

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short form content, digital and in person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

88.9 KETR's mission is to impact our Northeast Texas community through providing a variety of informative, educational, and entertaining programming, as well as trustworthy, unbiased, and accessible news on a number of relevant local issues such as local government, public education, and community development. 88.9 KETR seeks to cultivate and preserve the culture of the Northeast Texas region; increase community appreciation for the arts, music, and ideas; be a platform from which the community can reflect upon itself; provide comprehensive severe weather coverage that is specific to our area; and maintain programming that appeals to and benefits our community's citizens.

88.9 KETR works to achieve these goals through our broadcasts, both on 88.9 FM and through digital streaming platforms on ketr.org, iTunes Radio, iHeartRadio, and TuneIn, which makes it possible for listeners to tune in and hear KETR content virtually anywhere in the world. In addition, 88.9 KETR maintains a robust web presence on ketr.org and our social media channels and has continuous marketing efforts aimed at introducing new listeners to 88.9 KETR.

Since this station's beginning in 1975, 88.9 KETR has always placed a priority on providing training and real-world experience to journalism and broadcast students to better prepare them for their future careers. In addition, 88.9 KETR airs local program *Lions after Dark*, a student-run show that gives broadcasting students the opportunity to learn the ropes of radio and hone their skills.

To meet the above goals, 88.9 KETR continues to focus on fundraising and development strategies that will expand listenership, as well as working towards achieving financial sustainability through securing dependable, ongoing support from listeners, corporate sponsors, and grants that align with the mission of public radio. To meet the need for local programming that curates and preserves the culture of our region, 88.9 KETR produces and airs local programming, such as live-hosted daily Texas music show *Notably Texan*, as well as other local-interest programs such as *The Blacklands Café* and *Outdoors with Luke Clayton*.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

In order to provide thorough and balanced news content to our community, providing statewide news programming to our audience is incredibly important. While 88.9 KETR's mission includes providing relevant local content, 88.9 KETR also strives to provide news and information programming from across the state, achieved through partnerships with other media organizations such as AP and The Texas Tribune. 88.9 KETR also collaborates with statewide reporters and other Texas public radio stations. In addition, 88.9 KETR has partnerships with two local newspapers that allow this station to bring even more relevant local content to our listeners. Without these vital partnerships, 88.9 KETR's audience might not hear vital news and programming from around the state.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Over the past year, 88.9 KETR's partnerships, goals, and strategies have resulted in increased listenership, community engagement, and financial support of this station. Through its partnerships with other local and statewide media organizations, 88.9 KETR is able to broadcast a wide array of content that would not be possible with just our own small news staff and resources. In addition, through these collaborations, 88.9 KETR is able to present a wide range of comprehensive local, state, national, and international news to our audience, keeping the goal of providing balanced, unbiased news in mind. We often receive direct feedback from our listeners that they appreciate the wide variety of news that KETR airs – both from our immediate local community and news from the wider world.

88.9 KETR is licensed to Texas A&M University-Commerce. Because many of this station's administrative and human resources functions are handled by the A&M System, we can focus 100% of our attention towards providing the best in public radio to our community. Northeast Texas is a rural underserved region, and through our relationship with the university, we are much better able to provide informative and educational content through collaborations with key university members and groups. Football is regarded as an iconic pastime in Texas, and 88.9 KETR is also able to provide both football and basketball broadcasts through our relationship with the university, which is one of the most mentioned aspects of KETR that listeners tell us they appreciate.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

88.9 KETR's current programming lineup includes programs that appeal to a diverse audience. NPR's Latino USA and Texas Public Radio's Texas Matters are two programs that KETR airs that are Latino-focused and serve the Latino community that continues to grow in Northeast Texas. Last year, 88.9 KETR conducted a listener survey to gauge feedback on KETR's programming lineup. Responding to listener suggestions and feedback from this survey, 88.9 KETR moved both of these programs to a more prominent time in our programming lineup to better serve our Latino audience. 88.9 KETR is also working towards providing written transcripts of every audio story on our website for better handicap accessibility for diverse consumers of KETR's content.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

The Community Service Grant accounts for the largest portion of KETR's annual operating budget and is the main revenue source that KETR uses to provide the wide range of educational, informative, and entertaining programming that benefits the citizens of Northeast Texas. It is the only way that 88.9 KETR is able to produce the air the programs that our community depends on every day. The Community Service Grant also provides the funds that pay for our part-time staffers, who are instrumental in the operation of this station to ensure the programs that KETR produces actually make it onto the air. The Community Service Grant provides for other vital aspects of this station's operations, including KETR's program distribution system and marketing efforts aimed at expanding KETR's listenership. Finally, this grant provides funds for basic fundraising efforts, including donor acquisition campaigns, fundraising campaigns aimed at financial sustainability through securing on-going monthly giving, and other development needs aimed at increasing the community's support of this station. Simply put, without the Community Service Grant, 88.9 KETR would not be able to provide the news, information, and entertainment programming that Northeast Texans need in order to be informed, educated citizens. Without this grant, 88.9 KETR would not have grown from the small station it was when KETR initially went on the air in 1975 to the full 100,000-watt station airing awarding-winning local and national public radio content that it is today.

Every listener testimonial, every news and programming award that KETR and its staff receive, and every donation we receive from listeners who value what 88.9 KETR does every day so much that they part with their hard-earned dollars is a direct result from all that the Community Service Grant makes possible. Without this grant, 88.9 KETR would simply not be able to continue to broadcast the high quality programming that our rural community deserves. If 88.9 KETR were somehow able to continue with out this grant, it would likely become a completely different radio station that would not serve in the best interest of our community. Without this grant, 88.9 KETR would not be able to broadcast the public radio programming that Northeast Texans have continually depended on to live informed, educated, and cultured lives.