

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 2015. 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 2015 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. For more than 25 years, TPR has been telling the stories of our community with the intention to educate, enlighten and entertain. We assess the needs of the community via listener surveys, feedback from a Community Advisory Board, and ongoing direct communication with the audience. We produce a daily call-in talk show, 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. This has been enhanced by the addition of a dedicated arts and culture reporter, as well as a new news director. Our goal is to reach a broad and diverse audience. To this end, we created the Worth Repeating event series to target 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 22 stations. And although the Austin, San Antonio, Dallas and Houston stations are the primary contributors, smaller stations such as Marfa are encouraged and sometimes contribute where they are able. TPR launched "Think Science" to promote dialogue and information sharing on topics including Alzheimer's research, Robotics, Citizen Science, Prosthetics, Rockets and Cancer prevention and treatment. TPR's partnerships with arts organizations like the San Antonio Symphony, the McNay Art Museum, Camerata San Antonio, Youth Orchestras of San Antonio, the Mid-Texas Symphony, and the Heart of Texas Concert Band help us create broadcast series like Performance Saturday. A new initiative, the Sounds Like KPAC competition, encourages young artists and musicians to respond to their love of classical music through various modes of expression. Two special events hosted by TPR bring together a large variety government, private and non-profit partners to engage and inform special audiences: Silver Solutions and AccessAbility Fest are free events that bring information and resources together in one place, with refreshments and entertainment. Silver Solutions is a resource fair which offers valuable information to senior citizens and their caregivers about staying fit and healthy throughout a long life. A major partner is the University of Texas Health Science Center. AccessAbility Fest is a family-friendly day of fun and information for persons with disabilities and their loved ones, featuring nearly 100 educational, social awareness, health and residential organizations. Another outreach initiative is Cinema Tuesdays, which is an annual film series in its 15th year that brings classic motion pictures to more than 3,000 people each summer. In January of 2015 TPR hosted the inaugural year of an evening focused on student Western art at the Briscoe Museum of Western Art. An often unnoticed part of the San Antonio Stock Show & Rodeo, these student artists create works that are judged, then auctioned to provide scholarship money.

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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. Hosting the 2015 San Antonio mayoral debates on The Source, a weekday talk show, was a prime example of providing useful content for an informed citizenry. "I appreciated how TPR takes the time to present all the sides' issues, like hosting debates so we can really learn about the candidates." Howard, CPA. Not only do we bring South Texas to the world, but we bring the world to South Texas with impactful reporting and storytelling that informs and enriches the lives of our listeners. One story on The Source resulted in a change in laws regarding feeding the homeless. San Antonio Chef Joan Cheevers faced a \$2,000 fine for not having the proper permit to feed the homeless. TPR's coverage of the story resulted in a Homeless Feeding Summit and changes in city ordinances to allow safe and compassionate care for the hungry and homeless. Texas Matters also examined the Slocum Massacre, where the white community in an East Texas town attacked the black community, killing many and forcing the rest to flee before burning their homes. No story could ever right the wrong, but the TPR investigation brought this dark history to light and resulted in state historical recognition. This Texas Matters documentary on the Slocum Massacre first aired on Friday, January 16, 2015 – and just two weeks later the Texas State Historical Commission met to consider the Slocum marker, along with 173 others. The commission voted unanimously in favor of the marker, against the wishes of Anderson County officials. These are some highlights of 2015, but TPR's programming stays on point with the major issues of the day. Its daily call-in talk show, The Source, provides the only live interview program focused on topical issues covering the area's economy, education, health care, transportation issues, water concerns, urban growth and public corruption.

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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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. 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. TPR hired a dedicated reporter for this program in 2015. 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; and KTPR 89.9 FM: Snyder and the Big Country. In 2016, we plan to bring on KPTD 89.3 FM: Gonzales; and KCTI 1450 AM: Del Rio.

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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 FY2015 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