

KQED

Local Content and Service Report to the Community



inform
2021
inspire
involve

Delivering Local Value

In 2021, the pandemic, climate crisis, wildfires and systemic racism continued to challenge our country and our community. Given this landscape, we asked ourselves and our audiences how we could best inform, inspire and involve our community. The answers, as you'll read in this report, are in the deeply impactful stories and resources we deliver — this fiscal year and always.

In 2021, KQED provided vital local services, which included:

- Developing two audience-focused Voter Guides (one for the 2020 general election and one for the 2021 special gubernatorial election) plus related events and resources.
- Creating KQED's first-ever Spanish-language Voter Guide.
- Collaborating with NPR to deliver *Consider This*, the first daily news podcast offering national and local news.
- Covering COVID-19's impact on arts and culture in Bay Area communities of color through the *Rightnowish* podcast series.
- Creating a new climate desk that focuses on community reporting, environmental justice, and solutions, uncovering and spotlighting how the climate crisis is disrupting people's lives in the Bay Area.

KQED's local services had a deep impact, which included:

- Investigative reporting into PG&E led to a review by the state attorney general and eventually sped more than \$600 million to tens of thousands of California families who lost homes and loved ones in the wildfires.
- Elevating local restaurants — and even keeping one afloat — through two food shows: *Check, Please! Bay Area* and its spinoff *Check, Please! You Gotta Try This!*
- Informing local housing legislation through KQED's *SOLD OUT: Rethinking Housing in America* podcast series. The "Zoning Out" episode was cited by the Berkeley City Council in a proposal to undo the legacy of exclusionary zoning for single-family neighborhoods citywide.
- Impacting several legal cases. For example, less than six weeks after KQED and NPR published an *On Our Watch* investigative podcast series episode examining the death of Oscar Grant in Oakland, California Attorney General Bonta opened an investigation into the 12-year-old case.

- Television viewers (weekly average cume): **796,954**
- Radio listeners (weekly average cume): **732,725**
- Website users (weekly average): **457,813**
- Live radio streamers (monthly average): **517,864**
- PBS video-on-demand streamers (monthly average): **140,371**
- Podcast listeners (weekly average): **128,628**
- Social media impressions (monthly average): **23,958,958**

KQED's vision is to redefine public media for the Bay Area, making it more inclusive, participatory and community powered.

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Jason Black

Vice President, Product
Duke Fan

Vice President, Development
Georgi Kelly

Chief Financial Officer
Mitzie Kelley

Chief Content Officer
Holly Kernan

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Maria Miller

Chief Revenue Officer
DeLinda Mrowka

Vice President, Membership
Generosity & Audience Intelligence
Michele Murphy

Senior Vice President,
Strategic Digital Partnerships
Tim Olson

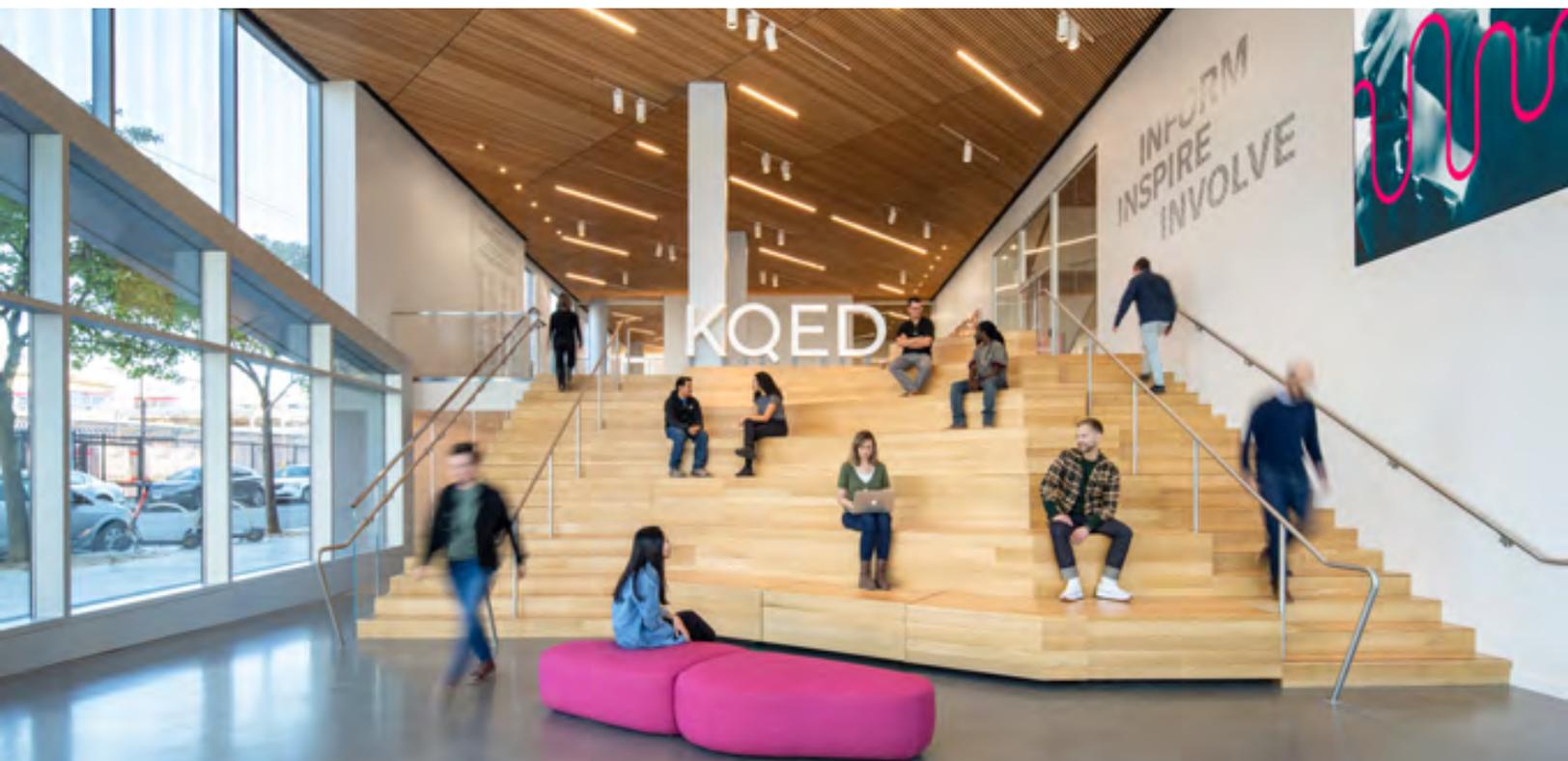
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Photo by Jason O'Rear.



Dear Members,

As we close this fiscal year and look ahead to 2022, I feel hope and optimism. Though COVID continues to be a threat, KQED has achieved key milestones and we are on solid footing and poised for a new era of community service.

There was no playbook to help navigate this past year. We learned a lot about resilience, resolve and adaptability. The commitment and dedication of my colleagues in providing trusted journalism, quality programming, educational services and critical resources to the Bay Area is inspirational. And despite COVID and other challenges in the past fiscal year, KQED continued to launch and produce powerful, impactful work.

As you'll read in this report, we provided immersive coverage of the November 2020 general election and the September 2021 gubernatorial recall election, and created new ways to deeply inform and engage our audiences across platforms, including **our first-ever Spanish-language Voter Guide**. In partnership with NPR, KQED launched *Consider This*, a daily news podcast with an innovative format that combines national and local news using geolocating technology — a first for both media organizations. In collaboration with The California Newsroom, **KQED's investigative reporting about PG&E resulted in an investigation by the state attorney general, which sped more than \$600 million in relief to tens of thousands of families impacted by the wildfires**. We launched a climate desk, creating a new model focused on community reporting, environmental justice and solutions. Our *Above the Noise* YouTube series for teens and pre-teens dove deep into the research behind issues affecting them and had more than a million views from people under 25. Our *Rightnowish* podcast explored the impact of the pandemic on local arts and culture; *On Our Watch*, a podcast collaboration between KQED and NPR, investigated police accountability; and our housing desk's *SOLD OUT* podcast examined housing inequality and equity. Finally, with restaurants impacted deeply by the pandemic, *Check, Please! You Gotta Try This!*, a spin-off of KQED's popular *Check, Please! Bay Area*, focused on dishes rather than solely on restaurants; both shows have had a positive effect on the struggling local food scene.

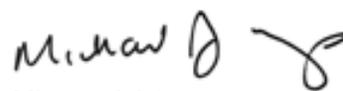
Throughout the pandemic, KQED has been where, when and how our audiences need us. Every week,

almost one in two Bay Area adults use a KQED service for critical information and resources. We're the most listened to radio station in the Bay Area and in the top five of all news and information radio stations in the country. We also hit all-time highs in repeat users to kqed.org and in social media engagement. **Overall, our digital audience numbers remain higher than pre-pandemic levels.** Because the Bay Area relies on and values our services, **KQED membership has grown to more than 250,000 individual supporters — the highest number in KQED's history.**

This year, we met our commitment of maintaining our operations and services, taking care of our staff and taking action to improve diversity, inclusion and engagement as outlined in [our first-ever DEI Impact Plan & Report](#). I'm also very proud to say that we have created historic momentum in completing Campaign 21, the special fundraising initiative we launched eight years ago to transform KQED from a traditional broadcaster to a digital multimedia service and community convener. Campaign 21 enabled strategic investments in local news, arts, science and education services, plus a major renovation. KQED's headquarters is now a modern facility with technology that expands our production and distribution capabilities and a workplace that enables the best talent in public media to thrive. It includes spaces that can accommodate community partners, spark bold conversations and engage the public through events, media-making and community building.

Last year at this time, we were overwhelmed by uncertainty. This year, we're fortunate to be working from a position of strength and stability. Buoyed by gratitude and humility, we're moving forward with a new vision — to redefine public media for the Bay Area, making it more inclusive, participatory and community powered — that is more sharply focused on the people, issues, ideas and experiences that are unique to our region.

Your trust, belief and support have made it possible for us to keep the community informed, safe and connected. We're proud to serve the Bay Area and grateful to the generous supporters of Campaign 21 and the ongoing support of our members.



Michael J. Isip
President &
Chief Executive Officer



Dear Members,

As I write my first letter to our community as KQED's board chair, I'm struck by what a pivotal and transformative year this has been for KQED and the Bay Area audiences it serves. After eight years, the station successfully completed Campaign 21, a fundraising campaign to address KQED's aging infrastructure and fund further innovation across its content teams. When it first launched in 2013, **Campaign 21 was not only the largest fundraising campaign in the station's history, but in all of public media.** Contributions from nearly 5,000 individual donors have come in since, enabling KQED to increase and diversify its digital offerings, upgrade its broadcast and technology infrastructure, expand its news services and build what is now one of the largest newsrooms in California.

The campaign's most tangible legacy is KQED's newly reimaged San Francisco headquarters. This vibrant, accessible building provides employees with state-of-the-art equipment facilities to do their best work while also offering members and the public new spaces and opportunities to engage with KQED in person. This renovation lasted five years between initial exploration and the completion of major construction and came in on-time and on-budget, despite the chaos of a global pandemic. In between, KQED moved all operations out of one space into another and back again. Funds from Campaign 21 covered most of the expenses of the project, and as a result, the station will carry no debt on the project moving forward.

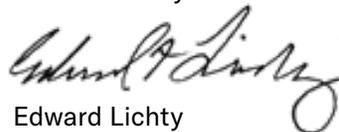
Meanwhile, individual giving continues to serve as a foundation of KQED's annual operating budget, enabling KQED to launch the several initiatives featured in these pages, and provide the overall stellar coverage and programming audiences depend on. Although sponsorship revenue dipped some over the past two years due to the forces of the pandemic on our many partners, we also received strong support from foundations and continued support from the Corporation for Public Broadcasting, a critical resource for public media stations that seems to be under greater political scrutiny with

every new federal budget season. These resources were managed with prudence by KQED's senior leadership team, who carefully balanced current needs with the station's long-term goals.

I'm also very pleased to report that KQED and NABET — the union that supports employees in areas such as engineering, creative services, membership and facilities — reached an agreement on the terms of a new contract that will run through October 2025. Our NABET and SAG AFTRA employees were critical in creating new workflows and learning and installing new technology and systems that enabled KQED employees to keep all of our broadcast and digital platforms running during a pandemic that had dispersed most staff to their respective homes.

I want to take this opportunity to thank my board colleagues for their time and financial support this year, as well as KQED's members, partners and those who contributed to Campaign 21. Additionally, I would like to acknowledge the work of KQED's Community Advisory Panel, which ensures that our programming serves and reflects our diverse Bay Area communities.

All of this support helps guarantee that Bay Area audiences today and tomorrow can continue to count on the station to provide critical resources and information on the devices and platforms they prefer, while also setting KQED on a sustainable path to build on the stellar, trusted public service that audiences rely on.



Edward Lichty
Chair, KQED Board of Directors





Photo by Beth LaBerge/KQED.

Delivering Immersive and Innovative Election Resources

Last fiscal year, KQED delivered immersive coverage of two historic elections in California. The November 2020 general election and the September 2021 gubernatorial recall election provided opportunities for KQED to deeply inform and engage our audiences across platforms.

KQED's 2020 election coverage addressed audience needs through direct engagement: We used our social media channels, and a direct text campaign, to gather questions about voting policy changes during the pandemic. We then answered those questions in a series of digital articles, including **"I Made a Mistake on My Ballot. How Do I Fix It?"** which garnered **124,450 page views**.

We also created a comprehensive 2020 Voter Guide, featuring explainers, produced by KQED reporters about the twelve statewide ballot measures and covering politics, health, science, housing and tech. It also included a built-in

campaign finance tracker to show who or what group was funding each measure.

The result was more than **6.6 million page views, 375,000 user sessions and positive testimony from audience members**, such as: "I just wanted to thank you profusely for the best, most concisely informative voter guide I've ever seen."

For the first time, KQED also launched a Spanish-language Voter Guide, which was one of only a handful of digital Spanish-language election guides provided by local media.

The information and reporting in the KQED digital Voter Guide was also featured across KQED platforms, including the *Bay Curious* podcast, in an audio Voter Guide for smart speaker devices and in a series of virtual Ballots and Brews live events. The four events included one in Spanish.

“I just wanted to thank you profusely for the best, most concisely informative Voter Guide I’ve ever seen.”

KQED Voter Guide User

On the radio, KQED’s election coverage was heard throughout the region and state — from daily coverage on local newscasts and *The California Report* to longer conversations on *Forum* and *Political Breakdown*. **KQED radio listeners steadily increased, reaching nearly 700,000 weekly in the run-up to Election Day. KQED sat atop the local Nielsen ratings in October and November 2020 and during election week and live streaming doubled to 100K+ daily listeners.**

KQED’s 2020 election offerings laid the groundwork for 2021, when voters weighed in on the second gubernatorial recall in California history.

Despite the accelerated election timeline, KQED launched an extensive recall Voter Guide in August 2021, as ballots were mailed to California voters. The guide focused on utility: Leading with information on how to vote in this rare recall election. It also included KQED reporting and analysis of the case to keep or remove Governor Gavin Newsom, and profiles of the leading candidates vying to replace him.

KQED reporters and producers once again published articles with helpful voting information and took to platforms such as TikTok to answer questions about filling out a unique recall ballot.

KQED’s politics and government coverage is a project of KQED News, which receives support from The James Irvine Foundation, the Heising-Simons Foundation, Craig Newmark Philanthropies, the Bernard Osher Foundation, the Westly Foundation and Campaign 21.



UI design and digital comp by KQED/Bryan Bindloss.

CONSIDER → THIS

from NPR

KQED 

Delivering the First Daily National NPR and Local News Station Podcast

KQED, in partnership with NPR, launched a new afternoon daily news podcast in September 2020 — building on our mission to provide timely and relevant news that is targeted to our Bay Area audiences. KQED was chosen as one of 12 member stations in the country to pilot the show with NPR.

The show has an innovative format. It combines national and local news using geolocating technology — a first for NPR and for KQED. Every afternoon, *Consider This* is released in podcast feeds nationwide. While listeners around the country can hear the hosts of *All Things Considered* break down the day's top stories, Bay Area listeners receive an additional local segment curated and inserted into their feed especially for them. Bianca Taylor is KQED's local host, who delivers the news people in the Bay Area need to know. One of the

“By adding in KQED ... it’s super helpful for me to know what’s going on in the Bay Area.”

Consider This listener

show's strengths is that audiences feel connected at different levels of coverage. For example, a conversation about national vaccination rates complements a KQED news feature report about how these rates are playing out in specific Oakland communities. In this way, the show steps back from the breaking headlines to explain and provide listeners with necessary context.

Through *Consider This*, KQED News highlights its strong storytelling. People who may have missed *Morning Edition* or *All Things Considered* can listen to *Consider This* for signature audio news features. Additionally, the podcast provides a new platform for long-form stories produced by KQED's podcast department. Digital-first audiences — tuned in to podcast distribution via Apple Podcasts, Spotify and other digital distributors — discover episodes of *The Bay*, KQED's marquee local news podcast; *Bay Curious*, a listener-driven look into life in the Bay Area; and *Rightnowish*, our award-winning show highlighting Bay Area artists and changemakers.

Finally, it's impactful. During FY21, ***Consider This* for KQED received an average of 29,529 listeners per week. It has the highest number of podcast downloads when**

compared to other markets that air local *Consider This* segments.

Sponsorship support for *Consider This* has come from Berkeley Rep, City National Bank and The Institute on Aging.

“This is the first podcast I’ve heard that uses my location to deliver targeted editorial content instead of targeted ads. This is fantastic.”

Consider This listener

Bianca Taylor, host of the local KQED segment of *Consider This*. Photo by Kirsten Voss Dalldorf/KQED.





Photo by Beth LaBerge/KQED.

Investigating PG&E's Wildfire Negligence Greatly Benefits Californians

KQED's investigative reporting into PG&E made a **major difference in the lives of the people of California this year. It led to a review by the attorney general and eventually sped more than \$600 million in relief to tens of thousands of families who lost homes and loved ones to wildfires** sparked by the troubled utility's equipment. Our coverage also empowered California residents, providing the tools they need to hold the utility accountable for maintaining its electric grid, possibly preventing future wildfires.

The investigations were led by Lily Jamali, former co-host and correspondent for *The California Report*. She worked with Aaron Glantz, senior investigations editor for the California Newsroom, a collaboration that links KQED with public radio stations from San Diego to the Oregon border and the national reporting of NPR. The journalism was overseen by Adriene Hill, The California Newsroom's managing editor. Together with Glantz

and Hill and reporters from public radio stations, Jamali exposed a cadre of consultants, lawyers, and Wall Street hedge funds profiting from California's wildfires and PG&E's negligence.

In May, Jamali revealed that a special trust established to distribute billions of dollars in relief to fire victims was instead spending lavishly on itself. In its first year of operation, nearly 90 percent of the trust's expenditures went to overhead. Its top administrator, retired California Appeals Court Justice John Trotter, billed \$1,500 an hour, according to court documents. Meanwhile, the vast majority of the 70,000 survivors of fires sparked by PG&E between 2015 and 2018 hadn't received a dime. Some slept in their cars or continued to live in temporary trailers.

The story made an immediate impact. Members of Congress demanded change and a bipartisan group of state lawmakers requested an

investigation by the attorney general. In Paradise, the town that burned to the ground in the 2018 Camp Fire, fire survivors took to the streets — some holding poster board blowups of graphics from KQED’s story aloft.

“[When] that report came out, it changed my life,” said Terri Lindsay, who spoke at the demonstration. Two and a half years after the Camp Fire destroyed her home, Lindsay and her 10-year-old daughter still lived in a trailer. “I did not realize how well they’re being paid and we’re living in squalor still.”

After the demonstration, the trust’s administrator met with the state attorney general. Amid increased scrutiny, more than \$600 million dollars worth of funding began to flow. The relief included a check for Lindsay’s family, who finally moved out of a trailer and into a home.

“[When] that report came out, it changed my life. I did not realize how well they’re being paid and we’re living in squalor still.”

Terri Lindsay

But our investigative collaboration wasn’t done yet. We leveraged records obtained from the California Public Utilities Commission to publish an interactive map that displayed the sections of PG&E’s electric grid that were most likely to spark a wildfire. Working with partner stations, including KRCB in Santa Rosa and CapRadio in Sacramento, KQED and The California Newsroom engaged with our audiences, showing how individuals could look up into power lines to see if they were being maintained safely — for example, whether tree branches came within four feet of the lines themselves or within 10 feet of the base of a utility pole.

Listeners responded, sending more than 100 images of power lines that they said were worrisome. We passed those images on to PG&E, which in many cases sent maintenance trucks out and trimmed back the trees.

The effort drew praise from U.S. District Court Judge William Alsup, who oversees the utility’s criminal probation. “Before we break, I want to say one thing to compliment KQED for its work for trying to get members of the public to assist PG&E in finding trees that look like hazard trees that have not yet been cut or trimmed,” Alsup said in a June 5, 2021, court hearing. “The monitor can’t be there at all times on every single circuit. I think it is a good idea. And we are a long way from having reached the point of total compliance. So good for KQED.”

In the meantime, The California Newsroom continued to probe those profiting off PG&E’s financial troubles. In September, as the Dixie Fire incinerated a million acres in the northeastern part of the state, some of the same trial lawyers spotlighted in our earlier investigation raced in, seeking to recruit clients.

Jamali teamed with Paul Boger, a reporter from KUNR in Reno, Nevada, to expose these lawyers. Their story aired on KQED, *The California Report*, on North State Public Radio, CapRadio in Sacramento and was broadcast nationally on *All Things Considered*. Fire victims shared the investigation on social media, spreading the word, urging their neighbors to take their time and do their homework before signing with an attorney.

In October, Jamali investigated the role Wall Street played in profiting off PG&E’s distress — to the detriment of fire victims and the wider public. She reviewed hundreds of securities filings and determined that a group of hedge funds had grossed \$2 billion dumping PG&E stock while fire survivors waited for help. She also learned much of the stock these hedge funds received came in the form of a giant giveaway, that they obtained the stock at no cost — without paying a cent for it.

Like our earlier coverage of PG&E, the story resonated in Washington. Silicon Valley Congressman Ro Khanna, the chair of the House Oversight Committee subcommittee on the environment, said he would work with the rest of the California delegation to find answers:

“When is enough enough?” he asked. “I mean, we know that PG&E has underinvested in safety. We know that PG&E has not prioritized ratepayers. We now know that PG&E prioritizes private investors at the expense of the victims of the fires, thanks to your reporting. This could be the straw that breaks the camel’s back.”

Funding support for The California Newsroom was provided by Eric and Wendy Schmidt.



Photo by KQED.

Lifting Up Local Restaurants: ‘Check, Please!’ and Its Spinoff

For more than 16 years, **Check, Please! Bay Area** and host Leslie Sbrocco have fed foodie souls as Bay Area residents reveal their favorite go-to restaurant spots, the ones they recommend to everyone they know. We pair their stories with mouthwatering video of their favorite dishes. It was always rewarding to know we could boost the mom-and-pop establishments with the broadcast and streaming show.

In the initial COVID lockdown, it became clear how incredibly vital the whole experience of dining out with family and friends is to Bay Area culture. It was something people took for granted and when it wasn't available anymore we gained perspective on the enormous contribution restaurants make to our society.

As we began production planning on the show last winter, restaurants were still struggling and closed for indoor dining. Because we had no idea when they would open up, we decided to switch our focus away from reviewing the

general restaurant dining experience to focusing more tightly on the individual dishes our guests love the most. We knew that people have a favorite eatery and while we love the location, ambiance and service, very often there's one dish that evokes an immediate and strong reaction.

In response to the pandemic, we launched *Check, Please! You Gotta Try This!*, a spinoff that enabled us to keep the essential choreography of the show in place with guests sampling each other's favorite dishes and sharing their thoughts with host Leslie Sbrocco through a COVID-safe video communications platform. Because so many restaurants have been understaffed due to the pandemic, we also shifted the show's focus away from the quality of a restaurant's service.

In the past, it was always rewarding to know we could boost the visits and revenue of mom-and-pop restaurants. However, **during the pandemic the exposure they get from the show and its many repeat broadcasts is, in some cases, actually helping to keep restaurants afloat.**

In fiscal year 2021, 29,061 television viewers watched *Check, Please! Bay Area* and the spinoff show weekly. The show also had a positive impact on many struggling restaurants. After being featured on *Check, Please, Bay Area!* shortly after the long lockdown was lifted in 2020, restaurateur MeeSun Boice reported that Mersea, her once struggling restaurant on San Francisco's Treasure Island, was flooded with eager customers. "We don't have a PR firm; we can't afford that," Boice said. "I mean this sincerely and with all due respect: *Check, Please!* single-handedly saved us," she noted. And Matt Jetson of the Due West Tavern said: "Love the new format! [of *Check, Please! You Gotta Try This!*] It is very supportive of the businesses involved, especially during such a tough time. Everything was positive and uplifting. A morale boost to all the staff involved."

With *Check, Please! You Gotta Try This!* we've focused on Columbian empanadas at Milohas in San Jose, the Kouign Amann at Arsicault Bakery in San Francisco, the sisigsilog at Tselogs in Daly City and more. And we've been able to take a deeper dive into the chefs' and owners' personal stories, revealing the techniques and ingredients that make a restaurant's signature dish so delicious.

"We don't have a PR firm, we can't afford that. I mean this sincerely and with all due respect: *Check, Please!* single-handedly saved us."

Meesun Boice of Mersea restaurant

We were able to book some special guest lineups, too. Bay Area theater legend Margo Hall, singer/songwriter Fantastic Negrito and Oakland Roots soccer player Max Ornstil kicked things off. Other episodes featured a charming all-teen cast, the Golden State Warrior's "Dance Cam Mom" and TikTok's "Your Korean Dad" (Nick Cho).

Guest Janet Monaghan shared the story of her father, who ordered his beloved Swedish pancakes at their favorite breakfast spot every day until the day he died. She was thrilled to share that dish with viewers.

We also launched a new segment on the spinoff that features reporter Cecilia Phillips trying out off-the-grid dining experiences. From the Alemany Farmers Market in San Francisco (California's oldest farmers market) to Mitote Food Park in Santa Rosa's Roseland neighborhood to a Southeast Asian mini "chaat crawl" in Sunnyvale, Cecilia showcased some incredible, affordable bites and sparked some friendly debate, quizzing vendors and customers with her food questions of the day.

Sixteen seasons in, *Check, Please!* has a wide range of dedicated and invested fans. In building her strategy this season, our engagement producer leveraged our fans' love for the show with content that met them where they are — not only on broadcast but on their favorite digital platforms. **As a result, *Check, Please! Bay Area* and *Check, Please Bay Area! You Gotta Try This!* collectively garnered 405,000 total impressions across Twitter, Facebook and Instagram; 9,924 total engagements across Twitter, Facebook and Instagram; 1544 new followers across platforms; and 449,400 total video views across Facebook and YouTube.**

Sponsorship support comes from Oakland International Airport; Integrated Resources Group (IRG); Sutter Health; Total Wine & More and Oceania Cruises.





Rightnowish host Pendarvis Harshaw; photo by Lara Kaur.

Interviewing Hometown Heroes and Culture Keepers on ‘Rightnowish’

The pandemic continues to have a substantial impact on arts and culture in the Bay Area and beyond. During this time, the *Rightnowish* podcast continues to document creatives on the frontlines of history and the culture keepers holding up their communities. The show is made with the representation of the region’s residents, specifically communities of color, in mind. The voices featured are a direct reflection of this intention.

Each week, *Rightnowish*’s Emmy® award-winning host Pendarvis Harshaw interviews an artist or community leader with producer Marisol Medina-Cadena, bringing listeners into their work and worlds through audio. Through podcast episodes and weekly radio segments, listeners can discover how people interviewed contribute to their communities and how the Bay Area shapes what they create.

Since the podcast launched in fall 2019, *Rightnowish* has produced more than 100 episodes. The show has shared the mic with icons known nationwide, including Fredrika Newton, former Black Panther and widow of Huey P. Newton, as well as Bay Area community members just starting to make their mark on the world.

“[Pendarvis] ... thank you, thank you, thank you for lifting up my work and voice. I read and listened to *Rightnowish* while I couch surfed and made my way from place to place last winter. People you interviewed and the stories they told saved me,” noted Alex Trapps-Chabala, an Oakland genealogist specializing in Black histories.

For many who are featured on the show, it can have a profound impact on their passion by elevating their voices and building bridges for their careers. For example, after hearing a *Rightnowish* episode about Dale Johnston, a Black equestrian and polo player, documentary filmmakers reached out to Dale and created a short movie about him.

In 2021, the show produced three different miniseries. The first highlighted talented artists with Bay Area roots and included musicians who are making music with tree frogs, creating their own slang and teaching kids about Toni Morrison. The second series covered filmmakers working in the Bay Area, introducing audiences to legends such as Cheryl Dunye, who created her own style of filmmaking and is credited with making the first Black lesbian feature film, *The Watermelon Woman*. We also hear from the next generation of filmmakers, such as Maya Cueva, whose documentaries examine immigration and reproductive justice. **This series won “Best**

Black Film/TV” from the Black Podcasting awards.

The third and final 2021 series explored different cultures on wheels, interviewing a roller skater who’s been dancing on wheels for more than 50 years, an extreme wheelchair competitor, and Sunnyvale’s all-women lowrider club, which knows how to dazzle and prioritize community service.

The show has seen steady growth since it launched. In the first year of the podcast, *Rightnowish* had just under 130,000 downloads. In its second year, the number of downloads more than doubled to 300,000.

Sponsorship support for *Rightnowish* comes from Lucky & Lucky CA. Funding support was provided by Akonadi Foundation. KQED Arts is supported by the William and Flora Hewlett Foundation.

Photo courtesy of Alex Trapps-Chabala.



“... Thank you, thank you, thank you for lifting up my work and voice. I read and listened to *Rightnowish* while I couch surfed and made my way from place to place last winter. People you interviewed and the stories they told saved me.”

Alex Trapps-Chabala, Oakland genealogist specializing in Black histories

KQED  PBS

ABOVE THE NOISE



Above the Noise host Myles Bess; photo by Kirsten Voss Dalldorf/KQED.

Finding a Home in Public Media: Gen Z and ‘Above the Noise’

Above the Noise is a YouTube series for teens and pre-teens that cuts through the hype and dives deep into the research behind the issues affecting their daily lives. **This year, our channel had almost 2M views, and 51% of our audience was under 25 years old.** The most popular episodes we published this year covered sex education, school surveillance, masks and COVID, cops in schools and the history of protesting in the U.S. **The episode “What Does It Mean To Be Anti-Racist?” received an Emmy® award.**

In addition to our YouTube audience, this year more than 9,600 new students created accounts on KQED Learn, where they use *Above the Noise* as their classroom “text” and practice analyzing and evaluating information, considering multiple perspectives and creating civil spaces for thoughtful dialog.

“Implementing the *Above the Noise* videos in our Humanities department has been like reading a great hook at the beginning of a timeless novel. Access came easily as students immediately engaged with host Myles Bess, a compelling and relatable presenter,” says Belinda Shillingburg, an 8th grade English teacher and a School Site Instructional Leader in San Francisco. “Wide-ranging content that has shifted to meet the needs of young audiences over the last few years allows students who are not yet developmentally astute at analysis, to examine both sides of an issue with unbiased research and begin the process of deconstructing arguments in order to build new perspectives.”

Above the Noise isn’t just for Humanities classes. Miriam Carey Brown says our school surveillance episode is an “excellent explanation of the issues.

I will be using this in my classroom to kick off a Socratic seminar discussion in my Computer Science Class.”

Our episode on sex ed received this comment from Tonetta Clay, a social worker creating sex ed programs for youth, “I love that we heard the youth’s perspective on this matter. They are usually always left out. We need more of this!”

The focus on youth media encompasses making media not only for youth but also with youth and helping them get their voices heard by a wider audience. Through a collaboration with *PBS NewsHour* Student Reporting Labs, we met budding student reporter Zhenwei Gao. She worked with us on the episode “Are School Dress Codes Racist and Sexist?” and saw it create change in her school.

“Wow, this is so good. I am a middle school teacher and for sure this is the best video I have seen to explain the electoral college – and believe me – I’ve looked. Thank you!”

Kathryn McFadden, “The Electoral College: Why Such a Big Debate?”

Gao says, “After the publication of our video, I learned that, inspired by our report, Mr. Aikens reviewed our school’s dress code and determined that it was, indeed, outdated. Though the process was lengthy – requiring a dress code review committee, principal approval of the plan and district-wide meetings – our dress code was ultimately revised in a unanimous vote.”

Other young people notice how *Above the Noise* centers youth voice and agency. Commenting on an episode about racism at school, Patrick Burrige, student at a midwestern university, says, “I think it is really fantastic how you interviewed these student leaders, demonstrate how students are motivated to take agency over their situations.”

Daniel Takawi said this about the episode on screen time, “I am glad they took a more nuanced approach, showing both the good and bad of screens and social media. A lot of older people don’t see that side of it and it really makes teenagers and youth feel like the older generation does not understand them.”

This year we kicked off a new emphasis on reaching Gen Z not only through their teachers but also directly on YouTube and social media. **We saw an 116% increase in 13- to 24-year-old viewers on YouTube last year.** We’ve also been building our youth audience on Instagram and Twitter, where we post short, shareable videos and invite two-way conversation with young people.

Key to our increased reach, outside the classroom and in, have been partnerships with organizations including PBS Education, *PBS NewsHour* Student Reporting Labs, Common Sense Education, National Writing Project, National Association for Media Literacy Education (NAMLE) and National Educational Telecommunications Association (NETA) and tech partners like Soundtrap, WeVideo and Flipgrid.

Above the Noise is co-produced by KQED and PBS Digital Studios. Funding support for KQED’s education services was provided by the Corporation for Public Broadcasting, Koret Foundation, the Crescent Porter Hale Foundation, Campaign 21 and the members of KQED.





The Dumbarton Bridge near the East Palo shoreline and other Bay Area infrastructures are at major risk from flooding as sea level rise accelerates; photo by JJ Harris, TechsTechboogie/KQED.

Focusing on Community, Justice and Solutions: KQED's New Climate Desk

Northern Californians know the climate crisis is here. Catastrophic wildfires; extreme drought; heat waves; and polluted, smoky air once again affect people across urban and rural areas, putting communities already struggling at even greater risk.

To address this crisis more comprehensively, KQED formed a climate team and developed a new “north star” to focus on community reporting, environmental justice and solutions. The desk is organized around four pillars of coverage — air, fire, water and earth — with reporters covering heat, drought, sea level rise, wildfires, climate policy and energy efficiency.

“We want to focus on uncovering and spotlighting how the climate crisis is disrupting people’s lives in the Bay Area, especially in places where economic and environmental

injustice increase people’s vulnerability,” says Katrin Snow, senior science editor, who led the discussions forming the new climate desk.

The new team, with support from the Pulitzer Center’s nationwide Connected Coastlines reporting initiative, kicked off its reporting with an investigation into sea level rise in East Palo Alto, one of the Bay Area’s least wealthy cities and one of the most vulnerable to rising seas.

The series, “What Can the Bay Area Do About Rising Seas? East Palo Alto Has a Few Great Answers,” aired during KQED’s Earth Day coverage from April 19 to 23. The robust coverage included a searchable sea level rise map and East Palo Alto youth speaking about their futures. The team also created their first social media video using drone footage of East Palo Alto’s shoreline.

The series had close to 198,000 listeners on radio and high engagement online. Audiences especially liked our searchable sea level rise map; it had 46,000 page views and was shared over 700 times on Facebook with over 600 comments. The sea level rise video with drone footage had over 75,000 views on our social media platforms. Of note, 26,000 of those views were on KQED's new TikTok channel, which reaches a younger audience, and it's still one of KQED's most popular videos on the new platform. The series had over 100,000 social media impressions with more than 1,500 shares and 950 comments.

"We've loved your coverage of climate change in San Mateo County. The East Palo Alto story and the one highlighting students working to get their district boards to adopt resolutions addressing the climate crisis have been circulating," notes Patricia Love of the San Mateo County Office of Education.

"I just want to say thank you. You have really carried the narrative around prescribed fire forward in ways that we could have never done or would have taken us 10 years to do what you've done in the past couple of years."

Dan Porter, California Forest Program
Director for the Nature Conservancy

"The most significant impact your articles provided was the increased understanding of issues in communities . . . I have had people out of state who connected with me because of the article. Your report helps us tell our story and spark interest, including council members," wrote Violet Saena, director of Climate Resilient Communities. She added, "So we say in Samoa 'malo lava faafetai'. I received a lot of compliments from our community."

While sea level rise is beginning to wreak havoc, wildfire is already affecting millions of Californians. In May, KQED's series "Saved by Fire" examined how California can make wildfires less severe, and what stops the state from taking action.



Mama Dee Uhila and Senita Uhila at their home in East Palo Alto on March 29, 2021; photo by Beth LaBerge/KQED.

The stories focused on the forested mountains around Shaver Lake and in the Klamath River region where the Karuk used prescribed burns, or "good fire," for centuries to manage the forests of their ancestral lands and avert extreme wildfires.

The series reached over 217,000 radio listeners and had over 13,000 page views. On social media, we reached over 35,000 people and had over 1,000 shares. **A TikTok video about the history of the Karuk and the suppression of controlled burns had over 10,000 views.**

Of note, the story, "The Karuk Used Fire to Manage the Forest for Centuries. Now They Want To Do That Again," was featured on *Reveal*; the Peabody award-winning investigative program that airs on 580 stations nationwide, reaching some 1.2 million listeners. The episode had some 140,000 podcast downloads.

After the series aired, Dan Porter, California Forest Program Director for the Nature Conservancy, wrote, ". . . You have really carried the narrative around prescribed fire forward in ways that we could have never done or would have taken us 10 years to do what you've done in the past couple of years."

Reporters on the newly formed climate desk uncovered groundbreaking local work and, through community journalism, featured new voices and broad solutions for addressing the Bay Area's complex climate crisis.

Sponsorship support for KQED Science comes from Bridge Bank. Funding support for KQED Science was provided by the National Science Foundation, the Chan Zuckerberg Initiative, Ruchi Sanghvi and Aditya Agarwal Charitable Fund, the Dirk and Charlene Kabcenell Foundation, and the Gordon and Betty Moore Foundation.



Jocelyn Foreman poses with a Community Land Trust agreement during a signing ceremony/celebration at Malcolm X Elementary School in Berkeley, California, in April 2021. Photo by Beth LaBerge/KQED.

Exploring the Housing Crisis: KQED's Housing Desk and 'SOLD OUT'

In fall 2019, KQED took bold steps to lead the conversation on housing affordability, which has become a barrier to prosperity for many Californians. With generous grant support from the Chan Zuckerberg Initiative, KQED News launched a new reporting desk with three seasoned journalists covering the state's housing crisis.

The housing affordability desk's mission is to explore the state's political and cultural history to tell the story of how we got into the current housing crisis. The team's reporting sheds light on the inequities in housing policies and the costs and decisions that affect marginalized residents. With the storytelling skills of Molly Solomon and the reporting acumen of Erin Baldassari — both Bay Area natives — the team, led by Erika Aguilar, began by covering

the housing issues facing voters during the 2019 elections, the Moms 4 Housing movement, California Governor Gavin Newsom's past approaches to addressing homelessness and much more.

When the coronavirus pandemic hit California in spring 2020, KQED's Erika Kelly stepped in as senior editor for the desk, leading the team's reporting efforts to help our listeners and readers navigate their lives through daily changes.

"We were in crisis long before #COVID19, but it's reinforced that housing is a matter of life or death. The moral case for housing as human right is undeniable... Thx @solomonout." California Assemblymember Rob Bonta (posted on Facebook and Twitter)

The housing desk's award-winning podcast *SOLD OUT: Rethinking Housing in America* explores the deep issues of inequality and equity in housing, and features solutions-driven reporting that focuses on the big ideas that help reimagine the way housing can be. The first season was a six-part series that, among other issues, looked at Project Roomkey, California's effort to house thousands of homeless people in hotels to protect them from the coronavirus pandemic; housing as a form of reparations, and how the Moms 4 Housing protest sparked a national movement. The podcast really resonated with listeners. **Since its launch in September 2020, the show has been downloaded over 475,000 times.**

“We were in crisis long before #COVID19, but it’s reinforced that housing is a matter of life or death. The moral case for housing as human right is undeniable... Thx @solomonout.”

California Assemblymember Rob Bonta
(posted on Facebook and Twitter)

The podcast's episode 3, “Zoning Out,” hit a nerve as it dove into the racist history of single-family zoning, a subject that became a surprising topic in the 2020 presidential election. The episode detailed how this type of zoning has its roots in Berkeley, California, and many listeners said it encouraged them to look at their own neighborhoods in a new light. It also explored the nationwide movement to modify single-family zoning as one way to desegregate neighborhoods. **The episode has been downloaded over 200,000 times, and Berkeley City Council cited the episode in a proposal to undo the legacy of exclusionary zoning for single-family neighborhoods citywide.**

“Berkeley is the first for many policies, many I am proud about. This one I am not so proud of. The origins of single-family zoning in Berkeley were intended to exclude people of color from neighborhoods. We need to correct decades of racial exclusion in Berkeley and the region,” noted Berkeley Mayor Jesse Arreguin, sharing the podcast on Twitter.

In addition to community leaders, the podcast is also reaching students across the country. Teachers are assigning it to their classes — from Oakland public schools to Columbia University's graduate school of journalism in New York — and the show was used in a Journalism + Design training for Poynter Koch fellows in November 2020. **Among a number of recognitions, *SOLD OUT* won a 2021 Edward R. Murrow award for Excellence in Diversity, Equity and Inclusion.**

In addition to the podcast, the housing desk's reporting has had a remarkable impact this year. **An investigative story about Jocelyn Foreman's fight to hold on to her home convinced the state legislature to budget \$500 million to help individuals compete with real estate investors to purchase their homes out of foreclosure. The team's reporting on evictions led several Bay Area governments to enact stronger renter protections to help keep people housed during the public health crisis brought on by the pandemic.**

The team also produced a multipart series on Homekey, California's innovative project to transform hotels and other underused properties into permanent housing for homeless residents. The series shined a light on the groundbreaking nature of the massive program and also raised important questions about its future funding and ongoing viability. One story in the series highlighted an innovative program by a California indigenous tribe to use Homekey funding to house their own members.

Now, nearly two years into the coronavirus pandemic, the housing team is deep in production on a second season of the *SOLD OUT* podcast, which will focus on evictions. The pandemic focused our attention like never before on low-income renters — millions of renters suddenly found themselves on the precipice of eviction, prompting unprecedented tenant protections and nearly \$50 billion in rental assistance. As pandemic-related protections expire, our new season of *SOLD OUT* looks at how a growing number of tenants, advocates, and political leaders are questioning the system of evictions, while confronting the long-standing discriminatory policies that have led to persistent racial inequality in housing. The first episode of the new season will debut in February 2022.

Funding support for KQED Housing reporting and the *Sold Out* podcast was provided by the Chan Zuckerberg Initiative.

ON OUR WATCH

Police secrets, unsealed.



An *On Our Watch* event held in The Commons at KQED; photo by Alain McLaughlin.

Exposing Police Accountability in ‘On Our Watch’

On Our Watch is an investigative reporting podcast that focuses on police accountability, a system long shrouded in secrecy. When California’s 2019 The Right to Know Act unsealed three categories of internal police records — serious use of force cases, sustained investigations of on-duty sexual misconduct, and official dishonesty — a team of reporters led by KQED pledged to obtain and report on those cases. The work culminated in a limited-run podcast by NPR and KQED that, through unprecedented access, exclusive reporting and detailed case analysis, provided a complete look into how police accountability operates, who it is built to serve and who it protects.

The podcast has resonated with listeners. **Since the launch of *On Our Watch*, the show has garnered over 1.7 million downloads with over 142 million individual listeners per week. And the show has reached beyond NPR and KQED audiences to other news and media outlets, including episodes of *Snap Judgment*.**

To gain access to these records, KQED established the California Reporting Project, a coalition of more than 40 news organizations that pledged to work cooperatively to obtain and report on serious use of force and misconduct by police. The reporters sent out blanket requests to the more than 700 law enforcement agencies in California asking for five years of internal records about sexual misconduct, officer dishonesty and serious use of force.

“A series like *On Our Watch* — about the power of properly enacted transparency laws and the material they uncover — could be dry and overly academic in the wrong hands,” wrote podcast critic Nick Quah in *Vulture*. “But the reality here is just the opposite, a testament to how a good production team can take raw information and transform into gripping, propulsive narratives that are capable of inspiring corrective rage.”

Despite the landmark law's passage three years ago, the transparency and accountability it promised are far from fully realized. In court, KQED's lawyers first battled police unions who argued that the transparency law should only apply to new cases and existing investigations should remain secret. We also sued the attorney general and the California Highway Patrol for failing to comply with the transparency law. Many of the rulings in these lawsuits set the rules around the scope and meaning of The Right to Know Act and established that the law is retroactive, ensuring public access to thousands of existing internal investigations.

The reporting behind *On Our Watch* has led to major impact in several cases. In perhaps the most significant example, **less than six weeks after KQED and NPR published an episode examining the shooting and death of Oscar Grant on New Year's Day 2009, California Attorney General Rob Bonta opened an investigation into the 12-year-old case.**

In a follow-up interview with *On Our Watch*, the attorney general said that our reporting was “powerful” and “personal,” adding, “It really helps inspire me to think more about how our office can be part of the solution in addressing the problems that you so powerfully uncover.”

In another case, a district attorney dropped the charges against a woman once the team's reporting revealed that the police officers who arrested her had put false information on their reports. **Additional reporting led a public defender to demand a review of all cases involving an officer who had long been suspected of dishonesty. Three criminal convictions were dismissed.**

On Our Watch is also a deep dive into systemic issues in law enforcement that found internal affairs often prioritizes protection from liability — not justice for victims or accountability for officers who commit misconduct. The series showed how legal protections for police officers limit the ability of well-intentioned leaders to address problem officers.

Through an in-depth analysis of hundreds of these records, the series uncovered that although officers were fired for sexual misconduct, they were rarely referred for criminal charges. We found that in a system that is reliant on officers' credibility, there are few incentives for the system to investigate allegations of dishonesty.

“... A testament to how a good production team can take raw info and transform it into gripping, propulsive narratives capable of inspiring corrective rage.”

Nick Quah, *Vulture* podcast critic

We also investigated how something as seemingly simple as a police officer not filing a report allowed the sexual exploitation of a child to continue, and how the officer responsible lost his job only to be hired by another department.

On Our Watch examined how the police accountability system of internal affairs rarely investigates racial bias even as the issue of disproportionate arrests and use of force against people of color is driving a national crisis in law enforcement. Again and again we found that agencies subscribe to a “bad-apple” theory that treats these cases as isolated incidents while our reporting on the records shows otherwise.

In addition to airing stories on the *On Our Watch* podcast, the team's Sukey Lewis and Sandhya Dirks shared their reporting with a national audience on WAMU's *1A*, and NPR's *All Things Considered* and *Morning Edition*. **KQED also hosted a KQED Live event for about 700 audience members interested in learning how to get police information from their local departments.**

Funding support for KQED's police accountability reporting was provided by the California Wellness Foundation, the Open Society Foundations, and the California Endowment.



KQED Digital Productions, Products and Presentations

KQED Television, Locally Broadcast Productions

Check, Please! Bay Area
Check, Please! You Gotta Try This!
KQED Newsroom
Truly CA

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

Bloodline
Unadopted
Joseph Rosendo's Travelscope
Roadtrip Nation

KQED Television, Nationally Broadcast Fundraising Breaks

5-Day Rapid Reset with Dr. Kellyann
Life 201 with Adiel Gorel
Longevity Paradox with Steven Grundy

KQED Public Radio Productions

The California Report
The California Report Magazine
Forum
KQED Arts
KQED News
KQED Newsroom
KQED Science
Our Body Politic (with KPCC and KCRW)
Perspectives
Political Breakdown

KQED Digital Productions and Presentations

Above the Noise
The Bay
Bay Curious
Consider This (with NPR)
Cooking with Brontez
Deep Look
Dishes of the Diaspora
Homemade Film Festival
If Cities Could Dance
KQED Arts
KQED Education
KQED Food
KQED Learn
KQED News
KQED Science

KQED Teach
KQED Youth Takeover
MindShift
On Our Watch
Political Breakdown
Rightnowish
SOLD OUT: Rethinking Housing in America
Truth Be Told
Truly CA



If Cities Could Dance "How Black Roller Skaters Carry Forward LA's Iconic Scene" Alicia Reason; photo by Armando Aparicio.



KQED Food's "San Jose: Great Immigrant Food City" Yosimar Reyes and Mardonia Galeana; photo by Beth LaBerge/KQED.



Deep Look "The Axolotl Salamander Doesn't Wanna Grow Up; photo by Mike Seely/KQED.

Awards and Recognition

Northern California Emmy® Awards

Environment/Science-News or Short-Form Content

Deep Look: “A Flea’s Fantastic Jump Takes More Than Muscle,” Josh Cassidy, producer/cinematographer/writer/editor; Laura Klivans, narrator/writer; Teodos Hailye, animator; Seth Samuel, composer; Shirley Gutierrez, sound mix; Mike Seely, post-production coordinator; Gabriela Quirós, coordinating producer; Craig Rosa, series producer

Deep Look: “A Tsetse Fly Births One Enormous Milk-Fed Baby,” Gabriela Quirós, producer/writer/editor; Josh Cassidy, cinematographer; Seth Samuel, composer; Shirley Gutierrez, sound mix; Mike Seely, post-production coordinator; Craig Rosa, series producer

Deep Look: “See Sea Slugs Scour Seagrass by the Seashore,” Mike Seely, producer/cinematographer/writer/editor; Josh Cassidy, cinematographer; Laura Klivans, narrator/writer; Seth Samuel, composer; Dina Maria Munsch, sound mix; Gabriela Quirós, coordinating producer; Craig Rosa, series producer

Human-Interest News or Short-Form Content

“Dear Beloved”: Benjamin (BJ) McBride, producer/director; Pendarvis Harshaw, host/writer; Elie M. Khadra, director/director of photography/editor; Serginho Roosblad, photographer

Lifestyle: Long-Form Content

Check, Please! Bay Area!: Vic Chin, coordinating producer; Paul Swensen, series producer; Anthonia Onyejekwe, associate producer; Shelley Pearson Cranshaw, field producer; Peter J. Borg, director; Leslie J. Sbrocco, host; Blake McHugh, videographer; Dina Maria Munsch, editor

Politics/Government/Societal Concerns-News or Short-Form Content

“What Does It Mean to Be Anti-Racist?,” Derek Lartaud, producer/writer/editor; Lauren Farrar, producer/writer; Myles Bess, host; Hannah Blanchard, animations/motion graphics; Kate Napoli, production assistant; Annelise Wunderlich, executive producer

Public Affairs Program

“Out on the Inside: Transgender Women Share Stories From a California Prison”: Monica Lam, producer/director/photographer; Sruti Mamidanna, cinematographer; Dina Maria Munsch, editor

National Edward R. Murrow Awards

Excellence in Sound

“California Sounds: New Year’s Day Music That Hasn’t Been Heard in 500 Years”: Sam Harnett with audio and editorial work from Chris Hoff and Erika Kelly

Investigative Reporting

“Older and Overlooked”: April Dembosky, Lisa Pickoff-White, Molly Peterson, Lo Benichou, Danielle Venton, Katrin Snow, Erika Kelly, Jon Brooks, Carly Severn, Anna Vignet, Amanda Stupi, Beth LaBerge, Katie McMurrin, Rob Speight

Regional Edward R. Murrow Awards

Excellence in DEI

SOLD Out: Rethinking Housing in America: Erika Kelly, Erika Aguilar, Molly Solomon, Erin Baldassari, Jessica Placzek, Kyana Moghadam, Rob Speight

Excellence in Innovation

“The Voicebot Chronicles”: Chloe Veltman, Lowell Robinson, Erika Kelly, Bianca Taylor, Rob Speight

Excellence in Sound

“New Year’s Day Music That Hasn’t Been Heard in 500 Years”: Sam Harnett, Chris Hoff

Feature Reporting

“For HIV Survivors, Pandemic Is Sad Reminder of Early Days of AIDS”: Lesley McClurg

Investigative Reporting

“Older & Overlooked”: Molly Peterson, April Dembosky, Lisa Pickoff-White, Lo Bénichou, Katrin Snow, Erika Kelly, Jon Brooks, Carly Severn, Anna Vignet and Amanda Stupi

Webby Award

Video Category: Travel & Lifestyle

If Cities Could Dance: Kelly Whalen and Charlotte Buchen Khadra, director/producers; Masha Pershay and Vivian Morales, associate producers; Armando Aparicio, Elie Khadra, Rachel Kim, and Chinwe Oniah, on-call digital producers and associate producers; Lina Blanco, arts digital engagement manager; Sarah Pineda, digital engagement producer; David Markus, executive producer

Jackson Wild Media Awards, Animal Behavior — Short Form

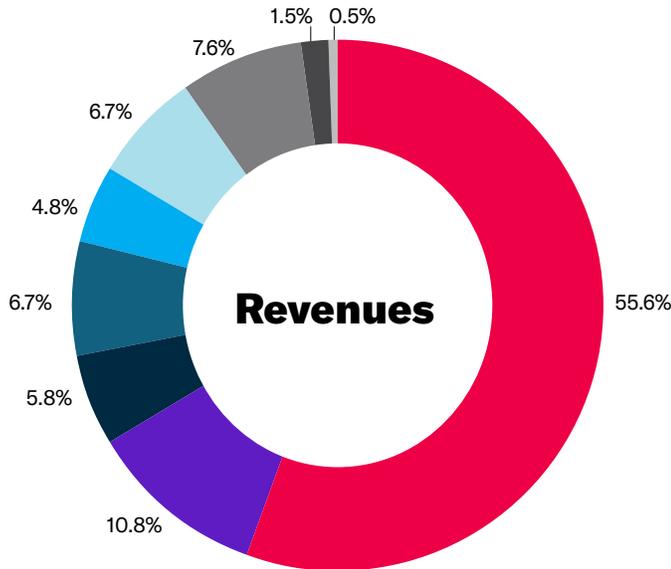
Deep Look: “Born Pregnant: Aphids Invade with an Onslaught of Clones,” Josh Cassidy, producer, writer, cinematographer, editor

SPJ NorCal Excellence in Journalism Award for Science, Environment and Health Reporting (TV/Video)

Segments that zero in on kidnapper ants, fungus that turns flies into zombies, webspinners, the birth of a tsetse fly and California floater mussels hitching rides: The *Deep Look* team.

Total Operating Financial Information FY2021

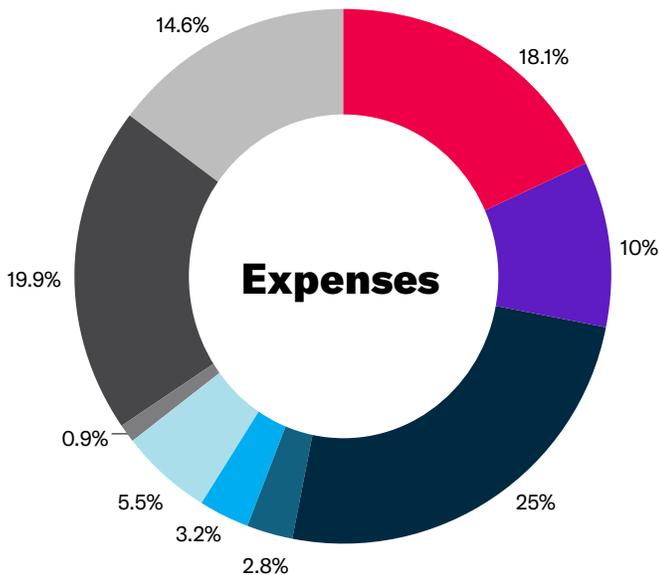
(\$000) For the year ended September 30, 2021



Individual Member Contributions	\$59,987
Underwriting	11,602
General and Project Grants	6,286
Community Service Grants	7,217
Bequests and Trusts*	5,216
Investment Income Transferred from Endowments	7,206
Gain on Extinguishment of Debt	8,210
Other Revenue	1,612
Trade and In-Kind Donations	495

Total Revenues ————— \$107,831

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



PROGRAM SERVICES

Television Production and Broadcasting	\$15,496
Radio Production and Broadcasting	8,589
Multiplatform Content	21,446
Education	2,432
Program Promotion	2,726
Digital	4,731
Events	773

Total Program Services ————— \$56,193

SUPPORT SERVICES

Fundraising	\$17,016
General and Administrative	12,496

Total Support Services ————— \$29,512

Total Expenses ————— \$85,705

Note: This financial information was derived from KQED Inc.'s financial statements as of and for the year ended September 30, 2021. These financial statements have been audited by Grant Thornton LLP. For a complete copy of the 2021 Independent Auditor's Report and Financial Statements, go to kqed.org/about/report-to-the-community.

Thank You!

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

Volunteers

Our volunteers support KQED's mission in many exciting hands-on ways. From taking calls on on-air fundraising drives that raise millions of critical dollars to helping at live events, leading docent tours of our building and providing administrative support, volunteers are key to the success of several KQED programs. Please contact us for more information about how to join our volunteer community.

415.553.2153

Member Generosity

Millions of our neighbors use our services, and we are honored that more than 250,000 of them donate to KQED each year. These generous members help us produce, acquire and present quality programming as well as deliver important educational services to communities across the Bay Area. We are proud that individual members provide over 60% of KQED's annual support, making our daily operations and development of future programs possible. You can help ensure a strong future for public media in Northern California.

kqed.org/donate

The Leadership Circle recognizes members who contribute \$150-\$499 per year. Their support is critical in ensuring the programming and services they love are available to communities across Northern California. These members enjoy level-exclusive pledge events, quarterly previews of upcoming programs and advance notice of members-only special events and discounts.

415.553.2150

Leadership Circle Ambassadors contribute \$500-\$1,499 per year. Members at this level play a crucial role in maintaining KQED's fact-based programming as well as celebrating and entertaining Northern California. These members receive early access to KQED event tickets, behind-the-scenes newsletters, live Q&A opportunities with our talent and staff and a dedicated hotline and email address for member support.

415.553.2345

Signal Society members annually contribute \$1,500 to \$4,999 and help ensure that the public can access and benefit from KQED programming. Signal Society members enjoy invitations to events with public media personalities, receive access to Pledge-Free Stream and much more.

415.553.2300

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

415.553.2300

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

415.553.2300

The Jonathan C. Rice Legacy Society recognizes those visionaries who have thoughtfully provided for KQED's future by making a planned gift. Legacy gifts are made through a will or living trust, charitable gift annuity, charitable trust, retirement plan or other planned gift.

415.553.2230

Local and national organizations that support KQED through Corporate Sponsorship, and receive recognition for doing so, provide a significant amount of annual revenue to KQED, which helps us realize our mission to inform, inspire and involve.

415.553.3332

Additional Ways to Support Local Public Media

Foundation and Government Support

415.553.3318

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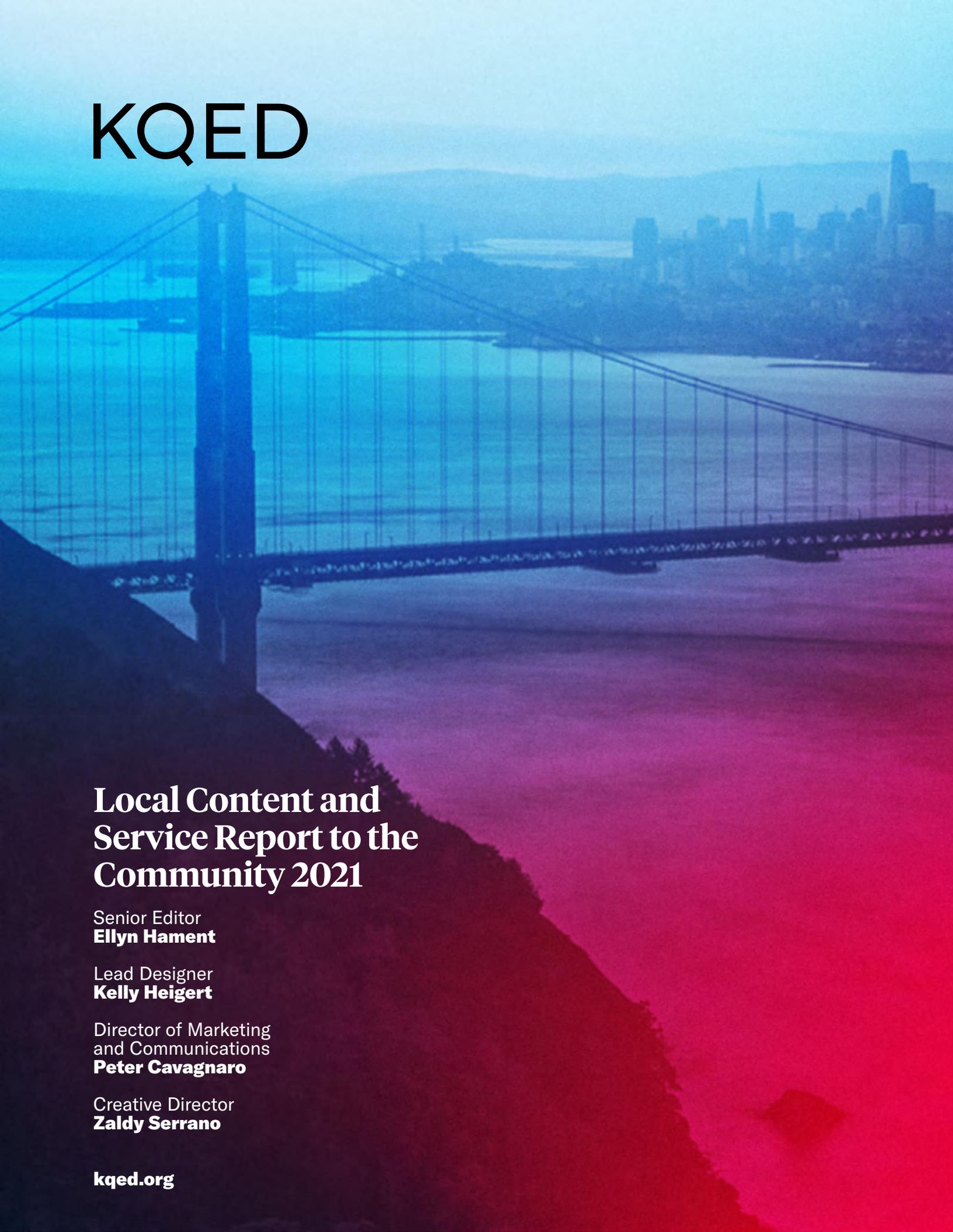
415.553.3332

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415.553.2885

Matching Gifts

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KQED

Local Content and Service Report to the Community 2021

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Zaldy Serrano

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