunity to work with the KQED *Forum* team and expand how I see myself as a content creator. That is the power of being entrusted to produce and co-host a live radio show program

(mine was on [Iran's Women, Life, Freedom movement](#)). Until then, the media I produced exclusively took written form. I thoroughly enjoy writing articles and do it weekly, but working with KQED and its resources expanded my experiences to new formats like radio—another way to “be more.” With *Forum*, I got a behind-the-scenes understanding of the brainstorming, panelist preparation, and final program creation that is needed to produce one live radio show piece, and I learned how crucial it is to be able to pivot from a plan when needed.

Beyond media creation, I have expanded my engagement within the array of different roles available within the media community. Sure, there’s no link with a recording to show for it, but it has nonetheless been imperative in further exploring my interest in the field. Working alongside KQED professionals has also empowered me to actively support my peers. Like when I and Mahi, one of my many wonderful YAB peers, promoted the YAB’s Youth Takeover KQED Live event at KQED Fest on-stage to thousands of block party guests. I was so happy to do it, and so was Mahi, because there exists a togetherness within the YAB and KQED. And it is together that we strive for “more,” whether that takes shape in a youth media workshop like the recent “Get Creative!” event for Membership Appreciation Week (which was a blast to plan and facilitate), or sharing the YAB’s work with the PBS Board of Directors to encourage other stations to develop similar programs, or beyond in the media community.

KQED YOUTH TAKEOVER

- **400+ students** participated in the program
- **70 media pieces made by 90 youth** were published through broadcast and digital channels
- **908,000+ people** in the Bay Area viewed or listened to those pieces



KQED Youth Takeover

[Youth Takeover](#) is a unique year-long program that partners with high school classrooms from nine Bay Area counties to help students produce original media for KQED television, radio, podcasts and online programming—including shows like *Perspectives*, *Forum*, *Bay Curious*, *Rightnowish* and other local favorites. Participating teachers receive curricular support and customized assistance in media-making. Over 400 students participate in on-site and virtual workshops on pitch and script development led by KQED's youth media team and media professionals, as well as attend field trips to KQED's headquarters where they train in audio soundscaping, record their original scripts in our state-of-the-art studios, and attend career panel discussions to learn of the different backgrounds and paths taken by KQED's editors, producers, hosts, writers and other professionals to land a career in public media.

Photo by Alain McLaughlin

We surveyed Youth Takeover students and their teachers before and after participating in the program.

- 3x as many students said they were able to **write effectively for a real, public audience** after participating in the program vs. before
- 4x as many teachers reported their students were able to **use their words and voice to influence others** after participating in the program vs. before
- 5x as many teachers reported their students were able to **record and edit high quality audio** after participating in the program vs. before

KQED YOUTH MEDIA CHALLENGE

The KQED Youth Media Challenge focuses on communicating with media, which is an important skill for subjects from English to social studies to STEM. It invites students to think deeply about their own experience or an issue or topic they care about—from school-based problems like the need for more student mental health services to national issues like inflation and homelessness to questions with global impact such as which plant-based milk is best for the environment—then share their media with a broad audience outside the classroom.

Centering Youth Voice and Choice

The KQED [Youth Media Challenge](#) is where our pledge to elevate diverse youth voices becomes a reality for students across the country. We now have more ways for classrooms to center student voice and choice. This year, 1,777 media projects were submitted to the [Youth Media Showcase](#)—an 18-percent increase from 2022. Secondary students used this opportunity to speak their truth, advocate for change or share their learning through original audio, video and images. We redesigned the Youth Media Challenge and re-launched it this summer to focus on three standards-based project genres that can be used across subject areas and grade levels. These genres became the foundation for our updated projects: Call for Change, a commentary project; First Person, a personal narrative project; and Show What You Know, an informational media project.

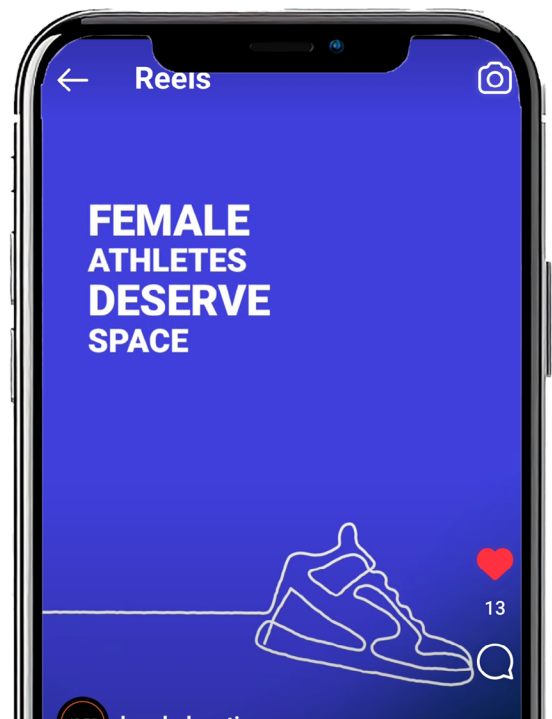
Photo by Estefany Gonzalez



The new curriculum gives teachers more flexibility and support with adapting the media projects to their needs. We also wanted to make student-made media more discoverable by anyone who visits the site. So far, the site has received rave reviews from teachers, who like the expanded options, clear alignment with research and writing standards, and the map on the homepage where students can easily find media made by peers nationwide.

Growing the Audience for Youth-Made Media

KQED Youth Takeover reaches a broad audience through our local channels, but we don't stop there. We also diligently work to amplify youth voices beyond the Bay Area. This year, we shared 140 youth voices from the Youth Media Challenge Showcase to audiences across the country. We did this through targeted outreach and partnerships with public media stations nationwide, resulting in seven stations sharing a total of 28 youth media pieces with their



communities. We shared 97 student media submissions in blog posts grouped by themes, such as [environmental activism](#) and issues important to [Gen-Z girls](#), and then promoted these students' media to 50,000 educators from around the country in our newsletter. On social media, we strengthened the presence of student voices on our education-facing and youth-facing channels by sharing a total of 15 student pieces, reaching an audience of over 6,000.

Leaders in Making Media for and with Youth

This year our video series *Above the Noise* won a regional Emmy award for an episode about banning controversial books—its second Emmy win since the show launched in 2017. The series is the only show from KQED and PBS Digital Studios that supports tweens and teens to develop crucial critical thinking and media literacy skills, and it has amassed more than 10 million views on YouTube and PBS Learning Media. As our seventh season wraps, we're trying something new: young creators will join a team of seasoned producers to design a show from the ground up and pilot it for a youth audience. We're excited to develop an intergenerational, collaborative production and continue our innovation in youth programming.



In May 2023, we collaborated with the Michigan Learning Channel, Media Literacy Certified Educator Kara Clayton, her colleague Adam Walentowicz and their students from Lee Thurston High School in Redford, MI to create the [Thurston High School Youth Media Showcase](#), a twenty-minute live event featuring student-created media focused on topics of importance to them. The event was streamed live via Facebook and YouTube and can be viewed at the link above.

ABOVE THE NOISE

KQED's [Above the Noise](#) won the Northern California Area Emmy® 2022-2023 Award for Education/School-News or Short Form Content for host and producer Myles Bess's episode "Why Are People Banning Books in Schools?" This is the show's second Emmy win.

Supporting Educators: An Important Piece in the Puzzle

Skyrocketing Growth of KQED Teach

The story of the last 12 months on [KQED Teach](#) has been one of incredible educator engagement with our professional learning courses.

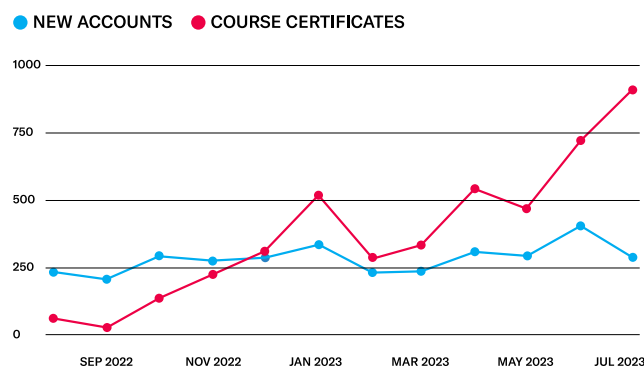
When we decided to find a new home for our professional development content last year, our goal was to blend what had previously been separated—self-paced and instructor-led courses—into a single set of focused courses that retained key qualities educators loved: courses that were self-paced and available any time, timely feedback on coursework from instructors and opportunities for personal interactions. We believed such a space centered on educators would help them engage with media literacy in ways that will ultimately improve instruction and support students in their own media literacy journeys.

Early data showed that more users than ever were engaging with the new site. We were thrilled to have more educators exploring the lessons in each course, but we noticed that many were not completing entire courses or taking the next step to demonstrate and share their learning in the course community. We had observed this behavior in our old courses, but we had some new ways to change it with the new platform.

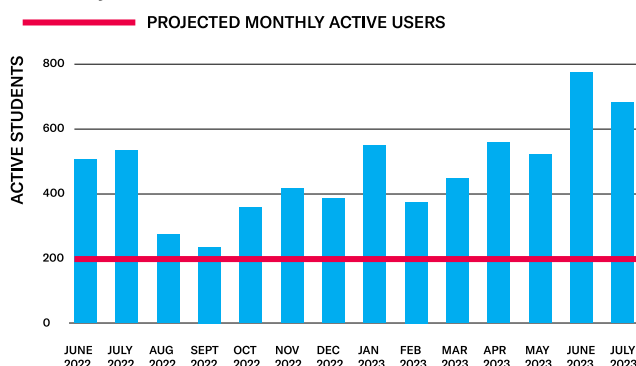
Driven by key partnerships with school districts, we have seen engagement metrics improve exponentially on the new site. More of the active learners on the site are doing more assignments

KQED TEACH

New Accounts and Course Certificates, Monthly



Monthly Active Users



and completing more courses. In a self-paced course landscape where completion rates of 10% are considered good, each KQED Teach user completes 1.1 courses, on average. In terms of impact on students, we estimate that over 114,000 students have been served by educators taking KQED Teach courses since our launch of the new site last June.

This extraordinary level of engagement demonstrates educators' growing appetite for media literacy support and understanding of the important role media literacy plays in classroom instruction—and that KQED Teach courses are well positioned to serve this need.

The Role of Media Making in STEM

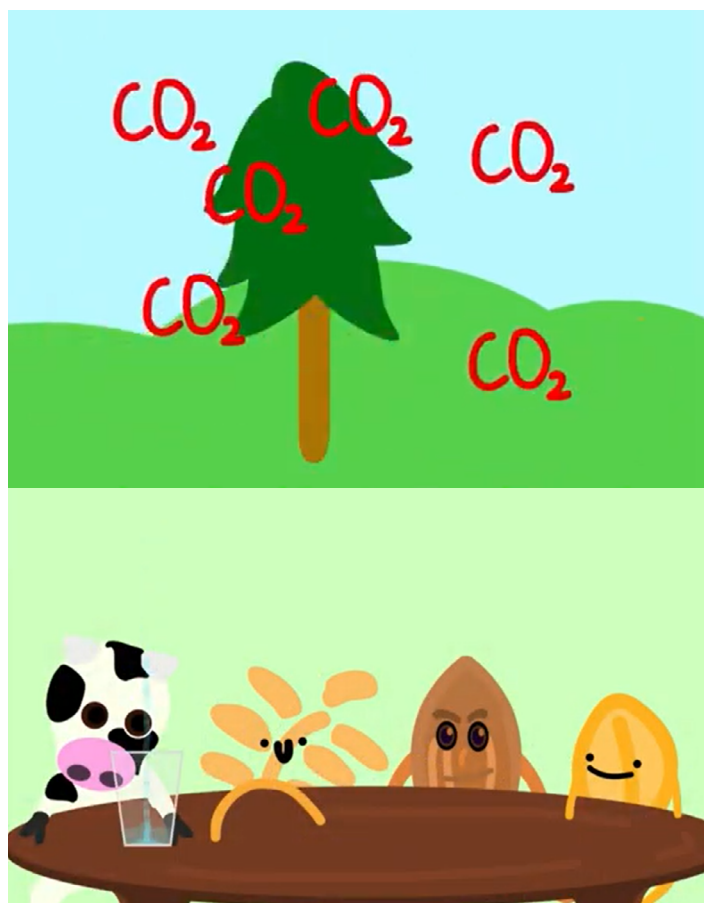
Youth have a lot to say about STEM! On the Youth Media Showcase, their pieces cover a wide range of topics, from wildfires to mental health to animal rights and beyond. These pieces show youth in the process of making connections between their academic subjects, their own lives and personal well-being, their communities and even the future state of the environment and world.

This year, we specifically focused on supporting STEM educators in building their capacity to integrate media making projects like the ones above into their curriculum. In June we launched a new KQED Teach course: [Inspire Creative Science Communication with Media Making Projects](#). This course highlights how media projects are aligned with the Next Generation Science Standards and allow youth to unlock their creative potential when communicating about the STEM topics they are learning and care about.

“The only thing I regret is that I didn’t do this sooner. I’ve been wanting to look into podcasting for the past 15 years and let life get in the way. I have a new hobby now, thanks to this course. It wasn’t as overwhelming as I thought it would be.”

—Educator on KQED Teach

Check out some inspiring youth-made media on STEM topics: [Milks And Their Effects on the Environment](#) (video) and [Our Home Is Not Your Trash Can](#) (cartoon)





Partnership Spotlight: Oakland Unified School District

KQED works with school districts around the Bay Area to build media literate communities through professional development and curriculum. Our partnership with Oakland Unified School District provides a great example of how districts can integrate these free resources into their existing structures. Any OUSD educator can now find KQED resources on the district-approved resource page. We also delivered customized professional development for specific content areas. Secondary social studies teachers learned how to integrate media literacy into their curriculum to increase civic engagement. Science teachers learned to create media projects that demonstrate learning in collaboration with We Care Solar. As part of Youth Takeover, 40 OUSD Media Arts students submitted media to our Youth Media Showcase. KQED's interdisciplinary approach creates opportunities across the district for students to share their voices with an audience outside the classroom.

Photo by Cheyenne Bearfoot

Partnership Spotlight: Facing History and Ourselves

Empowering young people to share their views on local, national and global issues is central to KQED's mission. This year, we partnered with Facing History and Ourselves California on "Youth Voice As Civic Action," an online workshop for educators. The workshop paired Facing History's civic action curriculum with KQED's Call for Change Youth Media Challenge project. We offered the workshops four times during the year, and 571 educators from around the globe learned ways to inspire youth civic engagement and advocate for change by creating audio commentary. This coming school year, KQED and Facing History California will partner on a new workshop focused on identity, belonging and the First Person Youth Media Challenge project.

**"This was a great collaboration of two
of my favorite organizations."**

—Bay Area history teacher



Thank you!

Programmatic Partners

KQED expresses deep gratitude to our programmatic partners who play a pivotal role in broadening the reach of our professional development, classroom curriculum and youth media, ensuring their impact reaches a wide array of communities across the nation. Thank you especially to the California Department of Education, Common Sense Education, PBS, Facing History and Ourselves California, National Educational Telecommunications Association (NETA), National Association for Media Literacy Education (NAMLE), National Writing Project, Oakland Goes Outdoors (a project of Oakland Unified School District), We Care Solar, Bay Area school districts and Bay Area county offices of education, Vegas PBS, Michigan Learning Channel, WEDU, as well as our technology partners, Soundtrap and WeVideo.

We welcome partnerships with education agencies, organizations with educator networks, content producers and educational technology makers to increase communities' access to our free resources. To learn more, contact Almetria Vaba, director of Partnerships and Distribution, at avaba@kqed.org.

Philanthropic Partners

Our generous philanthropic partners make substantial investments in our free, high-quality programs aimed at amplifying the voices of young people and aiding educators in cultivating students who are active participants in civic life. We extend our appreciation to the members of KQED and:



Is your organization interested in supporting our award-winning media literacy programming for educators and youth? Please contact Danielle Horcabas, education grants manager, at dhorcabas@kqed.org.

Our Team

Michael Isip
President & CEO

Holly Kernan
Chief Content Officer

Michelle Parker
Executive Director, Education

Almetria Vaba
Director, Partnerships & Distribution

Amanda Vigil
Program Manager, Youth Media

Angel Valerio
Program Manager, STEM Education

Anna Carollo
Senior Product Designer

Annelise Wunderlich
Executive Producer

Becca Kao
Art Director

Bryan Bindloss
Director of User Experience Design

Cameron Swan Chami
Education Media Manager

Caroline Sarkki
Frontend Developer

Cheyenne Bearfoot
Gen Z Social Engagement Producer

Danielle Horcabas
Education Grants Manager

Derek Lartaud
Senior Digital Media Producer

Dominique Enriquez
Education Events Specialist

Duke Fan
Vice President, Product & Engineering

Emiliano Villa
Youth Media Specialist

Hari Madduru
Software Engineer

Jamie Guardado
Software Engineering Intern

Janelle Kim
Events Manager

Jason Cater
Software Engineering Manager

Kevin Cooke
Software Engineering Manager

Kevin Rodas
Software Engineering Intern

Kimberly Low
Lead Product Designer

Lauren Farrar
Senior Digital Media Producer

Liana Holmberg
Director, Marketing

Megan Badilla
Digital Media Designer

Merissa Ren
Product Manager

Myles Bess
Host & Digital Media Producer

Noah Piper
Senior Software Engineer

Pamela Gilmour
Frontend Developer

Rachel Roberson
Senior Program Manager, Education
Content

Randall Depew
Managing Director

Rik Panganiban
Program Manager, Online Learning &
Educator Credentialing

Saba Tauqir
Product Marketing Manager

Sophie Feller
Senior Designer

Suresh Eluri
Senior Backend Engineer

Tamatha Hauskens
School District Partnerships Manager

Teresa Cho
Frontend Developer

Venkat Kasagani
Software Engineer

Vincent Yandall
Education Production Intern

Vivek Gunnala
Frontend Developer

Zaldy Serrano
Creative Director

2022-23 Youth Advisory Board

Asha D., Alameda County, CA
Carlos E., San Mateo County, CA
Catherine H., San Mateo County, CA
Dena A., San Mateo County, CA
Emiliano M., San Francisco County, CA
Esha P., Alameda County, CA
Finn D., Marin County, CA
Finn M., San Francisco County, CA
Jacquelin T., Alameda County, CA
Jessica L., San Mateo County, CA
Kaitlyn N., San Mateo County, CA
Khadeejah K., Santa Clara County, CA
Mahi J., Contra Costa County, CA
Michael W., Alameda County, CA
Olivia H., Alameda County, CA
Rajvi K-S., Santa Clara County, CA
Ryan H., Santa Clara County, CA
Yulieth A., Alameda County, CA
Zoya S., San Francisco County, CA

2022-23 KQED Media Literacy Innovators

Jim Bentley, Elk Grove, CA
Gary Samuel Bogle, Brooklyn, NY
Merek Chang, City of Industry, CA
Kara Clayton, Redford, MI
Giavanni Coleman, Hayward, CA
Rachel Collay, Mesa, AZ
Teresa Diaz, San Antonio, TX
Ricardo Elizalde, San Francisco, CA
Lisa Ernst, San Francisco, CA
Mariana Garcia Serrato, San Jose, CA
Mia Gittlen, El Cerrito, CA
David Greenbaum, San Francisco, CA
Bob Kelly, O'Neals, CA
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