



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



KERA Be My Neighbor Day, October 2017 (Photo: Jason Moseley)



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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, 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.

2017 KEY SERVICES

In 2017, 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 issues.
- A unique multiplatform 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 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 TV, KERA FM, KXT 91.7 and our network of digital resources (websites, streaming audio and video, mobile apps and social media).

Our organization also 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, KERA Kids 24/7 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, 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, comprehensive local, national and world news coverage at keranews.org, and a variety of learning and curriculum resources at learn.kera.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 five 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. With the addition of KERA Kids, the new 24/7 children's channel, KERA reaches a combined total of over 600,000 children each week in the North Texas area.

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.





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IN THE COMMUNITY

In January 2017, KERA sponsored an **outing for 85 children from the Boys & Girls Clubs of Metro Dallas and Big Brothers Big Sisters** to attend a special daytime presentation of **Odd Squad LIVE!** at the Majestic Theatre in Dallas.

The performance, featuring an original script by the creators of the PBS KIDS show, helped build on regular episodes, which were created for children ages 5 through 8 to help them develop math skills and observe ways to use critical thinking and problem-solving skills in everyday life.



For the third year in a row, KERA partnered with Grand Prairie public schools and the City of Grand Prairie Parks, Arts and Recreation Department for **KERA KIDS Explore the Outdoors**, in celebration of Earth Day.

- KERA's engagement staff and volunteers were able to provide PBS resources and activities to **1,320 early childhood students ages 3 through 5**. Activities included birdwatching, learning how to grow vegetables, learning about insects in water habitats and recycling.
- There was also a **special visit from Nature Cat**. KERA hosted two nature stations, including a Wild Kratts habitat identification activity and a Nature Cat matching game.
- Teachers who attended also received a **set of early childhood resources** from KERA and PBS.

Also in January, KERA's engagement and education departments hosted a special screening of **Splash and Bubbles** at a local theater to celebrate the launch of the new 24/7 PBS KIDS channel. The channel is available across North Texas on KERA 13.2 and streaming via the KERA and PBS KIDS mobile apps. Approximately 80 children from across North Texas received prizes, got a chance to learn about the concepts introduced in the show, and share their appreciation of PBS KIDS programming.





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IN THE COMMUNITY

In an effort to help children avoid summer learning loss, KERA expanded its **Summer Learning Challenge** to include digital and web-based resources, enrichment activities and a series of special concentrated engagement events in the West Dallas community.

- **There were 120 families and 265 children** from across North Texas who participated in the 2017 Summer Learning Challenge, representing 30 cities in our broadcast area.
- **KERA provided enrichment activities and materials to 230 children** in the West Dallas area via summer programs at Trinity River Mission, Wesley-Rankin Community Center and the West Dallas Public Library. KERA's enrichment activities included a trip to the Trinity River Audubon Center and two PBS KIDS movie screenings at Alamo Drafthouse.
- **Summer Learning Challenge outreach to the West Dallas community** culminated with the West Dallas Back-To-School Fair in August 2017. KERA distributed KERA Learn! and PBS KIDS handouts among the approximately **1,200 children and parents**.



IN THE COMMUNITY

In 2017, **KERA's Art&Seek** connected even more North Texans to the arts:

- Events and profiles from over 4,000 arts groups and venues are represented on the **Art&Seek calendar** at artandseek.org. The calendar also offers calendar information to other organizations, including the Dallas Office of Cultural Affairs, Dallas Arts District, and the Greater Denton Arts Council. Highlights from the calendar are heard daily on KERA FM and KXT FM.
- The weekly **Artist Spotlight** focuses on the personal journeys of North Texas artists. The reporting airs Thursdays during *All Things Considered* on KERA FM, and via expanded versions of our weekly stories that showed the breadth and diversity of our artistic community. Standout pieces included:
 - **Giovani Valderas**: A Dallas artist who uses piñatas shaped like houses to draw attention to gentrification in his Oak Cliff neighborhood.
 - **Brad Leali**: Denton saxophone professor equally devoted to teaching young jazz students and backing up musicians from Beyonce to Lyle Lovett.
 - **Ambreen Butt**: Born in Pakistan, she is reviving the ancient Islamic art of miniature painting, and giving it a contemporary edge by enlarging her works.
 - **Sherry Joe Ward**: The Fort Worth actress turned her rare diagnosis of “Stiff Person Syndrome” into a one-woman show.
- Art&Seek continues its popular **State of the Arts conversation series** in Fort Worth, at the Kimbell Art Museum and in Dallas, at the Dallas Museum of Art.
 - In Fort Worth in September, Art&Seek hosted a lively conversation on **how performing arts groups are innovating on stage** with Kathleen Anderson Culebro, Amphibian Stage Productions, Dana Schultes, Stage West and Ben Stevenson, Texas Ballet Theater. The crowd stayed after for a reception and pop-up concert in the Piano Pavilion presented by Sofar Sounds.
 - In Dallas, in October, **virtual reality, augmented reality and animation** were the topics with guests Bryan Engram, of Brazen Animation; Brandon Oldenburg, of Flight School Studio, and Professor Midori Kitagawa of UT-Dallas. The conversation continued as young animators gathered around, eager for tips from the guests, who are leaders in the industry.



Artist Ambreen Butt (Photo: Yesi Fortuna)

IN THE COMMUNITY

- Starting in January 2017, KERA-FM's **flagship conversation program *Think*** dramatically expanded its footprint. Host Krys Boyd is now heard on 20 frequencies in Texas, including public radio stations in Austin, Houston and San Antonio. The expansion of *Think* is one reason KERA is being acknowledged as a statewide and national leader in the public media news system. Another is the Texas Station Collaborative, an effort funded by the Corporation for Public Broadcasting that connects the newsrooms of the state's four big stations – and proved crucial during major news events like Hurricane Harvey and the Sutherland Springs shootings.
- KERA's AAA music station **KXT 91.7** and **Art&Seek** filmed a music mini-documentary with two KXT artists at Children's Medical Center in Dallas. The special performances were part of the national **Musicians On Call program**, which brings live music to the bedsides of patients in healthcare facilities. KXT and Art&Seek's contribution to the Dallas branch of the organization featured the bands Joseph and Reinventing Jude.



The band Joseph performed for patients at Children's Medical Center as part of Musicians On Call.



STORIES OF IMPACT

BE MY NEIGHBOR DAY

In October 2017, KERA hosted “Be My Neighbor Day,” a community engagement and education event designed to reinforce socio-emotional lessons from the popular PBS KIDS show *Daniel Tiger’s Neighborhood*. KERA partnered with PNC Bank to reach nearly **2,000 children and families**. The theme was “sharing and caring,” teaching children the importance of showing empathy for others. Families who attended donated 962 food items benefiting the North Texas Food Bank and assembled 200 snack bags and 410 toiletry kits for homeless families. Children also made 255 get-well cards for patients at Texas Scottish Rite Hospital for Children.



(Photo: Jason Moseley)

MAYA ANGELOU: AND STILL I RISE

In spring 2017, KERA held an essay contest inspired by the documentary *Maya Angelou: And Still I Rise*, which aired in February. Approx. 45 students from 15 public and two private schools entered the contest, which invited students to interpret a poem by Maya Angelou and describe how it contributes to their understanding of race relations. KERA honored the winners, parents and teachers at an awards ceremony where the winner, ninth-grader Lauren Moore (*right*) from Denton, TX, read her powerful essay. She later recorded it in a KERA studio, and an excerpt was broadcast on KERA FM and [posted on keranews.org](http://keranews.org) in August 2017.





STORIES OF IMPACT

ONE CRISIS AWAY: NO PLACE TO GO

With homes selling in record time and rental prices surging, families living on the financial edge face an extraordinary challenge finding a safe and affordable place to live. KERA explored this challenge in the *One Crisis Away* series *No Place To Go*. The series shined a light on the affordable housing crisis through the lens of West Dallas, where high-rise apartments and trendy restaurants are rising next to hundreds of aging houses slated for closure. This was a project that had an impact: In the middle of the series, the story changed dramatically, when the landlord who owned those houses decided to sell some of them to residents left in the neighborhood.



(Photo: Allison V. Smith)

THE VIETNAM WAR

KERA helped facilitate three community events around Ken Burns' *The Vietnam War* series:

- The **Fort Worth screening** was held in September at Tarrant County College-Trinity River Campus, with 95 people in attendance. KERA partnered with the U.S. Department of Defense Vietnam War Commemoration program to present a commemorative pin to the 15 Vietnam War veterans in attendance.
- The **Garland screening** was held later that month at the Vietnamese Daycare Center, where 60 members of the Vietnamese American community attended the program.
- The **Mesquite Vet Center** also worked with KERA to prepare for hosting a special screening for approximately 100 veterans.



A **War, Vietnam and American Life educational toolkit** was curated by KERA staff, added to the [KERA Learn! website](#) and promoted in KERA's education newsletter. The kit was distributed to librarians and teachers, with materials for teaching about war and its social and political effects from multiple sources, from recordings of veterans' accounts to historians' interpretations to archaeology, poetry and newspaper stories. A veterans web page was also created to promote the screenings and resources for veterans, the military community and their families – kera.org/vets. KERA's music station KXT 91.7 produced a special one-hour Vietnam War radio special, featuring music from artists like Bob Dylan, Marvin Gaye and The Temptations.



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SUMMARY OF IMPACT

- KERA connects daily with our audience via **Facebook**, with over 82,000 combined fans, and **Twitter**, with about 57,000 combined followers.
- KERA offers **free mobile apps** for iOS and Android, including KERA Radio and TV and KXT 91.7 streaming and on-demand audio apps, with over 140,000 downloads.
- KERA's **Think podcast** is among the most popular local podcasts in public radio, averaging around 250,000 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.

