

The background features a tall radio tower on the left and a building on the right. The building has two signs: one for KERA and another for KXT 91.7. The entire image has a teal-to-blue gradient overlay.

KERA

LOCAL CONTENT & SERVICES REPORT

FY23



To our KERA community,

This past year was transformational.

KERA welcomed new services and platforms. We created video and television content for local, statewide and national audiences. We delivered fact-based news in times of crisis and challenge — and introduced new music, art and culture to the millions who call North Texas home.

All of these exceptional services and strides are for and because of our community.

Every story, conversation, fact, inspiration and moment of wonder at KERA simply wouldn't be possible without member support.

It is our hope that everything you see on KERA fills you with great pride — pride in the community we share, and pride that YOU make it possible. Thank you!

Be well,

NICO LEONE

President & CEO, KERA

3000 Harry Hines Boulevard

Dallas, TX 75201

p: 214.740.9210 e: nleone@kera.org

TV & VIDEO

KERA connected audiences to exceptional local, statewide and national programming in FY23.

PROGRAMMING HIGHLIGHTS

Local Connections

- In conjunction with the premiere of *Making Black America*, KERA created special content highlighting the work of North Texas black poets, in addition to short interview interstitials covering themes and topics from the series. You can watch “The Poet’s Studio” on KERA’s YouTube channel and on-demand video portal.

Statewide Distribution

In line with our strategic goal to share exceptional content that reflects the communities we serve, KERA distributed several programs to PBS stations statewide in FY23:

- *Frame of Mind* — KERA’s long-running independent film series now has a statewide audience.
- *Deep in the Heart: A Texas Wildlife Story* — Narrated by Matthew McConaughey, this visually-stunning film explored Texas’ diverse landscapes and wildlife. Approximately 250,000 individuals watched the program, outperforming other nature programs in this timeslot.
- *The Shape of Texas* — KERA’s original series explores the unique, diverse architecture of our state.
- *Interstitials w/ Chef Tiffany Derry* — The North Texas-based chef starred in PBS’ Great American Recipe, and recorded short spots to accompany local and statewide viewings.

National Favorites

North Texas audiences welcomed the return of *Masterpiece* favorites in FY23, including *All Creatures Great and Small*, *Call the Midwife*, *Grantchester* and the final season of *Endeavour*. And in April, KERA premiered a number of climate-related programming including *Changing Planet*; special programming from *NOVA* and *Nature*; and a re-broadcast of the KERA-produced special, *Living with the Trinity*.

RADIO & NEWS

Several breaking news stories gripped North Texans through FY23, and KERA was there every step of the way — with facts, resources, local perspectives and more.

HIGHLIGHTS

Breaking News

When our communities faced challenges and grief, KERA was a steady and trusted voice — including during the tragic shootings at the [Allen Premium Outlets Mall](#) and [Lamar High School](#) in Arlington.

Health

In addition to covering ongoing health disparities in North Texas, KERA provided an important and comprehensive primer to help pregnant North Texans navigate a complicated health care system.



The Texas Newsroom

From breaking news like the [impeachment](#) of Texas Attorney General Ken Paxton, to round-the-clock coverage of the [Texas legislature](#), the KERA-led collaborative continued to bring North Texas in-depth coverage from around the state. The Texas Newsroom also produced a new podcast, [Sugar Land](#), exploring why the suspected remains of 95 convict laborers were discovered during the construction of a new school in Sugar Land, Texas.

Think

Think with Krys Boyd is growing its presence across the country. The nationally syndicated show now broadcasts on over 200 stations coast to coast. *Think* is also expanding its local presence, with the launch of *Think & Drink* — a live, in-person conversation series. Guests have included Chef Tiffany Derry, and NPR's Ari Shapiro and Elise Hu.

Collaborations

In FY23, reporters who are part of The Texas Newsroom — a statewide collaboration led by KERA — appeared on NPR newscasts more than 400 times, and provided reporting for NPR shows more than 100 times. KERA also continues to strengthen its partnership with the Dallas Morning News, Arts Access and its collaboration with the Fort Worth Report.

Marjorie Welch Fitts Louis Fellowship

In FY23, Brittany Stubblefield-Engram served as the second Marjorie Welch Fitts Louis fellow. Named in honor of the pioneering journalist who reported for KERA TV's program *Newsroom* in the 1970s, this fellowship provides an opportunity for a Black journalist to build skills and experience as part of KERA's staff. Board member and daughter of Marjorie Louis, Jill Louis, was instrumental in creating and funding this opportunity to honor her late mother's legacy. At the conclusion of her fellowship, Brittany went on to accept the role of Arts Access' Digital Engagement Fellow.



Brittany Stubblefield-Engram

ARTS & MUSIC

In FY23, KERA took significant strides in its commitment to championing music, arts and culture in North Texas.

Arts Access

KERA and The Dallas Morning News officially launched their arts collaboration — Arts Access. Together, the two organizations are sharing reporting that explores the arts through the lens of equity and access. With its team of reporters and producers, Arts Access highlights underrepresented artists, while also reporting on the economic health of the arts community. In addition to reporting stories, the team produced and hosted several in-person and digital events throughout the year — embracing its commitment to community engagement.

The collaboration has also successfully launched Go See DFW, an events calendar available to arts organizations across the region and shared across multiple outlets, including KERA, The Dallas Morning News, the Dallas' Office of Cultural Affairs and AT&T Performing Arts Center's websites. Go See DFW events also get highlighted on air on KERA News, WRR and KXT.

Arts Reporting

Senior Arts Reporter Jerome Weeks provided one of the [most popular arts stories](#) in FY23, covering the lack of Russian contestants in the Cliburn International Junior Piano Competition. Jerome also explored the long musical history of the newly re-opened [Longhorn Ballroom](#) and introduced audiences to a group of [theater students](#) making a national splash, despite practicing in a high school locker room

KXT

Get Loud with KXT

KXT's annual Get Loud concert welcomed over 3,000 attendees to Klyde Warren Park in October. Audiences enjoyed free performances by Luna Luna and Joshua Ray Walker in celebration of Local Music Month.

New Events

At KXT Public Music Meetings, listeners are invited to join KXT DJs and vote on just-released music, providing them a voice in their favorite radio station. KXT also launched a free Summer Concert Series at Klyde Warren Park, featuring Kirk Thurmond, Sunny War and more local musicians.



Ben Folds at The Kessler

KXT welcomed members to a unique show with Ben Folds at The Kessler Theater in Dallas. Listeners got to hear the artist debut new music in an intimate setting, while supporting the station through their ticket purchases.

WRR

A New Chapter

After a unanimous Dallas City Council vote in June 2022, KERA officially welcomed WRR into its ecosystem of services in January 2023. The 102-year-old classical music station was converted to a nonprofit, and switched to an all-classical format. And in May, the station held its first member campaign as a noncommercial station and significantly exceeded its fundraising and member goal.

Local Arts Coverage

WRR started providing even more airtime to local artists and music groups, including the Fort Worth Symphony Orchestra, Greater Dallas Youth Orchestra and Dallas Winds. The team also launched a new on-air interview and podcast series, *The Focus on the Arts*, which keeps listeners informed about local events. WRR also began airing a daily arts calendar feature, in collaboration with Arts Access, to connect listeners with arts events in their community.

Educational Programming

WRR introduced listeners to the program *From the Top* in FY23, focusing on pre-college age musicians, their stories and performances. Another continuing series, *Classics for Kids* exposes listeners to musical concepts and important musical figures.



Ben Folds at The Kessler
Theater in Dallas

IN FY23, KERA REACHED:

4.3M people a month, across all platforms

56.8K
monthly podcast
listeners

900K
monthly KERA TV
viewers

1.7M
monthly listeners on
KERA News, KXT, WRR

13.6M+
monthly
streams
on PBS Kids

412K
monthly
website visitors
across all sites

200+
North Texas cities & towns
across 20 counties through
its radio and TV channels

1
essential service joined
KERA — WRR 101.1

3.2M
podcast
downloads

EDUCATION

KERA's Education team continues to grow as a trusted learning partner for families, students, educators and programs across North Texas. The team's recent highlights include:

- Piloting its first Learning Neighborhood in Bachman Lake, through the Ready To Learn Initiative, funded by the U.S. Department of Education. As part of this initiative, KERA held Family and Community Learning workshops in the under-served community to advance critical early learning skills for children ages 2-8. After attending KERA's Bachman Lake workshops, 31% of families reported feeling more confident in sharing science and mathbased learning at home.
- Launching professional development opportunities for educators and librarians through PBS LearningMedia. KERA users in North Texas increased 23% over the prior year.
- Holding 46 Family & Community Learning Workshops and events across North Texas.
- Engaging and reaching 10,000 individuals through community events and digital assets.
- Launching professional development opportunities for educators and librarians through PBS Learning Media.
- Hosting a 10-day Donkey Hodie Pop-Up Exhibit at the Bachman Library. KERA was one of 10 PBS stations selected for this event.
- KERA's Be My Neighbor Day welcomed over 3,500 parents and kids to Klyde Warren Park to learn about the importance of giving back to the community.



Be My Neighbor Day

VOICES FROM THE COMMUNITY

“Whether tuning in or streaming, KERA provides quality journalism to North Texas. When spending a quiet night at home, KERA Passport offers a variety of great programs. KXT promotes local artists alongside nationally known music through radio and hosting community events throughout the year. **I am proud to live in Dallas with such a robust public broadcasting organization.** Some of my best memories are volunteering with KERA/KXT from pledge drives to public events.”

Cristy Ecton
Dallas



“As a parent, **KERA is such a vital part of my life and my child’s life.** PBS provides the quality programming that I love. It is both educational and informative, but is also fun for my child to watch, as well. I am a proud PBS parent, and I’m thrilled that KERA has such a commitment to enriching the lives of children in North Texas through platforms such as this!”

Ashley Sharp
Grand Prairie

“KERA **widens my view of the world,** information, knowledge, and culture.”

Dr. Carlos Morales
Fort Worth



STATEMENT OF **IMPACT**

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



KERA.ORG