



**2016 LOCAL  
CONTENT  
AND SERVICE  
REPORT  
TO THE  
COMMUNITY**



## 2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

### 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.

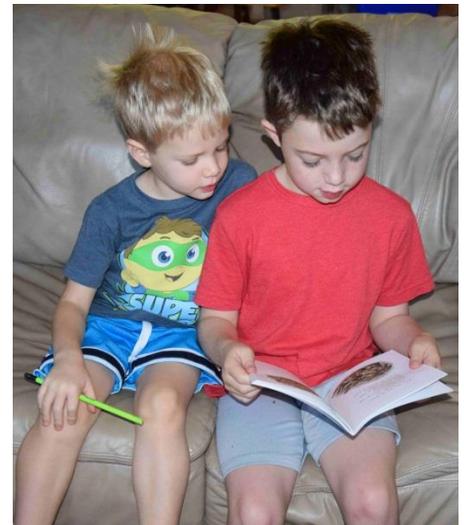
Since 1960, KERA has worked to forge relationships with individuals and families in our community through programs, news reports and local events that educate, engage, inspire, inform and entertain.

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

### 2016 KEY SERVICES

In 2016, 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, education, poverty, health care, science and technology.
- A unique multi-platform arts service with in-depth arts journalism, a robust culture calendar and information about public events.
- A diverse music radio service with local artists, in-studio performances and multiple 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](http://kera.org). KERA TV broadcasts on digital channel 13.1, KERA WORLD on channel 13.2 and KERA CREATE on channel 13.3. 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](http://kxt.org)). In addition, KERA offers extensive arts coverage at [artandseek.org](http://artandseek.org), and comprehensive local, national and world news coverage at [keranews.org](http://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 12 literacy and social skills series, and 12 science and 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

- In March-April 2016, KERA partnered with the Boys & Girls Clubs of Greater Fort Worth and the Blue Zones Project on the **Cyberchase Step It Up!** Program. The five-week program, designed for children in Grades 2 through 5, was created to inspire kids and educators to find small opportunities to work more steps into their regular day while learning about math. KERA was one of 10 stations across the country to receive grant funding to offer this program, allowing youth at all eight Fort Worth branches to focus on making healthy choices, while engaging in fun activities. Through this partnership, 500 young people were able to learn about exercise, healthy eating, and how making better choices all around can lead to successful outcomes – especially at school. Research has linked physical activity levels in children with physical and emotional health benefits, as well as academic benefits like improved cognitive performance and on-task behavior.
- In June 2016, KERA hosted and sponsored an event at the **Trinity River Audubon Center (TRAC)** for 120 under-served and immigrant children from the Vickery Meadow neighborhood. They engaged in educational activities centered around the Trinity River, which included:



- **Wetland Wonders** – Children and parents were able to learn about pond life and how to use nets to collect aquatic invertebrates such as crayfish, aquatic beetles, tadpoles, and insect nymphs. They used hand lenses and two way viewers to magnify and identify their amazing finds.
- **Insect Investigation** – Participants were able to discover some of the identifying characteristics of insects and spiders and what features set them apart. They learned how to catch insects in the Blackland Prairie using nets and water bottles.
- **Fort Fabrication** – Families were able to learn what it takes to build a shelter completely from natural materials and why having this skill could come in handy.
- **The Secret Life of Reptiles** – Children and parents were able to meet and touch some native reptiles including snakes and turtles. They learned how reptiles regulate their body temperature, find food and why they are important to our ecosystem.



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### IN THE COMMUNITY

- For the second year, KERA issued a **Summer Learning Challenge** for families and nonprofits across North Texas. Participants completed a series of online PBS related activities and challenges. Families were encouraged to read books and prepare recipes together and take part in KERA recommended summer activities.
  - For the second year, KERA partnered with Grand Prairie ISD and Grand Prairie Parks, Arts and Recreation Department to celebrate **PBS KIDS Explore the Outdoors**. Six hundred early childhood students in Grand Prairie participated in a variety of activity stations related to the exploration of the natural world including: a vegetable garden touch and feel, insect identification, water habitat ecosystems and a recycle relay. PBS' beloved character, Nature Cat, was on hand to help kids develop an appreciation for nature.
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- A photograph showing a woman in a red polo shirt and blue jeans leading a group of children and adults on a dirt path through a grassy field. She is pointing towards something off-camera. The children are dressed in casual summer clothes, and several adults are standing behind them, watching. The background is filled with green trees and bushes.
- KERA worked to increase use of **PBS LearningMedia** across North Texas in 2016 by demonstrating it at schools and meetings of educators. Between June and October, the number of users rose from the mid-hundreds to nearly 21,000. After watching a presentation of LearningMedia at focus groups convened by KERA in September, the participating teachers, school librarians and teacher education faculty praised it enthusiastically as a rich resource they planned to share with colleagues.
  - At the start of the 2016-2017 school year, KERA created a new biweekly e-newsletter for educators called **KERA Education News & Happenings**. The newsletter features ideas for lessons, articles about teaching, announcements of KERA education outreach activities, and special opportunities for students and teachers, such as contests. Each issue includes content for a mix of subject areas and grade levels to broaden its appeal, and is often forwarded among educators, extending its reach.



### IN THE COMMUNITY

- KERA's Art&Seek series, **Artist Spotlight**, launched in July 2016, and its weekly reports focusing on the personal journeys of North Texas artists gained momentum throughout the year. The reporting aired during *All Things Considered* on KERA FM, and online at kera.org. Standout pieces included:
  - **The Rev. K.M. Williams:** A North Texas musician who keeps up the tradition of old-school and Delta blues with his homemade single-string cigar-box guitar, a diddley bow.
  - **Cora Cardona:** A pioneer as the co-founder of Teatro Dallas, the first professional Latino theater company in Dallas.
  - **James Talambas:** A 33-year-old Fort Worth musician, deejay, composer and producer who creates sound and light installations that speak to issues ranging from fracking to anxiety.
  - **Ben Fountain:** A prize-winning Dallas author whose debut novel, *Billy Lynn's Long Halftime Walk*, has been adapted for film by director Ang Lee.
- Art&Seek expanded its popular **State of the Arts** conversation series to Fort Worth in 2016. In partnership with the Kimbell Art Museum, State of the Arts Fort Worth identifies important trends and issues affecting North Texas artistic organizations and brings artists, experts and scholars together for thought-provoking discussions. KERA presented three programs with the Kimbell in 2016:
  - In May, the three distinguished directors of Fort Worth's premiere art museums—Andrew Walker, Amon Carter Museum of American Art; Eric M. Lee, Kimbell Art Museum; and Marla Price, Modern Art Museum of Fort Worth—discussed the current environment of the museums and their visions for the future. This event marked the first time the three had participated in a public forum together.
  - In September, several leaders of Fort Worth's cultural organizations came together to talk about how their groups are embracing the growing Hispanic population in the area and the work they are doing to engage this audience.
  - In November, KERA invited prominent musicians and journalists to discuss the city's vibrant and historic music scene.



KERA's original State of the Arts programming held in conjunction with the Dallas Museum of Art also presented a discussion with three women leaders at local arts institutions about their strategies, experiences and observations directing arts groups in Dallas; and gathered top thinkers from local universities who are pushing the envelope by melding technology and art.



## STORIES OF IMPACT

### WILLIE VELÁSQUEZ: YOUR VOTE IS YOUR VOICE

In fall 2016, KERA hosted two screenings of the new documentary *Willie Velásquez: Your Vote is Your Voice*. This special documentary chronicles the man who led the Southwest Voter Registration Education Project and paved the way for the Latino voice in American government. This film was presented nationwide by Latino Public Broadcasting, KLRN-San Antonio and KLRU-Austin.



*(Photo [from left]: Ralph Velásquez, Willie's brother, and Jesse Tafalla Jr., of LULAC, with KERA's Stella Chávez at a screening of the documentary.)*

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### JACKIE ROBINSON

In March 2016, KERA partnered with the Texas Rangers Baseball Foundation to present two screenings of the film honoring the life and contributions of baseball great, Jackie Robinson.

*Jackie Robinson*, a two-part, four-hour film directed by Ken Burns, Sarah Burns and David McMahon tells the story of an American icon whose life-long battle for first class citizenship for all African Americans transcends even his remarkable athletic achievements. "Jackie Robinson," Martin Luther King Jr. once said, "was a sit-inner before sit-ins, a freedom rider before freedom rides."



The first screening was held in Dallas for nearly 100 attendees. The screening was followed by a conversation with KERA's VP of Television Programming, Bill Young and Dallas judge, Eric Moye, who had an opportunity to meet Jackie Robinson. A second screening was held on April 15, Jackie Robinson Day, at the Texas Rangers ballpark near Dallas with 75 people in attendance.



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## STORIES OF IMPACT

### ONE CRISIS AWAY

Families who are transitioning from homelessness to stability took part in a seven-week One Crisis Away food and nutrition course. The class was hosted by KERA and presented by a community partner, Texas A&M Agrilife Extension office.

During the class, single parents of small children learned how to prepare healthy and nutritious meals for their families, how to budget and how to manage groceries when there are few nearby stores.



### KERA LEARN!

KERA's Education and Digital departments collaborated to build a new website which aggregates educational materials for teachers, parents and students of all ages. Called KERA Learn!, it organizes content in three categories: **School**, with thousands of lesson materials from PBS, KERA and other sources; **Home**, with learning activities, homework resources, and other materials for parents and children to share; and **Community Life**, with resources to encourage civic engagement, including journalism from KERA and NPR.

The team spent much of 2016 designing and constructing the site, including testing content with groups of educators, and plans to launch the site in late winter/early spring 2017.



“What I got out of (One Crisis Away: Drowning In Debt) when I heard it on KERA was not, ‘these people are financially irresponsible,’ but how easy it is to start using credit cards to address a temporary need and end up with a \$30,000 debt problem. It can happen to anyone ... not just the terminally poor.”

- PACO ROMERO, KERA LISTENER



## SUMMARY OF IMPACT

- KERA connects daily with our audience via **Facebook**, with over 79,000 combined fans of our four brand pages, and **Twitter**, with about 51,000 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 120,000 users.
- KERA's **Think podcast** is among the most popular local podcasts in public radio, averaging around 230,000 monthly downloads.
- KERA content is reaching thousands of new listeners through the **NPR One** app.

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.

