

KERA

2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Garland boxing gym creates a new outlook for young athletes; Alex Espinosa, gearing up for national-level competitions. By Keren Carrión, KERA News



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

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.

2022 KEY SERVICES

In 2022, 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, health care, science, technology and political issues – and the ways these global topics are relevant in our community.
- 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 2.6 million people connect with KERA through our television and radio broadcast channels, websites, social media and mobile apps.

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 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.

IN THE COMMUNITY

HOME CAN BE A HEALTH HAZARD



The “Vulnerable in Vickery” story development began with the discovery of a lawsuit filed by the City of Dallas against an apartment owner in the Vickery Meadow area. At first glance, it was the kind of lawsuit that could have easily been overlooked—a civil action seeking enforcement of city codes. But careful scrutiny of the court filings suggested something much more disturbing. Apartment residents—mostly poor immigrants—appeared to be living in appalling conditions. The series covered various aspects of the story...

Rashidah Yusof points out the dishwasher in her apartment, which her husband sealed to contain the bugs. By Keren Carrión, KERA News

[Rodents. Bad plumbing. No AC. Vickery Meadow residents still wait for landlord to make repairs](#)

[From despair to hope — and disrepair, refugees in Vickery Meadow start a new life](#)

[A daunting task: Dallas code inspectors root out unsafe or unhealthy conditions in apartments](#)

[Cockroaches 'everywhere' — for many refugees in Dallas, home can be a health hazard](#)

TACKLING DEBT IN NORTH TEXAS

KERA's One Crisis Away series focuses on North Texans living on the financial edge. Americans have tacked on more than \$2 trillion in household debt since the pandemic began. Dig into that eye-popping number, and an increasingly unequal America emerges. KERA series on how the pandemic impacted working Americans financial pictures included stories below...

[Debt ballooned during the pandemic, helping the wealthy build wealth as others tread water](#)

[A pandemic of debt: Many in DFW struggle with debt they took on to survive COVID's financial storm](#)

[Medical debt disproportionately burdens Black Texans, driving health and wealth gaps](#)

[People saved a ton of money during the pandemic. That didn't necessarily increase their wealth](#)



Charities Fort Worth. By Christopher Connelly, KERA News



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IN THE COMMUNITY

KERA EDUCATION

With the support of the KERA Education Task Force, KERA Education has continued to grow and scale impact and innovation, applying for and receiving the Ready To Learn Department of Education grant. Over the next four years, KERA will collaborate with local partners to create “Learning Neighborhoods” that foster a community-wide culture of learning at home, in the neighborhood, and within local systems. Collaboration is underway, and the first Learning Neighborhood was launched with local partners, including Dallas ISD, focusing on replication in priority neighborhoods.



- Bachman Lake Library. By Kaysie Ellingson, KERA



“We are extremely honored to collaborate with KERA to target Bachman Lake’s specific needs as a learning community. Key partnerships are essential to unlock our community’s untapped potential. That’s the magic we get to witness together.” – Olga Martinez-Hickman, Ph.D., Executive Director, Bachman Lake Together

KERA provides workshops and school events in local communities. With the grant, the Education team launched a Parent Advisory Council, elevating community voices and providing valuable parent and caregiver insight to the community.

In addition, KERA and the United Way of Metropolitan Dallas continue to collaborate on providing KERA curated nutrition and fitness curriculum called *Growing Healthy Families*. The program offers caregivers information about calculating BMI, reading food nutrition labels, finding healthy fast food, and more. In 2023, The United Way will train childcare center directors to provide workshops for enrolled families.



KERA'S SUMMER LEARNING CHALLENGE

KERA's *Summer Learning Challenge* continues to grow to help children avoid summer learning loss and provide them with cultural and educational opportunities through online daily activities and challenges. The *Summer Learning Challenge* is coupled with the television show *CAMP TV*, highlighting summer opportunities for children.

IN THE COMMUNITY



Be My Neighbor Day. By Jack Akana, RHD Reflections

Be My Neighbor Day

Be My Neighbor Day is a community engagement/educational event to reinforce the social-emotional lessons from the popular PBS Kids show *Daniel Tiger's Neighborhood*. This event allows KERA an opportunity to collaborate with new and existing partners while promoting local volunteerism, family engagement and community-focused acts of kindness.

The event included the beloved Storytime with Daniel, photographs with Katerina and Daniel, face painting, caricature artists, craft/activity stations, a petting zoo, and service projects for Cook Children's Hospital Hope Supply Co and the Homeless Veterans Services of Dallas.

Finding Black Joy: A First Look at Making Black America

Hosted by Texas PBS and partnering stations KERA, KTSU and Houston Public Media

Audiences across the state of Texas participated in a state-wide virtual screening of the four-part documentary around the Henry Louis Gates, Jr. documentary, **Making Black America**. chronicles the vast social networks and organizations created by and for Black people—beyond the reach of the “White gaze.” Professor Gates sits with noted scholars, politicians, cultural leaders, and old friends to discuss this world behind the color line and what it looks like today.



Group of men and women sit cross legged on lawn sit for a portrait in dandy wear, some lightly smile. By Museum of African American History archives, Boston & Nantucket

Following the screening, there was a panel discussion led by Eddie Robinson, Houston Public Media and distinguished panelists including **Stacey L. Holman**, Harlem-based award-winning producer and director.



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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 91.7 continued to create special programming geared towards diversity. Hour long programs highlighting the impact and importance of relevant artists were showcased during Black History Month (February), Women's History Month (March), Asian Pacific Heritage Month (May), Pride Month (June), Hispanic Heritage Month (September – October), Native American Heritage Month (November) and a full day of programming devoted to International Women's Day and Juneteenth.

KXT created the first ever Get Loud with KXT at Klyde Warren Park concert. The event was the highlight of Local Music month and enhanced KXT mission to elevate the local music scene and culture. The concert featured two of North Texas's most established performers and brought in over 3,000 attendees.



Get Loud KXT concert. By Jessica Waffles, KXT



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STORIES OF IMPACT

RESETTLEMENT CHALLENGES

A lot of attention has been paid to the U.S.-Mexico border asylum seekers. But Afghans and Ukrainians recently landed in North Texas and are desperately trying to reunite with family members abroad. KERA gave voice to some of their stories below...

[A husband, two children and her mother still in Afghanistan – and new challenges in a strange land](#)

['It's very hard. It is surreal.' North Texans fear for their loved ones in Ukraine](#)

[The mother of an Arlington resident fled the terror of war in Ukraine. But another struggle begins](#)

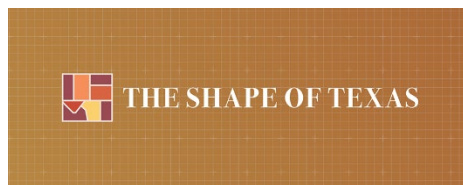
["I'm safe now." Afghan lawyer, who defended women, reunited with family in Texas](#)



By Jacob Wells, KERA News

TELLING LOCAL STORIES ON KERA-TV

Frame of Mind – Now in its 30th year, KERA's independent film and video series continue its focus of showcasing the work of Texas filmmakers telling stories that are of particular interest to North Texas. This past year, KERA distributed the series statewide to all Texas PBS. Each film targeted stories and subject matter of direct importance to North Texans with an added emphasis on hearing from a more diverse group of filmmakers that told stories that, otherwise, would not get the in-depth coverage thus serving an underserved audience with meaningful content.



The Shape of Texas – Based on a 2-minute radio series produced by the Texas Society of Architects and South Texas Public Broadcasting System, KERA created a series of 13, two-minute video pieces that both explored how our built environment holds our history and reflects our diverse cultures and projects our ambitions for the future. Architecture helps tell the story of who we are in Texas and *The Shape of Texas* tells

the story of North Texas seen through its architecture.

STORIES OF IMPACT

LATINO VOTERS SERIES

The Texas Newsroom, a public radio journalism collaboration across Texas, asked Latino voters about the top issues on their minds — including what they wanted candidates to pay attention to, and their hopes for the state's future. In this multimedia project, reporters across Texas asked Latino voters about their main concerns ahead of the 2022 midterm elections. This audience engagement initiative met sources where they were: baseball games, weekend festivals, and community centers and produced audio montages, feature stories, web builds with data visualizations, and social media posts to create a multifaceted experience for a statewide audience, including North Texas.



Campaigning in McAllen. By Carolina Cuellar, Texas Public Radio

AARON DEAN TRIAL



Aaron Dean Trial. By Cristian ArguetaSoto, Fort Worth Report

Former Fort Worth police officer Aaron Dean shot Atatiana Jefferson through her bedroom window in 2019. There was nothing wrong inside the house – Jefferson was up late playing video games with her nephew – but her name joined the long list of Black Americans killed by white police officers in recent years. After many delays, Dean went to trial at the end of 2022, and the jury convicted him of manslaughter, sentenced to more than 11 years in prison, a decision that community members met with mixed reactions. Miranda Suarez covered the trial continuously and real-time for the KERA audience, with reporters from Fort Worth Report, KERA's collaboration partner, also contributing to stories.

MENTAL HEALTH: “On Our Minds” is KERA's mental health news initiative, funded in part by the Donna Wilhelm Family Fund and Cigna.

Texas leaders have targeted trans youth, their families and gender-affirming care practices. It's exacerbated feelings of anxiety and fear in trans youth, who already experience higher rates of depression, anxiety and suicide than their cis peers. Mental health practitioners can help navigate these feelings, but [finding and accessing an affirming therapist](#) in Texas can be a challenge. Roswell Gray, who's 17, has been troubled by the way Texas leaders have targeted gender-affirming care in the state. "I do wish that people would understand that trans youth aren't trying to harm anyone," Gray said. "It's not part of some like, secret agenda. It's just who we are."

STORIES OF IMPACT

Arts Access: EXPANDING CULTURE COVERAGE

Arts Access, an arts journalism collaboration between KERA and *The Dallas Morning News*, continues to jointly [publish and share content](#). The two legacy media organizations came together in 2021 to center younger and more diverse audiences, and underserved arts groups and artists.

Arts Access hosted several events in 2022, including [a conversation](#) “Making the Scene,” where leaders of community-based arts groups discussed how art builds spaces that foster creativity, care and community. Arts Access collaborated with the Dallas Symphony Orchestra and Paul Quinn College to create an Artist Village at the annual Symphony in the City performance at the HBCU.

The project’s next phase [launched in the fall](#), and reporters from both organizations created stories including...

- A conversation with [Rev. Peter Johnson](#), whose experiences fighting for homeowners’ rights in the Black neighborhood Fair Park in the 1960s inspired the new play “Travisville,” by William Jackson Harper, star of “The Good Place.”
- An introduction to [cup sleeve parties](#) hosted by K Pop fans celebrating their favorite stars.
- A story about efforts at Fort Worth’s Amon Carter Museum [to acquire and show more work by indigenous photographers](#)
- A visit with a group of [Muslim women writers](#) organizing to support each others’ journey to hone their craft



Arts Access event at Dallas Museum of Art. By Rebecca Slezak, The Dallas Morning News



The founders of the Muslim Writers Collective in Dallas, Manal Ahmed (left) and Amal Ahmed. By Jacob Wells, KERA News



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SUMMARY OF IMPACT

- KERA reaches over 2.6 million people each week with compelling, insightful content across our broadcast and digital platforms.
- KERA events - both in-person and virtual - have allowed thousands of North Texas to interact with station staff, learn more about important topics and explore educational activities tied to PBS Kids programs and other resources.
- KERA connects daily with our audience via social media, with more than 200,000 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, averaging more than 200,000 sessions per month.
- KERA's *Think* podcast is among the most popular local podcasts in public radio, averaging more than 323,000 monthly downloads. KERA content also reaches thousands of listeners across Texas each month 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.



**3000 HARRY HINES BOULEVARD
DALLAS, TEXAS 75201
(214) 871-1390**

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