

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 2018. 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 2018 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" is a series of panels and lectures open to the public; the events promote dialogue and share new information on topics such as nanotechnology, weather, animal science, and medicine. TPR's partnerships with arts organizations like the San Antonio Symphony, 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. The Silver Solutions event brings together a large variety of government, private and nonprofit partners to engage and inform senior citizens and their caregivers about staying fit and healthy throughout a long life. A major partner is UT Health. 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. To celebrate our city's Tricentennial, TPR partnered with the City of San Antonio's Film Commission to present a series of free outdoor screenings of movies made in San Antonio. 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 2018, "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 February 2018, TPR's "Dare To Listen" initiative partnered with three local universities to present a panel discussion on sexual assault/harassment and the #MeToo movement, and in June, the Dare To Listen initiative presented a panel on gentrification.

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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. 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 TPR valuable: From a man who spent time in jail before his charges were dismissed: "I spent ... 21 months in Bexar County jail. The one thing that helped me get threw [sic] all that time was my radio. I got the radio to listen to music, but ended up only listening to tpr. I actually broke the dial on purpose so people would stop trying to borrow my radio." "I have a summer home in La Jolla and have been enjoying XLNC classical station which was broadcast from Mexico just across the border from San Diego. On my visit last month, I was sad to discover that the station had changer their format because of lack of support from their listeners... so now there is no classical station in the San Diego area. We are fortunate to have KPAC in San Antonio. You don't know what you have until it is gone." Texas Public Radio currently reaches over 170,000 listeners weekly in San Antonio on its news station, and KPAC (classical) reaches over 88,000 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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. 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.

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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 FY2018 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