



Q



QUEST



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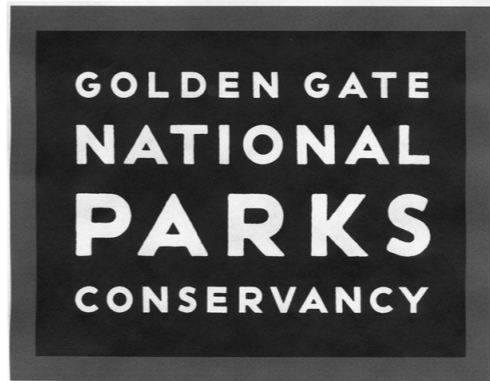
Public Media



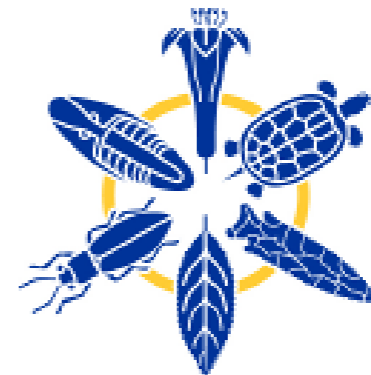
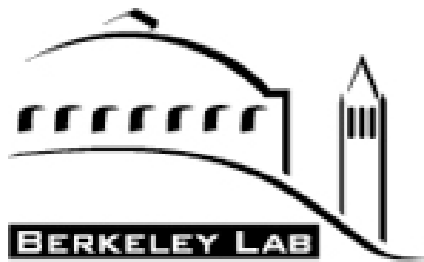
**Northern California
Science, Environment and Nature Series**

kqed.org/quest

Partnerships



Scientists, Museums, Parks, Zoos, Aquariums, Research Centers, Formal and Informal Learning Environments





CROSS EDITORIAL PROJECT

COMMUNITY
story ideas and expertise

+

PUBLIC MEDIA
storytelling, media making,
education and journalistic
practices

EDUCATION RADIO TV WEB

QUEST


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**One idea + two days + 4 platforms =
8 assets and the widest audience possible**

The Farallon Islands are 28 miles off the coast of San Francisco and closed to the public. QUEST was invited on a rare visit to the islands and took full advantage of the outing.



1-TV segment, 1- radio segment, 1- interactive historical timeline,
1- web audio slide show, 1 -reporter blog, 1- interactive map,
1- Flickr set and 1- educator guide.

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participatory media making & digital media training

**Community
science blog**

**Video for the
web**

Audio

Slideshows

Photo sets



**Participatory
science media
projects**

**Place-based
learning**

**Digital
storytelling**

**Media making for
learning**





Share

Let your audience find you

- Podcasts
- Embeddable media
- Flickr photos, groups, and videos
- Exhibits
- Festivals
- Streaming



Social video sites (YouTube, iTunes)

Partner education portals (iTunesU and PBS LearningMedia)



KQED

The Long Tail & (many tentacles)



KQED QUEST distributed *The Fierce Humboldt Squid*, a 10 minute TV segment through traditional and non-traditional broadcasts in April 2008.
Non-traditional broadcasts continue.

Audience Impressions	April 08	Long Tail
TV Broadcast	43%	39%
Streaming – kqed.org	16%	14%
Embeds	39%	24%
Podcast	1%	2%
You Tube	1%	21%*
Non Traditional Broadcast	57%	61%

* The squid invaded San Diego in July 2009 leading to a spike in views.



Making Friends Social Media

•Twitter

•Facebook

•Flickr

•Blog



QUEST Network

WVIZ
ideastream
Cleveland

**Wisconsin Public
Broadcasting**

KCTS
Seattle

WHYY
Philadelphia

NET
Nebraska

UNC-TV
North Carolina



KQED
San Francisco