



Annual Report 2022

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# 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!

# Greetings from KidNuz

Hello and welcome to our annual report for 2022! I'm Tori, and we begin with...a big thank you to all our tremendous loyal listeners. The positive praise for writing and producing a daily podcast of kid-friendly news is so rewarding and you'll get a sample of some of the comments we received in the last year on page 10.

Other highlights in this report include the numbers showing that our exponential growth continued in 2022 with over 12 million downloads. And we average about 520,000 listeners a day factoring in half our audience are teachers with about 20 students per classroom. Our global reach is expanding as the government of Taiwan has now posted a link to KidNuz on their Bilingual Council's resources page.

Our listeners continue to be so generous with their donations while the quiz and episode sponsorships really increased in popularity. And we took a big step by no longer requiring the services of a fiscal sponsor and are now a fully independent 501c3. More information on our donations and our expenses can be found on page 12.

After months of work this year and some supply-chain delays we're on the brink of launching our first licensing partnership with Yoto... happening in early Jan 2023. Other potential partnerships are in the works which could offer some promising revenue opportunities while ensuring KidNuz remains ad-free and available to all at no cost.

We also proudly joined NAMLE, the National Association for Media Literacy Education and we established a new cross-promotion exchange with another successful kids podcast, Who Smarted?

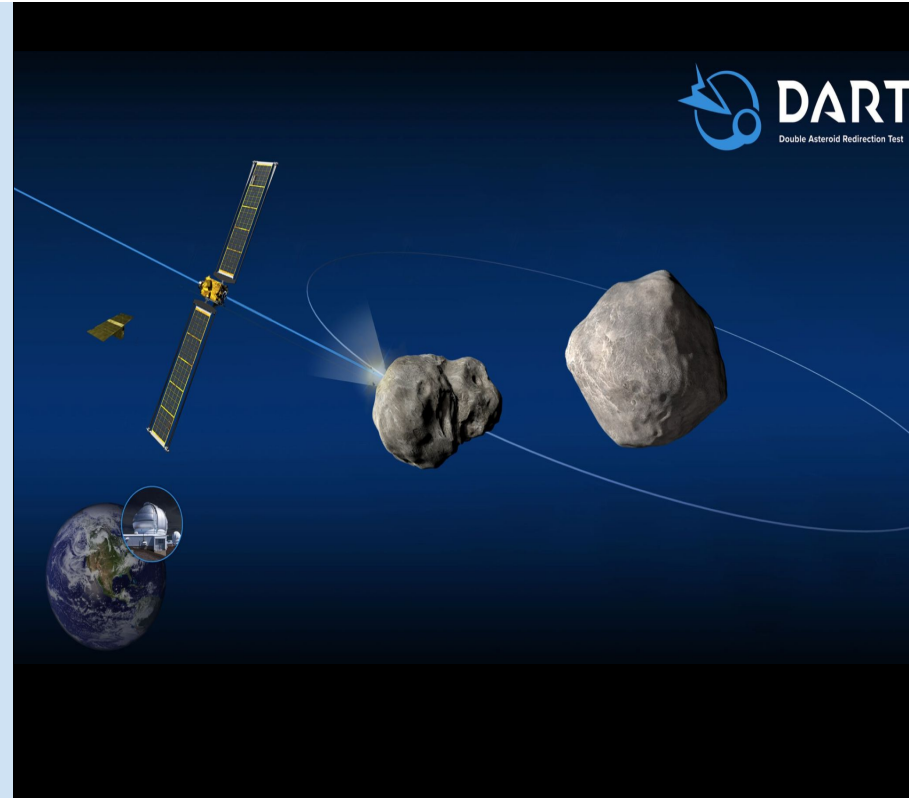
For the first time this year, there were some important changes to our personnel. Two of our original board members stepped down and we're so thankful for their efforts to get KidNuz started. And we were thrilled to welcome two new members onto the board of directors. We also had some very talented advisors join our team, offering expertise in podcast production and business development.

We are excited for another bright year of sparking curiosity by sharing lots of kid-friendly news with an ever-growing audience.

Sincerely,  
Tori Nelson  
KidNuz Board President

# Top Stories from 2022

NASA conducting a crash test tonight that will literally be out of this world. At 7:14pm eastern, one of their spacecrafts traveling at 4 miles per second is expected to ram into an asteroid. The Double Asteroid Redirection Test or DART is the first of its kind and is designed to test our defenses against incoming space rocks. The collision will be a bit of a mismatch as, according to NASA, the spacecraft is about 1,300 pounds and the Asteroid, called Dimorphos weighs about 11 billion. As one planetary scientist put it will be like "running a golf cart into a Great Pyramid." But the point is not to blow up the rock, but rather slightly alter its orbit.. which NASA says is the best way to keep a rogue asteroid from hitting earth. Don't worry. Dimorphos is NOT a threat to Earth and NASA says it knows of no asteroid that would be in the next century. People with telescopes could see a slight flash upon impact, but a better view can be found at [nasa.gov](https://nasa.gov). Determining whether the DART test is successful could take weeks



# Top Stories from 2022

A gym teacher in Portland, Oregon jumping on the 'bike bus' bandwagon in a really big way. Hundreds of kids and parents are now drafting Sam Balto on his morning ride to Alameda Elementary. He's up front, leading the pack in a neon safety vest, riding a cargo bike, and blasting pop tunes like Queen's "Bicycle Race" from a speaker in the back. Coach got his inspiration from bike busses in Barcelona, San Francisco and Hood River and believes the once-a-week rides are a quadruple win; they get kids to school, help with academics and physical fitness, build community and are good for the environment. As Coach continues to turn heads with his growing pack, he's also hoping to turn the wheels of government and get local officials to fund 'bike buses' and 'walking buses' just like they do regular buses.



# Top Stories from 2022

A David versus Goliath stunner in the sports world. Yesterday, the last pick in the NFL draft, someone traditionally referred to as 'Mr. Irrelevant,' essentially de-cleated football's GOAT. 49ers rookie quarterback Brock Purdy, who until a week ago was the backup to the backup, toppled Tom Brady and his Buccaneers 35-to-7. The broadcasters were in awe and tweets were flying by halftime. But the shot that best summed up the game came from the stands, when Brock's dad was shown overwhelmed by emotion and pride. The rookie's college coach at Iowa State is not surprised. In fact, he predicted it. According to NBC News, he told a scout for the Niners; "Something is going to happen and this guy is going to make you proud that you guys drafted him." Safe to say that is indeed the case for San Francisco this morning.



# Top Stories from 2022

Minnesota is again putting a happy spin on its harsh winters with its annual name-a-snowplow contest. Past winners include “Betty Whiteout, Plowy McPlowFace, Ctrl Salt Delete, and Snowbi Wan Kenobi.” Submissions will be accepted until Friday at the state’s department of transportation website. According to the Good News Network, contests are also being held in Ohio, Massachusetts, Nebraska, and several cities in Canada. Scotland ran a similar campaign last year and ended up with snow plow names like “You’re a Blizzard Harry, Mary Queen of Salt, and On Her Majesty’s Slippery Surface.”

Name a MnDOT  
**SNOWPLOW**



# Top Stories from 2022

Proof that no matter how far-fetched the question, it pays to ask. A young Los Angeles resident sent a handwritten letter to the county's Department of Animal Care and Control, asking for approval to keep a unicorn in her backyard... presuming she could find one. The department responded by complimenting her on her sense of responsible pet ownership and awarded her its first-ever unicorn license. But rules are rules and, according to CBS News, officials also told her that "the unicorn must be cared for in compliance with County Code Title 10, have regular access to sunlight, moonbeams and rainbows, and be fed watermelon once a week. Additionally, the unicorn's horn must be polished regularly to maintain good health. And, because unicorns and sparkles often travel together, the department said any glitter used "must be nontoxic and biodegradable to ensure the unicorn's good health."



# Reviews from Our Listeners

*"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 kids look forward to it. We use the questions as a game in our Beat the Teacher classroom management program. I use the word searches for extra credit."*

— **Public School Teacher in a Title 1 School**

*"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 listen to KidNuz daily during snack and then take the quiz together to check for listening comprehension. Oftentimes we then have discussions or do further research on topics we heard about."*

— **Public School Teacher**

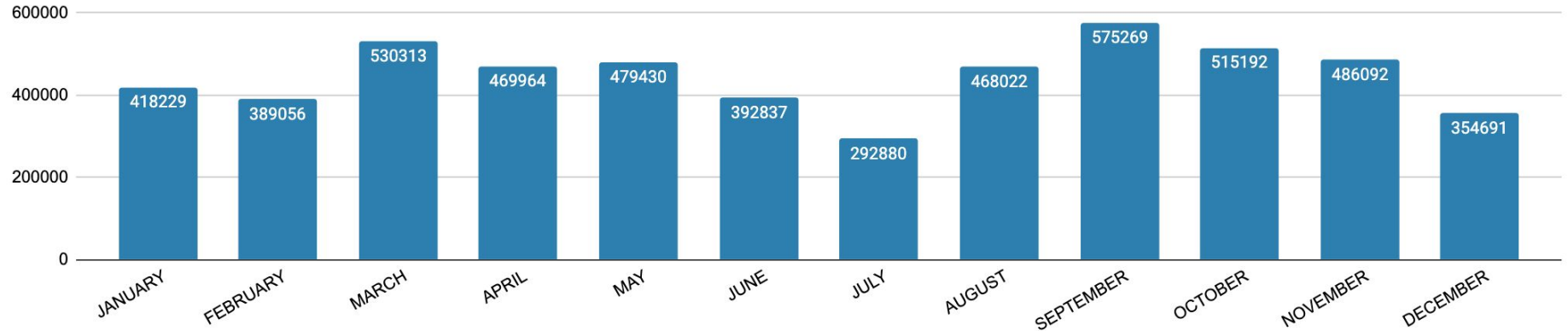
*"We are doing a module on space right now, and we have heard news on several space topics which brings more to students content knowledge of space and wonderful conversations. It has encouraged students to go a step further and research more on the topic they heard about!"*

— **Public School Teacher in a Title 1 School**

# KidNuz Listeners (Downloads) by the Numbers

From January 01, 2022 to December 31, 2022

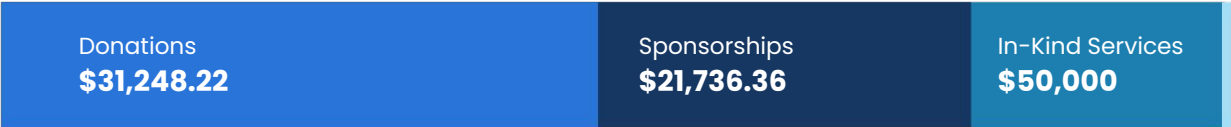
**5,372,075 total downloads**



# Financials

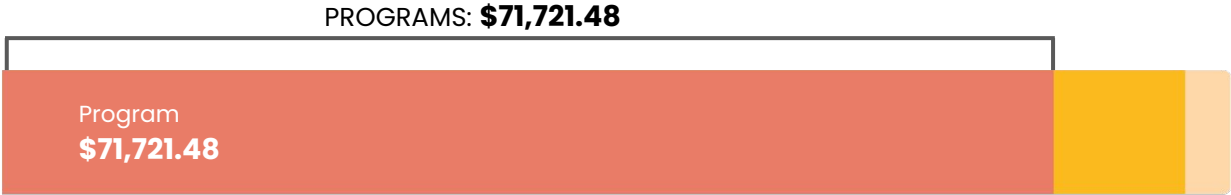


## How We Are Funded TOTAL: \$103,097.88



MERCHANDISE  
\$113.30

## Our Funds In Action TOTAL: \$83,778.92



ADMINISTRATION  
\$8,972.66

FUNDRAISING  
\$3,084.78

# KidNuz Management

## Board of Directors

Jennifer Anderson  
Tracey Bracco  
Michelle Deasy  
Stephanie Kelmar  
Lori McDevitt, MA.Ed.  
Tori Nelson  
Ro Thomas Schwarz

## Advisors

Michael McAllen, Podcasting  
Marissa McGee, Education  
Lisa Parker, Financial  
Renee Pyle, Child Psychology  
Rachel Rosner, Education  
Susan Steiner Saal, Fundraising  
Noah Teitelbaum, Education  
Albert Tong, Legal  
Max Woolf, Business Development

## Teacher Advisory Panel

Nicole Campbell  
Ivy Davis-Palmer  
Janice Forth  
Carrie Hayworth  
Christine Heilmann  
Andrea Machart  
Susan Salava  
Ryan Scott  
Stephanie Stinchecum  
Cindy Tamaz  
Molly Woods

## Interns

Mia Bracco – Journalism  
Caroline de Bourbon –  
Journalism