

# KQED Education Annual Report 2021-2022 School Year



High school media makers Om, Grace and Ruby talk about their Engineering for Good project in front of a live audience at the KQED Commons.  
Photo: Alain McLaughlin



# KQED Elevates Diverse Youth Voices

Since 2018, KQED Youth Takeover Week has given the mic to Bay Area teens, putting their stories on air. Photo: Ariana Proehl

KQED’s Education Department is uniquely positioned to combine award-winning media literacy resources with the power of public media in order to elevate diverse youth voices and promote civic engagement across generations. Through our suite of programs for students and educators, we

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

## KEY ACCOMPLISHMENTS OF THE 2021-22 SCHOOL YEAR

### Serving students:

- Featured the voices of **78 Bay Area youth** through Youth Takeover on KQED during the year, reaching **1.6M listeners** on broadcast and digital channels
- Published **1,528 student media pieces from youth** across more than 40 states to the Youth Media Challenge Showcase, garnering over **44,000 online views**
- **Co-hosted the Rethink School Youth Media Challenge** with *MindShift*, KQED’s podcast on the future of learning
- **Co-produced two public, in-person events**

**with local teens** at KQED’s new community event space, the Commons

- Awarded **best “episodic video series”** for *Above the Noise*, our YouTube channel for teens, by the [Anthem Awards](#), a spin-off of the Webby’s, in the “Education, Art, & Culture” category

### Supporting teachers:

- Convened **24 educators** as our [Media Literacy Innovators](#) teacher advisory board
- Delivered media literacy training workshops and courses to **4,250 educators**
- Supported **200 educators** in earning **596 media literacy micro-credentials**, with **40 becoming certified** PBS Media Literacy Educators through KQED
- Partnered with **23 California school districts** to deliver professional development and resources for media literacy teaching

### KQED and Education

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

# Dear Education Community,

This past year, KQED has activated our commitment to our North Star – elevating diverse youth voices – in really exciting ways. You have seen us evolve and deepen this priority in the role young people are now playing in our work and in our live space at KQED headquarters. More than 300 high school students from across the Bay Area came to our newly renovated building to interact with KQED staff and record their audio pieces in our studios. Youth are co-creating and [co-leading events](#) with us for all of you alongside the KQED Live events team. KQED even had our



first-ever [youth co-host of Forum](#), our morning radio talk show, during Youth Takeover Week! We are excited to continue leveraging partnerships and nurturing pathways for youth-produced media and youth voices to appear on KQED radio, podcasts and online.

But even as we create opportunities for youth to shine, we are all still navigating educational settings that continue to be impacted by the pandemic and world events that have tested even our most dedicated educators, taken a toll on youth mental health, and made clear that we need young people to be part of creating solutions to the challenges our communities face. This intense and ever-changing landscape also highlights the need for [content that reflects the critical questions](#) young people are asking about on important issues. This complex environment continues to inform the work we do at KQED and how we meet the needs of our community.

Behind the scenes, KQED Education staff continues to invest significant time and energy to ensure our workplace advances equity and belonging internally, positioning us to more meaningfully serve the Bay Area's most historically marginalized students.

We are so grateful to do this work and appreciate all of you who partner with us to make it happen. Thank you!

With appreciation,

A handwritten signature in black ink, appearing to read 'Michelle'.

Michelle



## Centering Youth Agency

Milpitas High School students at KQED HQ to record their pieces for Youth Takeover.  
Photo: Amanda Vigil

### KQED Youth Takeover

For the fifth consecutive year, Bay Area teens stepped up to the mic to share their voices and ideas with KQED's radio and podcast audiences. We partnered closely with 15 local high school classrooms to support more than 500 students in creating their own media pieces in collaboration with KQED media experts who helped the students develop their pitches and scripts. Three hundred of those students came to the new KQED headquarters where they received audio training at the [PRX Podcast Garage](#) and were given access to our professional studios to record their final pieces. We also brought in KQED career panelists to talk about the importance of public media, as well as share their own personal, academic and professional journeys before joining the station.

The experience culminated in [Youth Takeover Week](#) that ran from April 25-29, when 55 youth voices reached 606,000 listeners through KQED programs like [Perspectives](#), [Rightnowish](#), [The California Report](#), [Bay](#)

[Curious](#) and others. In an exciting first, the *Forum* radio program welcomed Mahi Jariwala from the KQED Youth Advisory Board to be the [first teenager to co-host the show](#) alongside Alexis Madrigal. On [another \*Forum\* episode](#), SF International Film Festival representatives heard student Catherine Hou's piece on Asian American representation in the arts, and invited her to [meet actor Sandra Oh](#) on the red carpet. Catherine asked the star what advice she would give to young Asian Americans trying to make a change, and the pair agreed on two things: work with your community and don't be afraid to use your voice.

**“I am very grateful to KQED for giving me and my peers the opportunity to project ourselves to a wider audience through Youth Takeover. I also really enjoyed the field trip to KQED HQ as I was able to see the technical aspects of how media is made and the effects it has on others.”**

—Steven, student at  
George Washington High School  
in San Francisco



Student media makers featured in the "I Made This Youth Media Celebration" event at the KQED Commons.  
Photo: Alain McLaughlin

## Youth Media Events

Our live events on the newly reimagined KQED Commons stage showcased student media makers who participated in Youth Media Challenges. These events not only featured youth media, but were co-created by the youth participants themselves through a collaborative process that centered youth agency.

- [I Made This: A Youth Media Celebration](#)

Our fall event featured origin stories of young media makers. Students from different schools and grades joined in conversation about how they found their voice, what inspired their creativity and how they produced their pieces.

- [Rethink School: Youth Advocating for Change](#)

Our spring event was a youth-led journey through the challenges they face at school—and their solutions. From improving school lunches to creating a safer environment for transgender students, these young people showed how they are already contributing new ideas and deep commitment to bettering not just schools but our shared communities.

## Youth Advisory Board

This year's Youth Advisory Board (YAB) included 14 teens from seven Bay Area counties. They helped inform KQED's youth engagement strategies, as well as pitched and vetted topics important to young people for KQED's YouTube series *Above the Noise*. This year we expanded the program beyond asking their advice to also give them specific career building opportunities. Our Youth Media team worked closely with the YAB members to develop their communication and collaboration skills. We brought in KQED staff as career panelists to elaborate on their specific roles. Finally, the YAB members worked alongside mentors from *Forum*, Arts & Culture, *Above the Noise* and *The California Report* to produce media for Youth Takeover Week.



Our diverse Bay Area community continues to be highly impacted by the pandemic, world events, threats to democracy and more. KQED is meeting the needs of this community by offering students opportunities to [make and share media](#) that captures their perspectives about changes they want to see. We are helping young people [explore complex issues](#) and engage in civic discourse. Educators are also looking for support to navigate this reality and so we adapted our [media literacy professional learning services](#) this year to be more accessible and useful, helping educators teach their students the necessary skills like media analysis and media creation to fully participate in civic spaces. KQED also knows we will have a bigger community impact when we move forward with [partners who share our vision and priorities](#), and so we are deepening our work with several of those organizations.

## Preparing Youth for Civic Engagement

### **KQED Youth Media Challenge: Call for Change**

Climate change, civil rights, gun safety, college access, book banning, the economy...the list goes on. Young people are leading the way as advocates for change at the local, national and global level. New for the 2022-2023 school year, [KQED's Call for Change Youth Media Challenge](#) is an audio or video commentary project that asks middle and high school students to choose an issue they care about and share their ideas for how to make the world a better place. As with all of our youth media challenges, every Call for Change student submission is published on our Youth Media Showcase, an online space where audiences of all ages can encounter diverse youth voices from across the Bay Area and beyond.

**“Being able to record my own podcast with my own perspective made me more interested in class. I was excited by the opportunity to submit my own podcast to be on the KQED Youth Media Challenge Showcase.”**

—Vanessa, student at  
Independence High School  
in San Francisco



### **Exploring Complex Issues with *Above the Noise***

*Above the Noise*, our award-winning YouTube series for teen audiences, tackles controversial issues affecting young people. Centering equity and empathy, the show features host Myles Bess who investigates complex topics like gender pronouns, imposter syndrome, conspiracy theories, trans girls in sports and more to help viewers draw their own informed conclusions, while inspiring civic engagement. We published 18 episodes this school year, gaining 1.71M total views online and in classrooms. In response to our episode on the lasting impact of Native American residential schools, one viewer commented, “I remember seeing the headlines about residential schools earlier this year and hearing about the atrocities committed against indigenous peoples from my native friends...This is such an important topic and I thank those involved for sharing their stories and telling their perspectives.”

# Professional Learning: Adapting to Meet Teacher Needs



## KQED Teach

With ever-increasing demands on their time, educators need free professional learning opportunities that are easy to access and immediately applicable to their work with students. This year, [KQED Teach](#) re-launched on the Teachable platform as a one-stop media literacy learning hub. We made our new self-paced courses shorter and more media-rich, while continuing our focus on participant interaction and instructor support. Our refreshed [Events page](#) lists upcoming online workshops, highlighting ways for educators to learn with each other and KQED staff in real time. Whether completing a self-paced course or joining a Zoom workshop, educators learn by doing with KQED, building the same media analysis, evaluation and production skills they will then share with students.

## Media Literacy Educator Certification

The PBS Media Literacy Educator Certification by KQED continued to attract a growing number of educators looking to strengthen their media literacy skills. Last year, 200 educators earned PBS micro-credentials and 40 became PBS certified, representing a 67% increase since the start of the certification program in 2018. Each micro-credential represents an educator fostering the skills students need to be responsible media consumers and creators on issues they care about. As one certified educator wrote, “I feel a commitment to helping students navigate their world by showing them the tools they will need to be critical thinkers. What is both exciting and daunting is to guide them into becoming the participants and media makers of a much more responsible media of tomorrow.” KQED was honored to receive the 2022 Media Literate Media award from [NAMLE](#) for the PBS Media Literacy Educator Certification program.

**“KQED Teach courses are really easy to follow, organized, and the language used is simple in a way that a person like me, who has never studied these topics before, can understand and finish.”**

—High school English teacher





# Deeper Connections Through Partnership

LAUSD and KQED presenting about our partnership at the ISTE education conference.  
Photo: Almetria Vaba

## Vegas PBS

Vegas PBS is supporting media literacy for teachers in their community with KQED professional development. With our support, Vegas PBS expanded their media literacy course offerings for Clark County School District educators with the addition of KQED Teach courses. They also promoted KQED media literacy workshops, resulting in over 100 educators from the Vegas PBS service area enrolling in our free courses and workshops at the end of the school year. Attendance by these educators increased three fold in the summer months.

**“Being able to include the informative, diverse, and relevant media literacy resources provided by KQED allows Vegas PBS to leverage the work of the KQED educational team to provide media-rich, comprehensive, and meaningful professional learning opportunities for teachers statewide.”**

- Niki Bates, Ed.D., Educational Media Services, Vegas PBS

## LAUSD

KQED embarked on a year-long partnership with California’s largest school district, Los Angeles Unified School District, to provide professional development for their practitioner schools, related teams and instructional coaches. The cohort represented 33 schools and focused on the [“Creative Communicator” ISTE standard](#). Educators received professional learning through KQED Teach and the PBS Media Literacy Certification program by KQED, as well as support for classroom media-making projects. Building on learnings with LAUSD, KQED will continue to strengthen and grow partnerships with a greater number of school districts to help meet educators’ professional development needs.

## Common Sense Education

KQED partnered once again with Common Sense Education (CSE) to co-create three new *Above the Noise* episodes. Educators using CSE Civic Learning and News Literacy collections now have access to new video content and curriculum on topics including conspiracy theories, algorithms and cancel culture. We are able to expand the reach and impact of our content to a greater number of students through strategic partnerships with organizations like CSE.

# Thank You!

## Programmatic Partners

KQED gratefully acknowledges our programmatic partners who help us to expand the reach of our educator professional learning programs, classroom resources and youth media to diverse communities near and far. Thank you to the California Department of Education, California County Superintendents Educational Services Association (CCSESA), PBS, PBS SoCal, National Educational Telecommunications Association (NETA), National Association for Media Literacy Education (NAMLE), National Writing Project, PBS NewsHour Student Reporting Labs, California Dance Education Association, East Side Union High School District, Los Angeles Unified School District, and the San Francisco Unified School District.

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

## Philanthropic Partners

Our philanthropic partners invest generously in our efforts to empower youth voice and to support educators in developing civically-engaged students in their classrooms. We extend our gratitude to:



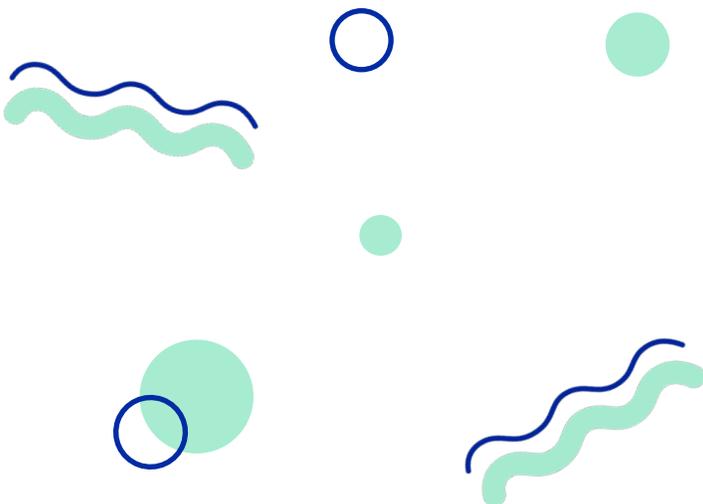
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## Members of KQED

## Campaign 21 donors

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



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