

KERA

2024 MEMBER IMPACT REPORT

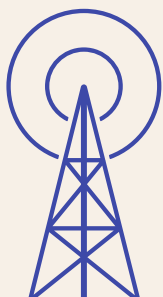


Dear Members,

It was an incredible year in North Texas — from pivotal election coverage, to a once-in-a-lifetime eclipse, and every story and conversation in between. KERA was there for our community every step of the way — thanks to you. Every moment of curiosity and inspiration at KERA is possible because of your support.

I hope you look at this overview of your impact and feel immense pride. And on behalf of our whole team, thank you for what you make possible!

Be well,
Nico Leone
President & CEO, KERA



Your KERA membership powers
ALL of these essential services:

KERANews

KERATV

KXT 91.7

drc Denton
Record-Chronicle

WRR {101}

Across these platforms, on air and
online, KERA reached

4.66 MILLION

people a month, including:



530,000

CHILDREN WHO STREAM KERA'S
EDUCATIONAL CHILDREN'S
PROGRAMMING



14 Million

MONTHLY PBS KIDS
STREAMS



147,000

MONTHLY PODCAST
DOWNLOADS



KNOWLEDGE. LIFELONG LEARNING. FACTS. JOY. WONDER. CURIOSITY.
You make it possible. Thank you! To support KERA's essential services, visit KERA.org/give.

You make a difference in North Texas.
But don't take our word for it. Here's what your fellow community members have to say:

"Thank you for not only providing fair and impartial news coverage about local happenings, but also a refreshingly impartial recount of news happening nationally and internationally. We need beacons of truth like you to keep the public informed!"

— **Nidah Hussain in Dallas**

"In 1975 at 12 years old, I harangued and pleaded to my parents to donate to KERA as I must have a blue Monty Python t-shirt to sport at public school . . . I have continued to support public radio/TV throughout these 50 years. It is my consistent source for well-reasoned news and opinions."

— **Brian Sharp in Fort Worth**



Above: Nathan Collins, KERA Government Accountability Reporter, was named Best Reporter by D Magazine in 2024



Right: KERA celebrated the 50th anniversary of debuting Monty Python's Holy Grail in the U.S.

JOURNALISM



The Texas Newsroom's Lauren McGaughy

Here are some of the stories KERA News was able to bring to light this year, thanks to YOU:

- How the City of Dallas gave the NRA a nearly **half-million-dollar discount** to host its conference at the city-owned convention center.
- Why there has been an **unprecedented number of deaths in Tarrant County Jail** since 2017.
- Some of the first reporting of the **deadly tornado** that tore through Sanger, Texas.

You also helped support these in-depth reporting projects:

- **A New Way Home**—two KERA reporters spent a year reporting from a homeless encampment in Dallas as its residents moved into long-term housing.
- **Invisible Victims**—an investigative series on gun-related deaths that often don't make the headlines.
- **Deadly Pursuits**—a collaboration between KERA and the Fort Worth Report exploring the decisions that go into high-speed police chases.



DID YOU KNOW?

KERA News was the **#1 most-listened-to radio station** in North Texas between July and August.

KERANews

The **Texas Newsroom**

The Texas Newsroom, led by KERA, brings stories of Texans by Texans to a national audience, and was featured on NPR

400+ times in 2024.



'Think' with Krys Boyd now **airs on 227 stations** across the country.



EDUCATION

In 2024, you helped KERA's Education team reach:

597

FAMILIES THROUGH WORKSHOPS AND EVENTS

32

COMMUNITY WORKSHOPS

2

KERA KIDS FEST EVENTS IN DALLAS AND FORT WORTH

16

EVENTS HOSTED

LAUNCHED A BILINGUAL CHILDREN'S PODCAST, TIEMPO TRANQUILO



A family at a KERA Learning Workshop.



Families engage in S.T.E.A.M. activities at Kids Fest 2024.

"I really love all the education and tools [KERA] gives parents. I will definitely download the apps and allow my child to have access to media in a safer and educational way."

- ANNA D. AT A KERA LEARNING WORKSHOP

MUSIC, ARTS & CULTURE



KXT host Jackson Wisdorf gets feedback from a listener at a KXT Public Music Meeting.

In 2024, KXT:

HOSTED

5

PUBLIC MUSIC MEETINGS

INTRODUCED

50

NEW ARTISTS TO LISTENERS

PLAYED

1

LOCAL ARTIST AT LEAST ONCE EVERY HOUR, ALL YEAR

45

CONCERTS ACROSS NORTH TEXAS



KXT's Paul Slavens in Denton

THANKS TO YOU

KERA's video team was able to explore how the history of racial relations in Dallas spans across generations, cultures, and neighborhoods in a new video series called **Recovering the Stories: Exploring the History and Resilience in Dallas Communities**.



KXT was the #1 most-listened-to radio station

of its kind in the country for 10 out of 12 months last year.

Here are some one-of-a-kind events YOU made possible:

- ✓ Get Loud with KXT at Ferris Wheelers
- ✓ KERA's first-ever Arts Access Funding Fair
- ✓ KXT Public Music Meetings
- ✓ KERA's Kids Fest