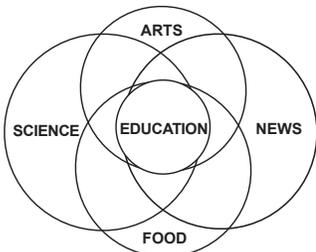


# Then and Now

Campaign 21 is one of the most ambitious campaigns in public media history. KQED has already used secured funds to expand capacity, transform operations and expand audience and membership.

	2010	NOW
<b>Annual Operating Budget</b>	<b>\$54.9 million</b>	<b>\$84.9 million</b>
<b>Individual Giving</b>	<b>57% of budget</b>	<b>59% of budget</b>
<b>Membership</b>	<b>168,396</b>	<b>219,763</b>
<b>Audience (Weekly)</b>	<b>Radio: 749,700<sup>1</sup></b> <b>TV: 1,931,315<sup>2</sup></b> <b>Digital: 90,261<sup>3</sup></b>	<b>Radio: 916,550<sup>1</sup></b> <b>TV: 1,104,409<sup>2</sup></b> <b>Digital: 795,991<sup>3</sup></b>
<b>Content Approach</b>	<p>Staff siloed around platforms</p> 	<p>Innovative organizational structure built around content areas</p> 
<b>NEWS</b>	 <b>45 Staff</b> <ul style="list-style-type: none"> <li>• Celebrated local broadcast-only programs include <i>Forum</i>, <i>The California Report</i> and <i>This Week in Northern California</i></li> </ul>	 <b>70 Staff</b> <ul style="list-style-type: none"> <li>• Significant growth to newsroom while other outlets cut staff</li> <li>• Daily and weekend local coverage added to broadcast</li> <li>• Significant digital news coverage, including award-winning investigative reporting</li> <li>• Two brand new news desks: Political and Government Desk and Silicon Valley News Desk</li> <li>• Four original news podcasts including <i>The Bay</i> and <i>The Leap</i></li> </ul>

1. Nielsen Audio PPM Analysis: Mon-Sun 6am-12m, Persons 6+  
 2. Nielsen Local TV View: Mon-Sun 3a-3a, Persons 2+  
 3. Google Analytics; Facebook Insights Post Data: Weekly: The number of people who saw your Page posts, broken down by how many times people saw your posts. (Unique Users); and NPR Podcast Report

## SCIENCE



**16 Staff**

- *QUEST* is the first KQED multi-platform program and serves as a successful pilot for the new organizational model.



**20 Staff**

- The largest center for science reporting in the West
- Emmy nominated YouTube series *Deep Look* has 500,000 subscribers and more than 10 million views.
- Technology and data-focused healthcare coverage receives awards.

## ARTS + CULTURE



**3 Staff**

- *SPARK* and *The Do List* provide broadcast-only coverage of local arts scene.



**18 Staff**

- A new multiplatform Arts service, including dedicated radio reporters, daily digital reporting and robust online video and podcast production.
- Audience grew to 250,000 per month on multiple internet platforms.
- KQED Arts serves the organization's largest-in-the-region radio audience.

## EDUCATION



**9 Staff**

- In-person workshops with educators



**20 Staff**

- KQED is the administrator for PBS LearningMedia in California, which has 62,000 unique users a month.
- KQED Teach provides online courses that develop media literacy to more than 8,000 educators.
- KQED Learn, our first-ever classroom service, is launched. The program engages students in inquiry-based media learning by amplifying youth voices.

## Digital



**8 Staff**

- Website used only to share broadcast schedule



**13 Staff**

- Mobile-compatible website serves original digital content daily.
- Product Team is created to meet growing content area demands.
- KQED Lab provides space and process for innovation.
- New KQED app

## Audience Intelligence + Development

**0 Staff**

- Third-party data available only for broadcast



**9 Staff**

- Dedicated in-house team collects broadcast and digital usage data, and helps make data-informed decisions that drive audience engagement, loyalty and growth.

## Technology + Infrastructure

A 21st century media organization must have 21st century technology. Campaign 21 funds supported the much-needed overhaul of back-end technologies for digital and broadcast, including increased security on staff email and data, a new media-sharing platform for content creators and project management tools to organize cross-departmental initiatives.