



OCTOBER 1, 2023 -

SEPTEMBER 30, 2024

LOCAL CONTENT REPORT

2024

klrno 

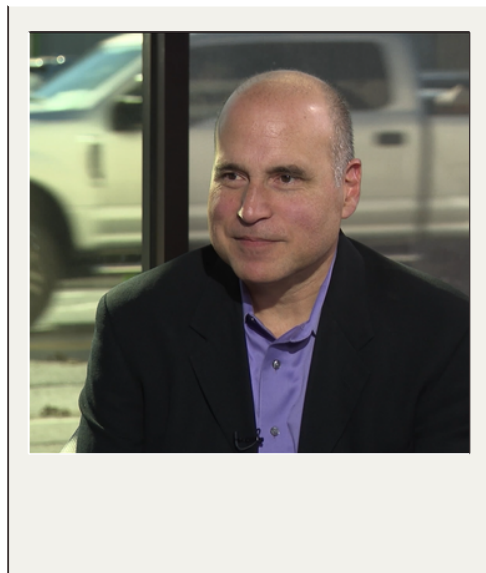


Mission

CONVERSATION » CONNECTION » COMMUNITY

KLRN's mission is to **open a world** of **lifelong learning** through **trustworthy** and **enriching programs** on-air, online, and in our **community**.

Proudly Serving 33 Counties in South Central Texas



klrn 

KLRN CHANNELS

KLRN BROADCASTS 24 HOURS A DAY ON 4 CHANNELS IN SOUTH CENTRAL TEXAS
SERVING 33 COUNTIES

KLRN LIVESTREAM [» KLRN.ORG/LIVE](https://www.klrn.org/live)





LOCAL PROGRAMMING

KLRN NEWS UPDATES



Monday through Friday KLRN provides daily prime time updates on news and stories affecting San Antonio and South Central Texas. This is made possible through collaboration with independent sources, news partners, and other outside media connections.

LOCAL PROGRAMMING



Hank & Emma Faye: Sign of the Day

Hank & Emma Faye is a KLRN on-air and digital 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.

WINNER:



- **Lone Star Emmy Award: Informational / instructional - short or long form content**
- **Silver Telly Award: Series - Children**
- **Silver Telly Award: Series Education & Discovery**



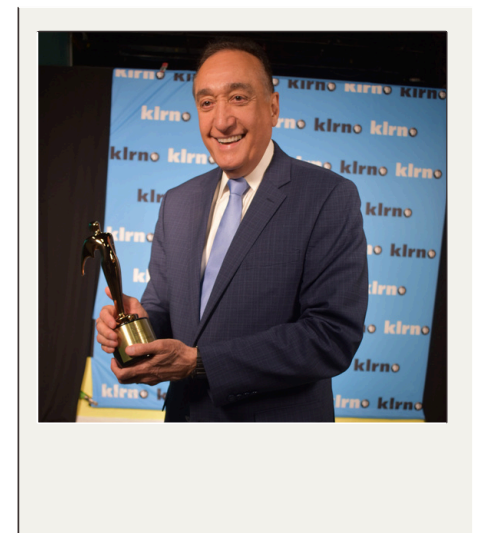
LOCAL PROGRAMMING



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 award-winning veteran San Antonio reporter/anchor, *Randy Beamer*.



Business of Business San Antonio, hosted by Henry Cisneros, takes an end-of-year look into various sectors of the San Antonio economy to update how they fared and to explore trends and predictions for 2024.

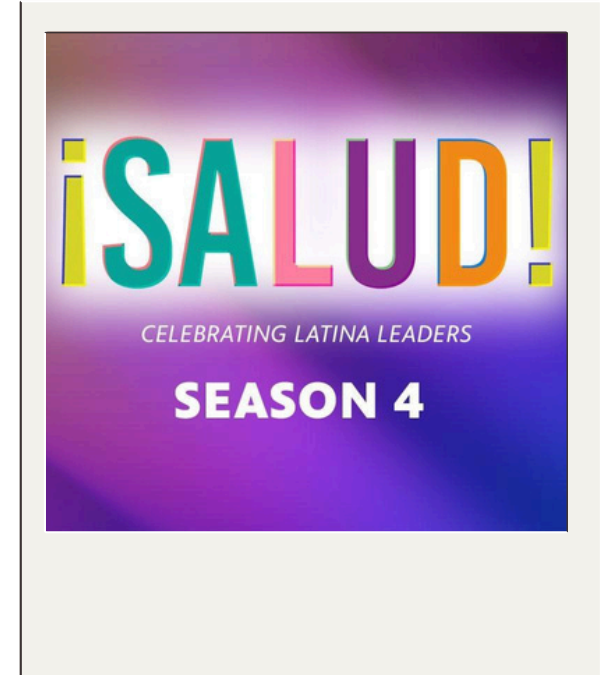


LOCAL PROGRAMMING



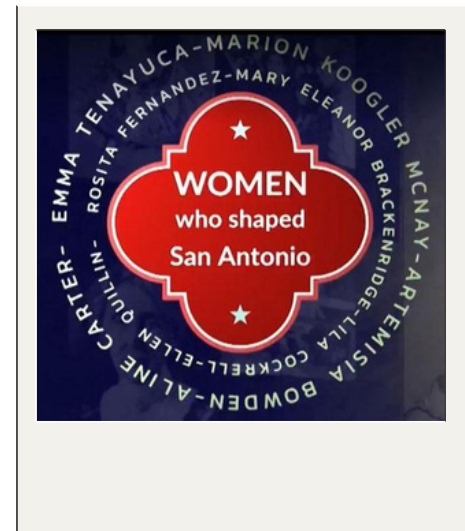
¡Salud! Celebrating Latina Leaders, Season 4 is our show highlighting San Antonio Hispanic women taking charge in the local business sector.

San Antonio has many Hispanic women who work at, own, or operate a variety of businesses, and *¡SALUD!* gives them the recognition they deserve.



Women Who Shaped San Antonio

San Antonio's history is full of women who created, nurtured, and shaped the city we love. KLRN honors these incredible history makers on Women who Shaped San Antonio half hour special.



LOCAL PROGRAMMING



SA Files are curated profiles of local leaders, artists, and newsmakers, hosted by local journalists. This year's hosts included longtime San Antonio journalist Ursula Pari, and SA Current's Managing Editor Sanford Nowlin.



Texas Talk is a monthly half-hour show featuring local leaders in business, politics, and sports and is hosted by Express-News columnist Gilbert Garcia.



American Historia in San Antonio takes a look at Latinos - past and present - who have made an impact in the world of the arts, medicine, and the military. These are a series of video shorts, produced and hosted by longtime local journalist Jessie Degollado.



LOCAL PROGRAMMING



South Texas Jazz Project, a live hour-long jazz concert, recorded at the historic Carver Community Cultural Center, produced in partnership with Trinity University. The program airs annually on International Jazz Day.



USAF Band of the West Holiday In Blue, a live hour-long concert presented by the local Air Force musicians "Band of the West" at the Majestic Theatre

Conversations: Host Seymour Battle III talks with Christo Brand, a South African former prison guard responsible for guarding Nelson Mandela while he was incarcerated. The two became great friends, and remained so until Mandela's death.

KLRN Voter Guide: Produced in partnership with local digital newspaper SA Report, this show went into details about the upcoming November 2024 election—what was on the ballot, plus how and where to vote.

LOCAL PROGRAMMING



Terra Verde: A video shorts series focused on environmental preservation and sustainability in San Antonio and South Texas. Featured in this series are a school that uses recycled and reclaimed water; a sustainable home builder; a solar panel project with the city of San Antonio; and an indoor organic farm.

- **River Aid**
- **Big Sun Solar**
- **Soli Organic**
- **Great Springs Project**
- **CVF Sustainable Homes**
- **Blue Hole Primary**



THE KLRN CONNECTION

to our community
featured on klrn programs

- Alamo Colleges District
- Alamo Chapter of the Sierra Club
- Alamo Trust
- Animal Care Services
- Bexar County
- Bexar County Commissioners Court
- Bexar County Elections Office
- Bexar County Sheriff's Office
- Brackenridge Park Conservancy
- Brooks City Base
- Carver Community Cultural Center
- Centro San Antonio

- City of Boerne
- City of San Antonio
- Collaborative Commission on Domestic Violence
- CPS Energy
- Geekdom
- Glenn Biggs Institute for Alzheimer's and Neurodegenerative Diseases
- Greater Edwards Aquifer Alliance
- Greater Edwards Aquifer Authority
- Greater San Antonio Chamber of Commerce
- Hemisfair
- Hill Country Alliance

- Merced Housing Texas
- North San Antonio Chamber of Commerce
- Northside Independent School District
- Opportunity Home San Antonio
- Port San Antonio
- Public Citizen
- San Antonio Arboretum
- San Antonio Conservation Society
- San Antonio Independent School District
- San Antonio African American Community Archive & Museum

- San Antonio International Airport
- San Antonio Park Police Officers Association
- San Antonio Professional Firefighters
- San Antonio Public Library
- San Antonio River Authority
- San Antonio Water System
- San Antonio Zoo
- San Antonians For Growth on the East Side
- Successfully Aging and Living in San Antonio
- Texas State University
- University Health
- USAF Band of the West
- UT Health San Antonio
- UTSA - Brain Health Consortium
- UTSA - Center For Public Opinion Research
- VIA Metropolitan Transit





- Inequities in the county budget
- VIA's new rapid transit bus line
- Limiting wastewater services to new hill country development
- Alamo's decision to delay program on Mexican soldiers
- Gun "buy back" program
- New \$10M athletic facility at Texas A&M San Antonio
- New Civic Park and renovations to Hemisfair
- Kerr County moving away from computerized election ballots

- How "nearshoring" can help the local economy
- Plan to demolish the Institute of Texas Cultures
- Closing schools in the San Antonio Independent School District
- CPS Energy explains rate increase
- Lawsuit against the San Antonio Board of Realtors
- Plan to renovate Brackenridge Park
- New Public Safety Action Plan for City and County
- Recruiting businesses to relocate to San Antonio

- DWI arrest of City Councilman Mark Whyte
- San Antonio's resolution on Israeli/Hamas war
- TCEQ's permit to allow wastewater in pristine hill country creek
- Complaints on immigrant resource center
- Response to report on Uvalde school shooting
- City utilities rate increase
- UTSA's new focus on AI
- Brooks Green Loop Project
- UTSA's new Center for Public Opinion Research
- City Council's new "code of conduct"

- Goals for eastside economic group
- San Antonio's annual report on sustainability
- New impact fee for developers
- Giving child care facilities a 100% property tax break
- SA Tomorrow Comprehensive Plan
- Funding Migrant Resource Center
- Glut of apartments in San Antonio
- Councilman's efforts for a "zero based budget"
- City's new plan to deal with homeless encampments
- Importance of dark skies



LOCAL ISSUES DISCUSSED



- City's proposed Reproductive Justice Fund
- Push for passenger rail between San Antonio & Austin
- Anger over depiction of Joe the Slave at the Alamo
- Removing trees in Brackenridge Park
- Where millions of dollars in federal funding are going in San Antonio
- Parvovirus spreading and how to prevent it
- Revenues down for Fiesta Commission
- Police at downtown library
- First year in office for Mayor of Boerne
- Efforts on state level to lower property taxes

- Banning horse drawn carriages in downtown San Antonio
- Indictment of Congressman Henry Cuellar
- Contract negotiations for San Antonio Firefighters
- Proposed pay increases for Mayor and Council
- Ecosystem restoration along San Antonio River
- Cool pavement pilot program
- Land zoning controversy near Toyota plant
- Downtown safety audit
- New bridge from Mexico into Eagle Pass
- New state law that allows landowners to bypass water conservation

- The unveiling of Project Marvel
- Funding for a program to increase voter turnout
- Water conservation plan approved by SAWS
- Transportation and Technology summit
- Proposed charter amendments for city council
- Plastic pollution in Texas waterways
- Proposal for a downtown baseball stadium
- New state law providing immunity for teachers who violate church and state regulations
- Merger between UTSA and UT Health San Antonio
- Dangers of fentanyl

- Local research into causes and treatment of Alzheimer's
- The fight in Texas over school vouchers
- Voting in November - a rundown of the ballot measures and where to vote
- Latinos, past and present, in the arts, medicine, and the military
- Recycled water use at a hill country school
- The Great Springs Project between San Antonio & Austin
- Sustainable homebuilding
- Organic farming
- City installs solar panels
- Cleaning up local waterways with baffle barriers
- Aging in Bexar County

klrno *Quest* **List**

Texas Talk

Host: Gilbert Garcia

- Musician Hector Saldana
- Radio Personality Chris Duel
- Aspiring politician Beto Altamirano
- Neuroscientist Dr. Jenny Hsieh
- Musician Joe Reyes
- Former Congressman Charlie Gonzalez
- San Antonio Poet Laureate Eddie Vega
- SAACAM CEO Deborah Omowale Jarmon
- Quorum Report Editor Scott Braddock
- Former State Representative Steve Allison, District 121

American Historia

Host: Jessie Degollado

- Mariachi legend Juan Ortiz
- Filmmaker Daniel Ramos
- Author Elise Urrutia
- Dr. Ray Altamirano, MD
- Major General Juan Ayala
- Military historian Valerie Martinez

San Antonio Files

Host: Liz Ruiz

Host: Sanford Nowlin

Host: Ursula Pari

Host: Leigh Munsil

- Director of Glenn Biggs Institute for Alzheimer's and Neurodegenerative Diseases, Dr. Sudha Seshadri
- Managing Director, Successfully Aging and Living in San Antonio (SALSA), Jane Paccione
- President & Executive Director, Merced Housing Texas, Kristin Davila
- City Manager, City of San Antonio, Erik Walsh
- Congressional Medal of Honor Winner, Major General Patrick Henry Brady
- Writer and Publisher, Sam Kindrick



Guest

List

Terra Verde

- Executive Director, Wimberley Valley Watershed Association, David Baker
- Director of Maintenance, Blue Hole Primary School, Darrell Rivera
- Owner, CVF Homes, Juan Fernandez
- CEO, Great Springs Project, Garry Merritt
- CEO, Soli Organics, Matt Ryan
- Chief Sustainability Officer, City of SA, Doug Melnick
- VP of Sales Operations, Big Sun Solar, Andrew Wood
- Executive Director River Aid San Antonio, Charles Blank
- Project Coordinator, River Aid San Antonio, Julian Valencia

Business of Business Host: Henry Cisneros

- President & CEO, UT Health San Antonio, Dr. William Henrich
- President & CEO, Greater: SATX Jenna Saucedo-Herrera
- CEO, Geekdom, Charles Woodin
- San Antonio Mayor, Ron Nirenberg
- President & CEO, Port San Antonio, Jim Perschbach
- Marketing Director, Visit San Antonio, Andres Munoz
- CEO, Centro San Antonio, Trish DeBerry
- President & CEO, VIA Metropolitan Transit, Jeff Arndt
- CEO, SAWS, Robert Puente
- CEO, CPS Energy, Rudy Garza
- Chairman, San Antonio Board of Realtors, Sara Gerrish
- Director of Airports, San Antonio, Jesus Saenz



- Bexar County Commissioner, Tommy Calvert
- VIA President and CEO, Jeff Arndt
- Primary political consultant, Texas Tribune, Patrick Svitek,
- SAWS Trustee, Amy Hardberger
- Associate Professor, Trinity University, Courtney Crim
- Reporter, San Antonio Express-News, Scott Huddleston
- San Antonio City Councilman, John Courage
- SABJ Managing Editor, Sharon Brooks
- Commissioner, Rebeca Clay-Flores
- Dist. 10 Councilman, Marc Whyte,
- CEO, Hemisfair, Andres Andujar
- Editor-In-Chief, SA Current, Sanford Nowlin
- Former Mayor/HUD Secretary, Henry Cisneros
- CEO, North San Antonio Chamber of Commerce, Brett Finley
- City Hall Reporter, San Antonio Express-News, Molly Smith
- Former County Judge and Author, Nelson Wolff



Guest

List

- Senior VP of Business Affairs, UTSA, Veronica Salazar
- "Smart Money" columnist, Express-News, Michael Taylor
- Superintendent, SAISD, Dr. Jaime Aquino
- CEO, CPS Energy, Rudy Garza
- President/ CEO, Greater San Antonio Chamber of Commerce, Jeff Webster
- Reporter, San Antonio Express-News, Madison Iszler
- SA Report reporter, Andrea Drusch
- Metro Editor, San Antonio Express-News, Greg Jefferson
- Interim CEO, Brackenridge Park Conservancy, Terry Brechtel
- Founder/CEO, Skew The Script, Dashiell Young-Saver
- Primary Political Correspondent, Texas Tribune
- County Judge, Peter Sakai
- Sarah Carabias Rush, Chief Economic Development Officer of Greater: SATX
- Megan Rodriguez, City Hall Reporter, SA Express News



- San Antonio Conservation Society, Betty Bueche,
- Staff writer, SA Current, Michael Karlis
- Executive Director, Greater Edwards Aquifer Alliance, Annalisa Peace
- District 1 City Councilman, Sukh Kaur
- State Senator Roland Gutierrez
- Clean Energy Advocate, Public Citizen, DeeDee Belmares
- Education Reporter, SA Report, Isaac Windes
- CEO, Brooks City Base, Leo Gomez
- Director, UTSA Center For Public Opinion Research, Bryan Gervais
- Writer, San Antonio Express News, Scott Huddleston
- District 4 City Councilman, Adriana Rocha Garcia
- CEO, SAGE, James Nortey
- Chief Sustainability Officer, City of San Antonio, Doug Melnick
- Chief Diplomacy Officer for Global Engagement, City of San Antonio, Sherry Dowlatshahi
- Liz Teitz, Reporter, SA Express News
- Kate Rogers, Exec. Director, Alamo Trust
- District 2 City Councilman, Jalen-McKee-Rodriguez



Guest

List

- District 7 City Councilman, Marina Alderete Gavino
- Night Sky Program Manager, Hill Country Alliance
- Business Reporter, SA Report, Tracy Idell Hamilton
- Texas Public Radio Host, Joey Palacios
- District 8 City Councilman Manny Paleaz
- Alamo Museum Planning Committee Member, Deborah Jarmon
- Senior Reporter, San Antonio Express-News, Guillermo Contreras
- Rep. Joaquin Castro, D-TX, Dist. 20
- Animal Care Services, Shannon Sims, Director
- Reporter, San Antonio Business Journal, James McCandless
- Interim Director, SA Public Library System, Kathy Donellan
- Mayor of Boerne, Frank Ritchie

- Columnist, Express-News/Houston Chronicle, Chris Tomlinson
- President & CEO, University Health, George Hernandez
- President, SAPFFU, Joe Jones
- VP of Conservation, SAWS, Karen Guz
- City Hall Reporter, Express-News, Molly Smith
- General Manager, SARA, Derek Boese
- Chief Sustainability Officer, City of San Antonio, Doug Melnick
- Reporter, San Antonio Business Journal, Ramzi Ghalioum
- District 7 Councilman Marina Alderete Gavito,
- Superintendent, NISD, Dr. John Craft
- Lindsey Carnett, SA Report, Environmental Reporter

- President, San Antonio Park Police Officers Association, Henry Bassuk
- Author, Beneath Sacred Ground, Art Martinez de Vara
- Writer, SA Current, Michael Karlin
- CEO, Brackenridge Park Conservancy, Chris Maitre
- 150th Civil District Court, Judge Monique Diaz
- Business Reporter, Express-News, Madison Iszler
- Precinct 3 County Commissioner, Grant Moody
- SAWS President & CEO, Robert Puentes
- President & CEO, Greater San Antonio Chamber of Commerce, Jeff Webster
- District 6 City Councilman, Melissa Cabello Havrda
- UT Health San Antonio, Dr. Jason Bolling
- Alamo Sierra Club, Alan Montemayor
- CEO, San Antonians For Growth on the Eastside, James Nortey
- Policy Director, GEAA, Rachel Hanes



Guest List

- President, UTSA, Dr. Taylor Eighmy
- 225th District Court. Judge Christine Hortick
- VP of Research, UT Health San Antonio/ Director, Be Well Institute, Dr. Jennifer Sharpe Potter
- District 5 City Councilman, Teri Castillo
- Bexar County Elections Administrator, Jacque Callanen
- Director, UTSA Center for Public Opinion Research, Dr. Bryan Gervais



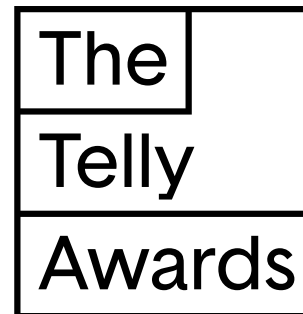
KLRN was the proud recipient of six awards across multiple categories in the 45th Annual Telly Awards. The Telly Awards honor excellence in video and television on all screens, receiving over 12,000 global entries from 6 continents and all 50 states.

KLRN Silver Winners:

- **Hank & Emma Faye "Sign of the Day" - for Series-Children**
- **Hank & Emma Faye "Sign of the Day" - for Series-Education & Discovery**
- **Jesse Treviño, The Artist. The Man. - for General-Biography**
- **Iconic San Antonio - Series-Culture & Lifestyle**
- **It's Cool To Be Kind - General-Children**

KLRN Bronze Winner:

- **San Antonio-Austin: The Emerging Mega-Metro - General-Public Interest & Awareness**



DIGITAL CONNECTIONS

TOP 5 ON DEMAND PROGRAMS

 PBS NewsHour 85,026

 FRONTLINE 82,219

 NOVA 79,128

 All Creatures Great & Small 69,385

 Call the Midwife 67,134

PBS  Passport

10,245

MEMBERS



klrno 

DIGITAL CONNECTION

KLRN City Showdown is a friendly musical competition featuring 10 local musicians/bands who each represent a San Antonio City Council District. This second iteration of the digital series promoted the arts, encouraged community engagement, enforced civic awareness and encouraged viewers to learn more about their district.

Social

KLRN.org

Impressions: 123K+

website visits = 11K+

**YouTube Hours Watched:
71.3**

Votes Cast = 6K+



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klrn.org

All KLRN Originals
are available 24/7
at klrn.org/LIVE and
through the PBS
App



WEBSITE VISITORS:

149K+

WEBSITE VISITS:

279K+

PAGE VIEWS:

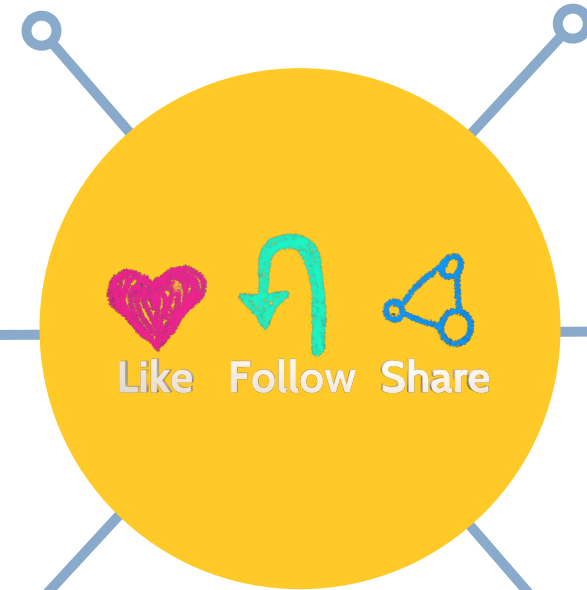
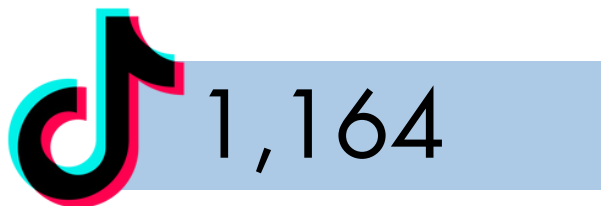
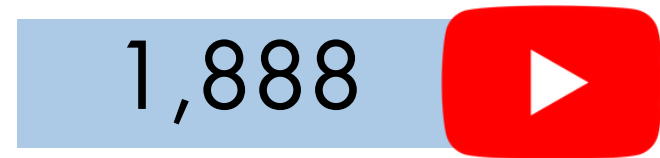
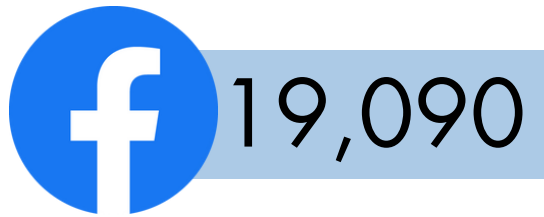
431K+

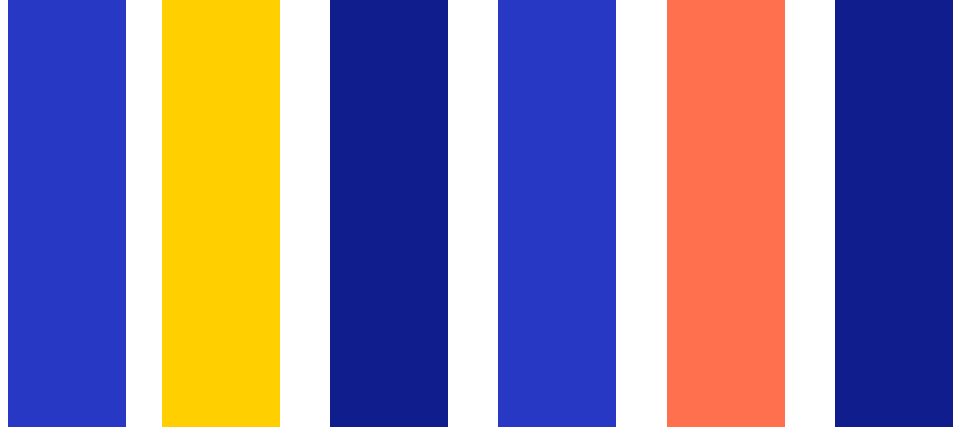
ON DEMAND VIDEO STREAMS

1.1 MILLION+



SOCIAL MEDIA FOLLOWERS





EMPOWERING THROUGH
EDUCATION



CONVERSATION » CONNECTION » COMMUNITY

KLRN's bilingual education department has four focus areas: early childhood, school services, professional development, and community engagement.

We have established a strong track record of implementing successful programs for children, families, caregivers, and educators. Through community partnerships, we serve some of the most vulnerable community members.

Early
Childhood

School
Services

Professional
Development

Community
Engagement



Early Childhood klrn

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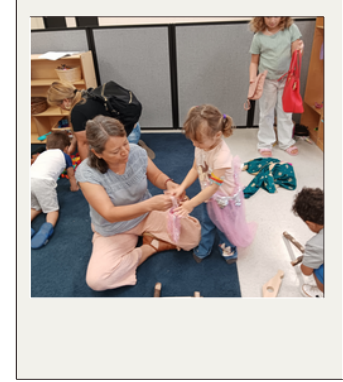
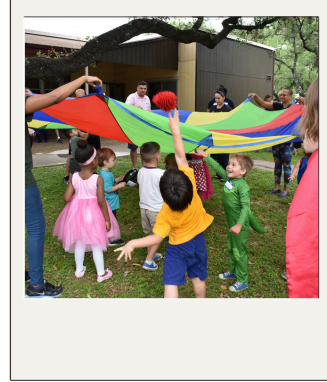
KLRN's Education Department served **64,432** adults and children. They were impacted through **Play & Learn** and other early childhood activities. More than **224** early childhood activities were completed in FY 2024 reflected in Parent & Caregiver sessions, PBS KIDS Screenings, and other outreach activities.



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.



Bright By Text

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, 3,700+ people have subscribed. The project has been supported by **The Corporation for Public Broadcasting** and **United Way of San Antonio & Bexar County**.



Get **FREE** Expert
Parenting + Caregiver
Tips By Text

- Milestones by age
- Social-emotional development tips
- Games to boost brain development
- Challenging topics like sleep, picky eating and more!



text
KLRN
to 274448

Message and Data Rates May Apply. Text STOP to 274448 to stop. Text HELP to 274448 for help.

EARLY CHILDHOOD

Dual Generation Program

The Dual Generation program 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 provided the *Play and Learn Service* and family engagement opportunities for **110 families** in the **Dual Generation** program. KLRN participated in more than *20 outreach events* bringing awareness of the program through events held in targeted zip codes reaching more than **10,000** with *Dual Generation* program awareness.

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 has gone out to over **30,000+** families. Editions included information about *Social Emotional Development, Health and Nutrition, Emotional Well Being*, and KLRN's educational initiatives.





School Services

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CONVERSATION » CONNECTION » COMMUNITY

**PBS
LearningMedia**



**KLRN
HEALTHY KIDS
PROJECT**



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, professional developmental resources, and lesson plans. All lesson plans are aligned to the *Texas Essential Knowledge & Skills*.

There are over **49,000** registered users in our community. Since launching, KLRN has contributed more than **200** educational assets to the shared service.



KLRN continues to grow our connection with local schools and community organizations with the **Healthy Kids Project**. Together, we reached over **33,900 students** and **800+ classrooms**.

KLRN also launched the **Healthy Kids Recipe and Gardening** breaks. During these 1 minute on air spots, recipes and gardening tips were shared by our friends at the **San Antonio Food Bank**.

KLRN **trained 1,429 teachers, parents, and family members** through virtual and in person sessions at local elementary schools.

The project was supported by the **San Antonio Medical Foundation, Health Confianza, and The Kohl's Foundation**.



Professional Development



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KLRN continued their partnership with Disco Learning Media, CPS Energy and Itron. KLRN hosted **6 Professional Development trainings for 190 teachers**. This program is focused on smart energy education and energy conservation through bilingual K-12 educational resources. KLRN offered family sessions in *English and Spanish*, highlighting energy saving tips for families.

KLRN hosted **15 Watt Watchers** sessions for families, attended **13 Career Days** at local schools, **22 outreach events** and held the **S.E.E Your Future Career Day**.

Through these activities a total of **3,200+ families** received program information impacting **14,340+ students**.



PROFESSIONAL DEVELOPMENT

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 52 Professional Development trainings awarding 2,830 professional development training hours for 1,827 teachers and impacting 50,000+ students in the KLRN Viewing Area.



Community Engagement







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CONVERSATION » CONNECTION » COMMUNITY



On April 1st, KLRN celebrated the 7th  Anniversary of the KLRN PBS KIDS channel.



 <p>★ FULL EPISODE</p> <p>Daniel Tiger's Neighborhood It's Love Day! / Daniel's Love Day Sur...</p>	 <p>Celebrate Black History Month</p> <p>Celebrate Black History Month!</p>	 <p>MOVIE</p> <p>Pinkalicious & Peterrific Cupid Calls It Quits</p>
 <p>NEW EPISODES</p> <p>New Episodes of Lyla in the Loop</p>	 <p>NEW</p> <p>★ FULL EPISODE</p> <p>Pinkalicious & Peterrific Peter's Flying Bed / Holiday Day</p>	 <p>★ FULL EPISODE</p> <p>Molly of Denali Molly & Elizabeth / Uqiquq (Throw P...</p>

BE MY NEIGHBOR DAY



**Saturday, March 9
10AM - 1PM**

Rosedale Park | 303 Dartmouth

RSVP: [KLRN.ORG/EVENTS](https://www.klrn.org/events)



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 hosted more than **1,200** members of our community on March 9, 2024 at Rosedale Park. Participants had the opportunity to meet *Daniel Tiger*, talk with our community partners, and assisted with assembling over **300** learning kits which were in turn donated to *SAMMinistries*.

COMMUNITY

ENGAGEMENT

Stronger Together in Uvalde

As Uvalde continues 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 two events held in Uvalde.

More than 1,800 families in Uvalde were impacted through KLRN's work in Uvalde.



Learn at Home Bags

Learn at Home Bags were distributed beginning in March 2020 in order to provide much needed resources to families who did not have internet connectivity and were less likely to have access to electronic devices. In FY 2024 more than 1,000 **Learn at Home** bags were distributed at 5 distributions around the community. Items in bags included: activity books, children's books, community mental health resources, utility assistance information, KLRN outreach flyers, craft supplies, learning activities, and more.

Cyberchase **Green It Up**

Cyberchase Green It Up is a hands-on program designed for children ages 6-8 to inspire a deep appreciation for nature, build STEAM skills, and help students feel empowered to take action in their communities and care for the planet.

KLRN worked with local organizations and summer programs to reach more than 300 families with the **Green It Up** activities.



Ready to Learn



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KLRN participated in a period of training, research, and development to become well-versed in the community engagement model of the *Ready To Learn Learning Neighborhoods* by participating in and successfully completing the community study project.

Through this process KLRN was awarded a 2 year grant to implement *Ready To Learn* initiatives in San Antonio.

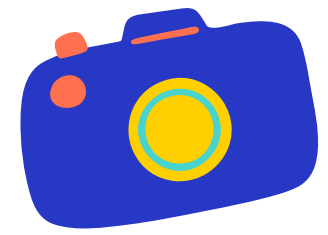
Ready To Learn priority areas are *functional literacy*, *World of Work*, *computational thinking*, and *executive function*.

KLRN participated in 58 capacity-building outreach activities directed at families and teachers impacting over 13,000 children with RTL resources and activities.

In addition KLRN held family and teacher sessions throughout the *Ready To Learn Learning Neighborhood* impacting 212 educators and 1,300 parents. KLRN worked with more than 50 community organizations in the Learning Neighborhood for the implementation of this project.



SPECIAL EVENTS



Cool to Be Kind

KLRN held an It's Cool to Be Kind Celebration event with Hank & Emma Faye. Families stopped by for fun with local community organizations promoting kindness and inclusion. KLRN and Aid the Silent provided fun activities, a special screening of Hank & Emma Faye: It's Cool to Be Kind, and special appearances by Hank & Clifford the Big Red Dog from PBS KIDS. Hank & Emma Faye: It's Cool to be Kind teaches children social emotional intelligence, sign language, and how to play and interact with others who have disabilities. Funded by **TND Family Foundation**.



KLRN Eclipse 2024

Five days after the PBS premiere of Nova's "Great American Eclipse," KLRN hosted a watch party at Nelson Wolff Municipal Stadium, home to Minor League Baseball's San Antonio Missions. The event drew close to 6,500 people and was hosted by KLRN's Director of School Services, Rachel Salinas. The event was covered by the SA Current, a non-profit online newspaper.



COMMUNITY EDUCATION PARTNERS



- Aid the Silent
- Alamo Chapter :TX Master Naturalists
- Alamo STEM Ecosystem
- American Foundation of Suicide Prevention San Antonio Chapter
- AVANCE San Antonio
- Big Country Elementary
- Blessed Sacrament Child Care Center
- Bob Beard Elementary School
- Boerne ISD Title 1 School
- Build SA Green Solar Fest
- Burke Elementary
- Chef Asantewaa
- Cibolo Creek Elementary Boerne ISD
- Cody Elementary School
- COSA Head Start Centers

- DePaul Wesley
- DePelchin
- Devine Library
- DeZavala Elementary
- DoSeum
- Dr. Jason Rosenfeld of Health Confianza
- Encino Park Elementary School (NEISD)
- Family Service Carmelite Head Start
- Fernandez Elementary
- Fields Elementary
- Firstmark Credit Union
- Galm Elementary School
- Gardendale Early Learning Program
- Go Public
- Gonzales Early Childhood Elementary Center
- Grace First Baptist Church

- Harlendale ISD
- Harmony Hills Elementary
- Head Start Centers
- Healy Murphy Center
- Henderson Elementary School
- Hidden Cove STEAM Academy
- Highland Forest Elementary
- Itron
- J. Glenn Elementary - Head Start
- John Glenn Pre-K
- City Public Service GrillsGiving
- Knox Early Childhood Education Center
- Linton Elementary School
- Madison Square Child Development Center
- Martin Elementary

- Mayor's Fitness Council Healthy Schools Committee
- Meade Elementary
- Meadow Village Elementary School
- Methodist Health Ministries
- Michael Elementary
- Mireles Elementary School
- Mora Elementary School
- Nature Fest By Green Space Alliances
- NEEMA / Bienestar Family Health Festival
- Northwest Crossing Elementary School
- Out-of-School-Time Initiatives Conference
- Passmore Elementary School (NISD)
- Pecan Valley STEM Academy East Central ISD
- Perales Elementary
- PreK Academy at West Avenue



COMMUNITY EDUCATION PARTNERS

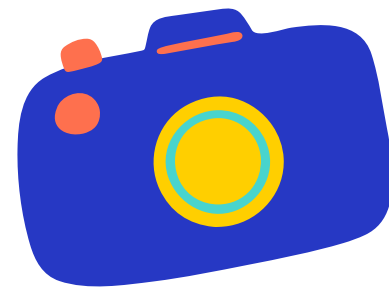
- Pre-K4 SA
- Ready Kid SA
- Reed Elementary School
- Region 20
- Restore Education
- Salado Elementary School (ECISD)
- SAMSAT (San Antonio Museum of Science and Technology)
- San Antonio Chapter of TXAEYC
- San Antonio College Department of Early Childhood
- San Antonio Food Bank
- San Antonio ISD
- San Antonio Medical Foundation
- San Antonio Public Library

- Scarborough Elementary
- Scobee Education Center
- Sinclair ES (ECISD)
- Smart SA Sandbox
- St. Paul Lutheran CDC
- United way Dual Generation Program
- United Way HOPES Program
- UTSA's STEMSation Teacher Event
- Westat
- World Heritage Office City of San Antonio
- Wright Elementary
- YWCA





SPECIAL EVENTS



Gospel Screening and Community Conversation - February 8, 2024

KLRN worked with Antioch Missionary Baptist Church for a sneak peek of the Dr. Henry Louis Gates, Jr. program "Gospel" followed by a community conversation on the history of gospel music in San Antonio.

Roots of Comedy Events - April 24, 2024 and September 11, 2024

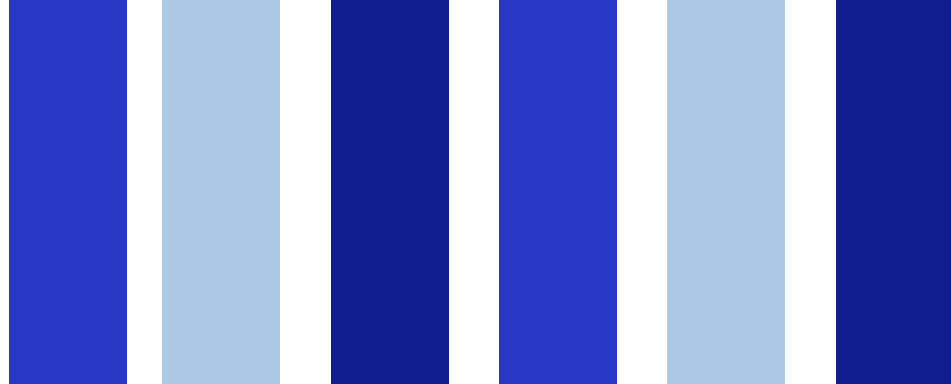
KLRN partnered with Texas A&M International University in Laredo (TAMIU) to hold a screening and discussion for students with featured comedian Vanessa Gonzalez.

The station collaborated with Texas Public Radio (TPR) to hold an additional screening and conversation featuring Vanessa Gonzalez. Vanessa's episode was screened followed by an interview with TPR's Tori Poole, fellow comedienne.

¡SALUD! Cafecito & Conversation Event - August 22, 2024

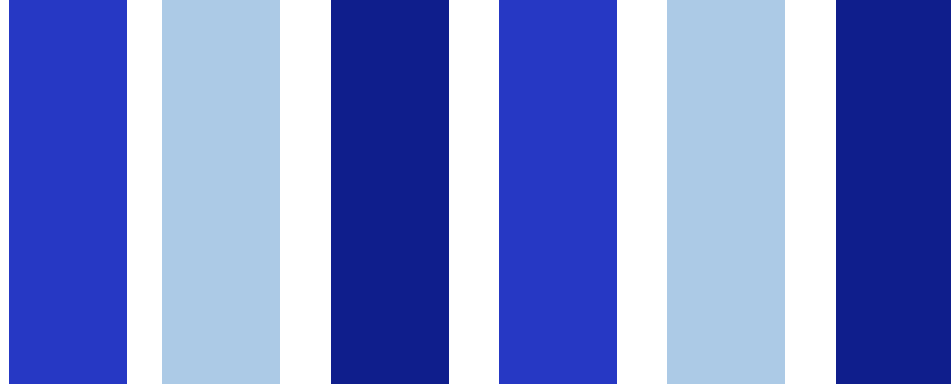
KLRN celebrated season for of ¡SALUD! with a community event featuring co-hosts Melanie Mendez-Gonzales and Jessie Degollado sharing their own journeys to success and lessons they learned along the way.





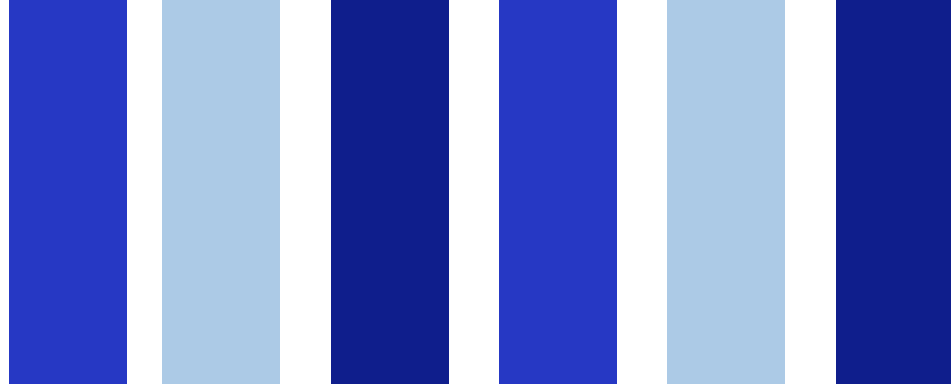
Alamo Public Telecommunications Council Executive Committee FY 2024

- Board Chair – Seymour Battle III
Valero
- Immediate Past Chair – Linde Murphy
M. E. Allison Co., Inc.
- President & CEO – Arthur Rojas Emerson
KLRN
- Treasurer – Sonya T. McDonald
RBFCU
- Secretary – Wendy Erickson
Frost Bank
- Nominating Committee Chair – Carissa O’Connor
Community Volunteer
- Member at Large – Edwin Blanton, PhD.
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



Alamo Public Telecommunications Council Board Members

- Nancy Hamner Avellar - Community Volunteer
 - Ruben Barrera - Langley & Banack, Inc.
 - Kimberly Boldrick - Reece Bath + Kitchen
 - Lisa Bombin - UNICO Communications
 - Marion J. Braggs - CPS Energy
 - Charles E. Cantu - Of Council, Davis, Cedillo & Mendoza
 - Michelle Cremar - Capital Group American Funds
 - Kelli P. Cubeta - Cubeta Law Group
 - Tyler Fleming - Coldwell Bankers, D'Ann Harper
 - Kimberly Harle - Endeavors
 - Barbara Johnson - Broadway Bank
 - Tuesdaé Knight - San Antonio Sports
 - Hillary Lilly - Nature Conservatory
 - Robert 'Mo' Morehead - MDR Advertising
 - Harold Oliver - Government Affairs Professional of Texas LLC
 - Rosanne Palacios - Texas A&M International University-Laredo
 - Richard Perez - Business Consultant
 - Marshall K. Pitman - University of Texas at San Antonio
 - Helenan Polansky - Community Volunteer
 - Dr. Pamela S. Ray - Oak Hills Periodontics
 - Luis de la Torre - Clear Channel Outdoor
 - Diana Barrios Trevino - Los Barrios Enterprise
 - Lydia Alegria White - Lydia Alegria Communications
- Ex-Officio member - Ilna Colemere - KLRN Community Advisory Board President



KLRN Community Advisory Board FY 2024

- Nicolette M. Ardiente
- Mike Asmus
- Rachel Brehm
- Ilna Colemere
- Betsy Cowan
- David DeLuna
- Joann DeLuna
- Dr. Karla Duran
- Celina Garza-Alvarez
- Jerry Puente Gonzales

- Warren Hague
- Sonia L. Jasso
- Dr. Peter McGanity
- Gerald J. Mulvey
- Marcie Hernandez Ramsey
- Donovan J. Rodriguez
- Christopher Rosas
- Melanie E. Romero
- Carolyn L. Stapleton
- Dr. Caprica Wells
- Christopher Villa



KLRN Management Team FY 2024

Arthur R. Emerson

President & CEO

Patrick Lopez

Executive VP & CFO

Priscilla Lowrance

Board Secretary

Lauren Esquivel

VP of Institutional Advancement

Melissa Galvan

VP of Education

Dagoberto Patlán

Director of Technology

Shari St. Clair

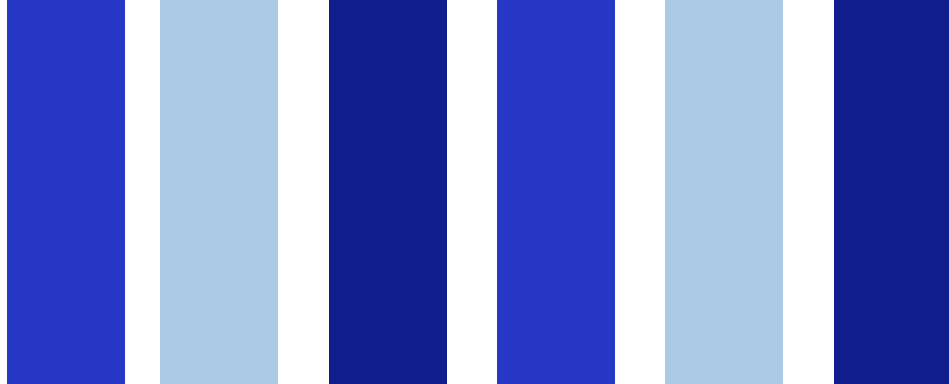
Director of News & Production

Gloria Flores

Director of Marketing & Digital

Tiffany Wright

CARS Project Manager



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