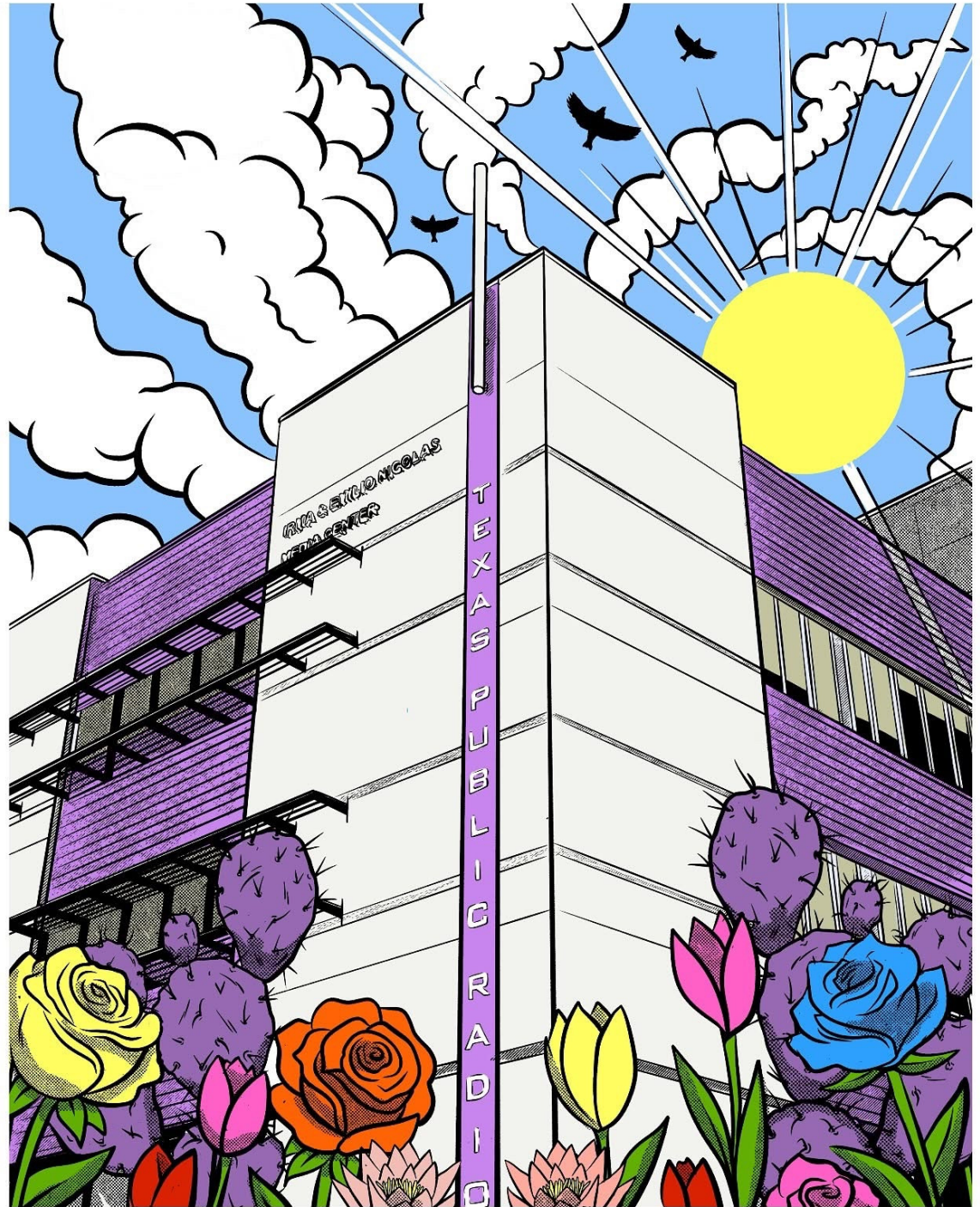




TEXAS PUBLIC RADIO

FY25 Impact Report



A Letter From the President & CEO

As we reflect on the past 12 months—my first year as president and CEO of Texas Public Radio—I am filled with pride, gratitude, and determination. This was a year marked by extraordinary challenges, including the elimination of federal funding for public media and the mounting costs of repairing our decades-old broadcast infrastructure. But what could have been a year of retreat instead became a year of courage, innovation, and growth. **We may be defunded. We will not be defeated.**

In the face of adversity, listeners and readers rallied to protect this San Antonio institution in overwhelming numbers. More than 12,000 individuals and business members contributed a record \$4.3 million, fueling our ability to ensure that fact-based journalism, classical music, and community storytelling remain accessible to all. Audience engagement also reached impressive highs: more than 210,000 weekly listeners across our seven stations and some 477,000 monthly users on our digital platforms, which includes over 61,000 monthly news and classical livestream listeners, just under 5,000 listeners on NPR One, and around 84,000 podcast listeners. A study commissioned by the San Antonio Area Foundation confirmed what many already knew: Texas Public Radio is the most trusted source of news and information in our region.

This year, our newsroom provided vital coverage of urgent local issues—from devastating flooding in Kerr County to education, the mayoral election, and the arts—while our cultural programming brought people together through music, ideas, and shared experiences. We also launched digital initiatives to reach audiences across platforms, ensuring that TPR not only serves today's community but also inspires future generations.

The obstacles of this past year were real and urgent, but they also galvanized us. They reminded us that TPR is not just a broadcaster; it is a public trust, a cornerstone of civic life in San Antonio and beyond. As we look to the year ahead, we do so with determination and optimism. With your continued support, TPR will not only endure; we will thrive.

With gratitude and resolve,

Ashley Alvarado
President & CEO
Texas Public Radio



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On the cover:
"TPR Con Amor" by Ray Tattooed Boy



5.8M
website
pageviews

138.9K
KSTX
listeners

72.9K
KPAC
listeners

80 TPR events

11K total attendance

22 news
awards
earned



60.3K Facebook followers



33.2K Instagram followers



8.6K YouTube subscribers



12.1K TikTok followers



3.7K LinkedIn followers

13.9K TPR app users

19.7K In Brief subscribers

16K TPR Today subscribers

1.18M podcast downloads



Texas Veterans Commissioner Chair Laura Koerner (right) presented the Texas Public Radio newsroom and VP of News Dan Katz (left) with three Excellence in Media Awards. Credit: The Texas Veterans Commission



TPR Intern Ivanna Bass Caldera interviews members of Las Abuelitas de Oro ballet folklorico group at San Antonio's Charis Park. Credit: Joey Palacios/TPR

From The Newsroom

The 15 journalists who make up the TPR newsroom produced more than 5,500 broadcasts and 1,600 digital news stories in Fiscal Year 2025. Providing this service required countless hours of research, production, and editing.

The newsroom dedicated significant resources to provide sustained, in-depth coverage of the historic July 4 floods in Central Texas. We collaborated closely with partners at The Texas Newsroom and NPR to ensure that both statewide and national audiences had access to this critical reporting. Given that San Antonio and Austin sit within “Flash Flood Alley”—and that communities nationwide face similar risks—this coverage resonated broadly across platforms.

While in the midst of that coverage, we made adjustments to meet audience needs in real time—incorporating feedback from our listeners to deliver a morning newsletter with an earlier send time, and more frequent notifications throughout the day.

THE Source

TEXAS PUBLIC RADIO

TPR's Daily call-in program The Source provided a space for a community conversation around the flooding issue and other significant local, national, and international issues. The Source gives listeners the chance to be heard and to listen to one another—to put their questions and comments to newsmakers and renowned experts. In San Antonio, The Source served as a public forum for municipal election debates as well as issues related to downtown development and the controversial Project Marvel initiative. In 2025, the show began holding regular Ask the Mayor and Ask the Judge segments.

TPR expanded its collaborative efforts in 2025, launching limited series podcasts with Public Health Watch and the UC Berkeley Psychedelic Journalism program. We also expanded partnerships with the Pulitzer Center and the UT San Antonio Health Science Center. Collaboration and engagement journalism will continue to be major priorities for the newsroom in the year ahead.



In Focus: Flood Coverage

TPR activated disaster coverage on the morning of July 4, 2025, as catastrophic flooding swept through Kerrville and the Texas Hill Country. Within hours, the State of Texas declared a disaster across 21 Central Texas counties.

Five of TPR's seven stations serve 13 of those affected counties, reaching up to 2.7 million residents. With a transmitter located in Kerr County—the epicenter of the flooding—TPR was uniquely positioned to serve impacted communities.

TPR's reporting extended well beyond immediate rescue and breaking news. Coverage included:

- Regular reporting on local public meetings, press conferences, and state legislative hearings
- Accountability journalism on response efforts and the lack of an early warning system
- On-the-ground reporting from recovery zones
- Human-centered stories showing how residents are coping, rebuilding, and planning for the future

Working closely with The Texas Newsroom and NPR, TPR ensured both statewide and national audiences had access to this reporting.

In just two months, the newsroom produced 236 broadcast stories and 81 digital stories. More than 40 of these broadcast stories were picked up by NPR newscasts, and over a dozen long-form features aired nationally and were highlighted on NPR.org. Online, flood-related stories generated 629,000 page views on TPR's website alone.

Looking forward, TPR will maintain a strong editorial focus on flood recovery for at least the next year. The lessons drawn from the July 4 disaster will shape the future not only for millions of South Central Texans but also for communities across the nation confronting increasingly frequent and severe climate-related events.



Wreckage in the floodwaters in Kerrville on Saturday, July 5, 2025.
Credit: Saile Aranda/TPR



Thomas Rux has lived in his RV in Kerrville for five years. Flooding in the Texas Hill Country on July 4 destroyed his home, leaving him to dig through what remains.
Credit: Joey Palacios/TPR



The memorial for flood victims in Kerrville.
Credit: Saile Aranda/TPR.

A Classical Oasis

KPAC 88.3 FM is San Antonio's classical oasis—broadcasting classical music 24 hours a day. From world-renowned performers to gifted musicians right here in South Texas, KPAC offers a place of beauty, inspiration, and connection for thousands of listeners.

This year, more than 68,000 people tuned in weekly to KPAC, a 19 percent increase in listenership over last year, with many more streaming through the TPR app or visiting TPR.org to discover upcoming concerts and cultural events.

Our programming celebrates both global artistry and local talent. Classical Connections with Barry Brake, airing weekdays from 1–3 p.m., gives audiences a front-row seat to interviews and live performances—44 of which were broadcast from our studios this year. Performance Saturday expands that reach, featuring full-length concerts from Camerata San Antonio, the Olmos Ensemble, SOLI Chamber Ensemble, Texas All-State ensembles, and acclaimed touring artists.

KPAC also extended its mission to engage young people through the Inspired by KPAC initiative, which welcomed students ages 13–19 into the studio for a concert and art show, giving them an opportunity to share how classical music influences their creativity.

Listener engagement continued with Classics à la Carte, the Friday evening request program hosted by James Baker. The program's impact is reflected in stories like that of Fred de Silva, a longtime listener who relied on classical music for comfort in his final months. His daughter shared how KPAC's programming remained a meaningful part of his life until his passing at age 90.

Fred's story is a powerful reminder of what KPAC provides—knowledge, connection, inspiration, and solace. KPAC is more than a radio station. It is a living soundtrack for South Texas, enriching lives and strengthening community through the enduring power of music.



Making good on our promise to make the TPR headquarters a place to convene and connect, produce and perform, TPR engaged more than 11,000 community members at more than 80 events that included community conversations, performances, and storytelling.



TPR Events Inspire and Connect

In addition to TPR's flagship events, several special events engaged the community around timely themes or experiences, including The Source Live events about immigration and media literacy, a Dreamweek event about journalism as a force for empathy and unity, and San Antonio City Council debate events in partnership with the San Antonio Report. TPR's collaboration with the City of San Antonio's Arts & Culture Department continued with Artist Forum events that focused on disciplines like filmmaking and writing.



Summer Night City

Summer Night City is TPR's family friendly concert series on the San Pedro Creek, featuring food, a market, and local music. This year, Summer Night City's four events included MyPilotis, Mike Aguilar & the Coupes, Sonora Hechicera, Los Derechos, and the Jed Craddock Band.

Great SA

Another great year for TPR's panel discussion series that looks at things that make San Antonio special and, well, great. Continuing the culinary theme, this year's conversations focused on beer, barbecue, the new Silk Road Cultural Heritage District designation along the Wurzbach corridor in the Medical Center area, the city's legacy restaurants, James Beard nominees, and women in the culinary industry.

Worth Repeating

TPR's flagship storytelling event and podcast has been the platform for San Antonio stories told by San Antonians to San Antonians for a decade. The past year saw 42 storytellers share their life experiences to more than 1,100 people in the intimate setting of TPR's Malú & Carlos Alvarez Theater.

Cinema Tuesday

Celebrating its 25th anniversary, Cinema Tuesdays presented a broad range of genres, from Hollywood blockbusters to independent foreign films and everything in between, on the big screen, in a shared viewing experience. The anniversary season welcomed more than 2,000 attendees for 14 screenings that included "Paris, Texas," "An American in Paris," and "Pee-wee's Big Adventure."



Pinnacle Dinner

The exclusive Pinnacle Dinner is an annual highlight for our top supporters at the \$2-a-day level and above. This intimate gathering offers the opportunity to hear directly from TPR's president and CEO and an esteemed national host, engaging in a culturally rich discussion on topics that matter most.

In 2025, guests enjoyed an evening with Ira Flatow, award-winning science correspondent and host of Science Friday, whose wide-ranging insights into science and nature sparked lively, thought-provoking conversation.



Meriendas

Meriendas remain a highlight of our annual member-cultivation events, drawing McClain Circle members (\$1-a-day donors) and above for a chance to come together and celebrate what connects us: TPR's exceptional programming and our shared passion for culture, history, and current events.

In 2025, we hosted two unforgettable Meriendas, one amid the breathtaking views of Turtle Creek Winery in the Texas Hill Country, and the other along the iconic Riverwalk at the San Antonio Museum of Art. At Turtle Creek, guests savored wines that capture the unique character of the Hill Country while enjoying light bites and the enchanting piano melodies of KPAC's Barry Brake. Later in the year, members gathered at the San Antonio Museum of Art to experience art and history spanning five millennia, accompanied by world-music performances from Jorge and Nicole and a selection of delicious refreshments.

These gatherings exemplify the spirit of TPR, bringing people together through culture, conversation, and community.

Mix It Ups

TPR's Mix It Up events provide TPR's business members with a unique opportunity to connect and network while learning about the venues that host them.

In 2025, TPR hosted Mix It Up events at Guadalupe Brewing and Pizza Kitchen in New Braunfels, Abby's Attic Sewing and Crafting Studio, Greenwing Wealth Management at the Helotes Gallery in Helotes, Trinity University Press, The Whitley Event Center, and Landscape Lighting Guru in Spring Branch.

A Year of Firsts

Illuminate & Inspire Gala

Texas Public Radio's first-ever Illuminate & Inspire Gala set a high bar for future fundraising. Thanks to the planning committee's creativity and dedication, the evening was unforgettable and impactful. This exciting event yielded ticket sales of \$157,137, a live auction totaling \$16,121, a silent auction adding \$18,936, and \$58,153 in Resiliency Fund gifts. Altogether, the gala raised more than \$250,000, establishing a vibrant annual tradition that pairs celebration with meaningful support for TPR's mission.



La Fonda on Main Breakfast

On June 27, longtime TPR supporters Suzy and Cappy Lawton hosted a special breakfast event at La Fonda on Main. NPR Public Editor Kelly McBride joined TPR president and CEO Ashley Alvarado for a candid conversation on the state of public media and the public's need for reliable information. Guests engaged with thoughtful questions and dialogue, helping raise close to \$100,000. The event underscored how essential trusted local journalism is to a healthy democracy and how deeply our community values TPR's role in providing it.



Resiliency Fund & Drive

To safeguard independent journalism amid the loss of federal CPB funding, TPR created the Resiliency Fund with seed gifts from Cappy and Suzy Lawton and Guillermo Nicolas and Jim Foster. Their leadership inspired an extraordinary community response: The fund has already surpassed \$760,000. Building on this momentum, a two-day summer Resiliency Drive aimed for \$500,000 over 10 days but exceeded that goal by more than \$100,000 in just 48 hours. These achievements reflect a shared commitment to ensuring TPR's strength and sustainability in challenging times.

Embracing the Power of Partnerships

Core to our DNA, partnerships and collaborations continued to extend TPR's reach and maximize shared resources.

A primary opportunity for partnership, TPR hosted several events with community partners throughout the year. In October 2024, TPR and Trinity University hosted Cut the CRAAP, a panel discussion about media literacy.

On April 17, TPR hosted a live version of The Source as part of the Local News in the Heart of Texas Summit, a collaborative effort also hosted by the Press Forward San Antonio, the San Antonio Area Foundation, and UTSA.

For the second year, TPR partnered with the City of San Antonio Arts & Culture Department to host Make Music Day on June 21, a full day of free, hands-on music making for all ages.

This year, several of TPR's events series featured collaborations including the Maverick Book Club with Trinity University Press and Great SA's culinary heritage event series presented with the City of San Antonio's World Heritage Office.

Another joint venture with the City's Arts & Culture Department is TPR's Artist Forum, which included events focused on filmmakers, graphic artists, and a Macondo writers reunion.

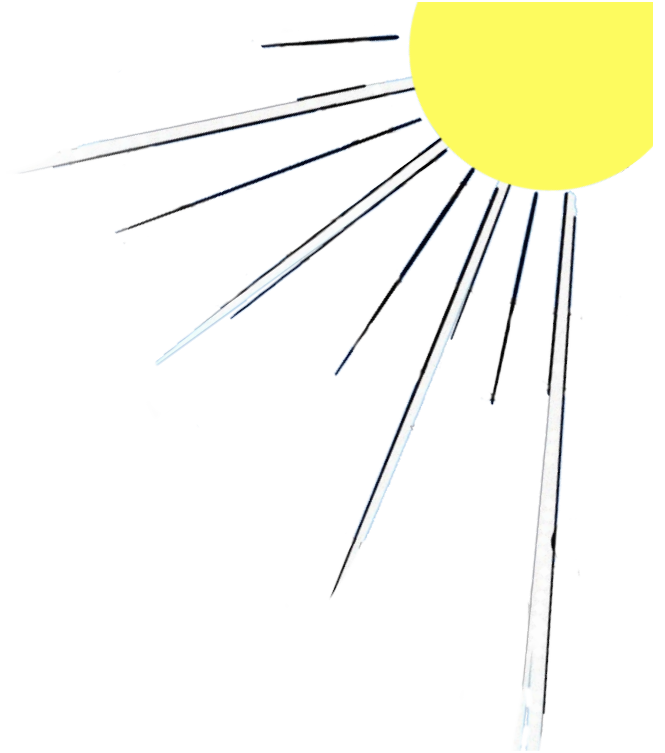


In Focus: Internships

TPR partnered with Alamo Colleges, Trinity University, Texas A&M University–San Antonio, and the City of San Antonio’s Summer Ambassador Program to provide paid internships designed to give students hands-on, real-world experience in a professional setting. These internships equip participants with practical skills, strengthen career readiness, and foster connections that encourage young professionals to remain in San Antonio and contribute to the local workforce.

In the past year, student interns supported TPR’s newsroom, development, marketing, and information technology departments. Their work included covering local stories and breaking news, producing audience surveys, developing social media content, engaging with patrons at community events, and conducting technology audits. Our newsroom interns were featured on national NPR broadcasts, underscoring their professionalism and talent.

Collectively, TPR interns contributed more than 2,000 service hours and earned over \$35,000 in wages while pursuing their education. These contributions not only delivered measurable cost savings for the organization but also advanced TPR’s mission by expanding capacity and strengthening community engagement.



TPR Intern Aden Juarez interviews San Antonio District 2 Councilman Jalen McKee-Rodriguez.

Credit: Joey Palacios/TPR



On the Horizon and Ready for the Future



Digital Transformation Program

TPR was selected to participate in a second phase of the Digital Transformation Program delivered by the Poynter Institute. The program educates, assists, and coaches public media senior leaders and their teams on the best strategies and tactics to transform their organization's digital operations and culture to meet the needs of local audiences.

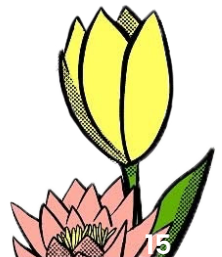
TPR received digital transformation training focusing on core strategies, tools, and practices while working on a specific digital project aimed at driving audience engagement and revenue growth. In addition, TPR received intensive data analytics training to enhance their data literacy and improve decision-making capabilities.

Transmitters

At the core of TPR's radio broadcast operations are the radio transmitters that enable TPR to broadcast news, information, and cultural programming to our listeners. Through the generosity of the Kronkosky Charitable Foundation and Myra Stafford Pryor Foundation, TPR replaced two antiquated analog radio transmitters and installed new updated high-definition digital transmitters for our two primary San Antonio radio stations, KSTX 89.1 FM and KPAC 88.3 FM. The replacement of the transmitters will ensure TPR's resiliency to provide reliable access to objective and non-partisan, vital news and local information, arts and cultural programming, as well as access to 24-hour classical music. These upgrades increase the reliability of our station signals, ensuring we stay on-air during times of breaking news or extreme weather.

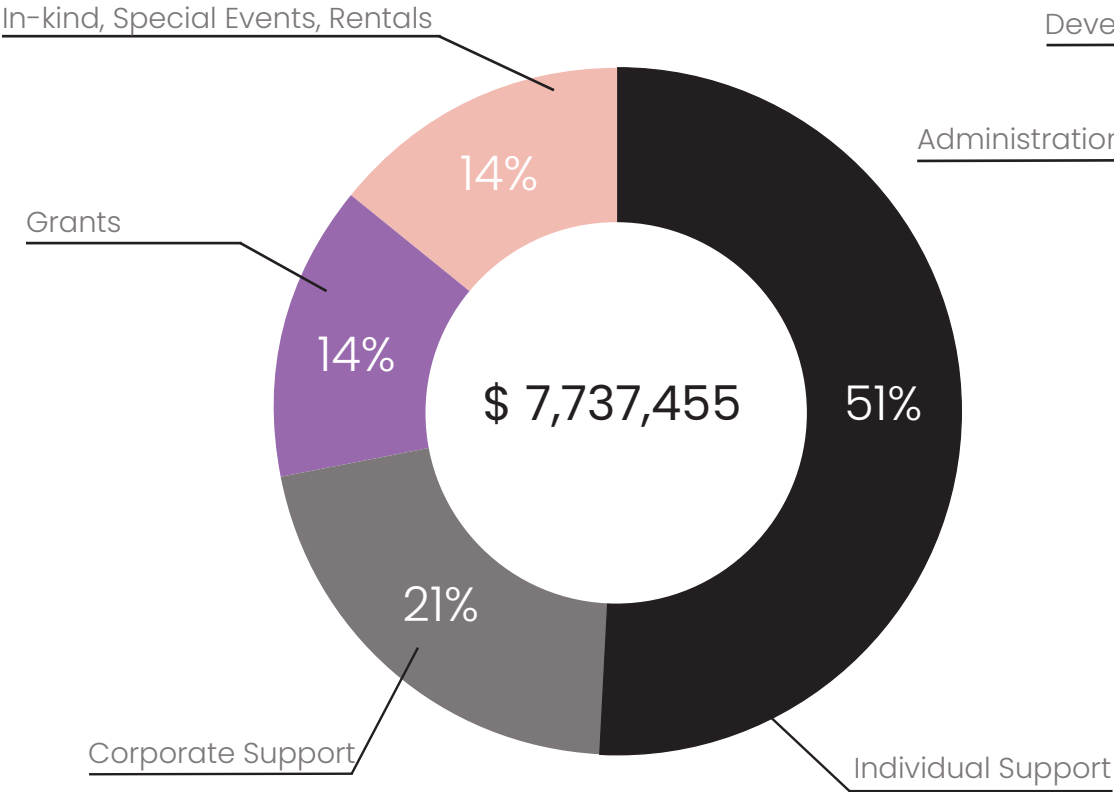
Human-Centered Design Project

TPR is collaborating with the UT San Antonio Honors College and utilizing the human-centered design process to envision a healthy workspace that reflects and embraces the unique culture of TPR and embodies TPR's mission and values. Using human-centered design helps our team stay connected to the people we serve, work more effectively together, and come up with solutions that truly matter. It's not just about designing things for people — it's about designing things with them.

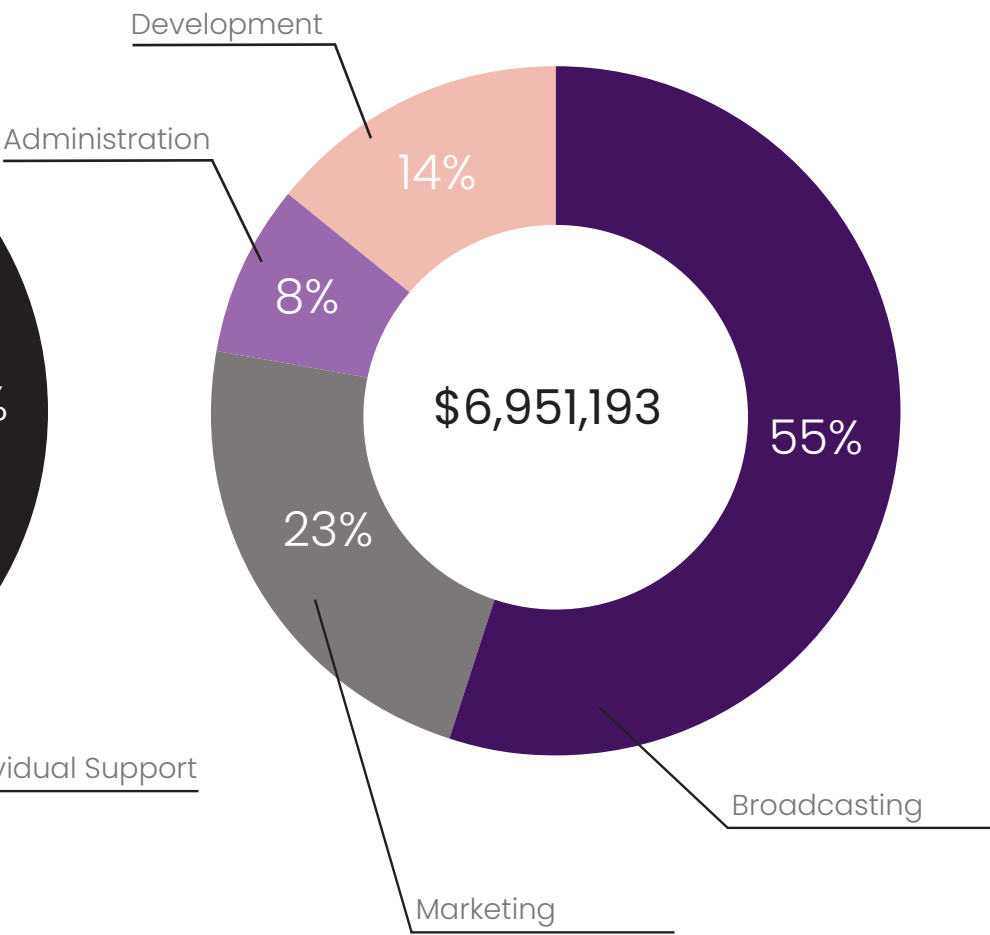


Financial Activity

FY25 Revenue



FY25 Expenses



Donors: A Multitude of Gratitude

Texas Public Radio exists to serve the community—and only because of the community. We are deeply grateful for the generosity of our individual members, business and corporate sponsors, and the support we receive from private foundations and local government funding. Their contributions make it possible for TPR to deliver trusted broadcast reporting, produce digital content, and host community engagement events throughout the year.

Annual Members/Donors: 12,000
Monthly Sustaining Gifts: 61%
Local Business Memberships: 500
McClain Circle Members (\$365+/year): 2,400

A special thank-you to the following corporations, private foundations, and local government entities for their investments in Texas Public Radio:

80 | 20 Foundation
ABC Home & Commercial
Alice Kleberg Reynolds Foundation
Broadway Bank
The Brown Foundation
Capital Group
Central Market
Charline McCombs Empire Theatre
City of San Antonio Dept. of Arts & Culture
City of San Antonio Neighborhood & Housing Services Dept.
City of San Antonio Solid Waste Management Dept.
HEB
Kronkosky Charitable Foundation

Lawton Family of Restaurants
Majestic Theatre
Russell Hill Rogers Fund for the Arts
Saint Mary's University
San Antonio Area Foundation
SAWS
Southwest Metal Roofing Systems
Texas Mutual
The Espee
Tobin Center for the Performing Arts
UT Health San Antonio
UT San Antonio
University of the Incarnate Word





How to Support Texas Public Radio

Texas Public Radio thrives because of you. Your generosity fuels the trusted news, inspiring music, and rich cultural stories that connect and strengthen our community every day. We invite you to continue this shared mission by making a donation. Every gift—large or small—helps ensure TPR remains a vibrant source of information, inspiration, and connection for us all. Together, we can keep public radio strong, independent, and here for everyone.

There are many ways to support TPR and be involved in our community:

- Become a member as an individual or a business
- Donate a car, boat, motorcycle or RV in working condition or not
- Donate real estate
- Donate stocks, securities, QCD or from your donor-advised fund
- Become an underwriter
- Include TPR in your estate plans
- Volunteer

For a full list of ways to support us, visit [TPR.org](https://www.tpr.org).

