



**Local  
Content  
Report**  
**FY 2023**



► **CONVERSATION – CONNECTION – COMMUNITY**

*Serving 33 Counties in South Central Texas*

**KLRN's mission is to open a world of lifelong learning through trustworthy and enriching programs On-Air, Online, and in our Community.**



**klrn** 



# | KLRN CHANNELS

**KLRN broadcasts 24 hours a day on  
4 channels in South Central Texas**

9.1 **klrn** 

9.2 **WORLD** 

9.3 **klrn** 

9.4  **@create**

**KLRN LIVESTREAM - [KLRN.ORG/LIVE](http://KLRN.ORG/LIVE)**

# KLRN ORIGINALS (LOCAL PROGRAMMING)



## On The Record with Randy Beamer

On The Record features interviews with San Antonio's key players in politics, business and community activism. Produced weekly, it also includes a round-table discussion with local journalists who keep a pulse on important issues impacting our city. Hosted by Randy Beamer.



## KLRN News Updates

KLRN News provides daily news updates (Monday through Friday) about local happenings in San Antonio and South Texas. This is made possible with the collaboration of independent sources, news partners and other media. The updates air hourly on weeknights in prime time.

## Hank & Emma Faye: Sign of the Day

Hank & Emma Faye is a KLRN Series geared towards children 4-8 years old, hosted by Emma Faye Rudkin and her black lab, Hank. Set in a lively playroom, Emma Faye communicates with kids through lessons of sign language, in order to promote social emotional development, inclusiveness, kindness and friendship.

This KLRN production won a 2021 Lone Star Emmy Award in the category: INFORMATIONAL / INSTRUCTIONAL - SHORT FORM OR LONG-FORM CONTENT.



# KLRN ORIGINALS (LOCAL PROGRAMMING)



**¡SALUD!**

## **Celebrating Latina Leaders**

¡SALUD!, A program that highlights Latina business leaders in San Antonio, celebrated Season 2. This series showcases women who are working in our community, from large corporations to small, and have broken stereotypes and barriers to reach success.

## **Texas Talk with Gilbert Garcia**

This is a monthly show profiling local personalities in government, entertainment, business and sports. Hosted by San Antonio Express-News Columnist, Gilbert Garcia.



## **The U.S. and the Holocaust: A Community Discussion**

This discussion focused on the response of the United States to the Holocaust, what changes in Germany led to the decisions around how the U.S. responded, and how we as a culture remember the Holocaust. The discussion also touches on how the Holocaust changed us as Americans, and why we are seeing a rise in antisemitism today. Hosted by Roger Barnes, Professor emeritus, Sociology, University of the Incarnate Word. Barnes was joined by two scholars of the Holocaust, Edward Westermann and Victoria Aarons.



## **San Antonio-Austin: The Emerging Mega-Metro**

The area between San Antonio and Austin is growing at an tremendously rapid pace, but what is really happening is the development of a metroplex – a “mega-metro” region that will be one of the biggest economic powerhouses in the world. Host Henry Cisneros delves into the questions that need to be asked right now- how do we retain quality of life as we grow? How do we build the workforce that will be needed for the high-tech future of the mega-metro? And, can San Antonio and Austin truly join forces and work together to make the most of this incredible opportunity?

### **San Antonio Files: Local curated profiles**

A series of one-to-one interviews with area leaders. Hosts include: Leigh Munsil, Editor-In-Chief, SA Report and Liz Ruiz, News Anchor, KLRN. Guests on SA Files included: Bexar County Judge Peter Sakai, San Antonio Mayor Ron Nirenberg; San Antonio City Manager Erik Walsh, and Dr. Sudha Seshadri, Director, Glenn Biggs Institute for Alzheimer's and Neurodegenerative Diseases, UT Health, San Antonio, and outgoing county Judge Nelson Wolff.

## **Jesse Trevino: The Artist. The Man.**

This documentary took an in-depth look at the life of renowned San Antonio artist Jesse Trevino, created by journalist Randy Beamer, with stories and memories shared by his friends and Jesse himself. Featuring never-before-seen footage and some of his personal collections of work.

## **Iconic San Antonio**

01

The Puffy Taco

02

The Riverwalk

03

Indigenous People of the Alamo

Three video shorts, each featuring a very unique and iconic piece of San Antonio.



## USAF Band of the West: Holiday in Blue

Christmas musical favorites performed by Lackland AFB's own USAF: Band of the West



## Fall Into Health: The State of Health in San Antonio 2022

Hosted by Randy Beamer, local health experts talk about the vital issues facing San Antonio, discussing the broader perspective of public health:

- \*Why talking about guns needs to be framed as a public health issue, not as a political issue.
- \*Why "mental health" isn't what most people perceive it to be.
- \*How San Antonio health entities are working to establish trust with the community.
- \*Why health experts are now pushing to expand their pre-crisis approaches to mental health and violence.
- \*How San Antonio is still dealing with COVID.



## County Judge Candidate Forum: 2022

Candidates for County Judge discuss issues. Hosted by Randy Beamer, presented by the League of Women Voters of South Texas.

## Business of Business San Antonio 2022

Former Mayor and Businessman Henry Cisneros leads the discussion about the San Antonio economy in 2022, going into 2023. We gathered the business leaders of various San Antonio economic drivers to get their thoughts on the city's economy, diversity, and growth.



- City of San Antonio
- Bexar County
- Bexar County Elections Department
- Brackenridge Park Conservancy
- Alamo Area Council of Governments
- San Antonio Conservation Society
- San Antonio Water System
- Hemisfair
- University Health System
- Opportunity Home San Antonio
- Bexar County Health Department
- Alamodome
- Bexar County Commissioner's Court
- San Antonio Board of Realtors
- Bexar Appraisal District
- San Antonio Animal Care Services
- City of Boerne
- Edwards Aquifer Authority
- Collaborative Commission on Domestic Violence
- San Antonio Philharmonic
- Catholic Charities of San Antonio
- South Alamo Regional Alliance for the Homeless
- Youth Orchestra of San Antonio
- UTSA
- The Alamo Trust
- Act 4 SA
- Pets Alive
- San Antonio Chamber of Commerce
- San Antonio Police Officers Association
- Texas Biomedical
- SA2020
- San Antonio International Airport
- Greater: SATX
- Missions Baseball
- San Antonio Independent School District
- Riverwalk Business Owners Association
- Protect Our Hills
- Hill Country Alliance
- Centro San Antonio
- Bike San Antonio
- Trinity University
- VIA Metropolitan Transit
- North Chamber of Commerce
- USAF Band of the West
- University Health
- The Center for Health Care Services
- Geekdom
- Visit San Antonio
- Our Lady of the Lake University
- Alamo Community Colleges



# LOCAL TOPICS DISCUSSED



- Economic, water and environmental concerns between San Antonio and Austin
- Indigenous people of the Alamo
- Aging in Bexar County
- The San Antonio Economy in 2022
- Health issues of San Antonio in 2022
- ARPA funds for the homeless
- Voting sites for the upcoming election
- Pollution at Calaveras Lake
- Proposed bus shuttle between SA & Austin
- Conservation Society against renovation plans at the Alamo
- Developer plans to dump wastewater in Helotes Creek
- Increasing cases of RSV and the flu
- Efforts to help families of Uvalde shooting
- Details on the new “Neighborhood Leadership Academy”
- Sites for new sports stadium downtown
- Costs for the city’s renovation of Alazan-Apache Courts
- Alamodome renovation and costs
- Meet new Precinct 3 County Commissioner Grant Moody
- Councilman Perry’s DWI and resignation
- San Antonio’s real estate roller coaster
- Should the city ban horse drawn carriages downtown?
- Increase in vehicle break-ins
- The move to put a charter amendment on the ballot
- New homes being sold to investors for rental
- Police Union on the proposed charter amendment
- The role of the San Antonio Chamber of Commerce
- Will CPS support more sources like wind and solar energy?
- Clearing up rumors about the COVID vaccine
- Looking at the first couple of weeks of the state legislature
- “Point in Time” count of the homeless population
- New data on the city’s greenhouse emissions
- Councilwoman Ana Sandoval’s resignation
- Bailing out non-violent criminals from the County Jail



# LOCAL TOPICS DISCUSSED



- The battle over a downtown bar near the Alamo
- Latest on the renovations at the Alamo
- New flood plain maps for homeowners
- Plans for an historic eastside building
- SAWS and developments over the recharge zone
- Downtown construction delays
- The life of artist Jesse Trevino
- Plans for the new airport terminal
- Talking with longtime activist Patti Radle
- Remembering Red McCombs
- New Missions baseball owner and his plans for a downtown stadium
- How San Antonio and Austin are working together on economic plans
- The new surveillance system at SAISD
- Some of the bills currently in the legislature
- The new Riverwalk Business Group
- Plans for a new highway through Kendall County
- 2023 Property Tax Statements
- City's Strategic Plan to deal with stray dogs
- Tax incentives for a new solar farm
- Drought conditions
- Gun violence as a public health problem
- Mayor's State of the City Address
- The Collaborative Commission on Domestic Violence
- Controversy over Proposition A
- Fighting for tighter gun regulations
- Express-News Editorial Board recommendations for the election
- City's investment in permanent housing for the homeless
- Efforts to restore Miraflores
- Latest on the new SA Philharmonic
- Helping new immigrants who arrive in SA
- City Council passes tenant's rights resolution
- New District 10 City Councilman Marc Whyte
- Why the increase in juvenile crime
- City's eminent domain threat for downtown bar
- SAWS water conservation program
- Cameras capture wildlife crossing the Hardberger land bridge
- New District 1 Council woman Sukh Kaur
- Strategies to reduce greenhouse emissions
- More digital billboards coming to IH-10
- Updating the technology in Bexar County offices
- The dangerous dog bill
- Cash incentive offered to landlord who take city vouchers
- New District 7 Council woman Marina Gavito
- Opening of Hemisfair's Civic Park
- Former Councilman named Executive Director of SA Philharmonic

# LOCAL TOPICS DISCUSSED



- New Report from Texas Hill Country Conservation District
- San Antonio's new Smart Cities Roadmap
- Rail service between San Antonio and Austin
- The role of Centro San Antonio
- San Antonio sues state over "Death Star bill"
- New season of the SA Philharmonic
- Water restriction violators will see higher fees

CCR filed to create program to help teachers buy a home in the city

- Bicycle safety
- City's workforce development program
- Turning city alleyways into green spaces
- Dangers of developing the Texas Hill Country
- Downtown landmark Villita Assembly Hall up for sale
- Repeat water restriction offenders could get their water turned off
- How solar has impacted the Texas grid
- Head of Police Union calls for DA to resign
- Bexar County Commissioners pass new budget



# GUESTS FEATURED ON KLRN ORIGINALS



- Clayton Perry, District 10 City Councilman
- Jacque Callanen, Bexar County Elections Administrator
- Joe Turner, Interim Exec. Dir., Brackenridge Park Conservancy
- Randy Beamer, Host
- Diane Rath, Executive Director, AACOG
- Kathy Rhoads, President, Conservation Society of San Antonio
- Ron Green, Hydrologist
- Chris Tomlinson, Columnist, SA Express-News/ Houston Chronicle
- State Rep. Tony Gonzales
- Robert Puente, CEO, SAWS
- Andres Andujar, CEO, Hemisfair
- Andrea Drusch, Reporter, SA Report
- John Courage, City Councilman, Dist 9
- Dr. Jason Bowling, Infectious Disease Specialist, University Health
- Emily Royall, Smart City Administrator, City of SA
- Diego Mendoza-Moyers, Business Reporter, Express-News
- State Senator Roland Gutierrez, District 19
- Dr. Brian Woods, NISD Superintendent
- Laura Mayes, Spokesperson, City of SA
- Greg Jefferson, Metro Editor, SA Express-News
- Ed Hinojosa, Jr., Pres/CEO, Opportunity Home San Antonio
- Dr. Andrea Guerrero-Guajardo, Director, Bexar County Preventative Health and Environmental Svcs.
- Richard Oliver, Communications Manager, Alamodome
- Michael Taylor, Business Columnist, Express-News & Houston Chron
- Mayor Ron Nirenberg
- Grant Moody, Pct. 3 County Commissioner
- Joey Palacios, City Hall Reporter, Texas Public Radio
- Mike Gallagher, District 10 Councilman
- Tracie Hasslocher, Chair, San Antonio Board Of Realtors
- Ananda Tomas, Exec. Dir., ACT4SA
- Katie Jarl, Exec. Dir., Texas Pets Alive
- Richard Webner, Freelance Writer
- Danny Diaz, President, SAPOA
- Jalen McKee-Rodriguez, Dist. 2 City Council Rep
- David Peterson, Interim President, SA Chamber of Commerce
- Heywood Sanders, Writer- SA Current/ UTSA Prof. of Public Policy
- Rudy Garza, Pres/CEO, CPS Energy
- Larry Schlesinger, Pres/CEO, Texas Biomedical
- Sanford Nowlin, Editor-In-Chief, SA Current
- Katie Vela, Executive Director, South Alamo Regional Alliance for the Homeless

# GUESTS FEATURED ON KLRN ORIGINALS



- Doug Melnick, Chief Sustainability Officer, City of SA
- Judge Al Alonzo, President/Founder, Therapeutic Justice Foundation
- Kiran Bains, Executive Director, SA2020
- James McCandless, Reporter, San Antonio Business Journal
- Kate Rogers, Exec. Dir., The Alamo Trust, Inc.
- Derek Boese, General Manager, San Antonio River Authority
- Madison Iszler, Business Reporter, San Antonio Express News
- Amy Hardberger, Trustee, San Antonio Water System
- Jesus Saenz, Director of Airports, SAAS
- Patti Radle, Retiring SAISD Board Member
- Arthur Emerson, Pres/CEO, KLRN TV
- Bob Cohen, Partner, San Antonio Missions
- Scott Huddleston, Staff writer, Express News
- Mike Eaton, SAISD Chief of Operations
- Marco Barros, Trustee, Riverwalk Business Group
- Denise Dever, Spokesperson, Protect Our Hills
- Michael Karlis, Reporter, SA Current
- Michael Amezquita, Chief Appraiser, Bexar County Appraisal District
- Chris Shadrock, Director of Communications, City of Boerne
- Shannon Sims, Director, Animal Care Services
- Madison Iszler, Business Reporter, SA Express News
- Roland Ruiz, General Manager, Edwards Aquifer Authority
- Dr. Ronald Steward, Surgeon, UT Health San Antonio
- Judge Monique Diaz
- Assistant City Manager Maria Villagomez
- Meredith Balzan, Hemisfair
- Dave Petersen, Pres/CEO, SA Chamber of Commerce
- Josh Brodesky, Editor, Express-News Editorial Board
- Mario Bravo, Dist. 1 City Councilman
- Roberto Trevino, Board Member, SA Philharmonic
- Elise Urrutia, Author/Activist, Miraflores
- Isaac Windes, Reporter, SA Report
- Antonio Fernandez, Pres/CEO, Catholic Charities of SA
- Victoria Garcia, Director, Neighborhood & Housing, City of SA
- Patrick Svitek, Primary Political Correspondent, Texas Tribune
- Frank Ritchie, Mayor-elect, Boerne
- Lindsey Carnett, Environmental Reporter, SA Report
- Melissa Havrda, Dist. 6 City Council



# GUESTS FEATURED ON KLRN ORIGINALS



- James McCandless, Real Estate Reporter, SA Business Journal
- Casey Cowan, Parks Naturalist, city of SA
- Karen Guz, Vice President Water Conservation, SAWS
- Patrick Svitek, Political Correspondent, Texas Tribune
- Sukh Kaur, Council-elect, District 1
- Bexar County Judge Peter Sakai
- ACS Director Shannon Simms
- Marina Alderete Gavito, City Council Dist 7
- Andres Andujar, CEO , Hemisfair Park Redevelopment Corporation
- Anthony Head, Author, "Spirit: The life and art of Jesse Trevino"
- Sanford Nowlin, Editor In Chief, SA Current
- Katherine Romans, Exec. Director, Hill Country Alliance
- Brian Dillard, Chief Innovation Officer, City of SA
- Michael Karlis, Staff Writer, SA Current
- Trish Deberry, CEO, Centro San Antonio
- Henry Cisneros, Host, SA-Austin: The Emerging Mega-Metro
- Greg Jefferson, Metro Editor, SA Express News
- Roberto Trevino, Executive Director, SA Philharmonic
- Lindsey Carnett, Reporter, SA Report
- Katie Nicas, Secretary, Bike San Antonio
- Tracy Idell Hamilton, Business Reporter, SA Report
- Karen Guz, VP Water Conservation, San Antonio Water System
- Doug Lewin, Author, Texas Energy and Power newsletter
- Greg Jefferson, Metro Editor, San Antonio Express-News
- Danny Diaz, President, SAPOA
- Dr. Jason Bowling, University Hospital
- Zoe Gottlieb, Tech and Energy Reporter, San Antonio Business Journal
- Joe Gonzales, Bexar County District Attorney
- Rep. Trey Martinez Fischer, D- 116
- Spurs Commentator Sean Elliot
- Congressman Tony Gonzales (TX-R)
- Cruz Ortiz, Artist
- Rosie Castro, Interim City Council Rep
- John Dickson, cyber security expert
- Lisa Campos, Vice President for Intercollegiate Athletics, UTSA
- Troy Peters, Music Director, Youth Orchestra of San Antonio
- Diego Bernal, State Rep., Dist 123
- Katie Gutierrez, Author

# GUESTS FEATURED ON **KLRN ORIGINALS**



- Will Hurd, Republican Presidential Candidate
- Josey Garcia, (D- TX 124)
- Dr. Sudha Seshadri, Director, Glenn Biggs Institute for Alzheimer's and Neurodegenerative Diseases
- Jane Paccione , Managing Director, Successfully Aging and Living in San Antonio (SALSA)
- Kristin Davila , President & Executive Director, Merced Housing Texas
- Erik Walsh, City Manager
- Henry Cisneros
- Congressman Greg Casar, D-TX, Dist. 35
- Mayor Kirk Watson, City of Austin
- Mayor Jane Hughson, City of San Marcos
- Mayor Rusty Brockman, City of New Braunfels
- Ross Milloy, President, Austin-San Antonio Corridor Council
- Suzanne Scott, Texas State Director, The Nature Conservancy
- Peter J. Holt, Chairman, Spurs Sports and Entertainment/ CEO & General Manager, Holtcat
- Nolan Ryan, Co-Owner, San Antonio Missions Baseball
- Graham Weston, Co-Founder, Weston Urban
- Professor Robert Mace, Executive Director, The Meadows Center for Water and the Environment
- Jenna Saucedo-Herrera, President/CEO, greater:SATX
- Gary Farmer, Chairman, Opportunity Austin
- Representative Sheryl Cole, D-TX, Dist. 46
- Dr. William Henrich, President & CEO, UT Health San Antonio
- Charles Woodin, CEO, Geekdom
- Ed Arnold, Editor-In-Chief, San Antonio Business Journal
- Maj. Gen. Juan Ayala, Director of Military and Veteran Affairs, City of SA
- Marc Anderson, CEO, Visit San Antonio
- Dr. Abel Chavez, President, Our Lady of the Lake University
- Priscilla Camacho, Chief Legislative Officer, Alamo Community Colleges
- Lloyd Potter, Director, Demographic & Socioeconomic Research, UTSA
- Roger Barnes, Professor Emeritus of Sociology, University of the Incarnate Word
- Ed Westermann, Regents Professor of History, Texas A&M University-San Antonio
- Victoria Aarons, Distinguished Professor of Literature, Trinity University

# GUESTS FEATURED ON **KLRN ORIGINALS**



- Seymour Battle
- Cristo Brand, Author
- Jesse Trevino, Artist
- Terry Vasquez
- Terry Ladshaw
- Trevino Davis
- Rosemary Kowalski
- Patti Elizondo
- Nancy Kelker
- Michael Roman
- Mel Casas
- Luz Gallegos
- Lisa Ortiz
- Lionel Sosa
- Juan Vasquez
- John Trevino
- Jessie Ladshaw Trevino
- Jessica Brodman Trevino
- George Cortez
- George Cisneros
- Gabriel Velasquez
- Frank Herrera
- Ernest Trevino
- Elaine Dagen
- Dr. Ricardo Romo  
Melanie Mendez-Gonzales
- Claudia Torres, SAPD
- Brianne Chapa
- Leticia Vazquez, PCT. 4 Constable
- Patsy Torres, Singer
- Vanessa Bessler, Dancer
- Carmen Tafolla, Author
- Janie Gonzalez, Chair, CPS Board of Trustees
- Amanda Keammerer, CEO, Javilud
- Ivy Sandoval, Engineer, Plus One Robotics
- Marisa Perez-Diaz,
- Rhonda Garcia
- Celina Moreno.
- Janie Barrera, Former President/CEO, LiftFund
- Melissa Cabello Havrda, City Council Rep., Dist. 6
- State Rep. Liz Campos, Dist. 119
- Amelie G. Ramirez, Dr.P.H., M.P.H.
- Andrea Guerrero, PhD, MPH
- Dr. Lyssa Ochoa, Vascular Surgeon

# PRODUCTION WITH PURPOSE



KLRN is dedicated to educate, entertain, inform and empower our community.

ACTION!



## KLRN PRODUCTION SERVICES

The KLRN Production team provides uplink services, satellite media tours, and live LIVE interviews for local, and national media networks including CNN, MSNBC, FOX and others.

# CONNECTING THROUGH DIGITAL



## KLRN.ORG



**154,294**  
visitors



**296,853**  
website visits



**532,485**  
page views

## On Demand Videos



**1,467,663**  
streams

ALL KLRN ORIGINALS are available online.

## KLRN LIVESTREAM



Available 24 hours, 7 days  
a week on KLRN.ORG/LIVE

And on the PBS APP





# CONNECTING THROUGH DIGITAL



## 5 TOP PROGRAMS ON-DEMAND

PBS NewsHour	78,691
All Creatures Great and Small	65,709
Miss Scarlet & The Duke	58,257
NOVA	55,736
Sanditon	53,139



## Average Monthly Passport Members

9,852

## BLOG POSTS

### Hiding in Plain Sight: Community Mental Health Resources

by Ian Cruz • Published on May 17, 2023 • Last modified on May 22, 2023

## Hiding in Plain Sight: Youth Mental Illness

### Community Mental Health Resources



STATION NEWS

Thanks for your interest and participation in the community screening and discussion of "Hiding in Plain Sight: Youth Mental Illness" held on Saturday, May 20.

Below, you'll find bios of the panelists along with a list of mental health resources in the San Antonio community.



STATION NEWS

Throughout the month of April, KLRN will air a number of programs related to the environment. This is a moment to help preserve and sustain our Earth by making small changes in our lives like recycling, picking up litter, planting a tree, or even visiting a national park. Our month-long line-up is a great way to learn and educate one another. Let's invest in our planet!

Support for KLRN's Earth Month has been generously provided by [Headwaters At the Corner](#), [OCL Solar Power](#), [SA Climate Ready](#), [EarthShare Texas](#), [The Nature Conservancy in Texas](#), [National Parks Conservation Association](#), [Big Sun Solar](#) and [Firstmark Credit Union](#).

# KLRN ORIGINALS DIGITAL SERIES



KLRN City Showdown is a friendly musical competition featuring ten local artists, who each represent a San Antonio City Council district. This digital series promoted the arts, created community engagement and encouraged viewers to learn more about their districts.



## Metrics *(4 week series)*

- › Total votes:  
**6,784**
- › Webpage visits:  
**11,358**
- › Find Your District link clicks:  
**484**
- › Blog post visits:  
**1,006**

# KLRN ORIGINALS DIGITAL SERIES



## Social Media



**5,181**  
Followers



**9,390**  
Followers



**1,268**  
Followers



**1,030**  
Followers



**18,803**  
Followers



**1,041**  
Followers



**1,719**  
Followers





## Early Childhood

### | Ready, Set, Grow!

Since 2009, KLRN has presented Play & Learn, a free city-wide, mobile child/caregiver school readiness program, reaching families with children birth to age five. Families receive free books and take-home activities each week. Along with the series of family sessions KLRN also hosts PBS Kids Screenings and outreach activities to promote the program. This year, KLRN presented over 181 early childhood activities; impacting over 14,500 adults and children in their care.



KLRN was one of seven PBS pilot stations to launch Bright By Text, a parent and caregiver messaging program that sends text messages with tips and resources promoting child development activities targeted to a child's age from birth to age 5. Since the launch, 3,100+ people have subscribed. The project has been supported by United Way of San Antonio & Bexar County.





## Dual Generation Program

This initiative's focus is to strengthen families by giving parents and children the ability to succeed together by building postsecondary and employment pathways, economic supports, social capital and providing quality early childhood and afterschool supports for children 0 to 10 years of age.

KLRN provides the Play and Learn Service to Dual Generation families, offers family engagement opportunities for families in the East Side footprint of the program and provides awareness of the program through events held in target zip codes.



## Family Newsletter

In March of 2020, KLRN began to offer a family newsletter focused on early childhood resources, tips and activities. This monthly Family newsletter goes out to over 30,000+ families. Editions include information about Social Emotional Development, Health and Nutrition, Emotional Well Being, and KLRN's educational initiatives.

## School Services

### PBS LearningMedia

KLRN provides free access to PBS LearningMedia, a digital library that houses thousands of educational resources that include videos designed specifically for the classroom, interactives and lesson plans. All lesson plans are aligned to the Texas Essential Knowledge & Skills. Teachers can save the resources and find professional development resources. Currently, there are over 39,500 registered users in our community. Since launching, KLRN has contributed content to the platform, with 145 educational assets uploaded to the service.

### The Healthy Kids Project

This year, KLRN grew our connection with local schools and community organizations with the Healthy Kids Project. Together, we reached over 28,457 students and 700+ classrooms. KLRN also launched Healthy Kids gardening breaks. During these 1 minute on-air spots, gardening tips were shared provided by our friends at the San Antonio Food Bank. KLRN trained 830 teachers, parents, and family members through virtual sessions and in partnership with elementary schools. The project was supported by the San Antonio Medical Foundation and The Cowden Foundation.





## Professional Development

### Watt Watchers

KLRN continued the partnership with Disco Learning Media, with additional resources being invested by Disco Learning, CPS Energy and Itron. KLRN HOSTED 4 PROFESSIONAL Development trainings for over 300 teachers. This program is focused on smart energy education and energy conservation through bilingual educational resources for ages K-12. KLRN offered family sessions in English and Spanish, highlighting energy saving tips for families. KLRN hosted 5 Watt Watchers sessions for families, attended 8 Career Days at local schools, 8 outreach events and held the S.E.E Your Future Career Day. Through these activities a total of 1200+ families received program information impacting 4,540+ students.



### Learn with Media

KLRN's «Learn with Media» e-newsletter is sent to over 39,000 educators each month during the school year. Editions included information about Social Emotional Development, STEM Activities, Health and Nutrition, and KLRN's educational initiatives.

### PBS LearningMedia Virtual Training for Educators

KLRN continues to offer ongoing support for educators, highlighting lesson plans aligned to the Texas Essential Knowledge & Skills and resources available through PBS LearningMedia. These professional development trainings cover topics such as Social Emotional Learning, Resources for Mental Health and Wellness, STEAM, and Cultures around the world. KLRN hosted 50 Professional Development trainings awarding 2,498 professional development training hours for 1,961 teachers and impacting 70,000+ students in the KLRN Viewing Area.



## Community Engagement

### KLRN PBS KIDS Channel

On April 1st, KLRN celebrated the 6-year anniversary of the KLRN PBS KIDS channel.

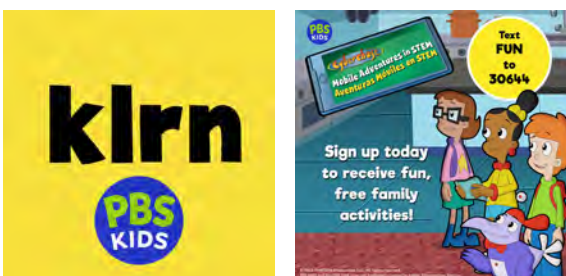
### Learn at Home Bags

Learn at Home Bags have been distributed since the beginning of March 2020, in order to provide much needed resources to families who do not have internet connectivity and were less likely to have access to electronic devices. This year, more than 2,000 Learn at Home bags were distributed at 15 distributions around the community. Items in bags include: activity books, children's books, various community resources such as mental health resources and utility assistance, KLRN outreach flyers, craft supplies, learning activities and more.



### Cyberchase Green It Up

**Cyberchase:** Mobile Adventures in STEM is a Station Engagement Initiative. This popular bilingual family engagement program, piloted in four communities in 2019, is designed to engage families in playful STEM learning through Cyberchase media and informal learning activities that families can complete at home. The program uses text messages to share the materials with families. KLRN held sessions at local schools and libraries, engaging with 625 families that enrolled in this bilingual texting service.





## Be My Neighbor Day

In celebration of Daniel Tiger's Neighborhood and PNC Grow Up Great® (an initiative of The PNC Financial Services Group), Fred Rogers Productions worked with local PBS stations to host Be My Neighbor Day community events. Building on the values and themes of Daniel Tiger's Neighborhood, these events are used as an opportunity for member stations to collaborate with new and existing partners, while promoting local volunteerism, family engagement, and community development.

KLRN held an event in March at Brackenridge Park. More than 900 people attended the event. During the event, participants met Daniel Tiger and helped assemble 250 hygiene kits that were donated to Haven for Hope. In addition, families made cards for our neighbors in Uvalde, Texas, which were distributed at a special Uvalde event on March 15th.



## Scratch Jr Camp

With PBS KIDS Scratch Jr, kids can create their own interactive stories and games featuring their favorite characters from Wild Kratts, Nature Cat, WordGirl and Peg + Cat! The storytelling possibilities are endless with this creative coding app for children ages 5-8.

A Scratch Jr Coding Camp was held in July for families in the Dual Generation program. A total of 25 participants attended this family engagement session and received a tablet with PBS KIDS apps to take home. Each child also received a backpack with supplies, a KLRN t-shirt, and certificate of completion.



## Stronger Together in Uvalde

As families in Uvalde continue to navigate the aftermath of the Robb Elementary tragedy, KLRN has been visiting the Uvalde community, bringing beloved PBS characters to offer comfort to children and providing families and educators with resources like calming kits, and educational books. KLRN participated in five events in Uvalde throughout 2023. More than 1,800 families in Uvalde were impacted through KLRN's work.



# SPECIAL EVENTS



- October 19, 2022 – Making Black America: Through the Grapevine Screening and Discussion
- October 22, 2022 – KLRN FALL FEST
- November 20, 2022 – Special Screening of Rosie's Rules
- December 17, 2022 – Grinch Christmas Event for DualGen Families
- February 25, 2023 – Courage, Strength and Legacy: Reflecting on the Abolitionist Movement
- February 25, 2023 – SEE Your Future Career Day
- March 11, 2023 – Be My Neighbor Day
- March 15, 2023 – Be My Neighbor Uvalde Event
- April 1, 2023 – Kids Day in the Park
- May 20, 2023 – Hiding in Plain Sight: Youth Mental Illness Screening and Community Conversation
- May 24, 2023 – Uvalde Remembrance Event
- July 29, 2023 – KLRN Back to School 2023 Event
- August 11, 2023 – Uvalde Back to School Event
- August 24, 2023 – SALUD: Latina Leadership Showcase and Networking Event
- September 14, 2023 – Iconic America: Iconic San Antonio
- September 29, 2023 – Avance Dia de la Familia Event in Uvalde



# Alamo Public Telecommunications Council FY 2023



## Executive Committee:

Board Chair  
**Linde Murphy**  
M. E. Allison Co., Inc.

Chair-elect  
**Seymour Battle, III**  
Valero Energy Corp.

Immediate past chair  
**Stephen Dufilho**  
Consultant

**Arthur Rojas Emerson**  
President & CEO KLRN

Treasurer  
**Sonya McDonald**  
RBFCU

Secretary  
**Wendy Erickson**  
Frost Bank

Nominating Committee  
Chair  
**Carissa O'Connor**  
Community Volunteer

Member at Large  
**Edwin Blanton**  
University of Texas at San  
Antonio

Member at Large  
**Michael Fresher**  
Tobin Center  
for Performing Arts

Member at Large  
**Delores Lenzy-Jones**  
Waterloo Greenway, Austin

## Board Members:

**Pablo Arenaz**  
Texas A&M  
International University-  
Laredo

**Nancy Hamner Avellar**  
Community Volunteer

**Ruben Barrera**  
Langlely & Banack, Inc.

**Lisa Bombin**  
UNICO  
Communications

**Marion J. Braggs**  
CPS Energy

**Charles E. Cantu**  
Davis, Cedillo & Mendoza

**Kelli P. Cubeta**  
Cubeta Law Group

**Tyler Fleming**  
Coldwell Bankers,  
D'Ann Harper

**Kimberly Harle**  
Las Aguilas Enterprises,  
LLC

**Barbara Johnson**  
Broadway Bank

**Tuesdaé Knight**  
Community Volunteer

**Hillary Lilly**  
Nature Conservancy

**Robert 'Mo' Morehead**  
MDR Advertising

**Harold Oliver**  
Gov. Affairs Professional of  
Texas, LLC

**Richard Perez**  
San Antonio Chamber of  
Commerce



# Alamo Public Telecommunications Council FY 2023



## Board Members:

**Marshall K. Pitman., PhD**  
University of Texas at San  
Antonio

**Helenan Polansky**  
Community Volunteer

**Dr. Pamela S. Ray**  
Oak Hills Periodontics

**Luis de la Torre**  
President & GM, Clear Channel Outdoor

**Diana Barrios Trevino**  
Los Barrios Restaurants

**Lydia Alegria White**  
Television Executive

## FY23 Ex-Officio member:

**Ilna Colemere**  
KLRN Community  
Advisory Board President



# KLRN COMMUNITY ADVISORY BOARD

## FY 2023



### Community Advisory Board Chair

Ilina Colemere

Retired Educator, Visiting Researcher, Instructional Designer, Visual Artist

- ▶ **Nicolette M. Ardiente**  
Sr. Sales Administrator
- ▶ **Warren Hague**  
Sales Support Coordinator
- ▶ **Mike Asmus**  
Real Estate Agent
- ▶ **Rachel Brehm**  
Director of Marketing & Business Development
- ▶ **Caprica Wells**  
Educator
- ▶ **Dr. Karla Duran**  
Educator
- ▶ **Celina Garza-Alvarez**  
Outreach/Communications
- ▶ **Jerry Puente Gonzales**  
Retired Army R.N., Active R.N., Educator
- ▶ **David DeLuna**  
Retired
- ▶ **Dr. Sonia L. Jasso**  
Director
- ▶ **Joann DeLuna**  
Retired Educator/Science Consultant
- ▶ **Betsy Cowan**  
VP/Chief Program Officer
- ▶ **Dr. Peter McGanity**  
Retired orthopedic surgeon
- ▶ **Dr. Gerald J. Mulvey**  
University Professor
- ▶ **Marcie Hernandez Ramsey**  
Public Relations Account Supervisor
- ▶ **Donovan J. Rodriguez**  
Chief of Staff, Texas House of Representatives
- ▶ **Melanie E. Romero**  
Self-employed Photographer, Production Manager
- ▶ **Christopher Rosas**  
VP of Tax and Treasury
- ▶ **Caroline Stapleton**  
Pastor, St. John's United Methodist Church
- ▶ **Christopher Villa**  
City Council Aide

# KLRN Corporate Officers FY 2023



- **Arthur R. Emerson**

President & CEO

- **Patrick Lopez**

Executive Vice President & CFO

- **Lauren Esquivel**

Vice President of Institutional Advancement

- **Priscilla Lowrance**

Board Secretary

- **Pete Gonzalez**

Senior Vice President of Engineering

- **Gloria Flores**

Director of Marketing & Digital

- **Melissa Galvan**

Vice President of Education

- **Shari St Clair**

Director of News & Production

- **Tiffany Wright**

Special Events Manager



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