



**2015 LOCAL CONTENT
AND SERVICE REPORT
TO THE COMMUNITY**



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LOCAL VALUE

KERA's family of broadcast and online services reaches 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.

2015 KEY SERVICES

In 2015, 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 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.

LOCAL IMPACT

Each week, more than two 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.



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IN THE COMMUNITY

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/social skills series and 11 of science/nature series. Each week, 350,000 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.



IN THE COMMUNITY

- From June-August 2015, KERA issued a Summer Learning Challenge for families and nonprofits across North Texas. Participants completed a series of online PBS related activities and challenges. KERA also used its Facebook page to offer summer tips for parents.
- For the second year in a row, KERA received a CPB/WNET **American Graduate: Stories Of Champions** grant to produce three videos featuring local education champions. The three video profiles include a teaching artist and life coach who works with kids on probation; a pre-college advisor who counsels students in the same under-served neighborhood where she grew up; and a speech and debate teacher who escaped poverty himself and now helps teens chart a path to graduation and beyond.

KERA held a recognition event honoring our local North Texas Champions on September 29, 2015. All three videos aired on KERA TV in August and September 2015. Several of KERA's education partners and community advisory board members participated in the event along with families from across North Texas.

- With grant funding provided by the **Crystal Charity Ball**, a fundraising organization for nonprofits, KERA hosted and sponsored an event at Texas Discovery Gardens for underserved children in August 2015. The beneficiary groups were children from Family Gateway's Center and five transitional housing facilities. Thirty families (25 adults and 80 children) attended. Children were engaged in educational activities designed for ages Pre-K through second grade:



- **Gardening for Children** - Families were able to learn about basic seed structure and plant parts, and then they explored the gardens on a guided tour. Each child planted a seed to take home.
- **Skies of Butterflies** - Participants were able to learn about a butterfly's life cycle and fascinating monarchs. Families also discovered the differences between butterflies and moths. This educational program included a tour of the Butterfly House.



IN THE COMMUNITY

- KERA has worked with partners in North Texas to distribute over 1,500 **STEAM activity mats** to community and non-profit organizations. KERA forged Fort Worth and Dallas partnerships for distribution of content to at-risk children, starting with KERA’s Summer Learning Challenge. Fort Worth SPARC and Grand Prairie ISD and Parks, Arts & Recreation Department incorporated KERA’s Summer Learning Challenge into their summer program. In partnership with Commit! Dallas and afterschool programs, KERA distributed activity mats to promote pre-kindergarten registration in low-income areas with the inclusion of targeted messaging.
- In spring 2015, KERA launched the **Full STEAM Ahead! e-newsletter**, a weekly newsletter sent to KERA’s Education Partners, as well as educators and parents from across the state. The e-newsletter currently has four sections: STEAM Activities & Games, Get Up & Go! Art&Seek Activities for Families, Parenting Resources and Up Next – which offers a preview of content for the upcoming week. The parenting resources section offers a grade-level skills checklist designed to help parents:
 - Help children with their homework and develop a love for math.
 - Identify games and toys to nurture a love of STEAM.
 - Assist children as they learn to write code.
 - Develop creativity and problem-solving skills for 21st century learners.
 - Resources for a child’s social and emotional well-being, including an Autism toolkit.



“We got a little surprise in our inbox today! Thanks so much for agreeing to help get the word out about Vroom [resources for parents], we couldn’t be more thrilled to have (KERA) as a promotional partner.”

– ANDREW RAMOS, COMMIT! PARTNERSHIP

“We find the Full STEAM Ahead resources useful. Our program partners really like hands-on activities - not all have internet access or computers at sites to be able to use online resources with children. I also really like the article about young children coping with challenges – Little Children, Big Challenges.”

– CHRISTINA HANGER, DALLAS AFTERSCHOOL



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STORIES OF IMPACT

AMERICAN GRADUATE: HOMELESS IN HIGH SCHOOL

For many teens, graduating from high school is tough enough. Try doing all that reading, homework and studying when you don't have a place to live. Reporter Bill Zeeble's four-part series told the stories of students in North Texas – and the people who are helping them out. The series, which also included audio, video and photo galleries, received a Texas Homeless Network Outstanding Community Service Award in October 2015.



ONE CRISIS AWAY: AT THE HOLIDAYS

Life on the financial edge is never easy. During the holiday season, fiscal balance can seem next to impossible. Gifts, decorations, parties, travel, kids off from school — the challenges mount almost as quickly as the bills. Reporter Courtney Collins spoke with North Texas residents trying to keep their financial footing during the most trying time of the year. The series also looked at sources of help for other families in North Texas facing similar issues.



ONE CRISIS AWAY: INSIDE A NEIGHBORHOOD

The cost of living poor can be staggering: Racking up interest on a payday loan, working for minimum wage, paying fees to cash a check, and eating healthy when groceries are hard to find. Reporter Courtney Collins met residents of Jubilee Park in a section of Old East Dallas who face these challenges every day – and are working to solve them. The series won a national RTDNA/NEFE Personal Finance Reporting Award.





STORIES OF IMPACT

AMERICAN GRADUATE: GENERATION ONE

KERA News reporter Stella Chavez's "Generation One" series began in 2014 and continued into 2015, as part of the station's American Graduate initiative. The series featured eight radio stories, four web videos, a public forum and an in-depth digital storytelling project, focusing on the one in three Texas kids who are either immigrants or the children of immigrants. KERA held a special community conversation with students and educators in February 2015, featuring individuals profiled in the series.

THE BROKEN HIP: A KERA NEWS BREAKTHROUGHS SERIES

In this radio, digital and video series, which began in 2014 and carried over into 2015, KERA explored the financial, medical and emotional costs caused by a hip fracture. KERA's health and science reporter Lauren Silverman investigated how individuals and families navigate life after this catastrophic injury – from treatment and rehab to senior-housing design and prevention breakthroughs. One of every five people who breaks a hip after age 50 dies within a year. For those who survive, it means an enormous life change. KERA worked with community partners to help tell these patients' stories, including the Baylor Health Care System and iACT (Innovations in Aging, Caregiving and Technology).



Approximately 85 people attended The Broken Hip panel discussion, which presented a behind-the-scenes look at the series and lively conversation with reporter Lauren Silverman; Dr. Alan Jones, orthopaedic surgeon; Janet Mariani, social worker and daughter of Jeanette Mariani, who was featured in the series; and Cheryl Acres, nurse and geriatric care manager. Silverman was also asked to speak at several local service agencies to share her research. The panel discussion was sponsored by Alert Response, Dallas Yoga Center, Senior Helpers Dallas/Fort Worth, 5 Star Senior Services and TORCH (Texas Organization of Residential Care Homes).

The series and event touched more than 180,000 listeners, received 20,000 page views and reached 45,000 people through social media. Along with being shared nationally by NPR and *The New York Times*, the series received a regional Edward R. Murrow Award and community engagement (online/social media) award from the National Educational Telecommunications Association, among other accolades.

"I caught your program this (morning) on my way to work. I was excited to share information about the series with the management team here at Presbyterian Village North. All the team was very interested in what you are doing, and we discussed ways we might be able to contribute to your project ... I will be following the series closely, and intend to incorporate it into my education curriculum."

- DEBORAH REISDER-O'BRIEN, CLINICAL NURSE EDUCATOR



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SUMMARY OF IMPACT

- KERA connects daily with our audience via Facebook, with over 70,000 combined fans of our four brand pages, and Twitter, with about 44,000 combined followers of our accounts.
- KERA offers free mobile apps for download, including KERA Radio/TV and KXT 91.7 streaming and on-demand audio apps with over 100,000 users.
- KERA's Think podcast is among the most popular local podcasts in public radio, averaging around 70,000 monthly downloads.

KERA will continue to serve our audience of more than two million people each week through 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.

