YOUR IMPACT

klru Austin PBS
Dear Friends,

As I read KLRU’s annual impact report, I am so proud of the myriad ways that KLRU impacts our community. From providing up-to-date, factual reporting on *PBS NewsHour* to introducing new and upcoming musicians to audiences across the nation on *Austin City Limits* to entertaining AND teaching our youngest viewers on *Sesame Street*. We are an organization that is fiercely committed to Austin and Central Texas.

Our vision at KLRU is to enrich lives and transform communities. We want to be a leader in public media, an organization known for being actively engaged with all sections of our community and for providing excellent and creative content. As you read this impact report, I hope that you will learn how we are delivering on this vision. Our impact is made possible by viewers like you and I hope that you feel like your contribution to KLRU is making a difference in our community.

We thank you for all you do. We are here, making a difference everyday in our community, because of viewers like you.

Warmly,

Chris Mattsson
KLRU Board Chair
We’re So Happy to Be Your Neighbor

As your community-supported, locally-owned PBS station, KLRU is recognized as a valuable partner and a trusted storyteller in Central Texas. KLRU brings people together to create meaningful conversations in a safe space where our community can reflect and discuss important topics impacting our lives.

KLRU helps children get ready for school, propelling learning outcomes by leveraging the power of PBS resources across platforms and on the ground in our community.

KLRU celebrates Austin’s uniqueness, creativity and culture by reflecting and sharing the rich tapestry of our collective cultural history with audiences near and far.

Through all of our work, KLRU is committed to bringing our neighbors together to help build a stronger, more educated and informed community.

MORE THAN 35,000 HOURS OF PROGRAMMING PRESENTED ANNUALLY ON FOUR BROADCAST CHANNELS AND MORE THAN 8,000 HOURS ON KLRU.ORG

82% OF HISPANIC HOMES AND 81% OF AFRICAN-AMERICAN HOMES TUNE IN TO KLRU ANNUALLY

92% OF HISPANIC HOMES AND 90% OF AFRICAN-AMERICAN HOMES WITH YOUNG CHILDREN TUNE IN TO KLRU ANNUALLY
Erica Egan, Director of STEM (Science, Technology, Engineering, Math) Education at Boys & Girls Clubs of the Austin Area (BGCAA) recently shared just how important KLRU resources are to her program.

“KLRU’s digital resources allow us to access a catalogue of everything from social and emotional learning to technology resources,” Egan said.

For over 5 years, KLRU has partnered with BGCAA and other community organizations to conduct camps and workshops for at-risk families designed to make learning more accessible and fun.

Not only does KLRU combine the power of national PBS educational programming with localized, on-the-ground outreach, but we take our educational tools — like PBS LearningMedia, which offers instant access to the best of public media and research based digital learning materials — directly to teachers, parents, caregivers and children in the Central Texas community.
Amplifying Community Solutions

In 2018, the Corporation for Public Broadcasting announced a major grant to KLRU for the “American Graduate: Getting to Work” initiative to help advance workforce education and career readiness in Central Texas.

Through this initiative, the station has created partnerships in Central Texas to assess workforce challenges and opportunities and produce content focused on the essential skills needed for students and workers to succeed in the job markets of today and tomorrow.

“The area’s workforce issues are critical, and a clear strategy has been captured in the recent Austin Metro Area Master Community Workforce Plan,” says KLRU’s VP of Education Ben Kramer. “Austin’s booming economy presents many opportunities and challenges. KLRU can help advance the Plan by amplifying the work of the organizations currently in this space and by raising the visibility of Austin’s existing resources and strategic initiatives available to job seekers.”

KLRU’s American Graduate work will continue in 2019 featuring stories of people working to change their lives through workforce training. All videos can be seen at klru.org/americangraduate.

“We know KLRU is trusted, we know it’s already a part of many families’ homes and this new use for their media gives us great hope that we will be successful.”
— Mayor Steve Adler on KLRU’s involvement with The Austin Metro Area Master Community Workforce Plan
Bringing Communities Together

In commemoration of the 20th anniversary of the horrific murder of Matthew Shepard, KLRU presented to PBS stations across the nation the documentary *Considering Matthew Shepard*.

The documentary, produced by KLRU in partnership with Austin’s Grammy® award-winning Conspirare and the Matthew Shepard Foundation, isn’t strictly a biographical work but rather a reflection on our society and our collective experience told through the lens of one individual’s story. Composed by Conspirare Artistic Director Craig Hella Johnson, *Considering Matthew Shepard* is a work of art that honors that story and inspires us to collective action.

Community screenings and discussions of the documentary were held not only in Austin, but in five other cities across the country. Guests at these events reported the film was a “reaffirmation of the power of art” and a “reminder that we’ve come very far and still have a long way to go.”

Ultimately, the film is an uplifting work, exploring the beauty of love and acceptance wrapped in Matthew’s legacy. The film will be redistributed to PBS stations in June 2019 during LGBT+ History Month.

“It was so moving and done simply perfectly. Everything, the music, the performance, the editing, the direction, the libretto and the way it was integrated to become a great documentary and work of art in itself.”

— Gerard Schwarz, screening attendee in New York City

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**CONSIDERING MATTHEW SHEPARD AIRED**

739 TIMES IN 123 MARKETS ACROSS 40 STATES

**REACHING 72% OF THE NATION**
What started as a search for ingredients to make her grandmother’s molé ended with Alejandra Rodriguez Boughton leaving her banking position to start La Flaca, an urban farm in Austin where she now cultivates traditional herbs and vegetables from Mexico and beyond.

“I’m not from Texas, so Central Texas Gardener has been an amazing resource... when is the time to plant something or what is this bug that I don’t recognize or this native plant that I don’t know about,” she says.

As one of the most prolific public media stations in the country, KLRU produces more than 130 hours of original content each year. This content is shared with audiences both near and far, reflecting the uniqueness, creativity and culture of Central Texas.
Your Financial Support is Essential

KLRU’s annual funding overwhelmingly comes from the Central Texas community — from local corporations, foundations and individual donors just like you!

With your support, KLRU can continue to bring our neighbors together to help build a stronger, more educated and informed community.