

Grantee Information

ID	1633
Grantee Name	KPAC-FM
City	San Antonio
State	TX
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2017 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

Texas Public Radio is a non-profit, multi-platform public media producer and presenter which connects with the community on air, online and on location. Since 1988, TPR has been telling the stories of our community with the intention to educate, enlighten and entertain. We assess the needs of the community through feedback from a Community Advisory Board, and ongoing direct communication with the audience by phone, email, and in person. We produce a daily call-in program, two weekly news magazines, daily newscasts and regularly scheduled feature reports, as well as online-only content designed to enhance understanding of issues and policy. We also create arts-oriented on-air and online content, such as local musical performance broadcasts, often featuring young performers, and articles designed to showcase the culture of our diverse and wide-spread service area. Specific "beat" reporters at TPR include Arts & Culture, Bioscience-Medicine, Education, Military, and Technology & Entrepreneurship. Our goal with all activities is to reach a broad and diverse audience. Our Worth Repeating event series targets ethnically, professionally and socially diverse millennials (ages 18-35) with inclusive events that provide unique and engaging on-air and online content. TPR continues its efforts to reach underserved markets by developing public radio stations in smaller markets throughout South and Central Texas.

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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.

Texas Public Radio partners with a variety of government agencies, businesses and non-profit organizations to reach thousands of people each year, providing them with opportunities to learn, grow and connect. Texas Standard is a collaboration of public radio stations in Texas to provide content that is relevant across the state. The cooperative effort of KUT, TPR, KERA and Houston Public Media produces a one-hour program that airs on 30 stations. And although the Austin, San Antonio, Dallas and Houston stations are the primary contributors, smaller stations around the state contribute where they are able. TPR's "Think Science" and "Think Health Science" (a partnership with UT Health) is a series of panels and lectures open to the public; the events promote dialogue and share new information on topics such as memory, the human microbiome, aging, cognitive science, and cancer therapy. TPR's partnerships with arts organizations like the San Antonio Symphony, the McNay Art Museum, the San Antonio Chamber Music Society, the Mid-Texas Symphony, and the Tuesday Musical Club help us create broadcast series like Performance Saturday. TPR's annual Sounds Like KPAC competition encourages young artists, writers and musicians to respond to their love of classical music through various modes of expression. Another outreach initiative is Cinema Tuesdays, an annual film series that, since 2001, brings classic motion pictures and newer independent films to more than 3,000 people each summer. TPR also collaborates with the Hill Country Alliance, Schreiner University, and Texas Tech University to produce and broadcast the Texas Water Symposium, a panel discussion held in the Hill Country that addresses environmental and regulatory concerns related to rivers, streams, lakes, and water rights in Texas. This year, TPR collaborated with Jazz, TX, a local club, to produce a series of broadcast episodes featuring

jazz, blues, and folk music recorded at the venue. Each broadcast presents the music in context with commentary providing insight into the music's rich history. A special event in August 2017, "When I Grow Up," invited parents to bring elementary and middle school-aged students to learn about career choices. TPR partnered with the San Antonio River Authority to bring volunteers together to clear debris and invasive plants along a stretch of the San Antonio River south of downtown. In September 2017, TPR's "Dare To Listen" initiative partnered with Trinity University to present a theatrical presentation about Islam and American politics, followed by moderated post-show discussions.

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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.

As a member-supported, independent media producer, Texas Public Radio engages its community in a way that brings about meaningful discussion and change. This fiscal year, TPR produced a continuing series about transportation options in San Antonio, and what local officials are doing to plan for future population growth. TPR continued its public service campaign, Dare To Listen, designed to encourage civil discourse and foster better relationships through active listening. The organization was recognized with the highest award from the local Public Relations Society of America chapter for its community service efforts. TPR's daily program "The Source" provides an opportunity for citizens to engage with local newsmakers, political figures, and officials. Following are some quotes from listeners who have found the content valuable: "Thank all of YOU at KSTX, for so thoughtfully coordinating with the Barshop Institute in planning yesterday's wonderful interview;" "Thanks for covering important issues that are sometimes overlooked by other media sources. Looking forward to partnering in 2017." Brianna Dimas, VP of Communications for the San Antonio Hispanic Chamber of Commerce "The Freedom Riders have visited with Davis MS in SAISD twice. Our students learned a great deal from this exchange and are currently listening [to The Source] in the library. Thanks." Angelia Hall Johnson, Librarian S. J. Davis Middle School "I'm calling as someone who actually aged out of foster care. I went in twice, once when I was 8 and then again when I was 12. The first time I went it was for every type of abuse you can think of. When I went in, I didn't get help I needed, which is one of the areas that y'all are talking about needing reform and I totally agree with that. However, I went back into custody of my adoptive parents, and then from there I was shipped all over the country for them to basically abandon me until I put my foot down when I was 12 and I said 'I'm not going anywhere else, call the state of Texas, get custody taken away.' Thankfully, Texas stepped in and they did take me away and I aged out of foster care. And from what I've been told, I am actually a statistical anomaly because with everything that I've been through – I never did drugs, I don't have a record, I actually own my own business now, so somewhere something went right. But listening to this show really got to me and I had to call in." The band director of an ensemble in TPR's Sounds Like KPAC event, a talent competition for young musicians, artists and writers, wrote: "We are excited to be able to participate in this wonderful event. As a music educator, please pass along my praise to the sponsors for supporting this amazing event. There is nothing more important to the survival of classical music than to create meaningful performance opportunities for young musicians." Texas Public Radio currently reaches over 160,000 listeners weekly in San Antonio on its news station, and KPAC (classical) reaches over 86,000 listeners weekly.

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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.

A prime initiative in serving all of South Central Texas, and including the majority minority Hispanic population is the production of a weekly news magazine, Fronteras, in cooperation with other South Central Texas public radio stations. Fronteras explores the changing culture and demographics of the American Southwest. The reporting on the program emphasizes Latino and Native American life and border issues affecting American politics, social order, economics and the environmental landscape. This and other TPR and NPR programming reaches underserved regions of South Central Texas via other stations TPR operates around the region, including KTXI 90.1 FM: Kerrville and the Hill Country; KVHL 91.7 FM: Highland Lakes Area; KCTI AM 1450 in Gonzales, and KTPR 89.9 FM: Snyder and the Big Country. In FY 2017, TPR broadcast a special Spanish-language series on KPTD 89.3 FM in Del Rio, featuring stories and news reports of interest to the Latino population in the southwest and Central America.

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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?

Texas Public Radio's CPB grant allows us to continue funding the reporting and production of broadcast and online content that is the element for which the organization is most relied upon in the community. Without CPB funding, we would likely have to reduce staff. The amount of TPR's FY2017 CPB grant is roughly equal to the compensation for seven of TPR's reporters and producers. Without them, TPR would not be able to provide the same amount of content on-air and online that it does today, resulting in reduced service to the community.

Comments

Question

Comment

No Comments for this section