

KERA **kxt91.7**

art seek

PUBLIC MEDIA FOR NORTH TEXAS

2014 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



For 54 years, KERA has produced content with depth and integrity that encourages lifelong learning and provides an inspiring alternative to commercial media. In 2014, KERA continued to expand our regional presence and digital footprint through in-depth local coverage, rich multimedia storytelling and community engagement.



KERA's family of broadcast and online services reach the fourth-largest population area in the country via television, radio and online media.

Since 1960, KERA has worked to forge relationships with individuals and families in our community through programs, news reports and local events that educate, inspire, enrich, inform and entertain.

Our organization is now reaching new audiences by making our content available, both live and on demand, through multiple digital platforms.

In 2014, KERA provided these key local services:

- Thousands of hours of educational programming, community initiatives and online resources for children and adults.
- In-depth news coverage of local government, environmental issues, the economy, education, health care, science and technology.
- A unique multi-platform arts service with unique stories and commentaries, a robust culture calendar and information about public events.
- A diverse music radio service with local artists, in-studio performances and live concert series.

Each week, more than 1.5 million people across North Texas and the globe watch, listen to or read content on KERA Television, KERA Radio, KXT 91.7 music radio and our network of digital resources (websites, streaming audio and video, mobile apps and social media).

However, our organization goes beyond our broadcast and online services by working directly with the community through specific learning opportunities and other events that touch lives.

KERA is a not-for-profit community television and radio licensee located in the greater metropolitan area of Dallas/Fort Worth, the nation's fourth-largest population area. KERA produces original multimedia content, carries the best in national and international public television and radio programs, and provides online resources at kera.org. KERA TV broadcasts on digital channel 13.1 and KERA WORLD on channel 13.2. KERA FM broadcasts on 90.1 in Dallas/Fort Worth/Denton, 88.3 in Wichita Falls, 100.1 in Tyler and 99.3 in Sherman. The organization's music station KXT 91.7, launched in November 2009, broadcasts to greater Dallas, Fort Worth and Denton (and to the world at kxt.org). In addition, KERA offers extensive arts coverage at artandseek.org, and comprehensive local, national and world news coverage at keranews.org.

KERA extends its content through **multiple platforms**: television, radio, web, social media, mobile and tablet apps along with CD and DVD. Through content that informs and motivates, KERA touches more lives each week than any other regional educational or cultural organization. With KERA, children experience the joy of learning from early childhood up through their elementary years; and adults benefit from continuing opportunities for lifelong learning. Our public media service rests on the core beliefs that knowledge enriches life experience, and a better-informed citizenry is able to make smarter choices.

- KERA attracts a very significant audience for children's educational television programming, making it among the largest preschool learning environments in the region and ranking it in the top three compared with other U.S. public broadcasting stations. It offers nearly 3,400 hours of research-based programming each year with 11 literacy series and 11 series of science, technology, engineering and math. Each week 325,000 children tune in for KERA's free educational programs that inspire and nurture curiosity and the love of learning.
- KERA also developed ***Ready for Life*** with local partners to support parents, caregivers and the community by offering the resources parents need to raise children who are socially, physically, and emotionally healthy and ready to succeed in school and in life. This extensive multimedia initiative offers training modules on temperament, attachment and socialization, early literacy, and nutrition and fitness; a 60-minute documentary; books; and Spanish-language materials.

Feedback from KERA Family Gateway event at the Perot Museum of Nature and Science, Oct. 2014

"Thank you, KERA, for allowing myself and my 3 girls to feel like normal regular people - and forget for a moment we are homeless and could have never done this." – *Family Gateway parent*

"Thank you for providing a magical and educational day for our Family Gateway children and parents!"
– *Cathy Packard, Development Director, Family Gateway*

- KERA offers extensive **news and information services**, providing local, state, national and international news on television, radio and online. Local programs and content from NPR, PBS, PRI, BBC and other services are highly respected for consistent quality, depth and fairness. KERA produces original news and feature segments that air during *Morning Edition*, *All Things Considered*, *The Takeaway* and other programs, as well as full-length local programs *Think* with host Krys Boyd, which airs Monday through Thursday from noon – 2 p.m. and 9 – 11 p.m. on KERA FM; *Anything You Ever Wanted To Know* with host Jeff Whittington, Fridays from noon to 1 p.m. on KERA FM; and *CEO* with Lee Cullum, which airs the first Friday of each month at 7:30pm on KERA TV. KERA also produces original feature content on all digital platforms, including kera.org, keranews.org and artandseek.org. For decades, KERA has been a statewide leader in producing and presenting live, statewide political debates. The *Texas Debates* consortium, spearheaded by KERA, is the only partnership to distribute political debates to all media free of charge as a public service.
- **KERA created its Art&Seek service** to inform, engage and inspire North Texans to connect with our area's rich art environment and creative community. The Art&Seek team has produced thousands of in-depth features, radio stories, special reports, television interviews, videos and blog posts since the initiative's launch in 2008. KERA produces a weekly Art&Seek e-newsletter, and encourages people to participate in the arts through social networking tools (Flickr, Facebook, YouTube, and Twitter). Visitors to artandseek.org can listen to radio stories, watch video, search an arts calendar almost entirely generated by more than 3,000 arts organizations and venues, and share their comments. The Art&Seek website receives around 40,000 unique visitors a month. Each Art&Seek radio report has an audience of about 54,000; the Art&Seek calendar on KERA radio reaches nearly 150,000 weekly listeners. Additionally, Art&Seek has partners with area organizations for events, including State of the Arts, an innovative series of thought-provoking public conversations held at the Dallas Museum of Art that explore the creative process and the nature of performance.
- **KXT 91.7 (KKXT FM)** was launched in November 2009 as a new public music radio service for North Texas. The expansive Triple-A music format includes a variety of music genres, and was voted best Music Radio Station by the readers of the *Dallas Observer*. KXT also offers diverse local and national specialty programming like *The Paul Slavens Show*, *World Cafe*, *American Routes* and *Undercurrents*. Local artists make up approximately 10 percent of KXT's locally-programmed hours; in addition, KXT presented local artists alongside national acts at a number of events last year, including the sold-out Barefoot at the Belmont concert series and the station's third annual Summer Cut concert. KXT also produces *KXT Live Sessions*, regular in-studio interview and performance segments; the ongoing online video performance series *On The Road*; and recorded live acts at SXSW in Austin and the Homegrown Festival in Dallas.

Ebola in Dallas

When news broke in September that Dallas had the first Ebola case diagnosed in the United States, KERA News leaped to the center of the story, and stayed there through the month that North Texas was in the international spotlight. KERA reporters produced at least 30 radio news stories, six of which aired on national networks. KERA's staff provided numerous stories to NPR's national newscast unit, updated other national programs and spoke on international networks ranging from the BBC to Radio New Zealand. When NPR sent reporters in from both coasts, they embedded in the KERA newsroom and built an unprecedented partnership with a local member station on a breaking news story. KERA's daily talk show, *Think*, devoted at least four full hours to the topic, and the station's website featured widely-read Ebola live blogs for three straight weeks. ([Read KERA's coverage](#))



The Broken Hip

During summer 2014, KERA developed a groundbreaking series called "The Broken Hip." It explored how a common injury, a hip fracture, is too often a death sentence for an older person – and a trial for any family. Part of the station's Breakthroughs initiative – which focuses on health, science and technology innovations – the eight-part series played out on KERA radio, as well as web videos, a public forum that drew 150 people and a [digital storytelling project](#). The series laid out the problem through sensitive and compelling stories, but also provided insight on how to prevent falls, with innovative approaches to research and training. Two of the stories were broadcast nationally on NPR's *Morning Edition*, reaching an audience of more than 2 million.



American Graduate: Generation One

After the saga of immigrant children on the Texas-Mexico border exploded into an international story, KERA News launched a series as part of its American Graduate initiative called "Generation One." The series featured eight radio stories, four web videos, a public forum and an in-depth digital storytelling project at generationone.kera.org. The focus of the coverage was on the one in three Texas kids who are either immigrants, or the children of immigrants – and the school systems that are weaving them into the American tapestry.



KERA Fitness and Nutrition Initiative

Working closely with AVANCE-Dallas and funded by the National Recreation Foundation, KERA continues to provide a yearlong fitness and nutrition initiative to low-income area families. Parents receive training on healthy nutrition and fitness concepts, and families participate in recreational sports, activities for young children, and dance/exercise classes for mothers.

Multiple workshops are provided in 32 Dallas school sites to increase parents' knowledge of healthy nutrition and fitness concepts for young children using KERA's Little Bites, Big Steps curriculum and children's literature with nutrition and fitness themes. A variety of professionals from dieticians to fitness instructors share their expertise and knowledge with parents.

Reach in the Community:

In the first four years, this initiative has served 3,615 low-income Hispanic family members. 72 percent of project participants are at or below the federal poverty levels, 84 percent speak only Spanish at home, and many do not have reliable transportation to parks and other exercise locations outside their community.

Partnerships:

KERA worked with AVANCE-Dallas, fitness experts, and 22 local agencies to provide fun learning stations at events as well as exercise and nutrition classes throughout the project year. More than 2,000 adults and children from the Dallas community at large, including the Deputy Mayor Pro Tem of Dallas, attended the project kick-off event.

Impact and Community Feedback:

Families appreciate that physical activities should be a part of their family's daily life. In addition, many are cooking healthier and more nutritious meals; and fathers are more active in their children's lives, both through physical activity and through emotional connection.



"The walk-a-thon event in April led to my family enjoying weekend walks with great conversations. My children began asking for healthy snacks, and we all have more energy now!"

- Maria Carmago



(KERA's Healthy Families Initiative event)

SUMMARY OF IMPACT



“Every action that KERA-FM has done in the last few decades continues to make me proud to tell everyone I know that I am a financial supporter, listener, and member of KERA-FM – a station that really puts the PUBLIC FIRST in all it does. Lead on, KERA.” – Robert Flood, KERA member

- KERA connects daily with our audience via Facebook, with over 63,000 combined fans of our four pages, and Twitter, with about 30,000 combined followers of our accounts.
- KERA offers three free mobile apps for download, including the Art&Seek arts calendar app and the KERA/KXT streaming and on-demand audio apps with over 93,000 users.
- KERA’s *Think* podcast is among the most popular local podcasts in public radio, averaging around 120,000 monthly downloads.



KERA hosted or sponsored a number of well-attended public events during FY14, including a public forum on earthquakes and fracking; *One Crisis Away*, a discussion on asset poverty; *Day Out With Thomas* at Grapevine Vintage Railroad and more. Additionally, KERA hosted live political debates featuring candidates for Texas governor and lieutenant governor, which were made available free of charge to all media, and picked up by hundreds of TV channels, radio stations and websites across the state.

KERA will serve our audience of more than 1.5 million people each week through continued program growth, including expansion of our trusted local news reporting and our service to children and families, and providing continued opportunities to engage more people in the rich civic, cultural and educational life of North Texas.
