

# Member Impact Report 2023

Every story, conversation, event, show and connection that KERA brings to North Texas ... is powered by you. Take a look at what members made possible in 2023.

In 2023, KERA reached:

4.4M people a month, across all platforms

**53K** monthly podcast listeners

**873K**monthly KERA TV
viewers

**1.7M**monthly listeners on KERA News, KXT, WRR

**536K**monthly
website visitors
across all sites

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

2.46M podcast downloads

monthly streams on PBS Kids (#2 station in the country)

#### IN THE COMMUNITY

Get Loud with KXT welcomed **1,200 attendees** to enjoy perforances by Jack Barksdale, Remy Reilly, and Lou CharLe\$.



KXT hosted 5 Public Music Meetings in Dallas, Fort Worth and Plano.

KERA's Education team hosted **40 learning workshops**, reaching **1,300 families**, and donated **1,630 books**.

**3,000+ individuals** attended KERA's <u>Be My Neighbor Day</u> at Klyde Warren Park, to learn about the importance of being a good neighbor.

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I can't imagine my life without KERA."

— Salena Brody, Allen



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### PROGRAMMING & CONTENT HIGHLIGHTS

Most-streamed shows on KERA Passport:

- · All Creatures Great and Small
- Sanditon
- Endeavour



So far this year, reporters who are part of <u>The Texas Newsroom</u> have **appeared on NPR newscasts more than 400 times**, and provided reporting for NPR shows more than 100 times.

KERA has been a household name for my whole family. And once I had the opportunity, I felt a need to give back. KERA is not just a TV or a radio station. They are rooted deep in our community. [KERA has] given so much to my family, myself and my community."

**Greg Wales, Rowlett** 

KERA News aired special coverage from NPR 12+ times including the ongoing crisis in the Middle East, speeches from President Biden, the arraignment of former President Trump and more

<u>Think with Krys Boyd</u> aired weekly on **200+** stations nationwide.

KXT introduced listeners to **100 new local artists**.

WRR 101.1 and the <u>Denton Record-Chronicle</u> joined KERA's essential services in 2023.



Nilufer Arsala, KXT Staff

#### KNOWLEDGE, LIFELONG LEARNING, FACTS, JOY, WONDER, CURIOSITY,

You make it possible. Thank you! To support KERA's essential services, visit <u>KERA.org/give</u>