

KQED outreach SPARKs Major Giving
Cristina Hanson, National Center for Outreach

A number of major donors to SPARK, KQED's arts and culture initiative, cite the importance of the dynamic ways that the SPARK in Education (SparkEd) outreach team uses segments from the television series to measurably improve arts education in the San Francisco Bay Area as their primary reason for supporting the program. A number of major donors have gone so far as to restrict their support to SPARK educational and audience engagement activities alone.

For these donors, development staff turned the traditional public media solicitation model on its head and began to refer to the creation of new TV episodes as "tools" for our outreach teams to continue their important work.

According to the KQED development staff, it was quite simply the real, independently evaluated outcomes that the SparkEd team achieved during the first two years of the program that became the key reason they were able to find sufficient funding for the series to continue into season three and beyond.