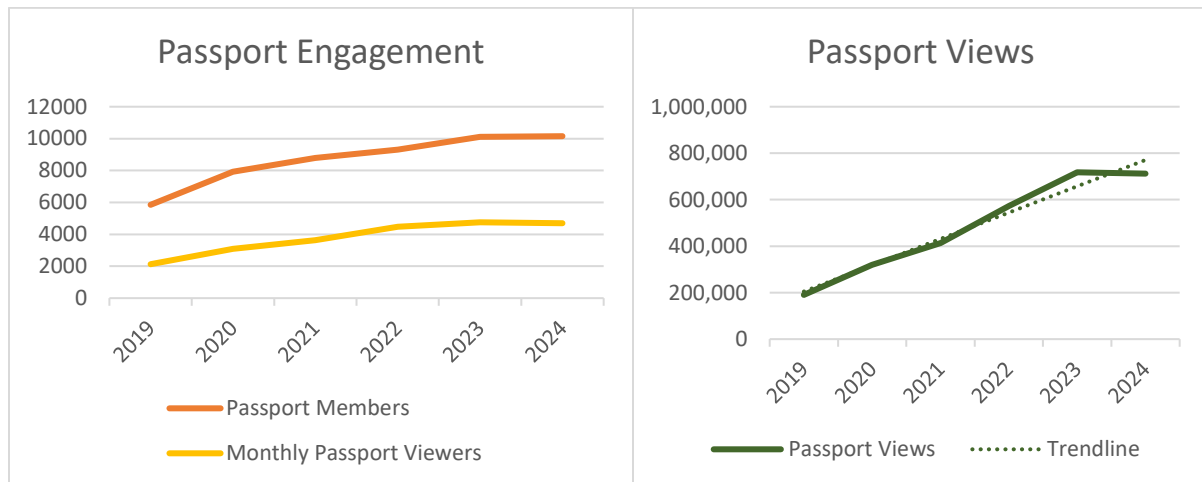


# KLRN Passport engagement 2019-24

After strong growth in Passport membership over four years, coupled with a rapid surge in Passport video views, **Passport engagement fell flat in 2024**, possibly because of the year's weaker programs.

At the end of 2024:

- We had **10,153 members**, which was **about the same** as the year before
- On a monthly basis, **less than half watched** Passport
- We saw a total of **712,000 videos viewed**, which was **down 1%** from the year before



At the same time, after peaking during COVID-19 in 2020, the number of members activating Passport mostly declined, and hit a low in 2024. These steady drops had been countered by healthy Passport membership retention, but after last year's performance, **Passport sustainability could be a concern**.

In 2024:

- We had a total of **2,500 Passport activations**, which was **down 20%** from the year before

