



2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Keren Carrión



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LOCAL VALUE

KERA's family of broadcast and online services reaches the fifth-largest media market 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.

2021 KEY SERVICES

In 2021, KERA provided these key local services:

- Thousands of hours of educational programming, community initiatives and online resources for children and adults, reflecting a wide array of backgrounds, cultures and perspectives.
- In-depth news coverage of education, poverty, health care, science, technology and political issues – and the effects of the coronavirus pandemic in all these areas.
- 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, live performance videos and cultural content.

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.

IN THE COMMUNITY

KERA is a not-for-profit community television and radio licensee located in the metropolitan area of Dallas/Fort Worth, the nation's fifth-largest media market. KERA produces 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.

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, 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 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 U.S. public broadcasting stations. Research-based children's programs are available around the clock on KERA Kids 24/7 – a dedicated children's programming channel – and 60 hours on KERA's primary broadcast television channel. Each week, KERA reaches a combined audience of more than 600,000 North Texas children with free educational programs that inspire and nurture curiosity and the love of learning.



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IN THE COMMUNITY

PROVIDING A LIFELINE AMID WINTER STORMS

Devastating winter storms hit North Texas in February 2021, causing loss of life, widespread lasting power outages and property damage due to flooding, downed limbs and more. As snow and ice piled up and temperatures plummeted, KERA News responded, with reporters, editors and producers working from frozen homes.

For the first time ever, KERA was a completely remote operation — with *Morning Edition* host Sam Baker, *All Things Considered* host Justin Martin and *Think* host Krys Boyd all broadcasting remotely from their homes to continue serving the community with updates and important information. Reporters from KERA and its partners in the Texas Newsroom filed more than two dozen reports on NPR's daily news shows and podcasts.



Rick Holter

TACKLING POVERTY IN NORTH TEXAS

KERA's One Crisis Away series dug into several important local stories regarding poverty and life on the financial edge, including:

- KERA contributor Kavitha Cardoza profiled an ambitious experiment by Catholic Charities Fort Worth to pull people out of poverty permanently.
- Reporter Christopher Connelly followed a Plano man whose family lost their home because an error by the Texas Rent Relief program. After the story ran, the owner worked with the tenant to get him into another apartment complex and pay off his rent debt.



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IN THE COMMUNITY

KERA SUMMER OF LEARNING AND CAMP TV



One of the many cruel ironies of the pandemic is that in a time when our community had to isolate and social distance, engagement and in-person gatherings were perhaps never so desirable or needed. That's why KERA's Engagement team, much like Art&Seek and KXT, stretched new muscles in 2021 to come up with creative ways to engage, connect and serve our audience in a critical time.

In an effort to help children avoid summer learning loss and provide them with cultural and educational opportunities, KERA leveraged PBS resources and local partnerships to present Camp TV, which aired weekdays throughout the summer of 2021. This was combined with a robust promotional effort including multiplatform promotion, outreach to local groups and a Facebook gathering place for parents and families. KERA also offered downloadable, printable weekly activity guides that coordinated with Camp TV programming.

GROWING HEALTHY FAMILIES IN NORTH TEXAS

KERA and United Way of Metropolitan Dallas piloted a new nutrition and fitness curriculum in September called *Growing Healthy Families*. The program offers parents and caregivers information about calculating BMI, reading food nutrition labels, finding healthy fast food and more.

Because of the pandemic, the workshops were held virtually, but that didn't stop participants from engaging in lively conversations about health. KERA and United Way are using data and feedback from the pilot to strengthen the program, with plans to roll it out to a broader audience in 2022. All materials are available in English and Spanish; families will be able to complete the program through workshops or self-paced lessons on KERA's Growing Healthy Families website.

The screenshot shows the homepage of the Growing Healthy Families website. At the top, there are language selection buttons for English and Spanish, and links for Sign In and Register. The main header reads "Growing Healthy Families". Below the header, there are two buttons: "Families" and "Facilitators". A large green banner at the bottom of the page says "Welcome to Growing Healthy Families".

There is growing concern about the obesity epidemic in children today. Over one-third of American children are overweight or obese, and that number is only growing! In 2007, KERA developed a curriculum for parent and caregiver workshops, Little Bites, Big Steps, in an effort to address this concern with young children. The National Recreation Foundation has provided funding to KERA to create *Growing Healthy Families*, a series of workshops for parents that are focused on the family.





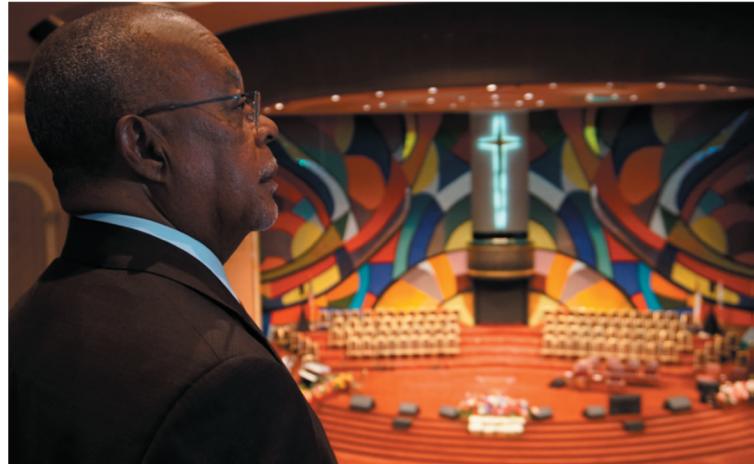
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IN THE COMMUNITY

THE BLACK CHURCH: LOCAL HISTORY AND CONVERSATION

The February premiere of PBS' *The Black Church: This Is Our Story, This Is Our Song* provided KERA's new Audience Development Team an excellent opportunity to act on its goal of reaching newer, younger and more diverse audiences. Bringing together Engagement, News, Digital, Marketing and Social, the team launched a multiplatform initiative around this moving series.

In addition to promoting the broadcast on KERA TV and providing national content and resources, KERA hosted a virtual screening and panel discussion entitled "Praise & Protest: The Black Church in North Texas," featuring longtime KERA journalist Bob Ray Sanders. This cross-departmental collaboration also produced digital resources including audio postcards, stories, community voices, a timeline of Black churches in North Texas and a curated gospel music playlist from KXT 91.7.



PBS

VIRTUAL EVENT CELEBRATES AUTHOR SILVIA MORENO-GARCIA

KERA collaborated with PBS Books in August to host a virtual event as part of the 2021 Library of Congress National Book Festival. The event featured Silvia Moreno-Garcia, the *New York Times*-bestselling author of the acclaimed novels *Mexican Gothic*, *Signal to Noise*, *The Beautiful Ones* and more.

The virtual discussion was led by KERA reporter Alejandra Martinez and other presenters, and featured a question-and-answer session with the audience.

CELEBRATING THE LIBRARY OF CONGRESS NATIONAL BOOK FESTIVAL

Silvia Moreno-Garcia
NY Times Best Selling Author of *Mexican Gothic*

Tuesday, AUG 24
8PMET | 7PMCT

KERA f LIVE

OPEN BOOK
CENTRAL WORLD
NATIONAL BOOK FESTIVAL

IN THE COMMUNITY

KXT 91.7 DEEPENS LOCAL MUSIC DISCOVERY

On KXT 91.7, music lovers found a lot more content to enjoy online and on the air. The station continued to diversify its playlist, expanding the number of genres the station plays as well as adding more artists of color.

KXT also launched an exciting initiative, [Bring The Music Back](#). After receiving a grant from the Corporation of Public Broadcasting, as part of their larger initiative to help address COVID-19 misinformation, KERA and KXT created TV and FM spots featuring artists talking

about how to stay safe at live music events. KERA and KXT made these spots available to other stations nationwide, extending the campaign's reach across the country. Featured artists included Leon Bridges, Sting, Michael Franti, Bridget Kearney of Lake Street Dive and more.

Before the omicron variant of COVID-19 again affected events in North Texas, KXT was able to once again host its annual [Local Music Showcase](#) in October. Fans enjoyed a night of free performances from local acts Revelers Hall Band (pictured above), Kyoto Lo-Fi, Summer Dean, La Bell, and Ten Hands, featuring KXT's own Paul Slavens.

KXT 91.7 continued to expand its digital presence in 2021, including [a feature spotlighting local musicians of Hispanic heritage](#) during Hispanic Heritage Month. Another piece of popular content continues to be [The Best Song You've Never Heard](#) from host Jeff Penfield, which brings to light unfamiliar tracks from familiar artists.

Two noted North Texas journalists — music reporter Preston Jones and photographer/videographer Jessica Waffles — joined the team and significantly increased the station's local music reporting. Their videos, interviews and web stories are one more way North Texans are making KXT their home for music.



Jessica Waffles



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STORIES OF IMPACT

CLIMATE CHANGE AND ENVIRONMENT

- Between a growing population and the effects of climate change, how will Texas plan for its water future? KERA's Bret Jaspers explored this issue in a broadcast and digital series.
- KERA's Alejandra Martinez told the story of an uncontrolled toxic waste site in Grand Prairie, located in a predominantly Latino and low-income neighborhood, where many residents reported being unaware of the extent of contamination.



Keren Carrión

PANDEMIC ISOLATION

In the wake of the global pandemic, loneliness and isolation have become a health crisis of their own. A strong support system can have a positive effect on mental health, but as COVID-19 spread, researchers say support systems became difficult to maintain – and already-fragile safety nets were disappearing. In this multi-part, multi-platform series from KERA's "On Our Minds" initiative, KERA contributor Sujata Dand explored how some experts refer to this as a double pandemic.

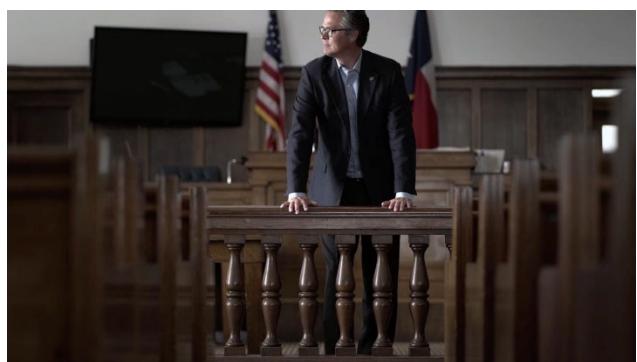


Keren Carrión

NEW DOCUMENTARIES TELL LOCAL STORIES ON KERA

In fall 2021, KERA TV premiered two productions with significant local ties:

- One Symphony, Two Orchestras documented a historic pandemic-era partnership between the Dallas Symphony and the Metropolitan Opera Orchestra.
- Beyond Conviction, from Dallas filmmaker Thorne Anderson, followed District Attorney Staley Heatly and his efforts to reduce domestic and family violence recidivism in a North Texas county.



Thorne Anderson

STORIES OF IMPACT

EXPLORING TEXAS HEAT DEATHS

In September 2021, KERA's Stella M. Chávez reported an investigative series that explored the deaths of workers from excessive heat. This reporting was part of a broadcast and digital series in partnership with The Texas Newsroom, NPR, Columbia Journalism Investigations and The California Newsroom.

Together, they found that dozens of Texas workers died following heat exposure over the past decade, and many of those deaths were preventable. Additionally, many of the deceased were workers of color in industries like construction and trash collection. Soon after the series, the Biden administration announced measures to protect workers from extreme heat.



Lucio Vasquez

PHOTO ESSAYS CHRONICLE LIFE IN NORTH TEXAS



Keren Carrión

KERA photojournalist Keren Carrión spent 2021 capturing stunning portraits of places and people. From the State Fair of Texas' return after a year lost due to COVID, to the Texas Black Invitational Rodeo, lowriders in Dallas' Oak Cliff neighborhood, a new basketball court at Paul Quinn College and the popular Trains at NorthPark, Carrión was there to tell the story of North Texas communities.

STORIES OF IMPACT

THE ARTS JOURNALISM ALLIANCE: EXPANDING CULTURE COVERAGE



Keren Carrión

The Arts Journalism Alliance, a collaboration between KERA and *The Dallas Morning News*, began jointly publishing and sharing content in late summer 2021. With over a dozen stories, the team has demonstrated the broad power of the collaboration to reach audiences. Reporting thus far has largely focused on the pandemic's impact on arts, music and culture, and has appeared on a number of platforms including dallasnews.com and artandseek.org; KERA FM; *The Dallas Morning News*; both organizations' social media channels; and on the radio programs *Think* with host Krys Boyd and *Texas Standard*.

Particular content highlights from this collaboration include a deep dive into the financial implications of COVID-19 for performers and arts groups – such as Dallas organization Theatre Three (pictured above) – as well as for individual artists and performers, like actors Allison Pistorius and Chris Hury and their family (pictured at right).

In addition to this reporting, the collaboration is also experimenting with tools like questionnaires and audiograms to engage more deeply with audiences.



Lynda M. González



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SUMMARY OF IMPACT

- KERA reaches over two million people each week with rich, informational, insightful content via our broadcast and digital platforms.
- KERA events - both in-person and virtual - have allowed thousands of community members in North Texas to interact directly with station staff, learn more about important topics that our reporters cover and explore educational activities tied to PBS Kids programs and other resources.
- KERA connects daily with our audience via social media, with over 190,000 combined followers on Facebook, Twitter and Instagram. KERA offers free mobile apps for iOS and Android, including KERA Radio/TV and KXT 91.7 streaming and on-demand apps, with over 150,000 downloads.
- KERA's *Think* podcast is among the most popular local podcasts in public radio, averaging over 400,000 monthly downloads. And, KERA content is reaching thousands of new listeners through the NPR One app.

KERA will continue to serve our diverse audience through program growth, including expansion of our trusted local news reporting and our service to children and families. It will continue to provide opportunities to engage more people in the rich civic, cultural and educational life of North Texas.



Keren Carrión



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kera.org | keranews.org | kxt.org | artandseek.org