

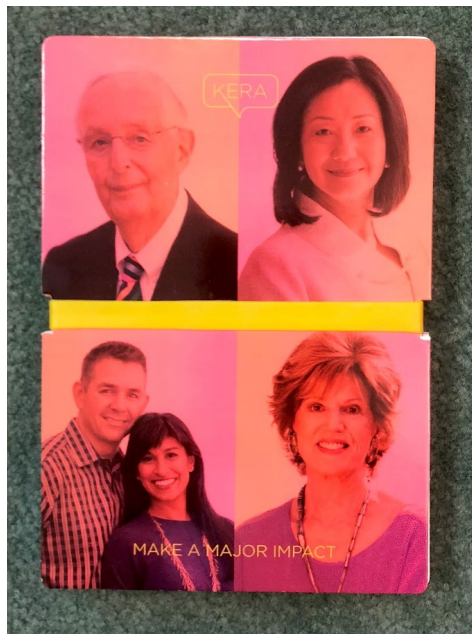
## PBS Development Award Submission - KERA Major Gifts Campaign

See video testimonials included in the campaign here: <https://www.youtube.com/watch?v=AKz45tt9-nk&feature=youtu.be>

See the online presence of the campaign here: <https://www.kera.org/philanthropy/>

Below are materials from the print campaign. The first images show how the print assets are bound and presented. Each major donor feature is printed on sturdy cards. The binding is a soft band that is removable, allowing the cards to be rearranged to highlight specific donors and interests. In the following pages are detailed images from the print campaign.

If you would like a copy of the print materials, we would be happy to mail them. Please contact Andy Canales at [acanales@kera.org](mailto:acanales@kera.org) if you would like a physical copy.





KERA

MAKE A MAJOR IMPACT

## Make a major difference.

Each week, more than 2.6 million North Texans connect with KERA. They go for thoughtful news from voices they trust. For civil conversations around pressing issues. For gripping dramas and world-class talent. And for educational programs that promote lifelong learning — for themselves as well as their children.

In a media climate that increasingly values expediency over accuracy, and sensationalism over substance, it's critical that KERA continues our mission to provide programming and resources that educate, engage, inspire, inform and entertain.

Our future as the community's cultural touchstone depends greatly on the generosity of major donors. I'm personally reaching out to ask for your support. Together, we can ensure the diverse range of opportunities KERA offers are available to make a difference in the lives of all North Texans.

Sincerely,



**Mary Anne Alhadeff**  
President and CEO



# Make major history.

The impact KERA makes on our North Texas community (and beyond) is ongoing. For well over half a century, KERA has been introducing and producing meaningful content and programs for all North Texans. Here is a brief look at our history:



## **September 1960**

KERA TV, known as “The Little Red School House of the Air,” broadcasted its first lessons for the Dallas Independent School District.

## **February 1970**

With support from North Texas philanthropists and foundations, Newsroom debuted on KERA TV. Jim Lehrer led the innovative half-hour, weeknight news program as executive producer and editor, and it quickly became one of the most highly praised news programs in Texas.

## **July 1974**

KERA FM, the first full-time public radio station for North Texas, went on the air.



## **February 1988**

The KERA-produced *Texas Debates* were broadcast live to public television audiences throughout the country. The event established KERA as a debate host and paved the way for future KERA-hosted debates including gubernatorial, senate and presidential primary debates. Over the years, KERA hosted candidates such as Ann Richards, John Cornyn, Kay Bailey Hutchison, Ted Cruz and Rick Perry.

## **September 1998**

*The U.S.-Mexican War*, a KERA original documentary, premiered nationally on PBS. The series won an Emmy award for Outstanding Historical Programming.

## **November 2006**

KERA FM's midday flagship talk show, Think with Krys Boyd, debuted. Krys' insightful interviews with local, national and international guests quickly made the show one of the station's most popular.

## **February 2007**

CEO, hosted by renowned journalist Lee Cullum, began airing on KERA TV and KERA FM. The show's guests are prominent chief executives from North Texas and beyond, who discuss their leadership styles, ethics and challenges in today's business environment.

## **May 2008**

Art&Seek debuted online, shining a spotlight on the local arts scene and bringing together artists and art lovers to share, create and react to art, music and culture. The dedicated website features in-depth reporting, reviews and commentary, as well as a robust community arts calendar filled with events and activities for North Texans of all ages.

## **November 2009**

KXT 91.7 launched to the praise of music lovers everywhere, with a fresh mix of new, local and legendary artists. Songs are curated by KXT hosts from a wide range of genres, from alt-country to reggae to indie rock. In addition, the station sponsors numerous concerts and hosts amazing artist performances in-studio. With online streaming, KXT quickly grew into one of the most listened-to Triple A format stations in the country.

## **January 2016**

KERA initiated a multi-faceted endeavor to revitalize, reinforce and reintroduce our brand across North Texas. The station launched an audience development campaign to inspire support that allows KERA to share all that we have to offer with more North Texans than ever before. Additionally, a transformative brand campaign gave KERA a fresh look and voice that reflects not only the vibrancy and diversity of our community, but also the range of opportunities to learn, engage and entertain that KERA provides when you “Go Public.”

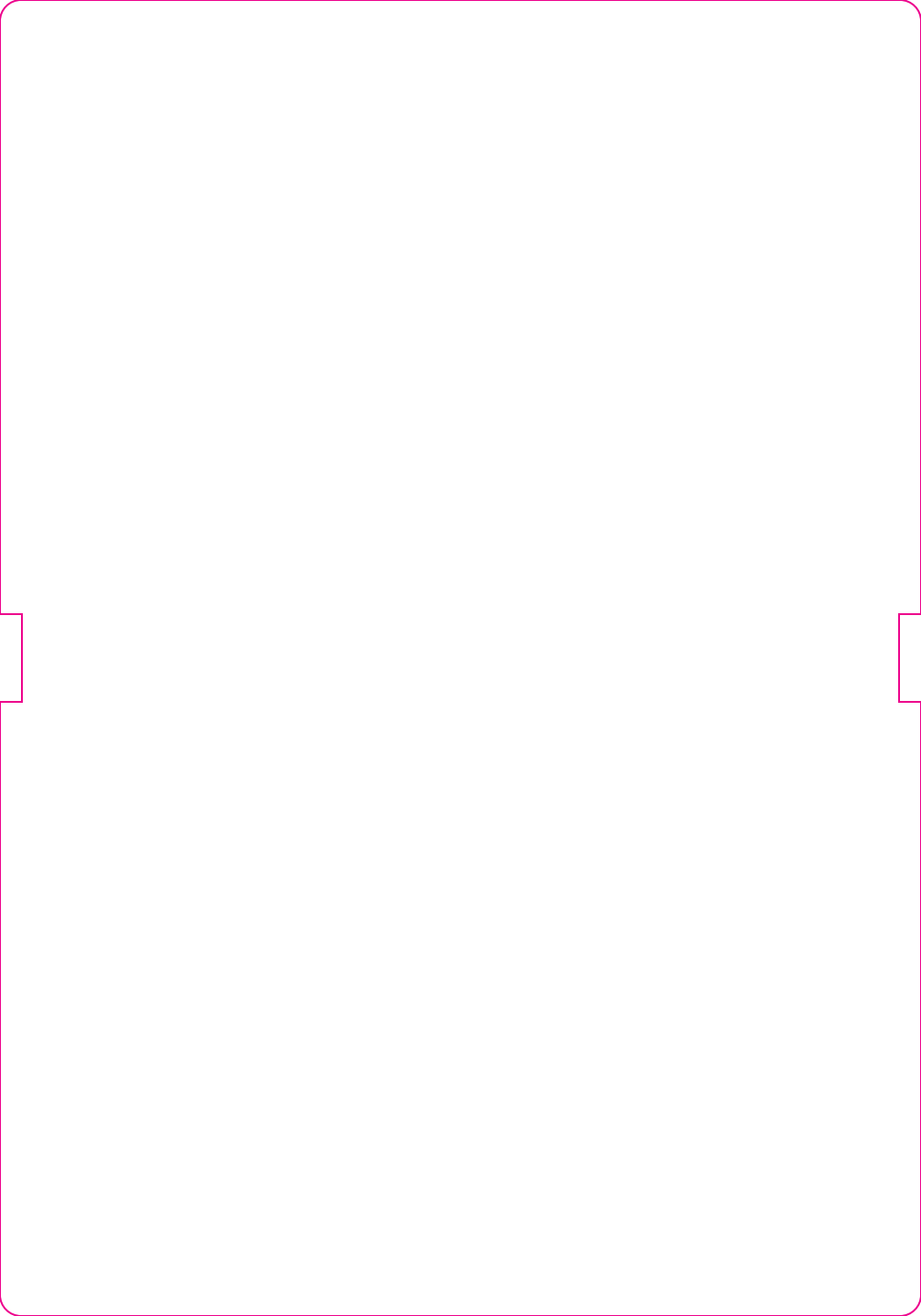
## **January 2017**

A new TV channel, KERA Kids 24/7, was launched to offer free access to popular, curriculum-based programs from PBS KIDS. Beyond our daytime kids programming on KERA TV, this new station ensures our youngest viewers always have a safe place where they can continue to laugh and learn. And it continues a legacy of serving quality, educational programming to the children of North Texas that dates back to our inception in 1960.

*Think* with Krys Boyd expanded to public radio stations across Texas, including KUT-Austin, Houston Public Media and Texas Public Radio in San Antonio.

## **October 2017**

KERA received its first-ever national Edward R. Murrow Award for excellence in video among large radio stations. The award-winning video was part of the KERA News series *One Crisis Away: Rebuilding A Life*, which followed families recovering from disastrous tornadoes that ripped through North Texas in December 2015.



## **MAKE A MAJOR IMPRESSION.**

KERA is a community-supported media organization that delivers distinctive, relevant and essential content to North Texans. Through programming that reflects the spirit and diversity of our region, we provide an invaluable alternative to commercial media.

When you support KERA as a major donor, you become a partner in our mission, bolstering our commitment to enriching the lives of our audiences and promoting greater enlightenment, engagement and well-being across North Texas.







## KERA TV

More than 1.8 million viewers tune in each week for fascinating programs that educate and entertain. As a major donor, you will enable KERA to produce and broadcast content of the highest quality, including a wide range of culturally relevant programs across all of North Texas.

### ***American Experience, NOVA, Nature***

Captivating documentaries and science shows that satisfy even the most curious minds

### ***PBS NewsHour, Frontline, CEO with Lee Cullum***

Balanced news reports, investigative journalism and thought-provoking interviews

### ***Masterpiece, Great Performances***

Compelling dramas, laugh-out-loud comedies and show-stopping performances

I love that I can tune in to KERA to stay informed and engaged — as well as entertained. Dramas on *Masterpiece*, fact-based journalism on the *PBS NewsHour* and *Frontline*'s fascinating documentaries remind me every day why a public television station like KERA is vital to our community.

- Ann Stuart



What I love about KERA is that I learn something new every day, even though I've been listening for years. The news programs are clear and accurate, and the interviews always present a balanced perspective. I think it's incredibly important for our community to have a public radio station like KERA. The news and information it provides is absolutely essential.

- Roger Horchow

## KERA FM

More than 400,000 weekly listeners come for thoughtful conversations and news programs that inform and present diverse perspectives. Your generous contribution will benefit our entire community as well as help expand our audience across Texas, allowing us to connect news, stories and ideas with more people than ever before.

***Morning Edition, All Things Considered, The Takeaway, PRI's The World, Marketplace, Think with Krys Boyd, Texas Standard***

Thoughtful news and public affairs programs from voices North Texans trust

***Wait Wait...Don't Tell Me!, Snap Judgment, This American Life, TED Radio Hour***

Entertainment in the form of clever wordplay, engrossing storytelling and intellectual musings



KXT plays music that I don't hear on any other station. I love that the hosts really care about the music... whether it's new artists, legends or bands from right here in North Texas. We have a strong history of homegrown musical talent, and KXT supports local artists like no one else.

- Jason Ridings

## KXT 91.7

Highly acclaimed by listeners and critics alike, music lovers across North Texas and beyond can't get enough of what the *Dallas Observer* calls the "Best Music Radio Station" in Dallas. One of the few commercial-free radio stations in North Texas, KXT supports local artists and plays a unique mix of new, local and legendary music our listeners love. Additionally, KXT promotes and sponsors live music, from studio sessions to intimate acoustic shows to concerts from some of the most respected names in music. Your support for KXT will make it possible for generations of listeners to discover, and rediscover, amazing artists.

### ***Live Sessions, On the Road, KXT Sun Sets***

Independent, locally produced live music performances and artist interviews

### ***KXT Music Blog***

In-depth coverage and promotion of the music scene in North Texas

### ***Mobile App, Live Streaming***

Technology that expands our audience throughout Texas and the world





**KERA's Art&Seek connects me to all the arts and culture in North Texas. Journalists provide in-depth coverage that enlightens me with fresh perspectives and inspires me to support the vibrant arts scene in North Texas and help it flourish.**

- Donna Wilhelm

## Art&Seek

A unique window into the arts, [artandseek.org](http://artandseek.org) connects North Texans to art and culture through award-winning journalism and the region's biggest calendar of arts events. Your philanthropic gift to Art&Seek will make possible immersive multimedia projects, long-form, in-depth arts reporting; and weekly series that highlight the flourishing arts scene in North Texas.

### **Journalism**

Showcases of artists and events, behind-the-scenes stories and coverage of the day's news in arts and culture

### **Art&Seek Calendar**

Event listings from more than 4,000 organizations, highlighting picks for the month, as well as free and family-friendly events

Art&Seek also powers the online calendars of arts and cultural organizations across North Texas, including AT&T Performing Arts Center, The Dallas Office of Cultural Affairs and The Greater Denton Arts Council

### ***The Big Screen, State of the Arts***

Weekly series on KERA FM and online

### ***Frame of Mind***

Texas indie documentary films on KERA TV



**KERA is one television station I always felt good about my kids watching. I'm proud to support KERA and to help keep educational children's programming available for all North Texas children.**

**- Catie Enrico**

## KERA Kids

KERA Kids is a safe harbor parents can rely on to educate, enrich and entertain their children, free of violence, offensive language and content. Our programs and learning resources make a positive and lasting impact on more than 600,000 North Texas children each week, one of the largest children's television audiences in the country. By giving to KERA Kids, you're furthering a proud legacy at KERA of viewing our children as young minds, rather than young consumers.

### ***Sesame Street, Dinosaur Train, Super Why!, Odd Squad***

Safe, educational television for one of the largest children's audiences in the country

### **KERAKids.org, KERA Learn**

Interactive learning games, on-demand video and a trove of resources for parents and teachers

### **KERA Kids 24/7**

Fun, nonviolent, educational children's TV programs available all day, every day



From fair and balanced reporting that gives us a deeper understanding of the world around us to stories and resources teachers can take into the classroom, KERA plays a vital role in our lives and our community.

- Gordon Markley and Russell Buescher

## KERA News

Our thriving local news service has been honored with numerous accolades, including Peabody and Edward R. Murrow awards. KERA News brings viewers, listeners and readers voices from every corner of Texas, exploring the local impact of the day's news as well as in-depth reporting on stories that impact our community. Your support for KERA News will further our essential ongoing assignment: to keep North Texas informed.

### **KERANews.org, KERA FM**

Local news and current events

More than one-third of members say KERA is their primary source of news

### ***One Crisis Away, Breakthroughs***

Ongoing news series offering deep dives into critical issues facing North Texans

# Make it happen in a major way. Become a major donor.

Partnering with KERA is an action that will connect every member of our community to new people, fresh ideas and invaluable opportunities to learn, engage and discover.

## **Your gift will:**

- Help create a better-informed, more engaged community
- Help foster civil discourse and thoughtful debate
- Attach your name to a worthwhile cultural institution
- Be a visible driving force behind the mission of public broadcasting and KERA

## Donation Levels

### **President's Circle**

- Visionary: \$100,000 and above
- Luminary: \$50,000-\$99,999
- Champion: \$25,000-\$49,999

### **The Jim Lehrer Roundtable**

- Gifts of \$10,000 and above

### **Producer's Circle**

- Benefactor: \$5,000-\$9,999
- Patron: \$2,500-\$4,999
- Friend: \$1,500-\$2,499

### **Ralph B Rogers Legacy Society**

- Planned giving, IRAs and memorial funds

KERA/KXT is a 501(c)(3) not-for-profit public media organization.

**Photos by Kim Leeson**





# The President's Circle

The highest level of giving

Support for KERA at this level will have a transformational effect. Together we can elevate all of North Texas in our mission to support a better informed, more engaged, well educated and inspired community. Your gift will become a visible driving force behind KERA, a cultural institution with a more than 55-year history.

We are pleased to offer The President's Circle donors all benefits of our lower giving levels, as well as the following:

## **Visionary — \$100,000 and above**

- 15-second radio and television credits, each to air twice per week
- Invitation to dine with KERA President Mary Anne Alhadeff and on-air talent

## **Luminary — \$50,000-\$99,999**

- 15-second radio or television credit, to air twice per week
- Invitation to breakfast with KERA President Mary Anne Alhadeff

## **Champion — \$25,000-\$49,999**

- 15-second radio or television credit, to air once per week
- Invitation to breakfast with KERA President Mary Anne Alhadeff



For more than half a century, KERA has shaped young minds and made the joy of learning more accessible to children across North Texas. We are proud to be part of an organization with such a strong legacy of serving children. And we look forward to helping KERA grow its educational resources for generations to come.

- Lydia and Bill Addy | Members of The President's Circle

# The Jim Lehrer Roundtable

Giving that educates and inspires

No journalist in history has made a more significant impact in public broadcasting than Jim Lehrer. Jim began his career at KERA in the early 1970s as anchor and executive producer for *Newsroom*, a highly praised weekday news and public affairs program. During his time at KERA, Jim Lehrer established a legacy of excellence in public broadcasting that endures to this day.

Jim Lehrer remains a steadfast friend of KERA and generously lends his name to this dedicated group of philanthropists. Your gift will help expand our vision of excellence, enhance program offerings and provide unique educational experiences to an ever-increasing, ever-more-diverse North Texas audience.

We are pleased to offer members of The Jim Lehrer Roundtable all benefits of our lower giving levels, as well as the following:

## **Gift of \$10,000 or More**

- Minimum of two exclusive events featuring national and KERA producers, personalities and reporters — event listing at [kera.org/jlr](http://kera.org/jlr)
- Two special mailings featuring gifts selected by Jim Lehrer and KERA President Mary Anne Alhadeff
- Recognition online and in the KERA and KXT print newsletter



**KERA keeps us engaged with the world around us. We love hearing thought-provoking conversations and unique perspectives every time we tune in. We're proud to be involved with an organization that champions lifelong learning for North Texans.**

**- Natalie and Mark Weimer | Members of The Jim Lehrer Roundtable**

# The Producer's Circle

Supporting a higher level of programming

Programs of the highest quality are at the heart of our service to North Texans. Your Producer's Circle gift will go directly toward programming, to ensure that KERA continues to sustain the programs and services you love, as well as grow the breadth of valuable content we provide.

We are pleased to offer The Producer's Circle donors the following benefits:

## **Benefactor — \$5,000-\$9,999**

- All Friend- and Patron-level benefits, as well as one special mailing
- Invitations to exclusive KERA and KXT events

## **Patron — \$2,500-\$4,999**

- All Friend-level benefits, as well as complimentary tickets to station-sponsored events

## **Friend — \$1,500-\$2,499**

- Minimum of two events per year
- Opportunity to purchase advance tickets to KERA and KXT events
- Exclusive, behind-the-scenes tour of KERA and KXT studios





KERA has always given me a sense of community — and it helps me feel more connected to the people around me. I love that I can trust the news and information every time I tune in, and so often I hear stories that I wouldn't hear anywhere else. I think that's what makes KERA so special. The programs truly are one of a kind.

- Trea Yip | Member of The Producer's Circle

# The Ralph B. Rogers Legacy Society

Planned giving, IRAs and memorial funds

When you include KERA in your will or estate plan, it's a unique expression of what public broadcasting means to you. Your charitable bequest will provide an enduring legacy that will live on to uphold the standards of public broadcasting in neighborhoods across our community, benefitting millions of North Texans, for years to come.

An estate gift to KERA carries federal estate tax benefits and is generally not subject to state or inheritance laws. Gifts can be designated or a percentage of one's estate.

## **Designated Bequests can include:**

- Designation of specific assets in a will
- A specific cash amount
- Certificates of Deposit (CDs)
- Life insurance policies
- IRAs, pension or retirement funds
- Profit-sharing plans
- Stocks, bonds, mutual funds or annuities

## **Residual Bequests**

For a residuary bequest, typically a percentage (up to 100 percent) of the remainder of an estate is designated. The remainder is defined by monies or assets remaining following the settlement of any debts, expenses or specific bequests.

We welcome the opportunity to talk with you, your attorney or your adviser to identify ways to support KERA and make a meaningful and lasting impact on North Texas.



I really value the way KERA seeks out and supports diverse communities. The programs are thoughtful and sophisticated, and I think they are an important service to everyone who watches and listens. As a part of The Ralph B. Rogers Legacy Society, I know that my support for my community will continue long after I'm gone. That gives me a lot of peace.

- Martha Jackson | Member of The Ralph B. Rogers Legacy Society

# think

from KERA

## *Think* with Krys Boyd

Since launching in 2006, *Think* and host Krys Boyd have earned more than a dozen local, regional and national awards. Episodes feature compelling interviews and conversations on wide-ranging topics related to history, politics, technology, food and wine, travel and entertainment – just to name a few.

A flagship program of KERA FM, *Think* is among the most-downloaded local podcasts in the public radio system, receiving about 250,000 downloads each month — more than half of which come from listeners outside the state. In addition, *Think* now airs on public radio stations across Texas, including KUT-Austin, Houston Public Media and Texas Public Radio in San Antonio.

This recent expansion of *Think* represents the type of far-reaching impact your gift can achieve. Your support of KERA-produced programming not only benefits the North Texas community, but also has the potential to present audiences statewide and beyond with opportunities to listen, learn, engage and think.





THANK YOU