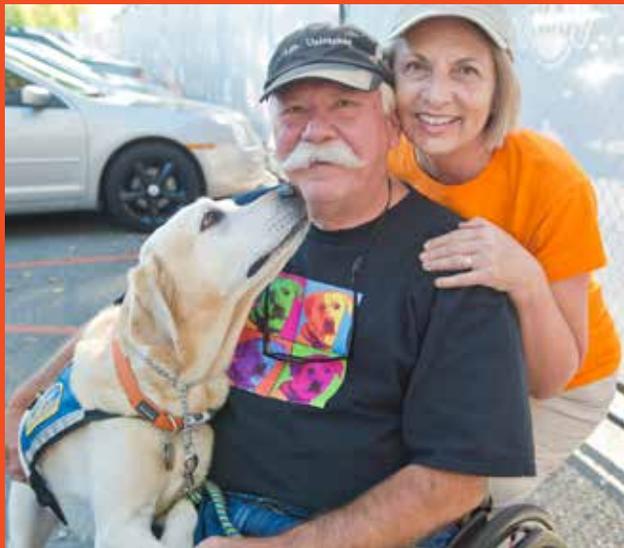




KQED

Public Media for Northern California

2014 Local Content and Service Report to the Community



Local Value

For 60 years KQED has been distinctive, relevant and essential in the lives of the people of Northern California. We are a model 21st-century community-supported media organization that captures the transformational spirit of Silicon Valley. We are the leading noncommercial provider of regional, national and international media and educational services focusing on news and public affairs, science and environment, arts and popular culture, and Bay Area life. Our audiences and content reflect the diversity of the communities we serve.

Key Services

In 2014, KQED provided vital local services that included:

- significantly increasing our arts coverage.
- creating unprecedented transparency with a crowd-sourced database of health-care prices.
- providing thorough and far-reaching coverage of the state's drought.
- partnering to create a MOOC (massive open online course) to help teachers learn how to successfully use social media in the classroom.
- launching a new multiplatform program providing regional news and in-depth coverage of the issues that Bay Area residents care about.
- honoring the diversity of our community with a special lineup of programs and community events.

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 few of the ways we made an impact in our community.

- More than **600,000 people** are engaging weekly with KQED Arts on radio, television, KQED.org and social media.
- The KQED Science unit's more than **120 online stories** about the drought and water issues have received a combined total of **251,000 page views**.
- Some **50,000 California teachers** have registered with PBS LearningMedia, and the site now boasts **1.5 million registered users** nationwide.
- The News Fix blog update that was posted minutes after the August 2014 Napa earthquake generated more than **200,000 page views**.
- Our Heritage Month events brought more than **2,000 people** together to engage with their community.
- The two KQED's Facebook photo albums created during the Bay Area taping of *Antiques Roadshow* were viewed **19,500 times**.

Dear Members,



KQED exists to inform, educate, inspire and engage the people of the Bay Area. Thanks to your generous financial support, KQED is growing and changing. With the continuing decline of newspapers and commercial broadcast media, our community wants and needs more from KQED, and we are growing to meet those needs. Simultaneously, KQED is making changes as digital technology revolutionizes the way people use media.

To give you a sense of just how fast things are moving, consider that on September 10, 2014, for the first time, the majority of visits to KQED.org came via mobile devices like smartphones and digital tablets — devices that hadn't even been invented five years ago — surpassing traffic from laptops and desktop computers. KQED saw this coming, and we have been making our content and services readily accessible to mobile users.

In fact, KQED is transforming everything from our technical infrastructure to the way we create content and convene community dialogue. We have formed three multidisciplinary content teams focused on important topics — news, arts and science — to expand regional coverage and ensure our content is available via mobile, social and interactive media as well as on radio and television.

Part of our expanded news coverage includes the establishment of a California Politics and Government desk in Sacramento and a Silicon Valley News desk in San Jose.

Led by John Myers, long regarded as one of the most respected voices covering news and politics in California, the California Politics and Government desk produces in-depth features that provide much-needed context, analysis and accountability for the decisions of state officials. One such example, John served as moderator for the only 2014 debate between California gubernatorial candidates Jerry Brown and Neel Kashkari, which aired live on KQED Public Television 9 and KQED Public Radio 88.5 FM and was streamed live on KQED.org.

PHOTOS: (TOP AND BOTTOM RIGHT)
Erin Scott; courtesy iStock photo.





PHOTOS: (TOP TO BOTTOM)
courtesy Ian Balam; iStock photos;
courtesy Kevin Berne.

Located in the heart of downtown San Jose, KQED Silicon Valley is now home to KQED's Silicon Valley News desk, launched with veteran Bay Area broadcast journalist Beth Willon and reporter and former *California Report* host Rachael Myrow. The new multimedia service focuses on the personal stories of the valley, covering a wide range of topics, including economics, governance, immigrant and international populations, education, technological innovation, and arts and culture.

This year's Local Content and Service Report to the Community spotlights just a few of the initiatives we have undertaken to meet your changing needs and expand our services — from PriceCheck, our groundbreaking community-created guide to health costs, to the creation of *KQED Newsroom* and the relaunch of KQED Arts.

KQED will continue to celebrate diversity, embrace innovation, value lifelong learning and partner with those who share our passion for public services. We hope you are proud of KQED's work to serve the community. Our work is only possible because of the generous support of people like you. Thank you!

A handwritten signature in black ink that reads "John C. Boland". The signature is fluid and cursive.

John Boland
President



Dear Members,



KQED exists to fuel civic engagement and cultural vitality in the Bay Area. KQED informs us and inspires us to be better people and citizens. Around the country, national and local public media institutions look to KQED as a model for the future of media. The responsibility is immense, and KQED relishes the opportunity to innovate and to be a leader in media and in journalism. This annual report to the community highlights some examples of the many ways KQED is living its values and meeting the challenges of a changing media world: growing regional news, placing arts as central in Bay Area life and targeting our services to have impact for teachers and learners.

It is with sincere gratitude and appreciation that I finished my KQED board service in 2014, especially the privilege of serving three years as Board Chair. KQED stands for quality. I commend the Board and President John Boland for their dedication to ensuring this community asset remains strong and focused on providing the most essential and relevant programs and services for all of us. Your continued support provides the majority of KQED's annual operating budget — with 57 percent of the budget coming from individuals. Thank you for joining me in always supporting and engaging with KQED. Together with KQED and the many important Bay Area cultural and educational institutions, we build a thriving community!

Anne Avis
Chair, KQED Board of Directors, 2014



2014 KQED Senior Managers

President

John Boland

Senior Vice President &
Chief Content Officer

Michael Isip

Senior Vice President &
Chief Operating Officer

Kevin E. Martin

Vice President, Human Resources
& Labor Relations

Joanne Carder

Chief Development Officer

Traci A. Eckels

Chief Technology Officer

Michael Englehaupt

Chief Financial Officer

Mitzie Kelley

Executive Editor for News

Holly Kernan

General Counsel & Corporate Secretary

William L. Lowrey

Vice President, Marketing & Brand

Michael Lupetin

Vice President, Digital Media & Education

Tim Olson

Vice President & General Manager,
KQED Public Radio; Vice President,
TV and Radio Programming

Jo Anne Wallace

2014 KQED Board of Directors

Anne Avis, Larry Baer, Hank Barry, John Buoymaster, Lee Caraher, Brian Cheu, Simone Otus Coxé, Scott Dettmer, Nancy Farese, Chuck Kissner, Daphne Li, Edward Lichty, Julia Lopez, Charley Moore, Jennifer Siebel Newsom, Ann O'Leary, Mark Perry, Raj Pherwani, Ed Prohaska, Mohammad Qayoumi, Mike Ramsay, Jose Rivero, Ali Rosenthal, Nancy Serrurier, Camilla Smith, Roselyne Swig, Jay Yamada, John Yost

2014 KQED Community Advisory Panel

Barry Adler, Javed Ali, Joan Benoit, Kelly Chau, Jaime Contreras, Shadi Elkarra, Michele Fichera, Yolanda Garcia, Breanna Gilbert, Joanie Gillespie, Lauren Gucik, Abel Habtegeorgis, Douglas Hollie Heather Howard, Rabiah Khalid, Velma Landers, Sue Lee, Jose Luis Mejia, Theresa Morales-Philips, Emerald Montenegro Owen, Jodi Schwartz, Trina Villanueva, Beverly Yates

PHOTOS: (TOP TO BOTTOM)

KQED News morning anchor Joshua Johnson; experimental animator Jodie Mack, featured on KQED Art School; courtesy Glenn Matsumura.

KQED

MUSIC
ARTS
EVENTS
COMMUNITY
NEWS

Making the Arts More Accessible

In 2014, KQED Arts emerged as a leading source for information, behind-the-scenes reporting and curated recommendations about Bay Area arts and culture, adding a new depth of reporting to KQED's television, radio and Web properties.

Expanding from our core audience of Boomers and Gen Xers, the Arts unit has taken special aim at the Millennial generation. Since being redesigned and relaunched in April, the KQED Arts blog has published a record quantity of arts news, critical reviews and commentary as well as a steady diet of Web videos and audio podcasts. Our online audience more than doubled in 2014. Now more than 600,000 people engage weekly with KQED Arts on radio, television, KQED.org and social media.

Perhaps the year's most noteworthy arts coverage was our exclusive access to dissident Chinese artist Ai Weiwei's installations at Alcatraz and photographer Anthony Friedkin's groundbreaking *Gay Essay* at the de Young museum. Both stories were captured for television, radio and the Web. Our annual *Spark* television special, "Culture Creates Community," showed how diverse local artists are bringing people together to build lasting social bonds. And a video about the wondrously creative sand drawings on area beaches by landscape artist Andres Amador was shared more widely across the Internet worldwide than any piece of Arts content to date.



PHOTOS: (CLOCKWISE FROM TOP LEFT) Laurie Lewis, *courtesy Owen Bissell/KQED*; Anthony Friedkin, *Hustlers*, Selma Avenue, Hollywood, 1971 Gelatin silver print, *Fine Arts Museums of San Francisco*, *Gift of Mary and Dan Solomon*; *courtesy Andres Amador*.





“Tremendous! We love the video. This is an amazing beginning to our new content relationship. Can’t wait to see what comes next.”

— MARC BAMUTHI JOSEPH, PROGRAM CHIEF, YERBA BUENA CENTER FOR THE ARTS

Community partnerships are another cornerstone of the KQED Arts growth strategy. Co-producing content and events with other Bay Area arts organizations has proved very successful, not only for the compelling content and live experiences, but also for the larger audiences created when the organizations engage their respective followers to view and share the programming.

KQED Arts is committed to showcasing homegrown talent, featuring artists, musicians, authors and performers from all over the Bay Area and continuing to nurture long-term collaborations with institutions like the Yerba Buena Center for the Arts (YCBA), SFMOMA, Impact Hub Oakland, the San Francisco Opera and Silicon Valley Creates.



PHOTOS:
(BOTTOM LEFT TO RIGHT)
Ai Weiwei, *courtesy*
Jan Sturaman, *FOR-SITE*
Foundation; artist Ed Drew,
courtesy Robert Koch
Gallery.

Resources for Creating a 21st-Century Classroom



PBS LearningMedia gives California's pre-K–12 educators and learners access to tens of thousands of digital assets, including videos, games, audio, photos, in-depth lesson plans and even discussion questions. All classroom-ready and all absolutely free.

Under KQED's leadership, PBS stations in California created a localized version of the service in 2012, attracting 5,000 teachers to register in the inaugural year. That number rose to 50,000 California teachers in 2014, and the site now boasts 1.5 million registered nationwide. In addition to presenting PBS LearningMedia in person to teachers at schools throughout the Bay Area and at statewide events, KQED's outreach and trainings have broadened to focus on after-school and outside-school educators.

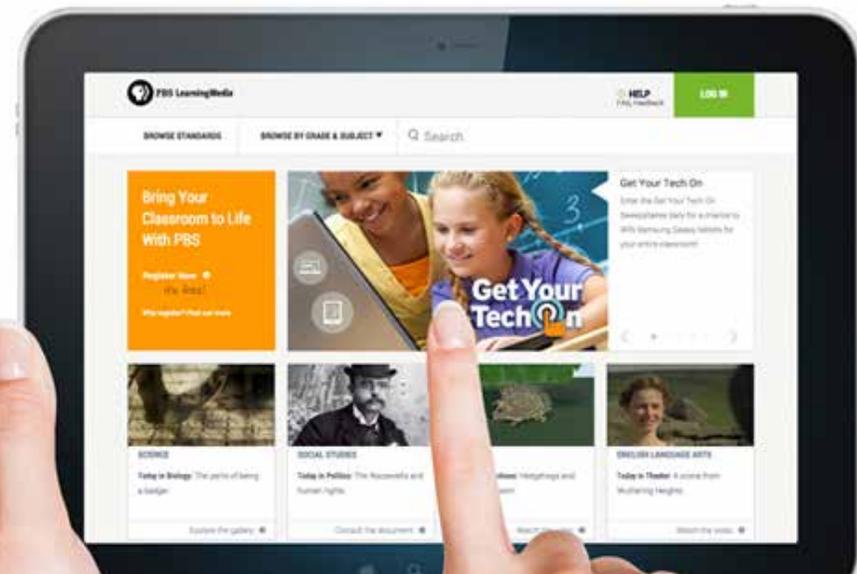
“My students carry GPS-enabled smartphones in their back pockets and view paper maps as artifacts from a distant past. PBS LearningMedia makes it easy for me to engage these ‘digital natives.’”

—SARAH BREMER, HIGH SCHOOL GEOGRAPHY TEACHER, OAKLAND, CA

In 2014, PBS LearningMedia underwent a redesign and added a brand-new set of teaching tools. Updates include a lesson builder, a storyboard creator, the ability for students to create accounts for personalized learning, and a quiz maker that enables teachers to create their own assignments from more than 100,000 National and Common Core State Standards–aligned resources. Teachers can integrate the content into their curriculum to help their “digital native” students make connections to the topics they are learning in class. The year also brought new partnerships with the California School Library Association, CK-12 and Share My Lesson. And the California PBS LearningMedia consortium grew to include all ten of the state's PBS stations with the addition of KXIE in Redding.

PHOTOS:
courtesy
Erin Scott.

pbslearningmedia.org



Engaging Students and Teachers Using Social Media

What's your social media/classroom strategy?

#TeachDoNow

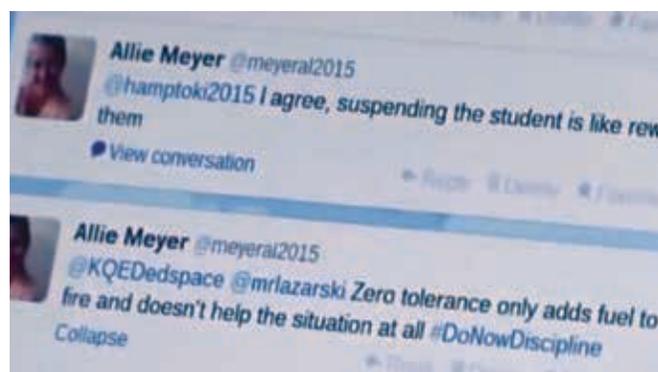
Students in the 21st century aren't just expected to master the abilities of reading and writing. They're also being asked to build digital literacy skills and build arguments from evidence. KQED's Do Now is a weekly online activity that enables students to participate in discussions of news topics issues using social media tools like Twitter. Each week, Do Now engages students and teachers from around the Bay Area and across the country in public discourse of issues important to the lives of youth. At the end of 2014, more than 18,000 students, in more than 250 schools and in 28 states were participating, with thousands of tweets and nearly 800 comments posted weekly.

“Do Now gives my students a chance to experience relevant current event topics and gain digital media skills. And it gives them an opportunity to experience opinions outside their community.”

—AMANDA LEVIN, HIGH SCHOOL SOCIAL STUDIES TEACHER, BERKELEY, CA

This past summer, KQED, in partnership with the National Writing Project, created the MOOC (massive open online course) #TeachDoNow as a way for teachers to learn how to use social media successfully in the classroom. Some 450 people, including K–12 teachers and administrators and university and adult educators, enrolled in the course, which comprised several elements, including webinars, online resource collections and discussion through social media. More than 80 percent of participants plan to try another KQED training, and 70 percent want to continue to engage with #TeachDoNow conversations and webinars.

kqed.org/donow



Solid Quake Coverage



A 6.0-magnitude earthquake with an epicenter at the southern edge of Napa struck at 3:20am on Sunday, August 24, 2014. The quake was the strongest to strike the Bay Area since the 6.9 Loma Prieta quake of October 17, 1989. Minutes after the earth stopped shaking, the first KQED News Fix blog post generated more than 200,000 page views — the highest number ever for a news story on KQED.org. KQED announcer-operators began live on-air coverage in the early hours of Sunday morning and continued throughout the day with live reports from Napa and Vallejo. That same day, News Fix posted a guide on earthquake preparedness, which was viewed more than 50,000 times. As the week continued, KQED expanded its reporting, including popular features on *Forum* and *The California Report* that posed the practical question many Californians ask after a quake, “Should I buy earthquake insurance?”

KQED’s quake assistance does not just come in the form of timely, informative reporting. KQED started offering emergency radios and first aid kits as membership pledge thank-you gifts in 2006. Knowing how vulnerable our area is to earthquakes, we expanded our offering to include two survival kits, one designed for one person for about three days and another for two people for about a week; and a portable emergency kit, designed to put in your car, boat or RV. KQED gifted 3,000 emergency kits during the September 2014 radio pledge drive and sent out more than 7,000 over the course of the year.



PHOTOS:
Man and broken pavement; quake damage to the Napa County historic courthouse.



PriceCheck: The Wisdom of Crowds

Have you ever looked at a bill for a health-care procedure and been shocked by the numbers you've seen? Or wanted to find the best price for an elective procedure and been astounded that there's no easy way to compare prices? With a Prototype Fund grant from the John S. and James L. Knight Foundation, KQED joined forces with KPCC/Southern California Public Radio and ClearHealthCosts.com to launch PriceCheck, creating a groundbreaking health costs transparency tool.

On June 23, 2014, the submission form and search interface for PriceCheck were officially launched. Requests were made on radio, online, using email blasts and via social media inviting consumers to share their costs for mammograms, back MRIs, IUDs and diabetes test strips.



ILLUSTRATION:
Andy Warner.

Over the course of four months, the project partners collected data from urban and rural Californians about what they pay for these health procedures. Partners also collaborated to produce compelling journalism — radio stories, television segments and more than 40 blog stories — to help increase public understanding and engagement around health-care transparency. One story noted that in a recent contract dispute, insurer Anthem Blue Cross cited specific data about Stanford Health Care's costs using PriceCheck.

Hundreds of people took the time to share their data, and thousands more used the tool as a way to comparison shop. The feedback we've received made it clear that we'd struck a nerve: "This is outrageous." "I found out I could have had it done for half the price only blocks away." "I was going to be billed \$830 through my PPO for an MRI. The cash price? \$500."

kqed.org/pricecheck

<http://pricecheck-healthcosts.tumblr.com/>

Drought Watch



Arguably the biggest news story in California in 2014 was the drought. And KQED's coverage was among the most thorough and far-reaching of any media company in the West.

In addition to daily developments, audiences heard regular, in-depth reporting on KQED's weekly radio science segment and as part of our statewide news service, *The California Report*. From a look at preparations for a brutal fire season, to a profile of a struggling farm town, to the attention-getting story on plans to make the California Aqueduct run backward, KQED's coverage has been wide-ranging and groundbreaking.

Since October 1, 2013, the KQED Science unit's more than 120 online stories about the drought and water issues — collected on the Drought Watch Web page — have received a combined total of 251,000 page views. Topics have included everything from groundwater overpumping to cloud seeding to water recycling to the drought's impact on farming and wildlife.

KQED also collaborated with public media partners around the state, such as Valley Public Radio in Fresno, KPCC (Los Angeles) and KPBS (San Diego), to bring a statewide perspective to our coverage. Our community helped too. At KQED's State of Drought Tumblr page, they've shared observations, water-saving tips, photos — even drought-inspired poetry.



kqed.org/droughtwatch

stateofdrought.tumblr.com

“Unlike the shortage of rain in California, we have no shortage of praise for the work that KQED's science team has done to help the San Francisco Bay Area understand issues around climate, drought and the environment..”

—JAY LUND, DIRECTOR OF THE UC DAVIS CENTER FOR WATERSHED SCIENCES



PHOTOS: (TOP TO BOTTOM) An almond tree that's been uprooted due to drought near Los Banos, CA; Animal tracks in the parched earth; Lake Oroville, east of Chico in Butte County; An unplanted field outside of Los Banos.

Creating Shared Experiences



As part of our ongoing efforts to engage with our audiences in new ways and strengthen community in the Bay Area, KQED invited fans to come together for live events and support favorite programs.

The fourth season of the pop culture phenomenon *Downton Abbey* premiered on Sunday, January 5, 2014, to record-breaking audience numbers. As part of a robust promotional campaign, KQED hosted two sold-out screening events at San Francisco's Castro Theatre on January 4, attended by 2,500 fans. Leslie Nicol, who plays the beloved cook Mrs. Patmore, appeared in person at both events. KQED produced life-sized *Downton Abbey* cutouts of the cast for photo ops. Costumed street teams also appeared with the cutouts at the screening events and around the Bay Area, which proved to be a big hit on KQED's social media channels.

Antiques Roadshow was in Santa Clara on Saturday, June 7, for a full-day taping event. KQED received more than 22,000 requests for tickets (more than any other city in the season), and 3,000 lucky fans were able to attend. KQED documented the day on social media and in two very popular Facebook photo albums. A single Facebook photo post from the *Roadshow* — showing vintage Apple memorabilia — was our second-most-popular piece of content on the platform that week: seen more than 20,000 times, gaining more than 560 Likes, Comments and Shares.

The popular NPR program *Wait, Wait...Don't Tell Me!* came to San Francisco's Nourse Theatre in July for three shows — the longest residency for the popular program outside its hometown of Chicago. All three shows sold out in just six hours, which wasn't surprising, considering our ticket announcement on Facebook was seen by more than 40,000 people. Also impressive was that for the San Francisco episodes, KQED Public Radio listenership of the show increased 45 percent, with almost 250,000 tuning in over three Saturdays.



PHOTOS: (TOP AND BOTTOM, CLOCKWISE FROM TOP LEFT) *Downton Abbey* fans dress to the nines for the Season 4 premiere screening; Silicon Valley memorabilia at *Antiques Roadshow* in Santa Clara; *courtesy Meredith Nierman*; *Downton Abbey* cast cutouts make friends; Leslie Nicol at the Castro Theatre; *Wait, Wait...Don't Tell Me!* host Peter Sagal on stage in San Francisco, *courtesy Alain MacLaughlin*.



Celebrating Culture, Community and Identity



Each year, KQED celebrates the diversity of our community with a special lineup of programs, including events and film screenings centered around Black History, Women's History, Asian Pacific American Heritage, Lesbian Gay Bisexual Transgender Pride (LGBT), Latino Heritage and American Indian Heritage months. Our 2014 events brought more than 2,000 people together to engage with their community.

KQED has long recognized the important connection between cultural heritage and the arts. And with the re-launch of KQED Arts, we've made live performances an integral part of our heritage month celebrations. Particularly noteworthy were our LGBT and Latino Heritage events.

The LGBT celebration was held in June at The Chapel, a live music venue in the heart of San Francisco's Mission district. KQED partnered with StoryCorps for a night of storytelling, live music and performances to celebrate the launch of StoryCorps OutLoud, a multiyear initiative dedicated to recording and preserving LGBT stories across America.

In September, KQED, Galería de la Raza and Calle 24 Cultural District hosted a packed house at San Francisco's Brava Theater. The dynamic event showcased short films and local artists — poets Baruch Porrás Hernández, Sandra Rivera and Gabriel Cortez, comedian Lydia Popovich, and musicians La Misa Negra — that exemplified a sense of pride and place among Bay Area Latinos.

“The community believes in the KQED mission, which is what brought them to the sold-out event. I believe that the collaboration between KQED and artists is vital, and this event gave artists a strong platform to shine.”

—BARUCH PORRAS-HERNANDEZ, CURATOR/HOST, STORYCORPS OUTLOUD EVENT



PHOTOS: (TOP AND BOTTOM, CLOCKWISE FROM TOP LEFT) KQED's Women's History Month celebration; Black History Month celebration; Feeling the love at KQED's Latino Heritage Month celebration; KQED CAP member Sue Lee (l.) with Asian Pacific American Heritage Local Heroes; Celebrating LGBT pride at The Chapel in San Francisco, *courtesy Alain Mc Laughlin.*



News Through a Bay Area Lens



It's rare in the news business to have a chance to build a new program from the ground up. *KQED Newsroom* was one such opportunity for Emmy Award-winning journalist and anchor Thuy Vu and Scott Shafer, the award-winning host of KQED's *The California Report*. The multiplatform news and public affairs series premiered in October 2013, replacing *This Week in Northern California*.

Improved collaboration — using the strengths of KQED radio, television and online to create the best product on each platform — is a key component of *Newsroom*. In addition to offering analysis and in-depth field reports, *Newsroom* features interviews with insightful people focused on the future and innovation, including high-profile Bay Area newsmakers like University of California President Janet Napolitano and Salesforce CEO Marc Benioff.

KQED Newsroom is committed to serving our audience with California regional news and in-depth coverage of the issues that Bay Area viewers care about. During the fall election season, *Newsroom* delved into the potential impact of ballot propositions aimed at reforming criminal justice and taxing soda and covered statewide and local races, bringing on Republican congressional candidate Ro Khanna and hosting an animated conversation between two San Francisco supervisors competing for a state assembly seat.

The first season also included an exclusive interview with California Governor Jerry Brown that led to a series of stories about his legacy and political ambitions. From his take on hydraulic fracturing and ethics at the state capitol to his visions for high-speed rail and addressing income inequality, our coverage played across the Bay Area on *KQED Newsroom* and around the state on *The California Report* and reached a national audience through posts on the NewsFix blog and in a co-production with *PBS NewsHour*.

PHOTOS: (TOP TO BOTTOM)
In the control room for *KQED Newsroom*,
Alain McLaughlin; Thuy Vu and Scott
Shafer on set.





PHOTOS: (CLOCKWISE FROM TOP): Governor Jerry Brown; UC President Janet Napolitano; Hidden Genius Project; KQED control room.

The high-tech sector is thriving, and although it's known for innovation, it's not necessarily known for diversity. *Newsroom* followed an Oakland-based nonprofit called the Hidden Genius Project to see how it recruits young African American men into high tech by teaching them computer coding. Not only was this one of seven *Newsroom* stories that aired nationally on the *PBS NewsHour* in 2014, it was also recognized by the Society of Professional Journalists with an Excellence in Journalism Award. In the words of the jurors, "the stories deftly up-ended stereotypes and provided a thoughtful, well-crafted story about young black men as tech revolutionaries."

Other special features have included a collaboration with the Center for Investigative Reporting to produce *State of Surveillance*, a half-hour special examining new technologies that could revolutionize crime fighting, but that also raise questions about loss of privacy and erosion of civil liberties. *Newsroom* also took an in-depth look at the science and politics behind hydraulic fracturing in "The Fracking Debate Heats Up in California" and at new rehabilitation programs inside state prisons in "California Prisons Invest in Rehabilitation for 'Lifer' Inmates."

KQED Productions and Presentations

KQED Television, Locally Broadcast Productions

Art and Soul
California Gubernatorial Debate 2014
Check, Please! Bay Area
Computer History Museum: Revolutionaries
Equal Time
ImageMakers
KQED-CIR partnership
State of Surveillance
KQED Newsroom
QUEST
San Francisco Opera
I Capuleti et I Montecchi, Attila
Mefistofele, Rigoletto
Spark
This is Us
Truly CA

KQED Television, Nationally Broadcast Productions, Co-Productions and Presentations

American Jerusalem
Becoming California
California Gubernatorial Debate 2014
The Cat in the Hat Knows a Lot About That!
Extreme by Design
Film School Shorts
Joseph Rosendo's Travelscope
KQED-CIR partnership
State of Surveillance
Hunger in the Valley of Plenty
Martin Yan: Taste of Vietnam
The New Environmentalists
Rhythm Abroad
Roadtrip Nation

KQED Television, Nationally Broadcast Fundraising Breaks

BrainChange with David Perlmutter, M.D.
The Blood Sugar Solution 10-Day Detox with
Dr. Mark Hyman
A Conversation with Michael Krasny
The Grateful Dead: Dead Ahead
Happy
My Wild Affair
30 Days to a Younger Heart with
Dr. Steven Masley

KQED Public Radio Productions

The California Report
Morning reports
Weekly newsmagazine
Governor's 2014 State of the State Address
The Do List
Forum
KQED News
KQED Science (Monday feature)
Perspectives

KQED Public Radio Co-Productions and Presentations

City Arts & Lectures
Churchill Club
Climate One — From the Commonwealth Club
The Commonwealth Club of California
The Computer History Museum Presents
It's Your World, from the World Affairs Council
Joint Venture Silicon Valley Conference
KQED-CIR partnerships

KQED Interactive Productions and Presentations

Art School
KQED Arts
KQED Science
Bay Area Bites
The Bay Bridged
Do Now
Election 2014 Voter Guide
FaultLines
KQED app
KQED-CIR partnership
State of Surveillance
KQED Pop
Let's Get Lost app
The Lowdown
MindShift
News Fix
Noise Pop
Obamacare Explained guide
PriceCheck
Science on the SPOT
State of Health



Awards and Recognition

KQED Public Television

Northern California Emmy® Awards

Arts/Entertainment — Feature/Segment
KQED 9 “Burning Man Beyond the Playa”
Lori Halloran, Thuy Vu,
Joanne Elgart Jennings

Health/Science/Environment — Program/Special

KQED 9/Mill Valley Film Group
The New Environmentalists
“From Chicago to the Karoo”
John Antonelli, Tom Dusenbery,
Will Parrinello

Historic/Cultural — Program/Special

KQED 9/Bayside Entertainment
Journeys for Good: Cambodia
Steve Wynn

Public/Current/Community Affairs — Program/Special

KQED/The Center for Investigative Reporting
“Hunger in the Valley of Plenty”
David Ritscher, Natasha Del Toro, Sasha Khokha, Shirley Gutierrez

Writer — Program

KQED 9 *This is Us* “A Sailor’s Quest — John Kostecki America’s Cup”
John Gregg

Editor — Program (Non News)

KQED 9/Bayside Entertainment
Journeys for Good: Cambodia
Steve Wynn

Religion Newswriters Association

Television Documentary (second place)

“A Church Divided”
Scott Shafer, Monica Lam

San Francisco Peninsula Press Club

Feature Story of a Light Nature

KQED 9 “Burning Man Beyond the Playa”
Lori Halloran, Thuy Vu, Byron Thompson,
Mike Elwell, Joanne Elgart Jennings

Public Affairs Program

KQED 9 *KQED Newsroom*
“11/15/13 Episode”
Monica Lam, Robin Epstein, Sheraz Sadiq,
Thuy Vu, Scott Shafer, Bud Gundy, Linda Giannechini, Joanne Elgart Jennings

Society of Professional Journalists of Northern California

Arts and Culture

“Photographer on a Mission”
Lori Halloran, Lincoln Else, Debra Schaffner, Peter Borg

Feature Storytelling

“Finding Hidden Genius”
Monica Lam, Aarti Shahani, Aaron Drury,
Jeremy Raff

KQED Public Radio

The Bay Institute

Harold Gilliam Award for Excellence in Environmental Reporting
Lauren Sommer

Center for California Studies

Science, Excellence in Radio Reporting
“Crude by Rail”
Molly Samuel

NorCal Radio Television News

Directors Association

Investigative Reporting

“Farmworkers Face Sexual Harassment”
Sasha Khokha, Grace Rubenstein

Multipart Series

“Men of Influence”
Caitlin Esch

Feature Reporting — Serious

“Refilling the Central Valley’s Overdrawn Aquifers”
Sasha Khokha

Specialty Reporting

“Community Health”
Mina Kim

News Writing

“Berryessa — Snow Mountain Conservation Area”
Craig Miller

Use of Sound

“On the Elephant Seal Dating Scene, It’s All About Bravado”
Lauren Sommer

Public Affairs Program

Forum “In My Experience: The Iraq War”
Michael Krasny, Judy Campbell, Irene Noguchi, Amanda Stupi, Dan Zoll

News Broadcast — Under 15 Minutes

KQED Public Radio
Joshua Johnson

Public Radio News Directors Incorporated

Enterprise/Investigative

“Farmworkers Face Sexual Harassment”
Sasha Khokha, Grace Rubenstein

Writing (second place)

“Water Recycling Comes of Age in Silicon Valley”
Amy Standen

Radio Television Digital News Association

Edward R. Murrow Regional Award

Audio: Continuing Coverage

“California’s Battle Over Same-Sex Marriage”
Steven Cuevas, Scott Shafer,
Bryan Goebel, Mina Kim

Audio: Investigative

“Farmworkers Face Sexual Harassment”
Sasha Khokha, Grace Rubenstein,
Pat Flynn

Use of Sound

“On the Elephant Seal Dating Scene, It’s All About Bravado”
Lauren Sommer

Writing

“On Immigration: High Tech and Agriculture Don’t Meet”
Tyche Hendricks, Aarti Shahani

Radio Television Digital News Association

Edward R. Murrow National Award

Use of Sound

“On the Elephant Seal Dating Scene, It’s All About Bravado”
Lauren Sommer

Religion Newswriters Association

Radio Broadcast (second place)

“A Church Divided”
Steven Cuevas



Multimedia/Web

Center for California Studies
Excellence in Blog Writing
 "Ride-Sharing Insurance Gap"
 Jon Brooks

Northern California Emmy® Awards
Photographer — Program (Non-News)
 KQED 9 *Science on the SPOT*
 "ZomBees: Flight of the Living Dead"
 Joshua Cassidy

NorCal Radio Television News Directors Association
News Website
 KQEDNews.org
 KQED News and Web teams

Society of Professional Journalists, Northern California Chapter
Data Visualization
 "Subsidized Squalor"

PHOTOS: (CLOCKWISE FROM TOP):
 "Burning Man Beyond the Playa";
 "ZomBees"; Larry Pasqua from San Francisco waves a flag in front of the Castro Theatre to celebrate the U.S. Supreme Court rulings on Prop. 8 and the Defense of Marriage Act; *courtesy Darlene Bouchard*; "Hunger in the Valley of Plenty."

QUEST (KQED's multimedia science series expanded to a national collaboration with five public media partner stations)

American Association for the Advancement of Science
Kavli Science Journalism Award — Spot News/Feature Reporting
 QUEST "Wolves: The Ecology of Fear"
 Michael Werner, Lisa Landers

Lower Great Lakes Emmy® Awards
Informational/Instructional — Program/Series or Special
 QUEST "Battling the Bloom"
 Mary Fecteau, Anne Glausser, Mark Smukler, WVIZ/PBS ideastream; Lisa Landers, KQED

Midwest Emmy® Awards
Outstanding Achievement, Environmental News Specialty Report/Series
 QUEST
 Andy Soth, Eleanor Nelsen, Kathy Bissen, Lisa Landers

Nashville/Midsouth Emmy® Awards
Specialty Assignment Report
 QUEST "Bike to the Future"
 David Huppert, Stephanie Bourland, Mike Burke, Grant Dennis, Amy Meiggs, UNC-TV; Lisa Landers, KQED

Northwest Emmy® Awards
Environmental — Feature/Segment
 QUEST "A River Returns"
 Michael James Werner, Lisa Landers

Health/Science — Feature/Segment
 QUEST "Sea Otters v. Climate Change"
 Michael James Werner, Lisa Landers

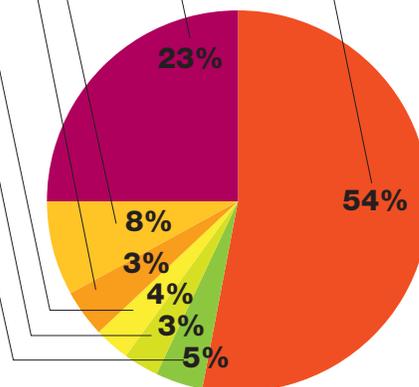
Ohio Society of Professional Journalists
Best Environmental Reporting
 QUEST "Recycling Dirt: A new Niche in the Fracking Industry"
 Michelle Kanu, 90.3 WCPN ideastream, Lisa Landers, KQED

Condensed Financial Information

(\$000) For the year ended September 30, 2013.

Revenues

Contributions and Membership Fees	\$35,717
Underwriting and General Grants	16,003
Community Service Grants	5,510
Government Grants and Other	2,770
Project Grants	2,036
Investment Income Transferred from Endowment	2,015
Bequests and Trusts *	2,896
Total Revenues	\$66,947



Expenses

PROGRAM SERVICES

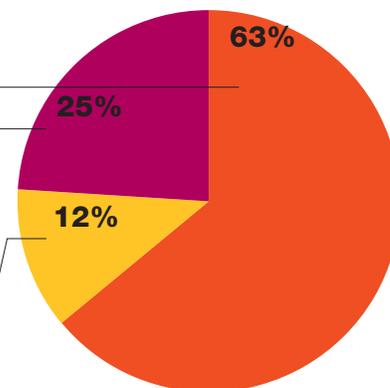
Television Production and Broadcasting	\$20,098
Radio Production and Broadcasting	11,972
Program Promotion	3,154
Education Network	920
Interactive	2,546
Multiplatform Content	4,003
Total Program Services	\$42,694

SUPPORT SERVICES

Marketing and Development	\$16,153
General and Administrative	8,161
Total Support Services	24,313

Total Expenses **\$67,007**

Trade and In-Kind Donations	\$2,048
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Note: This condensed financial information has been derived from KQED Inc.'s financial statements as of and for the year ended September 30, 2014. These financial statements have been audited by Hood & Strong LLP. For a complete copy of the 2014 audited financial statements, please email aquibell@kqed.org.

* Bequests and trusts are transferred to Board-designated endowment fund. Net operating revenue after transfer is \$64,051.

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.



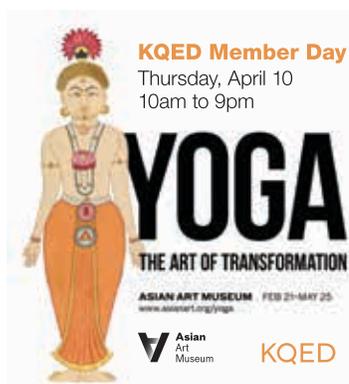
Volunteer

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 200,000 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**

PHOTOS:
courtesy Ian Balam.



PHOTOS: (TOP AND BOTTOM) Kelly McEvers (r.), NPR National Desk correspondent, with KQED donors; KQED's Michael Krasny with major donors, *courtesy Greg Habiby.*

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 lending library privileges, 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**

Leadership Circle membership is offered to donors who contribute \$150 to \$1,499. The ongoing support of these members helps ensure the public media services enjoyed by all residents of Northern California. Leadership Circle members are offered a variety of benefits, including previews, receptions with public broadcasting personalities and behind-the-scenes activities. **415.553.2345**

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 Support
415.553.2388

Business Partners
415.553.2885

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 54.4
XFINITY 192

KQED World

Channel 9.3
XFINITY 190

KQED Life

Channel 54.3
XFINITY 189

KQED V-me

Channels 54.5 & 25.3
XFINITY 191 & 621

KQED

Public Radio

88.5 FM San Francisco
89.3 FM Sacramento (KQEI)

KQED News

KQEDnews.org

KQED

Education

kqed.org/education

KQED.org



Annual Report 2014

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The following KQED staff members contributed photos or graphics to this report: *Craig Miller, Josh Cassidy, Kristin Farr, Lindsey Hoshaw, Lisa Pickoff-White, Monica Lam, Matthew Williams, Molly Samuel, Yo Ann Martinez.*

Cover photos: *Alain Mc Laughlin, Yo Ann Martinez.*