



Annual Report 2021

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About KidNuz

Mission

Engage the next generation with news that will inform without fear and educate without opinion. Why? Because kids are curious, the world is fascinating and knowledge is power!

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

Greetings to our Community – thank you for your continued support of the KidNuz podcast. We are inspired and grateful for the trust you have shown us as we moved in a new direction. 2021 was a strong year for KidNuz.

In our second year of fundraising as a non-profit, our donor base continued to grow. We added sponsorship levels that included getting a personalized shout-out either at the beginning and end of the podcast, or in the middle before the quiz. This provided enough funds to not only cover our costs, but to begin branching out into offering other services. Our first venture was the KidNuz Noodler, a monthly worksheet, A professional educator and former teacher, and father of 2, that offers an opportunity to expand critical thinking skills. Our goal is to seek out additional funding to make that a weekly offering.

We are also hoping to set up a medial literacy program and have begun talks with an journalist and speaker to design a program for us. We are in talks with 2 translators to create a Spanish version of our podcast. And we have a dedicated committee working on designing a junior journalism curriculum that could be offered to teachers across the country and around the globe to spark interest and understanding on this critically important profession.

We expanded our advisory board to add several important new members who each bring invaluable experience to the board of directors. We continue to hold monthly board meetings by zoom though we had one in-person meeting in October which also was an opportunity to work on our branding and future plans.

We hired an advisor to explore various opportunities at generating revenue including grant-writing and licensing agreements. We made the difficult decision to end birthday shout outs at the end of each podcast but are still doing 5 teacher shout outs each day. We get daily inquiries to add a teacher to the list, which was already full for all of 2021 before we even started the year.

We ended 2021 on a good note, with a positive balance on our financial records and with some big visions for expansion and improvement in the next year ahead.

Sincerely,
Tori Nelson
KidNuz Board President

Top Stories from 2021 — Peanut Butter & Jelly

Two turkeys named Peanut butter and Jelly getting timely, and time-honored, presidential pardons. The two birds were selected as the National Thanksgiving Turkeys and, later today, will be spared from the holiday table by President Biden at an annual ceremony in the Rose Garden. The tradition dates back to the days of Abraham Lincoln, but really took off with President HW Bush in 1989. Like his Oval Office predecessors, President Biden will grant the 40 pounders a reprieve from the menu and send them to live out their days in quiet retirement. These two are headed to Purdue University in their home state of Indiana. Even before today's pardoning, the gobblers got a taste of the good life with a special suite and pampering at the Willard Intercontinental Hotel in Washington DC.



Top Stories from 2021 – Tomb of the Unknown

This week, for the first time in decades, visitors will be able to pay their respects up close and personal at one of the most sacred landmarks in the US. It's the Tomb of the Unknown Soldier at Arlington National Cemetery in Virginia. Inside are the remains of three unidentified soldiers from World Wars 1, 2 and Korea – and they've come to represent the sacrifice of all American servicemembers. Since 1948, a 24-hour military guard has protected the sanctity of the site by keeping the public at a distance. In fact, only US Presidents are allowed to get close. But this Thursday is not only Veteran's Day, it's also the 100th anniversary of the tomb's dedication. To mark that milestone, the park service is opening the area tomorrow and Wednesday to guests who want to touch the marble or leave flowers.



Top Stories from 2021 — Dads on Duty

A gaggle of dads now patrolling the hallways of Southwood High School in Shreveport, Louisiana. According to CBS News, the decision to join their kids on campus came after several days of not so great behavior by students. Michael Lafitte was the first fed up father; he launched “Dads on Duty” and recruited 40 others to sign up and take shifts. The men greet the students in the morning, spread cheer, and generally help keep the peace. Students say it’s working. “You ever heard of ‘a look?’” one student asked a reporter. That’s the power all fathers seem to have. Throw in a few dad jokes and student life is apparently good again. In fact, there hasn’t been a single incident on campus since the group started. The fathers say they intend to keep showing up – and would like to start chapters throughout Louisiana and, perhaps elsewhere in the country.



Top Stories from 2021 — Ella Bruning

An 11 year old catcher is making quite a name for herself at the Little League World Series. Ella Bruning of Abilene, Texas is the only girl competing in this year's tournament and she's getting props for playing like a rock star. She went 2-2 and scored a run in her first game and took a foul ball of the knee but refused to come out in the second. She's already caught the eye of the Majors, with the league sharing videos of some of her incredible moves behind home plate. Even Cubs catcher Willson Conteras and Yankees great Jorge Posada weighed in with fire emojis. Ella isn't the first girl to join the boys in Williamsport. She's the 20th... but only the 8th to get a hit and only the 3rd to get multiple hits.



Top Stories from 2021 — Lou the Coonhound

We've all seen dogs with long ears, but were they "Lou the Coonhound" long? Probably not. Lou's velvety, black and tan beauties measure more than a foot long each: 13.38 inches to be exact, enough to earn her a spot in the 2022 Guinness World Records book. Coonhounds and bloodhounds are known for having long ears that drag the ground and trap scents when they're on the hunt for something, but Lou? She reportedly only likes to track down glimpses of herself in window reflections — and of course, people who will give those extravagantly long, record-setting ears a hearty rub.



Reviews from Our Listeners

I love this podcast

Jun 3, 2021

LM@3-11-11

★★★★★

Hello my name is Leila your podcasts are the best thing in my day. My friends and family at 7 sharp gather in the back yard and listen to it while eating donuts! It is the best! 😊

Kidnuz

May 7, 2021

jasminite_10

★★★★★

I LOVE YOUR PODCAST! It is the best thing in my day! I listen to it at school and I love hearing about this news with fun! Everyone in my class enjoys this podcast!! THANK YOU FOR MAKING THIS PODCAST!!!!

Love this!

Mar 29, 2021

phenomenalgrl

★★★★★

Love this podcast. My grandkids listen to this and got me listening. The perfect snippet of information to keep kids informed.

So fun! And informative!

Dec 14, 2021

r.s.k.wa.

★★★★★

My wife and I both teach (3rd and 5th), and we listen with our 2nd grade son every day on the way to school and then share with our classes. We love it!

Amazing News For Kids!!! 🥰🥰🥰🥰

★★★★★

This is really good for kids that want to be like "adults" and just for kids in general. take this from a 10 year old. It's really entertaining and a good way for kids to hear what's going on in the world, and it's not scary because you can't see anything! Lol. Keep on going with this podcast! Love you!

-Ava

Morning car ritual!

Feb 5, 2021

Amanda & Fam

★★★★★

The kids and I listen every morning in the car on the way to school. The content is always very engaging for them and I love getting their brains a little jumpstart on the car ride!

LOVE IT

★★★★★

I love this! This is great for everyone! The quizzes are fun, and the news is fun! The name "...nuz" actually sounds like "...news". The "nuz" is for kids. Once my teacher recommended it to me, I decided to look on what this is, sense I don't really have an interest in anything.

I'm only 10

Love this!

Feb 5, 2021

MamdmMMOM

★★★★★

We listen every morning while my kids are getting ready for school. It is the right length of time to keep their interest and I like sending out more knowledgeable humans out into the world!

I love it

★★★★★

I don't like listening to the news. Boring monotones, too much politics, all bad news. BUT Kid nuz is nothing like that! The hosts sound like they're happy to be there! And just the right content for kids! We listen to this as our first thing for school! It's nice to keep up with the news!

Dec 22, 2021

molly cat girl

Feb 3, 2021

Rose1818Black

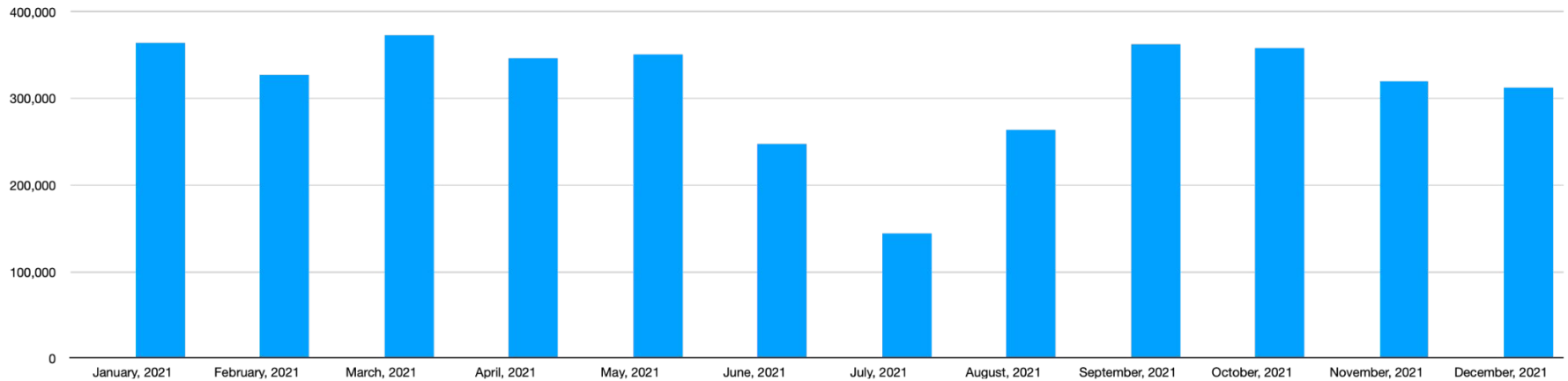
Thu

APPLE_OZOBOT_(2020_GEN.)

KidNuz Listeners (Downloads) by the Numbers

From January 01, 2021 to December 31, 2021

3,774,290 total downloads

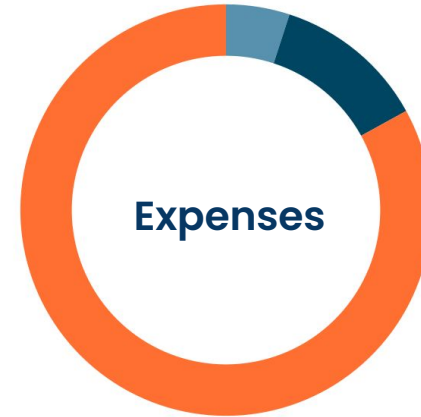


Financials

KidNuz continues to partner with fiscal sponsor Independent Arts & Media for collection of donations. In 2021, we raised over \$54,000 in individual donations and grants, a three-fold increase from 2020.



● In Kind Services ● Individual Giving ● Grants ● Corporate Matching



● General & Administration ● Development & Fundraising ● Program

KidNuz Management

Board of Directors

Jennifer Anderson
Tracey Bracco
Kim Hunter
Stephanie Kelmar
Tori Nelson
Stephanie Peterson
Ro Thomas Schwarz

Advisors

Michelle Deasy, Development
Lori McDevitt, Education
Marissa McGee, Education
Lisa Parker, Financial
Renee Pyle, Child Psychology
Rachel Rosner, Education
Susan Steiner Saal, Fundraising
Albert Tong, Legal

Teacher Advisory Panel

Annie Cox
Brian Kaspar
Medina Kovacevic
Julie McKonkey
Andrea Machart
Cori Spain
Noah Teitelbaum

Interns

Maggie Maize, Journalism
Charlotte Palmer, Journalism