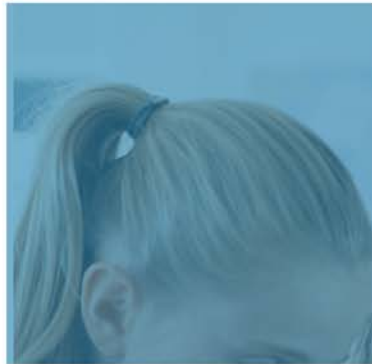




2023 Annual Report



Explore More
→



Letter from the President

Hello and welcome to the KidNuz annual report for 2023! I'm Tori, and this has been a pivotal year for our podcast. First and foremost, we want to express appreciation for all our loyal listeners. You helped drive another year of tremendous growth with our total downloads now topping 18 million! And because half of our listeners are in the classroom while the other half tune in at home or in the car with parents and siblings, that amounts to a whopping 243,000,000 listens.

Joining the newly-launched Starglow Media Network has been our biggest leap to date. It's a partnership that in Q4 brought in welcome revenue from our first corporate sponsors. We recognize that not everyone wants to hear these messages, so we also offer a subscription option providing an ad-free listening experience.

Simultaneously, we spearheaded a broad, end-of-year fundraising campaign called "Funding the Future of Journalism" which raised nearly \$40,000. It is our best-performing campaign to date. Of course, our quiz sponsorships remain highly popular and represent nearly 39% of our annual donations. For more information please visit www.kidnuz.org/sponsorships.

We also adjusted our summer schedule. After seeing dramatic drop-offs in listenership when school lets out, we decided that would be a good time to take a break from the daily production. Not wanting to completely disappear from the airwaves, we created the Summer Slump Busters which highlighted one KidNuz Noodler worksheet assignment each weekday to keep kids engaged and involved in a fun way.

We also created a new Parent Council, modeled after our popular Teacher Advisory Panel, to get feedback and input from another valuable part of our audience. And we welcomed 4 new members to our board of directors to offer expertise as we expand.

We are excited for another great year of sparking curiosity by sharing lots of kid-friendly news with an ever-growing audience. Thank you again for supporting KidNuz, the best kid-friendly source of current events on the planet!



Tori Nelson

Founder, Board President

Table of Contents

About KidNuz

- Mission
- Vision
- Values

Our Listeners

Top Stories from the Year

Voices from the Community

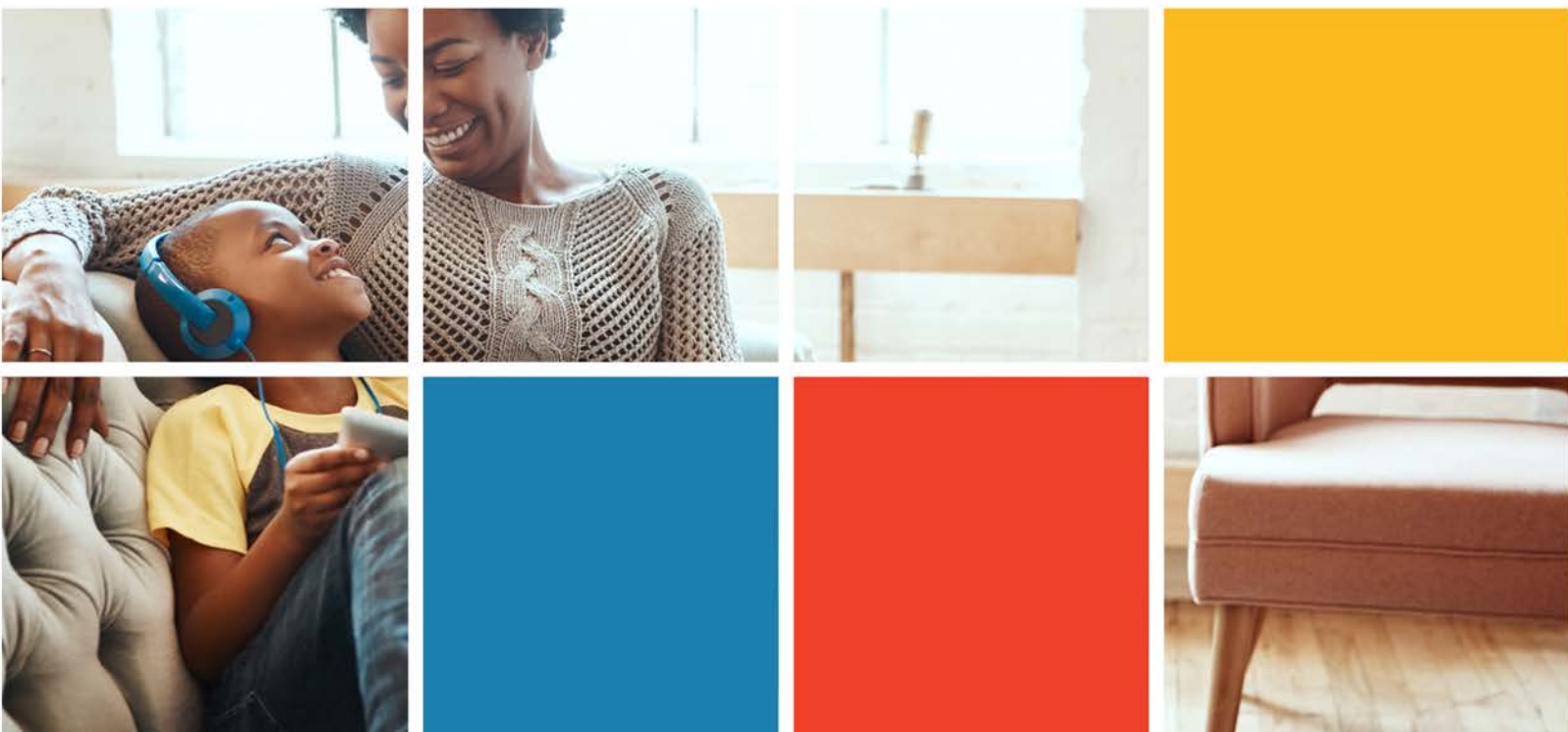
KidNuz Impact

KidNuz Listeners by the Numbers

Financials

KidNuz Management

- Board
- Advisors
- Teacher Advisory Panel
- Interns



About KidNuz

Mission:

To engage kids in current events, encourage critical thinking, and spark meaningful conversations.

Vision:

To build a global network of reliable news platforms for kids.

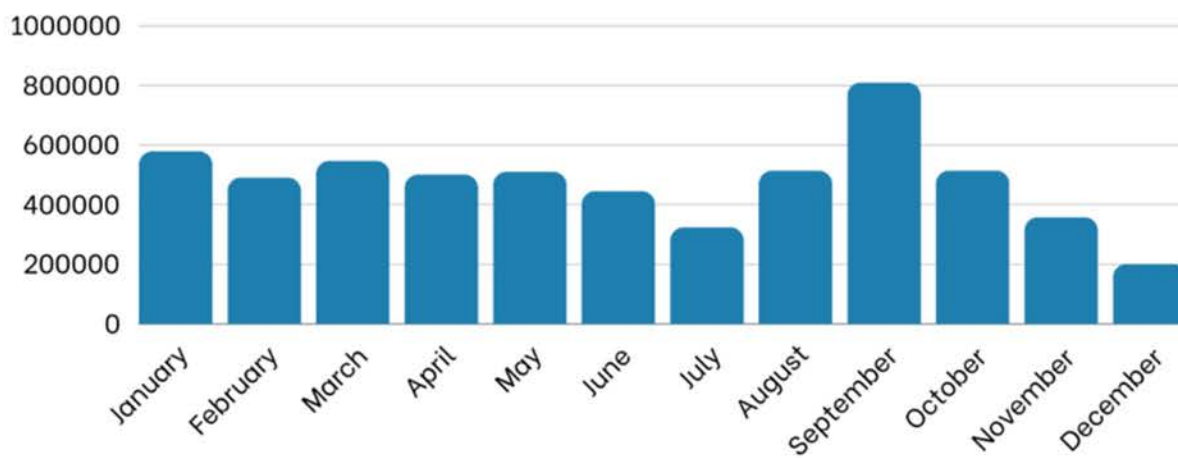
Our Values:

We believe in presenting news that is truthful, trustworthy and respectful above all else. Our podcasts are always professional while also unique, creative, fair and fun!



Who is Listening?

Growing year-after-year, in 2023 we reached 5,797,040 downloads, surpassing 18 million total downloads.



Over sixty percent of our listeners are in classrooms and **61%** of those classrooms are at **Title 1 schools.**



Listeners in 200+ countries and territories



Top Stories from 2023

Romeo & Juliet's Next Chapter

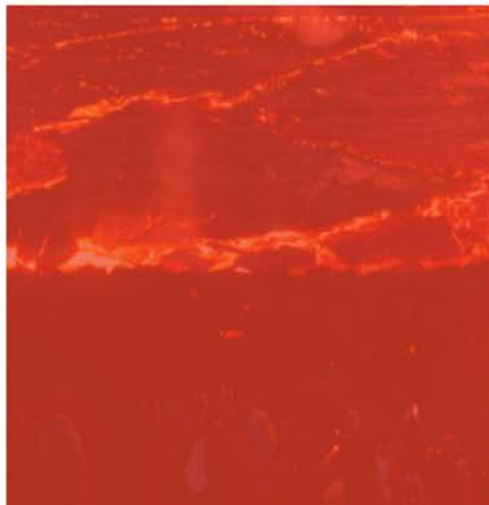
Two aging manatees known as Romeo and Juliet are getting sprung from decades of dismal living conditions at a Miami, Florida Seaquarium. The pair are 67 and 61 years old... and have called the park home since the 1950's. But, thanks to federal wildlife authorities and a campaign by animal rights activists that included drone footage of Romeo swimming alone in a tiny dirty tank, the sea cows could be reunited and relocated as early as this week. A former marine mammal trainer who founded the group that saved the manatees said they suffer when not living in a group and described their seaquarium separation and existence as Groundhog Day. There's no word yet where Romeo, Juliet, and a third, younger manatee are headed, but animal experts predict it'll be a nearby sanctuary and say their health and well-being depend on it.



Top Stories from 2023

Unease in Iceland

In just a few hours time yesterday morning, 700 hundred 'more' earthquakes rattled the southwestern peninsula of Iceland. Massive cracks and gaping holes are now opening up in roads as worries mount of an impending volcanic eruption. Scientists say a thin layer of magma - which is basically red hot molten rock that hasn't yet made its way above ground - is on the move. Whether it will fully break through.. isn't yet known. Residents evacuated from the town of Grindavik over the weekend were allowed home yesterday to retrieve belongings, but weren't there long when they were told to skedaddle again because of hazardous gasses seeping through the fissures. The director of the country's meteorological office told CBS News the biggest concern is that the magma will eventually make its way to the surface, creating a "Hawaiian-style, lava-producing volcanic eruption" in a populated area.



Top Stories from 2023

Record-Setting Holiday Travel

Airlines predicted it, and the TSA has now confirmed it: This past Sunday was the busiest day ever at US airports. That means if you were among the more than 2.9 million people who took to the skies that day, you helped make aviation history. Coast to coast, the number of people screened was 10 percent more than the Sunday after Thanksgiving last year, and up 25 percent from the same day pre-pandemic, in 2019. And while airport crowds tend to keep TSA detection dogs busy, they're apparently never too busy to strike a pose. And the proof — is in the agency's new 2024 canine calendar. On the cover is Dina, a 3-year-old German Shorthaired Pointer who sniffs out trouble at Harry Reid International Airport in Las Vegas. Inside, more than a year's worth of precious pups and a flurry of fido facts. It's free and available for download on our resource page.



Top Stories from 2023

Baseball's Best

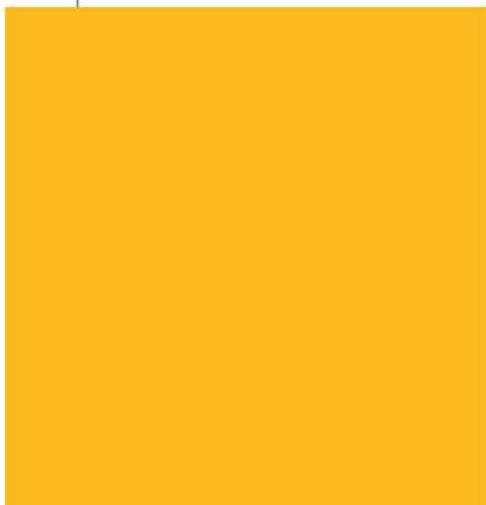
It's display day for the Great Bambino - and what could be a historic piece of sports memorabilia. It's a super rare baseball card showing a rookie Babe Ruth at the age of 19 when he first signed on as a minor league pitcher with the Baltimore Orioles. The year was 1914, the card is red, — and the combo could lead to a home run at auction. Why? Because, among other things, the late, great Sultan of Swat didn't stay with the O's for long; within months, he moved on to the Boston Red Sox, before being infamously traded to the New York Yankees. Experts say this slice of baseball history could sell for at least 10 million dollars - or maybe even shatter the all-time sports memorabilia record of 12.6 million dollars set by a Topps 1952 Mickey Mantle card. The first viewing for interested buyers is today at the Babe Ruth Birthplace & Museum in Baltimore.



Top Stories from 2023

Lucky Underwear

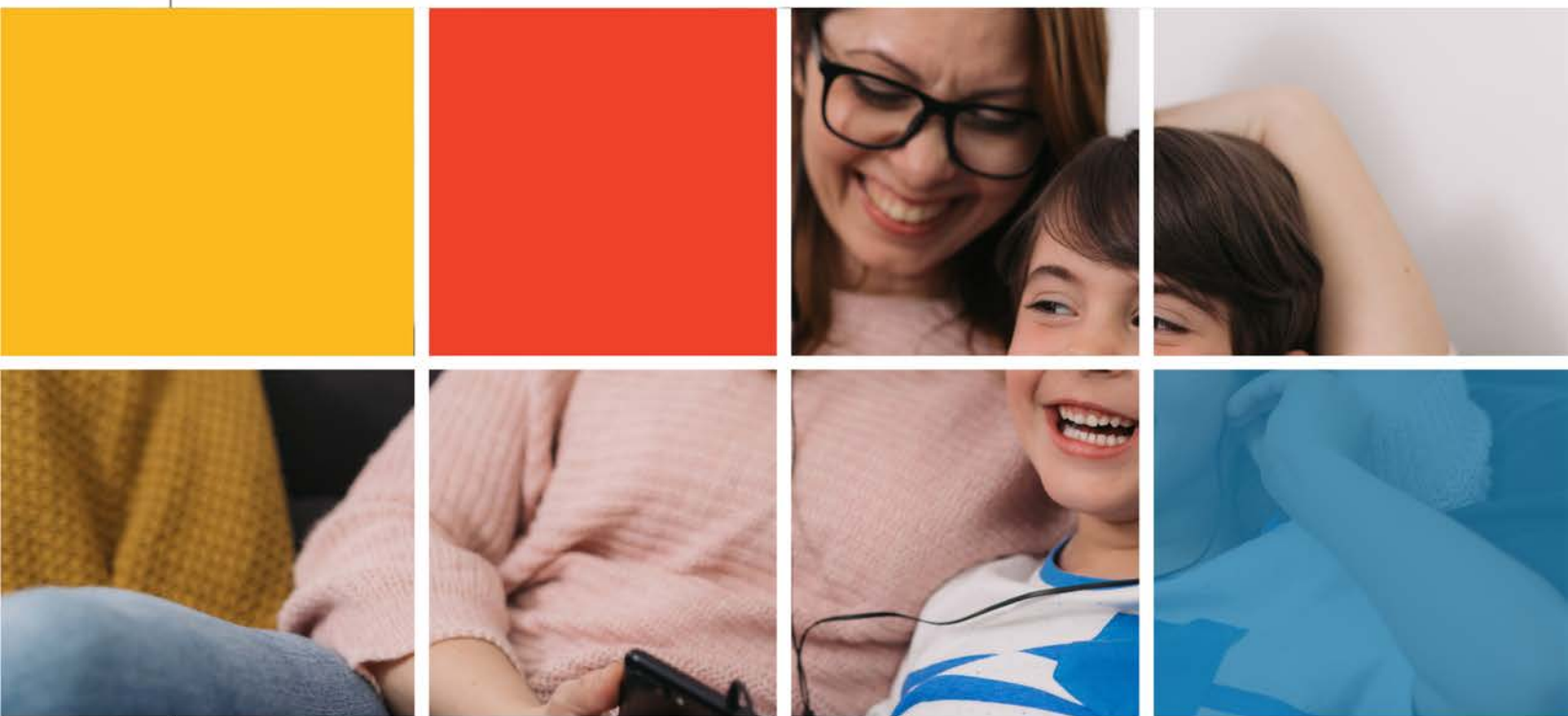
Don't mess with a star athlete and his superstitions. Kansas City Chiefs quarterback Patrick Mahomes admitted this week that he's worn the same pair of red underwear for every game since his rookie season in 2017... and that he doesn't always wash them. The truth-or-dare comment came Monday night when he was a guest on ESPN's ManningCast with Peyton and Eli Manning. The two-time Super Bowl champ then dove into the details, saying he only turns to the old undies on Game Days — and that they're not 'too worn down or nasty.' "I clean 'em. I wash 'em. Every once in a while, at least. I mean, if we're on a hot streak, I can't wash 'em, you know? I've gotta just keep it rolling." Don't expect any changes anytime soon. Mr. Mahomes said as long as he's playing well and winning, his old, red undies will be the first thing he puts on .. on game day.



Listener Reviews

"My students look forward to listening to KidNuz as a part of our daily routine. Many students will comment that they talk about the information presented in KidNuz at home with their parents. One student even recently said that they like listening to KidNuz rather than watching the news with their parents because KidNuz presents things that are at their level." — Public School Teacher

My 4th graders love KidNuz. I love knowing that I can trust the content to be suitable for school. I insist that they listen attentively, and they do. Hear hear for building a news habit and developing news literacy. Thank you KidNuz!
— Apple Podcast Review



My son and I listen to KidNuz every day. Our favorite part is the quiz and reviewing what we've learned! As a parent, I appreciate the opportunity to expose my child to the news in a direct and thoughtful context. Bravo to the writers and producers!
— Apple Podcast Review

"We are doing a module on space right now, and we have heard news on several space topics which brings more to students content knowledge of space and wonderful conversations. It has encouraged students to go a step further and research more on the topic they heard about!" — Public School Teacher in a Title 1 School

KidNuz Impact

98% KidNuz has increased students' awareness of current events.

94% KidNuz has increased students' curiosity about what's going on in the world.

92% KidNuz has sparked interesting conversations.

92% KidNuz improved children's/students' listening comprehension.

*Data from educators' responses to our 2023 Annual KidNuz Impact Survey.



KidNuz Financials

How We Are Funded **TOTAL: \$901,082**



Our Funds In Action **TOTAL: \$861,406**



NOTE: In 2022, we reported \$50K in In-Kind Services; however, in 2023, it jumped to \$780K based on the recommendation that we account for volunteers' actual value of services.



KidNuz Management

Board of Directors

Jennifer Anderson
Tracey Bracco
Lori McDevitt, MA.Ed.
Tori Nelson
Ro Thomas Schwarz
Tara Singer
Ema Jitsukawa
Mark Curtis
Max Woolf
Kim Yonenaka

Advisory Board

Michael McAllen
Marissa McGee
Lisa Parker
Renee Pyle
Rachel Rosner
Noah Teitelbaum
Albert Tong
Laura Bergman
Joe Siedel

Teacher Advisor Panel

Liisa Balzar
Alyssa Cabrera
Nicole Campbell
Cheri Cwiertniak
Ivy Davis-Palmer
Carrie Hayworth
Christine Heilmann
Andrea Machart
Jennifer Maier
Nikki McCurtain
Susan Salava
Ryan Scott
Terri Seifert
Stephanie Stinchecum
Cindy Tamaz
Megan Thorington
Angie Williams
Molly Woods

Interns

Mia Bracco
Madison Farrell





Thank You