

# Local Content and Service Report to the Community 2016



**KQED**

Public Media for Northern California

## Local Value

For more than 60 years, KQED has been distinctive, relevant and essential in the lives of people in Northern California. We are a model 21st-century community-supported alternative to commercial media. Capturing the transformational spirit of Silicon Valley, KQED is the area's leading noncommercial provider of trusted regional, national and international media and educational services with a focus on news, science, arts and food. Our content reflects the diversity of the communities we serve.

## Key Services

In **2016**, KQED provided vital local services that included:

- Providing in-depth, unbiased, multiplatform coverage and resources that voters could use to inform their decisions.
- Encouraging national youth civic participation.
- Expanding news services and coverage in Silicon Valley.
- Launching an online professional learning platform for educators.
- Celebrating local artists and facilitating future creative endeavors.
- Spearheading an unprecedented collaboration to address homelessness.
- Highlighting issues that affect Bay Area veterans and their families.
- Engaging local communities in public affairs discussions via live radio.

## 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.

- KQED's Voter Guide received more than **6 million page views**, and, overall, 2016 online election coverage had **six times as much traffic** as the last general election.
- Three very successful *Forum on the Road* radio programs were produced live before **sold-out audiences in 400-seat theaters**.
- KQED worked with more than **2,700 teachers in 47 states** to engage their students via Letters to the Next President 2.0, collecting more than **12,600 multimedia letters**.
- During the three-month *Women to Watch* campaign, **more than 1.5 million users** visited [kqed.org/arts](http://kqed.org/arts), and **nearly 70,000 people** responded and engaged with KQED Arts via social media.
- On the Day of Homelessness Coverage, #SFHomelessProject posts on KQED and KQED News Facebook pages generated **well over 1 million impressions** and reached **more than 500,000 Facebook users**.
- Six original videos about Bay Area veterans reached **more than 845,000 across social media**.

## Dear Members,

Thanks to your financial support, particularly over the past five years, KQED was ready for the challenge in 2016 of meeting the needs of our community in this time of political and societal upheaval and revolutionary changes in media.

KQED has always been a trusted source for fact-based journalism, diverse arts and culture programming, science and environment coverage, and special services to support teachers and learners. But to remain distinctive, relevant and essential in the turbulent 21st-century media world, we needed to make changes . . . big changes.

Why big changes? Because the way you use media has been completely transformed in recent years. Now you are more likely to receive your KQED content via Facebook or YouTube than traditional television and radio. And you are looking for more Bay Area news and information from KQED because you are finding less regional coverage in newspapers and on commercial broadcasts. You use a range of technical devices to find content, and you expect KQED to be there for you on your platform of choice. And digital media has changed the ways our youth learn and our teachers teach.

Serving our community is the reason KQED exists, so we've spent recent years transforming to become the KQED you need now. We've installed new technology, expanded and trained our staff, and developed new forms of content, and we can now serve your needs just as well on mobile, social and online media as we have for decades on radio and television. We have more than tripled the editorial team providing Bay Area coverage, and we've reinvented the ways we support students, teachers and schools.

I believe that in this turbulent and confusing time, KQED is more important than ever, and, in 2016, we were prepared to meet the community's needs with trusted coverage, record audience engagement and creativity.



PHOTOS: (COVER) *courtesy Alain McLaughlin*. (CLOCKWISE FROM TOP) Enterprise High School students tour KQED; staff members watch 360 videos, *courtesy KQED Lab*; Forum producers at work during remote broadcast, *courtesy Alain McLaughlin*.





PHOTOS: San Jose Mayor Sam Liccardo, John M. Sobrato and KQED President John Boland at KQED Silicon Valley; Ballots and Brews youth-focused event in Oakland, courtesy Alain McLaughlin.

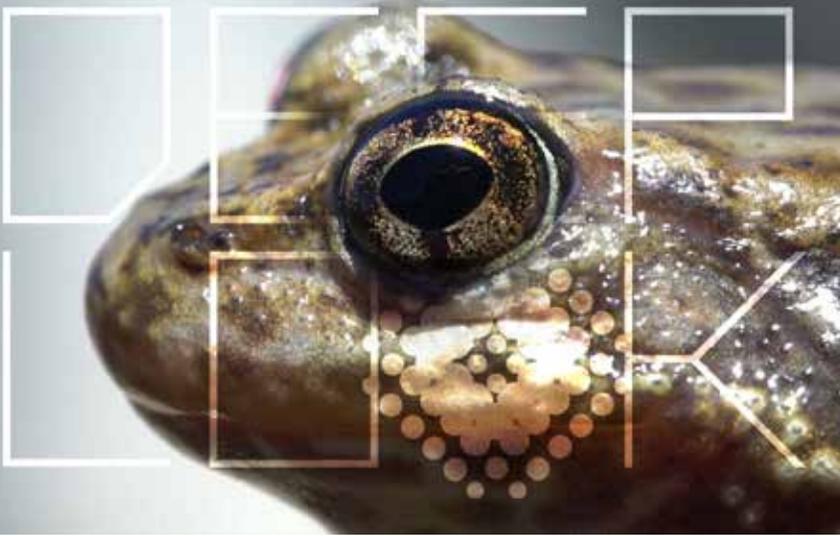
In 2016, we placed our news team squarely in the trenches of national and local elections. Scott Shafer, senior editor of KQED’s Politics and Government Desk, covered the 2016 Democratic and Republican conventions with reporters Katie Orr and Marisa Lagos. Scott, Katie and Marisa brought the voices of Californians back to the Bay Area from these pivotal events. They also helped cover the myriad state and local political issues facing voters.

Concurrently, our social media teams worked tirelessly to facilitate dialogue and convene record-setting volumes of conversations as a cavalcade of political opinions and reactions flowed in throughout the year.

KQED’s continued investment in regional news coverage has also benefited listeners beyond our state’s borders. We are working closer than ever before with NPR, bringing more West Coast stories and voices to public radio listeners nationwide.

Closer to home, our call letters now grace the top of the historic downtown San Jose building that’s home to KQED Silicon Valley. The sign is a symbol of KQED’s commitment to the people of San Jose and Silicon Valley. In July, the newly renovated newsroom and studio held an open house attended by community leaders, donors and elected officials, including the city’s mayor, who spoke of KQED’s importance in the region as a source of information about civic and cultural life.

Also in the summer, KQED Arts launched a flagship series called *Women to Watch*, celebrating local curators, musicians, muralists, comedians, dancers, photographers and writers who are forging new paths in our creative ecosystem. The series included a month of multimedia programming and a sold-out live event that has created ongoing opportunities for collaboration and partnerships. *Women to Watch* is a stellar of example of what KQED does best: inform, connect, engage and build community with our audiences.



PHOTOS: (TOP RIGHT)  
*Women to Watch* event  
at SFJAZZ, courtesy  
Alain McLaughlin.  
(BOTTOM RIGHT)  
courtesy Kevin Berne.

The PBS broadcast premiere of Stanley Nelson’s seminal documentary *The Black Panthers: Vanguard of the Revolution* provided KQED with yet another opportunity to convene a community conversation. Working in collaboration with *Independent Lens*, Pandora and Youth Speaks, KQED hosted two sold-out events featuring local performers and included Q&A sessions with former Black Panther Party members and current Black Lives Matter members.

KQED’s commitment to multimedia science reporting continued in 2016 with stories focused on California’s drought, climate change, and energy and water quality issues, in addition to health and nature reporting. KQED’s *Deep Look* YouTube science series grew its audience tremendously in 2016, increasing subscribers from 17,000 to over 170,000 with more than 11 million views.

If, as I believe, KQED’s services are more essential than ever, then your support is also more important than ever. Nothing we do would be possible without the generous support of the nearly 200,000 Bay Area families who contribute financially. On behalf of all of us at KQED, we thank you.

John Boland  
President



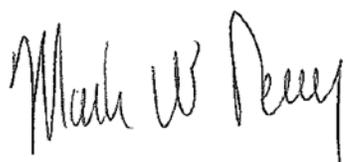
## Dear Members,

KQED exists to educate and inform all Bay Area residents with the high-quality and trusted content and educational services. This responsibility is immense, especially in today's political world, and KQED relishes the opportunity to be 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 media world. In 2016, KQED formed key partnerships to deeply cover issues that matter most. Two great examples are **election coverage** with the **California Counts Collaborative**, a partnership with other leading California media organizations formed to increase voter engagement statewide and to provide an objective comprehensive online voter guide, and **the SF Homeless Project**, a diverse coalition of more than 70 news outlets formed to cover the homeless crisis in our state.

In the area of innovation, KQED Teach was launched, empowering Bay Area teachers to bring media technology into their classrooms. Also, KQED worked with NPR to launch the mobile application NPR One and with PBS to launch PBS Passport, a repository of programs available to KQED members.

I want to publicly thank the outstanding employee team we have at KQED, under the leadership of CEO John Boland, for its dedication to the vision of creating the most innovative and responsive public media organization in the country. I also want to thank our very dedicated Board of Directors for its 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!



Mark Perry  
Chair, KQED Board of Directors, 2016



### 2016 KQED Senior Managers

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**John Boland**

Senior Vice President &  
Chief Content Officer

**Michael Isip**

Senior Vice President &  
Chief Operating Officer

**Kevin E. Martin**

Chief of Staff

**Jason Black**

Vice President, Human Resources  
& Labor Relations

**Joanne Carder**

Chief Development Officer

**Traci A. Eckels**

Chief Financial Officer

**Mitzie Kelley**

Executive Editor for News

**Holly Kernan**

General Counsel & Corporate Secretary

**William L. Lowery**

Vice President, Marketing & Brand

**Michael Lupetin**

Vice President, Corporate Sponsorship

**DeLinda Mrowka**

Vice President, Digital Media & Education

**Tim Olson**

Vice President, Television & Radio  
Programming

**Jo Anne Wallace**

### 2016 KQED Board of Directors

Larry Baer, Hank Barry, Ray Bingham, Steve Bochner, John Buoymaster, Lee Caraher, Brian Cheu, Bruce Chizen, Simone Otus Coxse, Karen Edwards, Judy Estrin, Nancy Farese, Meg Garlinghouse, Chuck Kissner, Daphni Li, Edward Lichty, Julia Lopez, Kay Matthews, Ann O'Leary, Mark Perry, Raj Pherwani, Mike Ramsay, Jose Rivero, Nancy Serrurier, Camilla Smith, Roselyne Swig, Jay Yamada, John Yost

### 2016 KQED Community Advisory Panel

Mehdi Alhassani, Stevon Cook, Shadi Elkarra, Joanie Gillespie, Kenny Gong, Lauren Gucik, Jaqui Guzman, Douglas Hollie, Rabiah Khalid, Velma Landers, Sue Lee, Eric Lewis, Deldelp Medina, Grace Sonia Melanio, Brenda Montgomery, Teresa Morales-Phillips, Guisselle Nuñez, Chris Punongbayan, Jennielynn Dino Rossi, Jodi Schwartz, Victor Vazquez, Beverly Yates

PHOTOS: (TOP TO BOTTOM)  
Mark Fiore; iStock Photography.



# ELECTION 2016

## Your Trusted Coverage on KQED



### Statewide Collaboration

In an attempt to get California voters more engaged, KQED and three other public media organizations across the state — Capital Public Radio in Sacramento, KPCC in Los Angeles and KPBS in San Diego — came together in early 2016 in a groundbreaking collaboration to cover elections in the nation's most populous state.

Over the course of the year, the California Counts Collaborative produced in-depth, factual, highly coordinated, multiplatform coverage and resources that voters could use to inform their decisions. Examples included a radio series on voter participation, a live U.S. Senate candidate debate and a social media campaign highlighting quotes from voters using #whyvoted.

The collaborative also deployed reporters throughout the state to engage and involve in the election demographically and economically diverse Californians. The project's work was so successful that it will continue in 2017 with a series examining the state of the California Dream.

### Convention Coverage

During the summer, KQED provided comprehensive coverage of both the Republican Convention in Cleveland and the Democratic Convention in Philadelphia. Scott Shafer, senior editor of KQED's California Politics and Government Desk, and reporters Katie Orr and Marisa Lagos (who also brought her newborn son and mom to Philly) were essentially embedded with the California delegations, talking with attendees, covering disruptions and protests, and reporting from the convention floor via Facebook Live. Their coverage was heard live on KQED Public Radio's *Forum* and *The California Report* and as part of a live radio special each afternoon. KQED also provided live updates to sister stations KPCC and KPBS each day of the conventions.

PHOTO: Brendan Smialowski/  
AFP/Getty Images.





### Voter Guide

On October 1, KQED unveiled our 2016 Voter Guide, a comprehensive, clear and mobile-friendly online guide to local and state measures and races (produced with the League of Women Voters and MapLight). For the first time, the guide gave voters the ability to enter their ZIP code and get an entire customized ballot guide on their smartphone or computer.

### Ballots and Brews

Also in October, KQED hosted four Ballots and Brews voter parties — in Berkeley, San Francisco, San Jose and Oakland — to elevate the role of civic participation in our society and give a hands-on tour of the 2016 Voter Guide. We worked with multiple outreach partners to bring in new constituencies, along with established KQED audiences. The events included an election pub quiz, prizes, refreshments, and, most important, lively conversations about politics and the issues of our times.

### The Social Media Story

KQED News covered the 2016 election via social media in unique and unprecedented ways, offering our audience a mix of thoughtful, informative stories — including first-ever Facebook Lives, quizzes and original videos — with some lighter fare. We also started a new social channel on Nextdoor Oakland to help expand and deepen our audience using the election as a driver.

PHOTOS: Ballot and Brews voter parties, courtesy Alain McLaughlin.





### November 8, 2016

Leading up to Election Day, in addition to ongoing statewide coverage with the California Counts Collaborative, KQED produced a full slate of stories on radio with *The California Report*, KQED News and *Forum*; on television with *KQED Newsroom*; and online at [kqed.org](http://kqed.org).

On election night, in a public radio first, KQED's Scott Shafer co-hosted two hours of NPR's national election coverage with Ray Suarez, live from San Francisco.

Beginning that night, the Voter Guide featured live election results from the state and entire Bay Area (more than 800 races!). In total, the online guide received more than 6 million page views and motivated numerous positive emails and donations. Overall, KQED's 2016 online election coverage had six times the traffic that the last general election had.

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

PHOTOS: (TOP TO BOTTOM)  
courtesy Sara Bloomberg;  
KQED's Scott Shafer and  
Marisa Lagos, courtesy  
Alain McLaughlin.



The California Counts Collaborative was supported by the James Irvine Foundation. Funding for KQED elections coverage was also provided by the Westly Foundation and [craigconnects](http://craigconnects.org).

Election coverage was proudly sponsored by Berkeley Repertory Theatre, the San Francisco Foundation and Integrated Archive Systems.

Ballots and Brews events were sponsored by the San Francisco Foundation, Berkeley Repertory Theatre, and [craigconnects](http://craigconnects.org). Ballots and Brews outreach partners were INFORUM; the Center on Civility and Democratic Engagement at the University of California at Berkeley; Brigade; SIREN; Campbell Adult and Community Education; the South Bay Consortium for Adult Education; the Latino Community Foundation, and Youth Radio.

LETTERS

TO THE NEXT  
PRESIDENT

2.0

## Civic Participation for a New Generation of Youth

As media channels and pundits buzz with election news and opinions, students are keenly aware of the issues and challenges that impact their lives in the present and the future. They have real concerns and opinions. But too often, their voices go unheard.

Letters to the Next President 2.0 (L2NP 2.0) is a teacher-designed initiative that engaged and connected young people, aged 13 through 18, as they researched, wrote and made media to voice their opinions on issues that mattered the most to them in 2016.

L2NP 2.0 was a reboot of a project sponsored by the National Writing Project (NWP) during the 2008 election. This second iteration — co-hosted by the NWP and KQED in partnership with nearly two dozen public media and education partners nationwide — provided free resources and publishing opportunities in a participatory online space.

KQED worked with more than 2,700 teachers in 47 states to engage their students, and by November 8, 2016, we had collected more than 12,600 multimedia letters (including videos, blogs, infographics and podcasts).

Students were passionate about the issue they chose to address. For example, Anjali M., a ninth grader at Santa Clara High School in California, wrote about the problem of homelessness. “There is a roof over my head and clothes on my back and food on the table. I have access to resources, information, knowledge. All around me there are endless opportunities that shape my prospects and widen my perspective . . . There are many who aren’t as fortunate.”

L2NP 2.0 was highlighted as a top election resource for teachers in *The New York Times*, and students’ multimedia letters were shared weekly on KQED Public Radio’s *The California Report* up through the inauguration in January. All of the letters will be shared with the new president and his administration during his first 100 days in office.

Teachers have access to the project’s online archive, and they’re using the letters, videos and so on in their classrooms as models to help improve student writing and research skills. And KQED and other L2NP 2.0 partners are putting together additional ways for teachers to use the archive.

[letters2president.org](http://letters2president.org)

Funding for KQED Learning is provided by the Koret Foundation, the Cisco Foundation, David Bulfer and Kelly Pope, the Horace W. Goldsmith Foundation, the Stuart Foundation, the Mary A. Crocker Trust, the Panta Rhea Foundation, and the members of KQED.

PHOTOS: courtesy iStock Photography.





## Expanding Educators' Media Literacy Skills

We know students consume a great deal of digital media, but they often lack the skills for actively engaging with the media in ways that further their learning. And many teachers feel intimidated by the task of integrating media literacy in the classroom. KQED's new online learning platform, KQED Teach, provides free, self-paced courses to help K–12 educators develop and practice the media skills they need to excel as teachers in our digital world, as well as the chance to share strategies with one another.

Armed with these skills, teachers can help their students develop communication and technology skills, enabling them not only to produce high-quality digital content, but also to engage in learning that encourages critical thinking.

The platform, launched in July 2016, presented six courses in its first four months, including Media Foundations, Taking Charge of Social Media, Podcasting with Youth Radio and Video Storytelling Essentials. Hundreds of teachers in KQED Learning working groups provided input on course design, and longtime KQED partners, including Youth Radio and Adobe, provided valuable expertise in helping create the first set of courses.

The majority of KQED Teach users live in the Bay Area, but educators from all over the country are benefiting from the platform. The site's first seven months, 2,360 registered users reached an estimated 188,000 students, and almost a third of the users were returning to KQED Teach nine or more times each month.

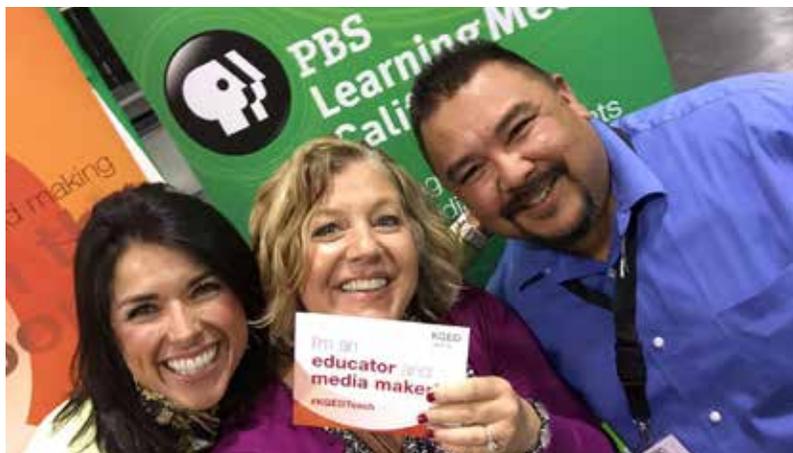
*“The course research gave me several great ideas for using social media to spark creativity in students.”*

—CALIFORNIA ELEMENTARY SCHOOL TEACHER,  
PARTICIPANT, TAKING CHARGE OF SOCIAL MEDIA COURSE

Looking ahead, KQED Learning is developing partnerships with local school districts to reach more educators. A pilot with the San Francisco Unified School District will launch in January 2017, with more districts in the pipeline. KQED is also partnering with organizations such as the Buck Institute and PBL World, as well as with other PBS member stations, to make sure that every person who could benefit from KQED Teach is able to do so.

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

Funding for KQED Teach is provided by the Cisco Foundation and the Mary Crocker Trust, and the members of KQED.



**“KQED Teach** is a great introduction on how to use storytelling to answer questions in nontraditional ways.”

— A KQED Teach educator

Free resources at [teach.kqed.org](http://teach.kqed.org)



PHOTOS: (TOP LEFT) Beth Willon, Rachael Myrow and Queena Kim. (BOTTOM LEFT) KQED Silicon Valley open house, courtesy Alain McLaughlin.

## KQED Silicon Valley Expands South Bay Reporting

In 2016, KQED’s call letters were placed — slowly and carefully — atop 50 W San Fernando, one of downtown San Jose’s most iconic and historic buildings and site of the world’s first radio broadcast.

The new sign is a physical representation of KQED’s long-held commitment to the South Bay. “Although KQED serves the entire Bay Area, the South Bay is home to the largest number of KQED viewers, listeners, digital media users and members,” said CEO John Boland. “We want the people of San Jose, Santa Clara County and all of the South Bay to know that KQED is here to stay.”

The sign installation was the final step in a renovation of KQED Silicon Valley. Improvements included a new radio studio and the creation of a Silicon Valley News Desk to strengthen and expand KQED’s coverage of the South Bay. With the help of the four veteran reporters now based in the South Bay, KQED has quadrupled South Bay reporting since 2013.

“An educated citizenry is the cornerstone of a successful democracy. Our residents appreciate the attention KQED brings to the issues that impact their lives. And I was honored to welcome KQED to its new South Bay home in downtown San Jose.”

—SAN JOSE MAYOR SAM LICCARDO

Senior reporter Beth Willon’s focus is Santa Clara County, the city of San Jose, and their courts and law enforcement issues. Veteran KQED reporter Peter Jon Shuler continues to roam the region to bring listeners the breaking news of the day. South Bay arts reporter Rachael Myrow covers everything from art exhibits to cultural issues playing out in the fast-growing area, and senior editor Queena Kim reports on technology.

To celebrate the Silicon Valley expansion, local civic leaders, donors and members of the media were invited to a summertime open house to visit the newly renovated newsroom and studio. Among the presenters was Mayor Sam Liccardo, who spoke of KQED’s importance in the region as a source of information about civic and cultural life.





## An Unprecedented Collaboration to Address Homelessness

It's estimated that there are more than 6,600 people living on the streets of San Francisco, and across the Bay Area, even more lack shelter. Despite years of concern and millions of dollars of investment, the problem persists. Who are the people who live on the streets and on the edge of homelessness? Why have we failed to bring about lasting change? And are there solutions that offer hope for the future?

In early 2016, KQED and the *San Francisco Chronicle* spearheaded the SF Homeless Project, an unprecedented collaboration of more than 80 news organizations around the issue of homelessness and housing insecurity.

Participants pooled their resources — reporting, data analysis, photojournalism, video, websites — then published, broadcast and shared a series of stories beginning Wednesday, June 29. During that week, more than 350 stories, television spots and events were produced. Nearly 4 million people were reached on the *Chronicle's* websites alone, and we reached more than 800,000 through television. There was also a notable increase in donations at several nonprofits.

KQED focused on telling first-person stories to reveal the huge range of people living on our streets. KQED also looked at the issue from a regional perspective and told stories of people living on the edge of homelessness — facing housing insecurity and eviction and living in cars and on couches. Specific pieces included a question-and-answer piece about homelessness, a timeline on homelessness in San Francisco and a 360 video that lets you experience life on the streets of San Francisco.

PHOTOS: (CLOCKWISE FROM TOP LEFT) courtesy Mark Andrew Boyer; Ken Fisher; Audrey Cooper.



The #SFHomelessProject was a notable example of cross-departmental social media collaboration at KQED. The collaboration provided a crucial component for content distribution and audience engagement.

On the Day of Homelessness Coverage (June 29), #SFHomelessProject posts on KQED and KQED News Facebook pages generated well over 1 million impressions and reached more than 500,000 Facebook users.

“This is where good journalism fits into civil society — helping to coordinate productive conversations, to dig deeper and look for root causes and historical context. Homelessness and how we respond is really the defining issue of our era. KQED has done a great job of helping to shed light on the solutions.”

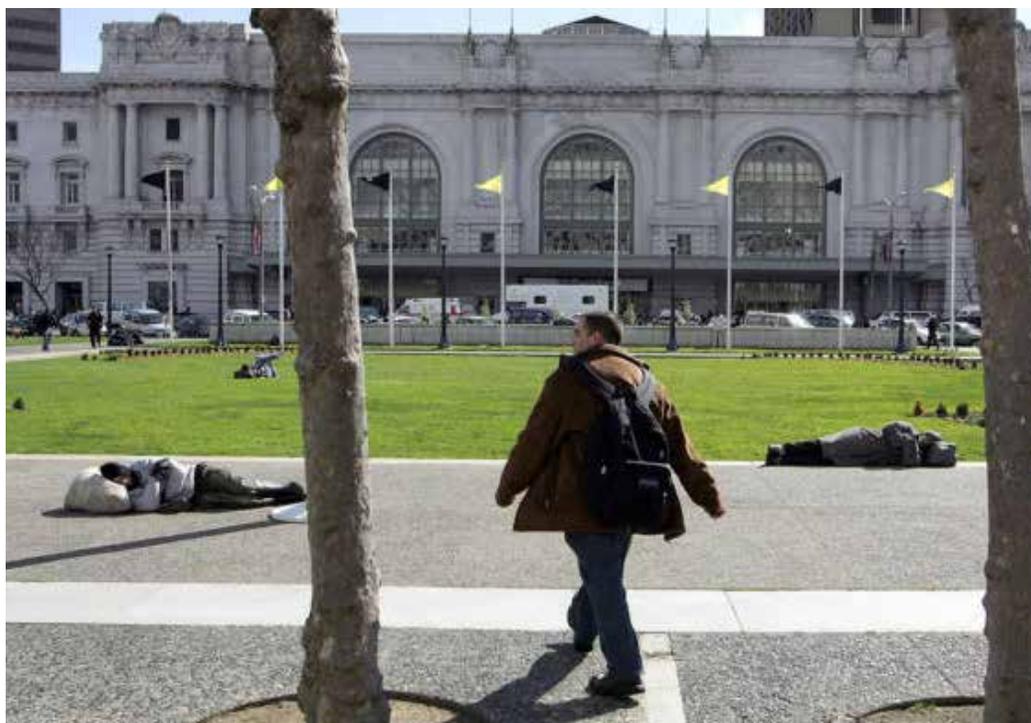
—SAM DODGE, DEPUTY DIRECTOR SAN FRANCISCO DEPARTMENT OF HOMELESSNESS AND SUPPORTIVE HOUSING

#SFHomelessProject videos were watched more than 151,000 times on Facebook, with more than 21 percent of these views being 30 seconds or longer, including many to completion. And on Twitter, @KQED and @KQEDNews’ #SFHomelessProject tweets generated 186,500 impressions and 11,400 engagements.

Since the June 29 launch, the project has been featured by leading news organizations, including *The New York Times*, the *Los Angeles Times* and NPR. The effort has also spread to Europe and at least half a dozen U.S. cities, including Los Angeles, San Diego, Seattle and Dallas. KQED continued coverage throughout the year, and our work, along with that of all the members of the SF Homeless Project, is being archived online.

[kqed.org/homeless](http://kqed.org/homeless)  
[sfhomelessproject.com](http://sfhomelessproject.com)

PHOTO: courtesy David Marks.



KQED News is supported by the James Irvine Foundation, the Cal Endowment, the San Francisco Foundation, the Westly Foundation, the Reva and David Logan Foundation, and the members of KQED.

My name is **Kane Andrade** and I was a corporal in the United States Marine Corps.



## Sharing Veterans' Stories

KQED is committed to telling the stories of our diverse Bay Area community. The Veterans Coming Home project — made possible by a generous grant from the Corporation for Public Broadcasting — enabled KQED to look more deeply into the issues that affect the lives of Bay Area veterans, their families and their peers.

In addition to producing original media and community events, the project led to meaningful collaborations with multiple local veterans' service organizations. Working with community partners such as Swords to Plowshares, the largest nonprofit service provider for veterans in the Bay Area, and No One Left Behind, which works with American Wartime Allies to get special Immigrant visas to resettle safely in the United States, KQED was able to reach new, broader audiences.

During LGBTQ Heritage Month, drag performer and Navy veteran Landa Lakes hosted a San Francisco event called Ask/Tell, which gave vets an opportunity to tell their stories of service.

Over the Fourth of July weekend, hundreds of military families came to the San Francisco Zoo's Red, White and Zoo Days, where they received a special coloring book from *Sesame Street* designed for military families and got a high five from that big red dog Clifford!

In August, KQED sponsored a suicide prevention conference, held at San Francisco's War Memorial Opera House. The conference was attended by 135 veteran service providers from around the Bay Area.

Over Labor Day weekend, KQED helped sponsor the East Bay Stand Down, where more than 325 homeless vets and their families received wraparound services from community organizations working to help them get off the street and into a stable space.

KQED also created six original videos, which tell the stories of women in the military, LGBTQ veterans, veteran homelessness, military sexual assault, disabled vets and their service dogs, and Afghan and Iraqi refugees who worked with American military personnel and are starting new lives in the United States. The six pieces reached more than 845,000 people across social media, and more than 600,000 liked or shared them on Facebook. They are archived online.

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

Support for Veterans Coming Home was provided by the Corporation for Public Broadcasting.



## Celebrating Local Artists

In summer 2016, KQED Arts launched an online, multimedia series *Women to Watch*, celebrating 20 local artists — curators, musicians, muralists, comedians, dancers, photographers and writers — all of whom are forging new paths across the Bay Area's diverse creative ecosystem.

For each artist, we created a multimedia profile, featuring interviews with the artists, portraits and examples of their work. The profiles were shared on Facebook and Instagram, and an outdoor marketing campaign was launched on SF MUNI and BART. The program culminated in a sold-out event in early August at SFJAZZ with performances by and conversations with the featured artists.

During the three-month campaign, more than 1.5 million users visited [kqed.org/arts](http://kqed.org/arts), and nearly 70,000 people responded and engaged with KQED Arts via social media, including robust sharing by the artists, their friends and the local arts community.

Many of the selected artists had never met each other and jumped at the chance to form their own Facebook group to collaborate on future endeavors. KQED Arts will be hosting a happy hour in 2017 with all of the women in the series to discuss how we can improve our arts coverage. The 20 women are also going to assist KQED Arts in the selection of the Women to Watch Class of 2017.

Says events producer and record company founder Sarah Sexton, who was one of the original 20, "I extend a giant thank-you to KQED Arts for bringing together such a phenomenal crew of change makers and creatives and reminding us all that it is definitely worth it to connect. It's easy to say we are all in this together, but KQED took the much more difficult step of putting those words into action."

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

PHOTOS: (TOP) courtesy Travis Jensen; (BOTTOM) courtesy Alain McLaughlin.

Funding for KQED Arts is provided by the William and Flora Hewlett Foundation, Yogen and Peggy Dalal, Diane B. Wilsey, the Kenneth Rainin Foundation, the John S. and James L. Knight Foundation, Helen Sarah Steyer, and the William and Gretchen Kimball Fund, and the members of KQED.

*Women to Watch* was proudly sponsored by Sutter Health CPMC 2020.





## Taking Radio on the Road

In 2016, KQED took its live public affairs radio program *Forum* back into the community for broadcasts from San Jose State University, Sonoma State University in Rohnert Park, the Rafael Film Center in San Rafael. The programs addressed issues of local interest and increased listener engagement.

Each event attracted a full house of between 300 and 400. And in addition to audience participation via call-in and email, a steady stream of questions and comments on Twitter were projected in each theater in real time using customized hashtags (a first for *Forum* remote broadcasts).

In San Jose, the first hour featured host Michael Krasny in conversation with Mayor Sam Liccardo, who was ready to talk about his new administration's priorities for moving the city forward. The second hour focused on race relations on campus in the context of a highly publicized 2013 hate crime.

The program from Sonoma State tackled questions about student engagement in the 2016 election and the wine industry's impact on Sonoma County residents. And in Marin County, the topics were the progress and potential of the Sonoma-Marín Area Rail Transit train and homelessness in Marin.

All three venues invited KQED to bring *Forum* back for additional broadcasts.

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

PHOTOS: (TOP) courtesy  
Alain McLaughlin.

*Forum* on the Road was proudly sponsored by Bridge Bank, Marin Community Foundation and Bank of Marin.



Tamela Fish @TamelaTweets Jun 22

Excited to be here! #KQEDMarin Transportation and the use of fossil fuels is an important issue. Sold out audience!



Chris Olivas @fontburger Feb 17

Watching live: Race on college campuses conversation. #kqedsjsu - at University Theater





## Innovation and Intrapreneurship

The KQED Lab is one of the key initiatives in KQED's 2015–2017 strategic plan. It builds upon lessons learned as co-founding partner of Matter, an early-stage startup accelerator for entrepreneurial companies seeking to change media for good. The Lab empowers staff to help KQED adapt to serve the changing needs of audiences using a human-centered process.

Applications opened in late 2015 for the first Lab class. In early 2016, five cross-departmental teams, selected from 40 applications, spent eight weeks developing ideas they'd proposed, culminating in polished pitch presentations to the entire organization. Teams presented a wide range of innovative ideas such as a series of field trips with KQED reporters, a proposal to develop 360 video and a prototype for a new revenue stream via a digital storefront for KQED's archival footage.

Over the course of the year, the Lab produced a number of activities aimed at increasing KQED's culture of innovation and professional learning. Speakers from Silicon Valley visited KQED to share their thoughts on topics ranging from how Google works so quickly to solve big problems to the future of television news to the potential the Internet of Things holds for media.

KQED staff members also hosted lunch and learn events — leading their colleagues through a Google Drive tutorial, a session on the power of social media for sharing our work and a step-by-step lesson in making GIFs.

In August, KQED Lab's first employee started, increasing the Lab's capacity to support individual departments. In 2017, it plans to offer more staff members more opportunities to prototype, test and ultimately pursue ideas that can make a difference in our community and beyond.

PHOTOS: courtesy KQED Lab.





## Extending the Reach of Primetime Programming

PHOTOS: Kathleen Cleaver, Oakland, 1968, courtesy Jeffrey Blankfort; courtesy Michael Ochs Archives via Getty Images.

In 2016, KQED launched two cross-platform, collaborative-content projects focusing on two documentaries with strong local connections to help draw more attention to their broadcasts on KQED 9. By posting new and archival content related to the films on KQED.org microsites, we provided audiences with a 360-degree view of the subject matter and bolstered interest in the films.

The first project was with director Stanley Nelson's *Black Panthers: Vanguard of the Revolution*, an *Independent Lens* special about the Black Panther Party, which was founded in Oakland in 1966.

Two days after Beyonce's dramatic Super Bowl XLVII halftime performance featuring backup dancers clad in Black Panther gear, KQED, working in collaboration with Indie Lens Pop-Up, Black Lives Matter and Youth Speaks, held two sold-out *Black Panthers* screenings at Oakland's Grand Lake Theater. The events also featured performances by Antique Naked Soul and Black Sheroes and Q&A sessions with former Black Panther Party members and current Black Lives Matter members.

Prior to the February 16th *Black Panthers* broadcast on KQED 9, which earned a 1.88 rating — 161 percent above the KQED average for *Independent Lens* programs — KQED Arts launched a microsite featuring clips from the station's rich video archive, including exclusive clips of Black Panther rallies and interviews with luminaries from the movement such as Muhammed Ali, Huey Newton, Bobby Seale and Eldridge and Kathleen Cleaver. KQED Arts and News also contributed stories to the website that focused on the Black Panther Party from a current-day perspective.

On social media, #BlackPanthersPBS was the No.1 worldwide trending topic on Twitter the night of the film's premiere. KQED's #BlackPanthersPBS tweets generated almost 3,000 retweets, replies and likes and were seen 384,000 times — 270 percent more than KQED's regular daily impressions.

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





KQED's second initiative was centered around Amy Berg's *Janis Joplin: Little Girl Blue*, which aired May 3 on KQED 9 with a 2.1 rating — 99 percent above average for *American Masters* programs on KQED in 2016.

Directly following *Little Girl Blue*, a KQED-produced documentary, *Janis Joplin: San Francisco's Pearl*, aired with an impressive 1.8 rating — 38 percent higher than KQED's average primetime number. The short film, narrated by Jefferson Airplane's Marty Balin, features interviews with former bandmates and Bay Area journalists and performers.

The morning of the television broadcast, KQED Public Radio listeners heard a short story about Joplin's early days in San Francisco on *The California Report* and on *Forum*, host Michael Krasny spoke with Joplin's sister, one of her bandmates and the director of *Little Girl Blue*.

As with *Black Panthers*, KQED Arts created a microsite for the Janis Joplin documentary with a mix of local and national content, including transcriptions of never-released interviews with important figures in Joplin's life, such as Chet Helms, who helped her start her career.

Along with a compelling social media tune-in promotions, KQED also created the successful #BayBackWhen challenge, asking Facebook fans to submit photos from the 1960s, which were shared on KQED.org and had more than 15,000 views the day they were published.

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

PHOTOS: (TOP)  
courtesy Alain McLaughlin.  
(BOTTOM L. TO R.)  
Poster for JOB cigarette  
papers (1896), Alphonse  
Mucha; Big Brother and the  
Holding Company poster,  
Stanley Mouse and Alton  
Kelley (1966).



# KQED Productions and Presentations

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

*Check, Please! Bay Area*  
*Equal Time*  
*Film School Shorts*  
*Janis Joplin: San Francisco's Pearl*  
*KQED Newsroom*  
*Revolutionaries*  
*Truly CA*

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

*Film School Shorts*  
*Jacques Pépin Heart & Soul*  
*Joanne Weir Gets Fresh*  
*Joseph Rosendo's Travelscope*  
*The New Environmentalists*  
*Roadtrip Nation*  
*Roadtrip Nation: DREAMers Roadtrip*  
*Roadtrip Nation: Veteran's Roadtrip*

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

*The Age Fix With Dr. Tony Youn*  
*Eat Fat, Get Thin With Dr. Mark Hyman*  
*On the Psychiatrist's Couch With Daniel Amen, MD*  
*Smart Fats to Outsmart Aging With  
Dr. Steven Masley*

## **KQED Public Radio Productions**

*The California Report*  
Morning reports  
Weekly newsmagazine  
*The Do List*  
*Forum*  
*KQED News*  
*KQED Science* (Monday feature)  
*Perspectives*  
*So Well Spoken*  
*Truth Be Told*

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

*City Arts & Lectures*  
*Climate One — From the Commonwealth Club*  
*The Commonwealth Club of California*  
*The Computer History Museum Presents*  
*Joint Venture Silicon Valley Annual Conference*  
KQED-CIR partnership  
*World Affairs Council*

## **KQED Interactive Productions and Presentations**

*Art School*  
*Bay Area Bites*  
*The Bay Bridged*  
*Bay Curious*  
*California Politics*  
*The California Report*  
*The Cooler*  
*Deep Look*  
*The Do List*  
*Do Now*  
*Election Voter Guide*  
*FaultLines*  
*Film School Shorts*  
*Forum podcast*  
*Future of You*  
*In the Classroom*  
KQED app  
KQED Arts  
KQED Pop  
KQED Science  
KQED Teach  
*The Leap*  
*The Lowdown*  
*MindShift*  
*News Fix*  
*PBS LearningMedia*  
*Perspectives*  
*PriceCheck*  
QUEST  
*State of Health*  
*Truly CA*



PHOTO: *Film School Shorts* "Tin."

# Awards and Recognition

## KQED Public Television

### *Northern California Emmy® Awards* **Documentary — Topical**

*Truly CA* “Last Day of Freedom”  
Dee Hibbert-Jones, Nomi Talisman

### **Feature News Report — Serious Series** *Books and Bullets*

Adam Grossberg, Zaidee Stavely

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

*QUEST* “Giant Sequoias Struggle With Drought”

Gabriela Quirós, Mia Zuckerkandel, Paul Rogers

### **Technology — Feature/Segment**

“Go, Drone Racer, Go!”  
Sheraz Sadiq, Aaron Drury

### **Technology — Program/Special**

*QUEST* “Self-Driving Cars: The Road Ahead”  
Sheraz Sadiq, Paul Rogers, Shirley Gutierrez

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

*Bleak Beauty: The Photography of David Maisel*  
Lori Halloran, Blake McHugh, Owen Bissell, Aaron Drury

### *Radio Television Digital News Association* *Edward R. Murrow Regional Award* **Television: Use of Video**

*Books and Bullets*  
Adam Grossberg, Zaidee Stavely

### **Television: Reporting: Hard News**

*QUEST* “Giant Sequoias Struggle With Drought”  
Gabriela Quirós

### *Society of Environmental Journalists*

### **Outstanding Beat Reporting, Small Market (third place)**

*The California Report* “Farming in the California Drought”  
Lesley McClurg

### *Society of Professional Journalists of Northern California Excellence in Journalism Award*

### **Health/Science/Environment Reporting (TV/Video)**

*QUEST* “Giant Sequoias Struggle With Drought”  
Gabriela Quirós, Mia Zuckerkandel, Lincoln Else, Linda Peckham

### *Investigative Reporters and Editors Inc.*

### **Broadcast/Video — Large Market**

*Rape on the Night Shift*  
KQED, *FRONTLINE*, *Reveal* from the Center for Investigative Reporting, the Investigative Reporting Program at UC Berkeley, and Univision

## KQED Public Radio

### *Public Radio News Directors Incorporated* **Call-in Program (second place)**

*Forum* “Is the Tech Boom the New Gold Rush? A History of California’s Booms and Busts”  
Michael Krasny

### *Radio Television Digital News Association* *Kaleidoscope Award*

### **Large Market Radio** *So Well Spoken*

### *Radio Television Digital News Association* *Edward R. Murrow Regional Award*

**Radio: Feature Reporting**  
*Bay Curious* “The Origins of Hella”  
Adizah Eghan, Olivia Allen-Price, Julia Scott

### **Radio: Writing**

*The Changing Face of Chinatown*  
Stephanie Martin Taylor

### **Radio: Use of Sound**

*Behind the Scenes at Stanford’s Laptop Orchestra*  
April Dembosky, Victoria Mauleon

### *Society of Professional Journalists of Northern California Excellence in Journalism Award*

### **Breaking News — Radio/Audio**

Lake County Fire  
April Dembosky, Sukey Lewis, Alex Emslie

### **Science, Environment and Health Reporting — Radio/Audio**

*The California Report* “State of Mind”  
April Dembosky, Ingrid Becker

### **Arts & Culture Reporting — Radio/Audio**

*The California Report* “Los Punks”  
Steven Cuevas, Victoria Mauleon

### **Unsung Hero**

Ceil Muller

## Online/Multimedia

### *Northern California Emmy® Awards* **Public/Current/Community Affairs — Feature/Segment**

*Welcome to West Oakland*  
Adam Grossberg, Devin Katayama

### **Editor — Program**

*KQED Art School* “What’s Your Style?”  
Jon Brown

### *Public Radio News Directors Incorporated* **Podcasts**

*The Leap* “When a Stranger Gives You \$125,000”  
Amy Standen, Judy Campbell

### *Society of Professional Journalists of Northern California Excellence in Journalism Award*

### **Breaking News — Print/Online**

Mario Woods  
Alex Emslie, Dan Brekke, Adam Grossberg, David Weir

### **Outstanding Emerging Journalist (all media)**

Alex Emslie

### **Public Service (all media)**

The SF Homeless Project collaboration

### *Society of Professional Journalists of Northern California Sigma Delta Chi Award* **Investigative Reporting (Independent)**

*Rape on the Night Shift*  
Bernice Yeung, Daffodil Altan, Sasha Khokha, Andres Cediell, Lowell Bergman, *Reveal* from the Center for Investigative Reporting, the Investigative Reporting Program at UC Berkeley, KQED and Univision

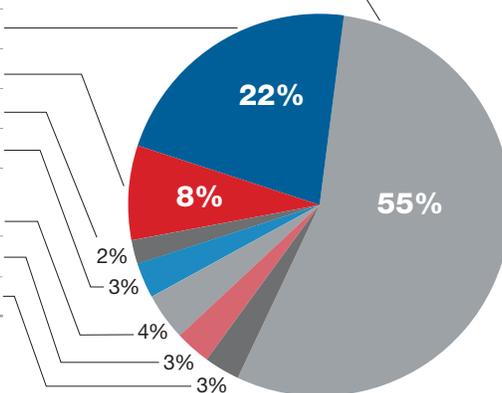
# Condensed Financial Information

(\$000) For the year ended September 30, 2016.

## Revenues

Contributions and Membership Fees	\$39,705
Underwriting and General Grants	15,658
Community Service Grants	5,791
Government Grants and Other	1,240
Project Grants	1,716
Investment Income Transferred from Endowment	2,677
Bequests and Trusts *	2,122
Trade and In-Kind Donations	2,003

**Total Revenues** **\$70,912**



## Expenses

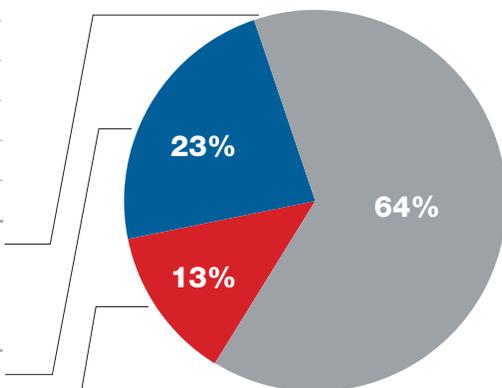
### PROGRAM SERVICES

Television Production and Broadcasting	\$18,151
Radio Production and Broadcasting	8,036
Program Promotion	3,563
Education	825
Interactive	2,055
Media Technology	1,384
Multiplatform Content	10,914
<b>Total Program Services</b>	<b>\$44,928</b>

### SUPPORT SERVICES

Marketing and Development	\$16,651
General and Administrative	9,306
<b>Total Support Services</b>	<b>25,957</b>

**Total Expenses** **\$70,885**

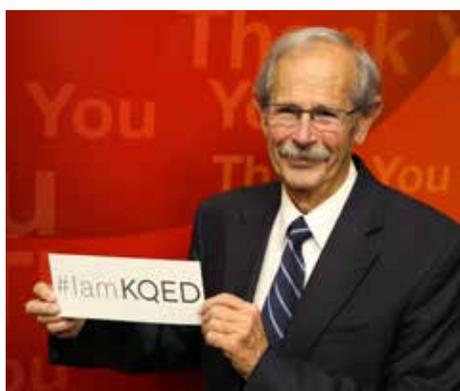


**Note:** This condensed financial information has been derived from KQED Inc.'s financial statements as of and for the year ended September 30, 2016. These financial statements have been audited by Hood & Strong LLP. For a complete copy of the 2016 audited financial statements, please email [aquibell@kqed.org](mailto:aquibell@kqed.org).

\* Bequests and trusts are transferred to Board-designated endowment fund. Total operating revenue after transfer is \$68,790.

# 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, with nearly 30 percent supporting KQED by making ongoing monthly contributions. 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](http://kqed.org/donate)**

PHOTO (R): courtesy Alain McLaughlin.



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**



PHOTOS: courtesy Kristen Loken.

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 invitations to 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

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

## KQED

Education

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

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



### Annual Report 2016

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