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.
6.1 Telling Public Radio's Story

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 continued a producing 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.

6.1 Telling Public Radio's Story

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.

6.1 Telling Public Radio's Story

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