

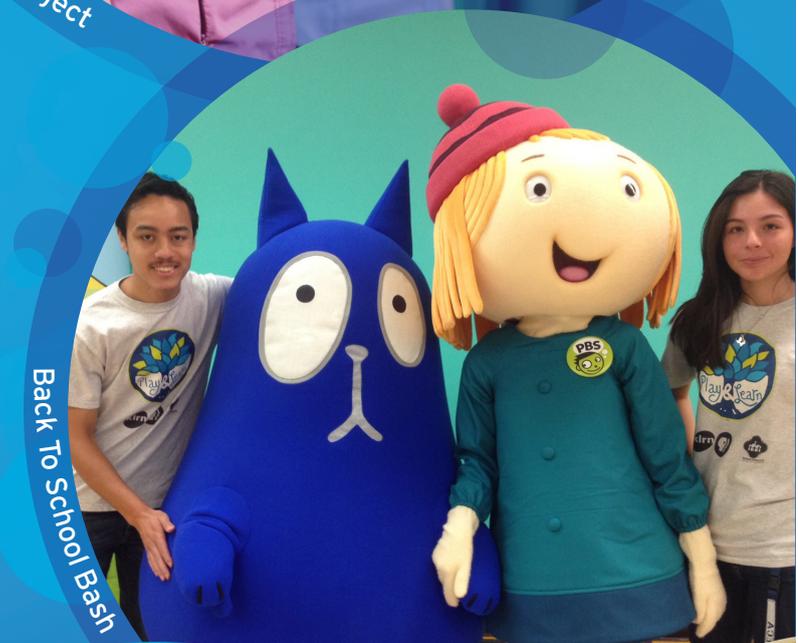


For over 52 years, KLRN has used the power of media to better serve the needs of its South Central Texas community.

The **MISSION** of KLRN is to enrich the lives of people throughout South Central Texas through the power of communication—providing quality programs and services that **advance education, art, culture and community.**



The Telling Project



Back To School Bash

#1

MORE VOTERS
TRUST
PBS
THAN ANY OTHER
TELEVISION
NEWS SOURCE



Play & Learn

Source: Public Policy Polling, 1/30/2014



America's Largest Classroom

Education Initiatives

KLRN's Education Department creatively engages and inspires lifelong learning.

KLRN is the only broadcaster in 30 counties to air over 56 hours of children's educational programming each week. KLRN engages the community through educational initiatives to prepare children for school success, to improve the quality of care, and to share educational resources to enhance classroom instruction.

KLRN hosts events to promote family engagement and education.



Early Childhood Activities

Play & Learn offers parents and caregivers the tools, resources, and information to embrace a more impactful role in preparing their children to be ready for school. KLRN presented 140 early childhood activities reaching 1,800 adults and children. Building a child's lifelong interest in learning stems from an interactive environment that honors play as a "child's work," and that engages multigenerational families to support, educate, and inspire their child.

Community Events

KLRN's community events increase the educational impact of its programming, to strengthen resources and connections for families, and to encourage early success and school readiness. At 11 community events with 100 local collaborations, KLRN attracted more than 11,000 adults and children to libraries, museums and parks.

The Healthy Kids Project

KLRN and the San Antonio Medical Foundation partnered with Harlandale ISD and Edgewood ISD to pilot this project which provided media resources and lesson plans to educators. Targeting 4 campuses, 32 educators and 1,200 students, KLRN introduced songs, live action movement, animation, and a cast of "perfectly imperfect" characters to deliver key messages about health. KLRN's 2015 Healthy Kids Project is targeting 2,800 students in Edgewood ISD at all 10 elementary campuses.

Annually, the State of Texas requires teachers in child care centers to earn 24 training hours and center directors to earn 30 hours.



Little Bites, Big Steps Workshops

KLRN believes an adult who understands the importance of making healthy life choices raises young children who recognize the benefits of nutritious snacks, meals, and physical activity. KLRN presented bi-monthly trainings for over 470 childcare providers impacting over 11,400 children. They earned 2,400 free training hours. During mentor visits, KLRN offers guidance and support to continue the training experience on-site and with individual coaching.

Super Saturday Trainings

KLRN hosted 6 professional development trainings for 546 childcare providers who earned 2,450 free training hours impacting over 13,500 children. Participants attended session presentations by track: Directors, Preschool teachers and Infant/Toddler teachers. This model allows for a learning environment that makes the information pertinent to teachers by age range or by the level of responsibilities.

The Healthy Kids Project supports healthy lifestyles by influencing eating decisions and physical activities.



Community Cinema

KLRN presented COMMUNITY CINEMA in San Antonio featuring films that covered topics relevant to our community, such as: high school drop-out rates, Latino culture/traditions, immigration, and same sex marriage. After each screening, a panel of local subject matter experts discussed the matter-at-hand with the audience.



Second Lone Star Emmy!

KLRN's Randy Allee received his second Lone Star Emmy Award for Outstanding Achievement in Audio for the production of the Slavonic Dances by Antonin Dvorák as performed by the San Antonio Symphony.



Local Productions



The Lone Star Emmy-nominated series, **TEXAS WEEK with Rick Casey**, is San Antonio's only local, weekly television program dedicated to exploring the top local news stories in depth.



Each week, **ARTS**, a KLRN production, takes viewers on a journey into the San Antonio arts scene. Asia Ciaravino hosts.



Capturing the spirit of the holiday season, KLRN produced and broadcast **A Festival of Lessons and Carols from St. Mark's**.

Las Casas Foundation

In May, 25 talented high school students from South Central Texas participated in the Las Casas Foundation Performing Arts Scholarship competition. In addition to winning scholarships, students performed for the chance to participate in the prestigious National High School Musical Theater Awards in New York City. KLRN produced and broadcast the local competition.

Constitution Café

In September, 200 students and adults from East Central ISD assembled at KLRN for a lively discussion on the United States Constitution. Author and constitutional expert Chris Phillips led the discussion. The students heard from local experts and discussed the topic *Money and Free Speech*. KLRN recorded the event and produced a web production.

VETERANS VOICES

In the spring of 2014, KLRN launched **VETERANS VOICES**, a multi-year initiative to serve transitioning military, veterans and their families through programming, events and resources. For more information on VETERANS VOICES visit www.klrn.org/veterans.

The Telling Project

In **The Telling Project**, a performance piece created by playwright Jonathan Wei, local veterans and their families are given a voice to share their experiences, in their own words, before a live audience. KLRN presented six performances of Telling: San Antonio at the Tobin Center for the Performing Arts in October. KLRN recorded one of the performances that aired on Veterans Day. The station also streamed the program online, giving viewers a chance to engage with the cast.



KLRN, in partnership with PBS Digital Studios, is producing its first web only series called, **Coming Home San Antonio**, which shares the intimate stories of veterans and their families.

Through these personal stories, *Coming Home San Antonio* explores the issues and challenges veterans and their families face as they transition to civilian life. Three episodes were produced in 2014 with an additional seven episodes planned for 2015 to complete the 10-part series.



KLRN hosted two graduating classes of **Veterans Academy**. The Veterans Academy is a free workshop designed to increase employment opportunities for veterans and transitioning service members in the San Antonio area.

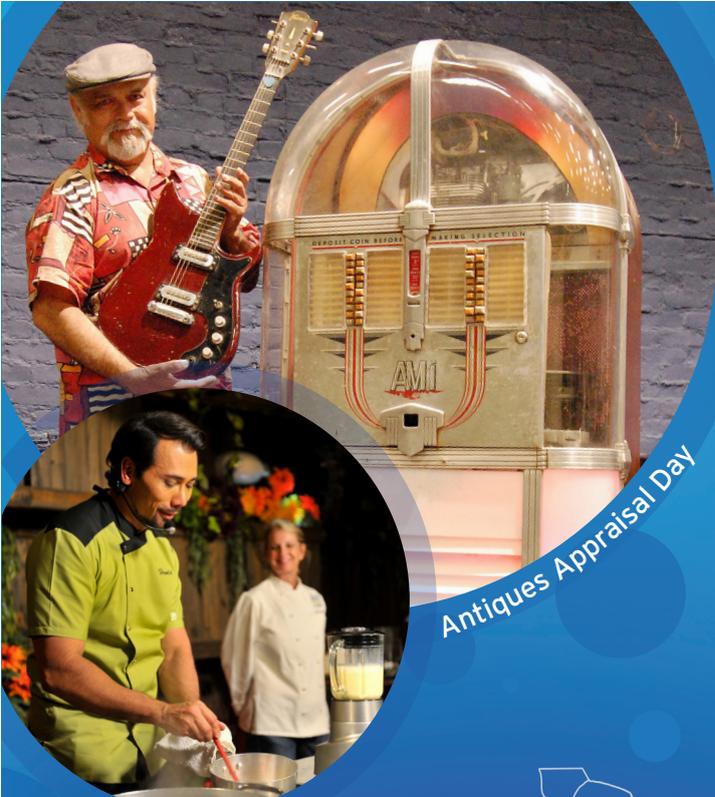
This is a new project developed in partnership with the Office of Personnel Management and the Texas Workforce Commission.

Wes Moore, a former U.S. Army combat veteran, author and executive producer visited San Antonio in May. Mr. Moore was the guest of honor at KLRN's screening of **Coming Back with Wes Moore**. He moderated a panel discussion on the difficulties related to the different stages of returning home from war. He also visited students at Cole Middle School and spoke with them about their experiences as children of military service members.

"I think this is an essential class for all veterans transitioning into the private sector." Carlos P., Veterans Academy Graduate

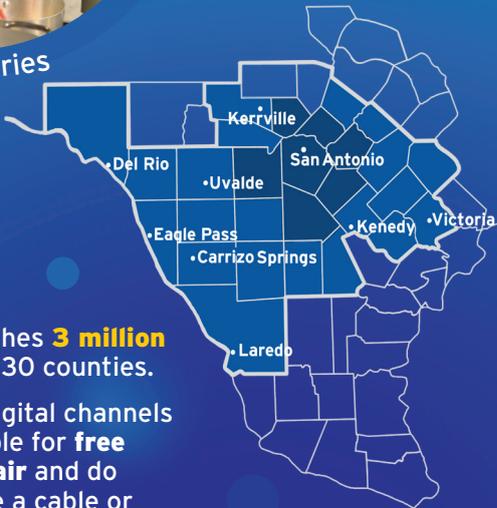
In April, KLRN hosted a screening and reception honoring Dustoff Hall of Fame Members. **Dustoff in Vietnam** was a crew of 4 dedicated men that flew unarmed helicopters to the front lines to rescue the wounded. The mission was to get the wounded out of harm's way, save their lives by providing basic medical care, and get them to the nearest or best hospital to treat their wounds.





Antiques Appraisal Day

Chef Series



KLRN reaches **3 million viewers** in 30 counties.

The four digital channels are available for **free over-the-air** and do not require a cable or satellite subscription.

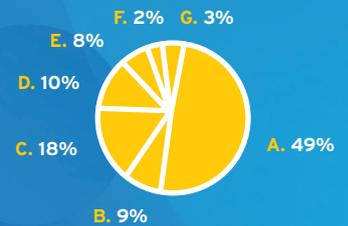
With a wide array of programming and services, KLRN gives three million of your South Texas constituents access to information and educational resources.

FY 2014 Operations

80% of KLRN's annual budget largely represents **community support**.

REVENUE

- A Contributions & Program Underwriting
- B Educational Services
- C Community Service Grants
- D Auction & Events
- E Production Activities
- F Miscellaneous
- G KLRN Endowment Fund, Inc. Distribution



EXPENSES

- A Program Services
- B Marketing & Development
- C General & Administrative



WORLD



San Antonio PBS
PBS KIDS

Science, nature
history, news, &
non-fiction

Spanish language
music, kids &
public affairs

Cooking, painting,
sewing, travel &
lifestyle

klrn 9.1
Time Warner
Grande
GVTC
AT&T U-verse
Dish Network
DIRECTV

klrn 9.2
Time Warner
GVTC

klrn 9.3
Time Warner
Grande
GVTC

klrn 9.4
Time Warner
Grande
GVTC

KLRN Corporate Officers

Arthur R. Emerson
President & CEO

Patrick A. Lopez
Executive Vice President & CFO

Julie Coan
Sr. Vice President & COO

Cynthia Shields
Sr. Vice President