

LOCAL CONTENT &
SERVICES REPORT
FY2024

JULY 2023-JUNE 2024

KERA

KERA

IN FY24,

KERA MEMBERS MADE THESE ESSENTIAL SERVICES POSSIBLE:

Each month,
KERA reached an average of

4.5M



Kids who watched
PBS Kids content

529K



PBS Kids
streams

13.6M



Podcast
downloads

173K



TV & VIDEO

KERA continues to collaborate with local, regional and national partners to meet our community where they are with the exceptional content they seek.

LOCAL & STATEWIDE HIGHLIGHTS

Gospel!

Dr. Henry Louis Gates, Jr. returned with a new history series, digging deep into the origin story of Black spirituality through sermon and song. To connect this national broadcast more closely to home, KERA filmed gospel acts from Desoto, Booker T. Washington High School, and Westside Baptist Church to showcase incredible gospel musical talents in North Texas on KERA TV and social media.



Paul Quinn College Choir at KERA's Gospel Brunch

WRR on KERA

WRR 101.1 got a television premiere, as it teamed up with KERA to introduce and host programs from “Great Performances” and the Dallas Symphony Orchestra for local audiences. The 103-year-old classical station joined KERA’s services in 2022 and is now a 24/7 nonprofit classical music station. This move has been very well received by the North Texas community.

Underdaws

KERA was proud to premiere “Underdaws,” a production of the TCU Bob Schieffer School of Journalism. The story follows Austin Underwood, a Fort Worth business owner, husband and

college graduate with Down Syndrome who exemplifies how those with intellectual disabilities lead amazing lives. KERA will distribute this program statewide in FY25 as part of Down Syndrome Awareness Month.

Terence Blanchard in Dallas Recorded Live from the Morton H. Meyerson Symphony Center

This special co-production with the Dallas Symphony Orchestra featured the GRAMMY® winner and Oscar-nominated composer Terence Blanchard at his appearance in Dallas in 2023. KERA produced and distributed the original production to hundreds of PBS stations nationwide.



NATIONAL HIGHLIGHTS

News & Current Events

KERA provided timely and trusted perspectives on the Russia-Ukraine war and the Israel-Hamas war through “PBS NewsHour,” “Washington Week,” “Frontline” and more. In the spring, “Frontline” earned an Academy Award for its documentary “20 Days in Mariupol” — which KERA was able to offer to audiences on KERA Passport.

A Home for UK Television

Several Masterpiece favorites returned in FY24, including “Hotel Portofino,” “World on Fire” and “Annika.” Also in FY24, Bill Young, VP of Television, lent his extensive “British telly” expertise to 10 episodes of the new podcast “Midsomer Murders Mayhem.” The podcast goes behind-the-scenes and into the hedges of the beloved British murder mystery series.

RADIO & NEWS

KERA works closely with local, regional, and national partners to deliver the exceptional content our community seeks, meeting them where they are.

PROGRAMMING HIGHLIGHTS

Government Accountability

In 2022, KERA launched a Government Accountability reporting team to dive deep into public policy and governing. Their focus is to hold local and regional officials accountable for the decisions they make — and in FY24, the value and impact of this reporting was especially apparent.

The team broke several major stories including that [Dallas Mayor Eric Johnson has missed more than 130 hours of city council meetings since 2019](#). Another major break for the team covered [efforts by the City of Dallas to block the release of its contracts with the NRA](#) — even after the Texas Attorney General ruled the documents should be made available.

The team’s expertise in investigative reporting and data analysis has also influenced other KERA reporters, who are asking harder questions and digging deeper when they are interviewing elected officials and government staffers.

Ken Paxton Trial

In September, KERA and The Texas Newsroom led extensive coverage of the high-profile impeachment trial of Texas Attorney General Ken Paxton. The Texas Newsroom provided on-the-ground reporting to the entire NPR system, including “Up First,” “Morning Edition” and more.

Education

KERA covered several key education stories in FY24, including how [SB 17 is affecting schools’ LGBTQ+ programs](#); a program providing more affordable [paths to college](#); how [North Texas school districts face millions in budget cuts](#); and more.

Elections

KERA News provided trusted coverage leading up to the May primaries in FY24, including an accessible [voter guide](#).

Some key stories KERA followed included why Denton County is still the only county in North Texas [without general voting centers](#) on Election Day; the City of Dallas’ [\\$1.2 billion bond package](#); and Fort Worth’s proposition to [increase visitor taxes](#) to support updates to its convention center.

All of these stories are good examples of KERA’s approach to election coverage. Rather than providing “horse race” coverage, KERA aims to dig deep into topics and issues and explore the bigger picture that matters to voters.

Health

The aftereffects of the overturning of Roe v. Wade in 2022 continue to ripple across the country, and Texas is a focal point with some of the strictest abortion laws in the country. KERA and its partners continue to explore what that means for Texas and North Texas residents — including a rise in [telehealth](#), and how a Dallas church [counters anti-abortion misinformation](#).

KERA also explored how families are [navigating Texas’ ban on gender-affirming care](#) — and what it means for their future in the state. KERA’s Elena Rivera won a Society of Professional Journalists First Amendment Award for this coverage.

KERA also has continuously covered how [racial disparities persist in Texas health care](#), including for [Black pregnant Texans](#). And Sam Baker’s beloved Vital Signs series continues to explore new studies and breakthroughs through a North Texas lens, including [how artificial sweetener can be linked to heart attack and stroke](#).

Eclipse

In the spring, millions of tourists flocked to North Texas to witness the total solar eclipse, and almost every platform at KERA provided [community-centric coverage](#).

KERA News approached this once-in-a-lifetime event from several angles: our Growth and Infrastructure Reporter covered public safety, Daily and Digital teams covered human interest, and the Government Accountability team explored how public officials prepared for a massive influx of guests.

Krys Boyd and the “Think” team also hosted several special events covering the event, including a sold-out Think & Drink and live broadcast at the Perot Museum. KERA’s Education team linked teachers and families to unique eclipse resources and learning materials. And KXT and WRR provide eclipse-themed playlists to make the special moment even more unique.

KERANews



Krys Boyd broadcasting live from The Perot during the solar eclipse.

Team Highlights

KERA was thrilled to welcome Andrew Garcia as “Morning Edition” Host in FY24. Andrew invites listeners to start their day with KERA News every weekday morning.

Also, several KERA News team members received national and industry accolades for their work this year, including Rachel Osier Lindley, Statewide Senior Editor of The Texas Newsroom, who was named PMJA Editor of the Year in 2024.



Andrew Garcia



Rachel Osier Lindley

PARTNERSHIPS & COLLABORATIONS

KERA’s commitment to collaborations as the future of local journalism is going strong with the sharing of knowledge, resources and platforms to cover important stories.

The Texas Newsroom

From impeachment to border security and property taxes to gender-affirming care — the 88th Texas Legislative Session was an eventful one. The Texas Newsroom, led by KERA, provided facts, context and guides to audiences across the state.

In fact, in 2023, around 500 stories from The Texas Newsroom appeared on NPR Newscasts. This means listeners across the country are hearing Texas stories from a distinctly Texan perspective. Also, KERA's Stella Chávez officially joined The Texas Newsroom as Investigative Reporter to cover immigration issues, climate change, environmental pollution and more.



The Texas Newsroom, from left to right Julián Aguilar, Rachel Osier Lindley, Corrie MacLaggan, Lauren McGaughy, Ana Campbell, Sergio Martínez-Beltrán

Denton Record-Chronicle

In FY24, KERA officially welcomed the Denton Record-Chronicle into its portfolio of services. KERA listeners are reading and hearing Record-Chronicle reporters on KERA News, providing a more robust portrait of our entire North Texas community.



Fort Worth Report

KERA and the Fort Worth Report continue to expand local reporting for and by Tarrant County through their collaboration. Of note in FY24, KERA's Fort Worth Accountability Reporter, Miranda Suarez, provided critical, ongoing coverage of the significant number of deaths in the Tarrant County jail since 2017. In fact, Miranda earned a First Amendment Award for her story about how a Tarrant County inmate's death spotlights the mental health crisis in jails nationwide.

Arts Access

KERA's collaboration with The Dallas Morning News continues to expand arts reporting through the lens of equity and access. In FY24, the team expanded its community presence by popping up at public libraries, the Dallas Arts District Pride Block Party, Arts Walk West in West Dallas and more. These events allow KERA to meet audiences in person, and connect them to arts resources, reporting and more.

One particularly special event was Arts Access' first-ever Arts Funding Fair. Held at Creators Don't Die, the event provided artists and creatives with information and expert consulting on how to access grants, brand partnerships and city funding.



KERA staff engage with artists at Arts Access' first-ever Arts Funding Fair.

THINK WITH KRYS BOYD

FY24 was a transformational year for KERA’s original radio show. The team transitioned from providing two hours of show a day to one, in order to be more selective in their booking, produce the show at a higher level and open up Krys’ schedule to allow her to be out in the community more. Listeners and media peers received these changes well — and in fact, the team was nominated for “Best Nonprofit Team” by D CEO in the spring. “Think” also welcomed Kobe Brown as Digital Producer, to broaden the show’s digital presence through the podcast, newsletter and social media. “Think” now airs on over 200 stations nationwide, with 70 being added in FY24 alone.

New Radio Programs

KERA News added the following programs in FY24:

- » On Point
- » Left, Right and Center
- » The Arts Hour
- » Notes from America



Highlights

- Midday weekday listening on KERA News (10 a.m. - 3 p.m.) saw its highest peak since 2019.
- KERA News was one of the top-5, most-listened-to stations weekday mornings between January and June 2024.
- KERA News has been the most-listened-to news station in North Texas since November 2023.
- KXT was the most-listened-to station of its kind in the country for 10 months in FY24.

DIGITAL

KERA’s Digital team rolled out an ambitious update to its apps in FY24. This totally redesigned interface allows users to easily toggle between KERA, KXT and WRR. The KERA app also features the ability to pause and rewind the livestream.

Less than six months after launch, usage data shows that app users are tuning in to our stations more frequently throughout the week than on other platforms, and are more likely to listen for longer periods of time.



WRR’s new website

ARTS & MUSIC

KXT

In FY24, KXT continued in its goal to create exceptional, one-of-a-kind music experiences for listeners:

Get Loud

KXT returned to Klyde Warren Park to celebrate Local Music Month with a free concert, featuring Jack Barksdale, Remy Reilly and Lou Charle\$.

Unique Music Experiences

In line with its mission to support and amplify the North Texas music community, KXT presented over 40 concerts in FY24, including KXT 91.7 Presents Arlo Parks. Attendees of this event enjoyed the artist's Grammy-nominated music, plus her original poetry. KXT also welcomed Alejandro Escovedo to the Longhorn Ballroom on Cinco de Mayo, for a special livestream event that was shared on NPR Music.

KXT Public Music Meetings

Quickly becoming a beloved fan favorite, KXT's Public Music Meetings invite listeners to meet hosts in person and vote on which new songs they'd like to hear more often. In FY24, KXT visited and connected with listeners in Dallas, Fort Worth, Plano and Denton.



Listeners vote for their favorite new music at a KXT Public Music Meeting in Denton.



Jack Barksdale performs at KXT's Get Loud.

WRR

WRR welcomed David Ginder as Weekend Host, as well as Emilio Alvarez as Music Director & Host. In the past year, the WRR team has strategically focused on adding more local musicians and arts groups into its playlists. Listeners now hear more pieces from local groups including the Dallas Symphony Orchestra, the Fort Worth Symphony Orchestra and more. The team has also been diversifying its playlists, including extensive programming around Black History Month, Women's History Month and Pride Month. Tracks highlighted in these months get added into WRR's regular rotation, providing a more diverse and rich listening experience throughout the year.

With the support of KERA's Digital team, WRR also launched a new website in FY24. The new mobile-friendly site gives users a much-improved layout with relevant content from WRR, KERA and NPR. And, listeners can now livestream the station without interruption while moving about the site.

The team also connected with the community more in FY24, including at:

- Caroling in the Arts District
- WRR Night at Shakespeare in the Park
- A summer concert series at Mockingbird Station



Arlo Parks performed songs from her debut album "Collapsed in Sunbeams" as well as new tunes from her latest album "My Soft Machine."

TOTAL AUDIENCE REACH

Peak month - April 2024

Gross users

4,727,669

↓ -6.3% from previous year

Monthly average for the fiscal year

Avg. monthly gross users

4,553,831

↓ -2.4% from previous year

Individual channel averages — comparison % to previous year

TV broadcast

900.8K

↓ -0.1%

Combined FM

1.70M

↓ -1.1%

Websites

676.6K

↓ -7.3%

PBS streamers

280.2K

↑ 1.3%

Podcast listeners

43.5K

↓ -23.5%

Social media

284.2K

↓ -6.5%

PBS Kids streamers

528.8K

↓ -12.7%

Email subscribers

127.6K

↑ 127.1%

This report provides a high-level view of KERA's overall audience reach on a monthly basis. It includes gross user totals across multiple platforms — terrestrial broadcast channels, web/app platforms, streaming services, social media channels and email newsletter subscriber lists.

Users in this report are duplicative. It is currently infeasible to track users across certain platforms. KERA's capability to deduplicate across additional platforms and channels may expand in the future thanks to advances in technology and staff capacity.

EDUCATION

KERA's Education team continues to help connect educators, parents and students to the tools they need to succeed in school and in life. In FY24, the team has partnered with 433 families and more than 1,517 individuals in family and community learning workshops. Several of these workshops focused on math, science and computational thinking using PBS Kids materials. "STEM Hour" workshops were particularly popular.

KERA's first "Learning Neighborhood" model in Bachman Lake is continuing to expand and thrive. Through a grant from the Department of Education, KERA is helping parents and educators in this community foster learning anytime and anywhere — at school, at home and in their neighborhood. The team is now using a "Train the Trainer" model — wherein they train parents on how to share KERA's educational family engagement content with their neighbors and fellow families. In FY25, the team expects to scale their "Learning Neighborhood" work to West Dallas.

In a cross-department effort among the Digital, Podcast and Education teams, KERA launched its first children's podcast in FY24. "Tiempo Tranquilo" is offered in both English and Spanish, and targeted for children ages 4-8. Each episode helps young listeners navigate the big feelings of life via storytelling and guided breathing exercises. The podcast has been featured in parental publications, and has been used by early-childhood educators in North Texas and beyond to help their students.



Shenique Rasheed at a KERA Workshop



KERA Tiempo Tranquilo Workshop



A family at a KERA Learning Workshop

VOICES FROM THE COMMUNITY

“I deeply value KERA TV, KXT and KERA News (including the newsletters which I routinely count on!) because they offer unfiltered, balanced, and informed reporting that often highlights stories and perspectives neglected by for-profit outlets. Growing up without cable, public TV was my gateway to learning and entertainment, with shows like *Sesame Street*, *Ghostwriter*, and *The Magic School Bus* shaping



my childhood. Today, as an educator, aunt, and KERA Community Advisory Board Member, I cherish the opportunity to share that legacy with the next generation, while continuing to enjoy thought-provoking programming like *PBS NewsHour*, special cultural programming collections *The Black Church*, staples like *Finding Your Roots* and others which enrich my understanding of culture, history, government, and the world around me.”

- Dr. Jasmine D. Parker



“As an educator teaching negotiation skills, KERA is a great resource for facts and points of view that illustrate negotiation techniques and strategies around the world.”

- Steve Denson, Asst. Dean, SMU/Cox School

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.



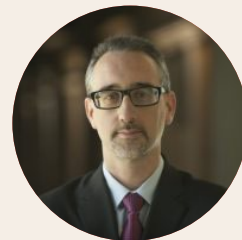
To our community—

Every story, show and inspiring moment you enjoy on KERA is brought to you by ... YOU. As a public media station, we exist for and because of the community we serve. I hope you read through this report and feel immense pride in all that YOU make possible. And on behalf of our entire team, thank you!

Be well,

NICO

President & CEO, KERA



KERA