

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.

At the core of 88.9 KETR's mission is to benefit our local community through access to high-quality public radio programming, and to address the issues, needs, and interests of the Northeast Texas region. 88.9 KETR's regional news coverage informs Northeast Texas citizens of issues that affect their daily lives – topics ranging from local government and elections, public education, community development, and more.

Within 88.9 KETR's core mission, this station places a high priority on increasing community appreciation for local arts, music, and ideas; and to be the platform from which this community can reflect upon itself. 88.9 KETR's local news efforts highlight and preserve the unique culture of Northeast Texas, through feature stories and coverage over local cultural happenings and events. Locally-produced programs, such as live-hosted Texas music program *Notably Texan*, local interest and community spotlight program *The Blacklands Café*, and all-things-outdoor program *Outdoors with Luke Clayton* serve to provide listeners with content that highlights what makes our community so special.

Additionally, a cornerstone of 88.9 KETR's service to our region has been this station's comprehensive severe weather coverage. With 88.9 KETR's signal coverage at the outer edges of the Dallas-Fort Worth metroplex, Northeast Texas citizens will often find severe weather coverage for our local communities on the DFW radio and television networks to be inadequate and lacking. 88.9 KETR has prided itself on providing the most comprehensive live coverage we can when unpredictable Texas weather strikes our area, and will continue to provide this coverage until the weather threat has moved away from the station's listening area.

In the past year, 88.9 KETR has produced and distributed a handful of podcasts with content specific to our region. *Buried* follows the mysterious 1991 disappearance of a young woman named Carey Mae Parker who went missing from the Lake Tawakoni area of Northeast Texas. 88.9 KETR reporter George Hale examines why police never investigated, and takes a hard look at how law enforcement in Northeast Texas tackles crime against our most vulnerable citizens. *Points of Interest* is a 88.9 KETR podcast hosted by student Emma Anderson, who searches Northeast Texas for students, stories, and experiences. *Points of Interest* covers any and every topic on an episodic basis from young engagements and East Texan adventures to the possibility of other life in the universe.

88.9 KETR makes this local content available both through on-air broadcasts and online streaming services on ketr.org, iHeartRadio, iTunesRadio, and TuneIn, which allows listeners to hear this station's content anywhere in the world. 88.9 KETR also maintains a strong web presence on our website, ketr.org, as well as on our social media channels such as Facebook and Twitter – providing timely news updates on local, national, and international news.

In the early years of 88.9 KETR, this station was conceived to be a learning-laboratory environment for broadcast and journalism college students. To this day, 88.9 KETR still makes it a part of our mission to train these students in a real-world setting to better prepare them for future careers in radio, journalism, and news. In addition, 88.9 KETR's local program *Lions after Dark* provides students the opportunity to produce, host, and air their own program to fine-tune their skills.

In order to be able to continue to provide the above content to our listeners and to continually improve and expand, 88.9 KETR remains focused on development strategies to increase listenership and achieve long-term financial sustainability.

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.

88.9 KETR maintains partnerships with various media organizations to provide our listeners with statewide news coverage and content that 88.9 KETR's audience might not hear otherwise. These partnerships include those such as the Associated Press, The Texas Tribune, statewide reporters stationed at various locations, and other public radio stations in Texas. In addition, 88.9 KETR maintains relationships with area newspapers that brings even more local content to our listeners.

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.

88.9 KETR's programming schedule, goals, strategies, and partnerships continue to benefit the community we serve. In the past year, this station has continued to see increased listenership, financial support, and engagement from the community. Through the statewide partnerships mentioned above, we are able to provide our listeners with a comprehensive news, information, and entertainment service. Because of our small newsroom staff, these partnerships are vital so that 88.9 KETR listeners may receive a wide array of news coverage at the local, regional, state, and national level. 88.9 KETR's most-often received feedback from listeners is the appreciation for comprehensive news coverage that informs and educates our community.

In addition, 88.9 KETR maintains a positive partnership with Texas A&M University-Commerce, the license holder of this station. The A&M System handles many of this station's human resources and administrative duties, which enables our small staff to fully focus on carrying out our mission each day. As the Northeast Texas region is rural and underserved, our relationship with TAMU-C enables us to provide the very best in information and educational content through our many university collaborations.

Finally, football is a highly-regarded pastime in Texas. Through 88.9 KETR's partnership with TAMU-C Athletics, we are able to provide exclusive broadcasts of college football and basketball games. We often hear that these broadcasts are another one of the most appreciated aspects of 88.9 KETR's programming lineup by our listeners and donors.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

88.9 KETR continues to evaluate and ensure that its programming lineup includes content that appeals to a diverse audience. Two of our programs, *Latino USA* and *Texas Matters* from Texas Public Radio, are Latino-focused and serve this community that continues to grow in the Northeast Texas region. Each year, 88.9 KETR conducts an Annual Audience Survey, and we continue to receive positive feedback about these programs and their placement within 88.9 KETR's programming schedule. In addition, to serve handicap listeners in our region, 88.9 KETR works to provide written transcripts of each audio story that is posted to ketr.org so that all listeners can listen to and enjoy the programming on this station.

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?

Each news story or program that our listeners rely on each day, as well as each listener testimonial, financial contribution, and news and programming award that 88.9 KETR receives is the direct result from all that the Community Service Grant makes possible for this station and the community we serve. This funding provides the single most significant portion of 88.9 KETR's annual operating budget.

This grant is the only way that that this station is able to provide our region with a diverse lineup of educational, entertaining, and informative programming that benefits our listeners every single day. The Community Service Grant also provides the funds that compensate our part-time staff, who are vital to the day-to-day operations of this station and who ensure that the content KETR produces and airs actually makes it onto the airwaves in Northeast Texas, and our online and on-the-go streaming services for impact across the country and the world.

This vital funding also provides for other very important station operations, such as our program distribution system, marketing and advertising efforts to expand listenership, and basic fundraising efforts aimed at securing and maintaining financial sustainability that will allow this station to benefit our community for generations to come.

- Without this grant, this station would simply not be able to provide the high-quality news, information, and entertaining content that our community has come to depend on for the past 43 years and counting.
- Without this grant, 88.9 KETR would never have grown from the small station it was when KETR first began broadcasting in 1975 to the full 100,000-watt station that broadcasts the highest-quality local and national public radio programming that it does today.
- Without this grant, this public radio station would simply not be able to adequately serve our rural Northeast Texas community. These citizens crave and desire content that is specifically curated for our region, and the Community Service Grant is only what makes this possible. If 88.9 KETR were ever to have to operate without this critical funding, the legacy and impact that this station has cultivated over the past 43 years would disappear. Northeast Texas citizens would go without unbiased and comprehensive news coverage, enlightening and entertaining public radio programs, and local programming that preserves the culture and history of our region.

This Community Service Grant is literally what enables 88.9 KETR to impact Northeast Texas and make it a better place to live for our community, and it is absolutely imperative that 88.9 KETR continues to receive it in order for this station to continue our mission of community service for years to come.