

# Local Content & Service Report 2019



**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.**

## Our Goal

KNCT-FM's goals is to connect people through music, news, and public affairs. KNCT-FM is committed to (1) inform and inspire while (2) reaching our audience on all platforms available.

We reach these goals by partnering with local community organizations that host events in the interest of our listeners' needs. KNCT-FM staff attends city forums to better understand our community, giving us an opportunity to create and foster relationships and highlight any public issue beneficial to our audience. These forums often highlight growth, gentrification, and veterans.

## Our Approach to Reaching Listeners

When approaching the topics of interest and needs that meet our goals, KNCT-FM reaches our audience through on-air announcements, interviews, and Public Service Announcements (PSAs). Our PSAs run on-air hourly, 24 hours a day. Any organization that serves the interest of our listeners can submit PSAs easily on our website. KNCT-FM also highlights local community events and public affairs on multiple social media platforms as well as blog postings of educational or valuable local information. In addition to visiting school campuses and hosting school functions with the goal of speaking about non-commercial radio and future careers in the broadcasting industry, we discuss the value non-commercial radio has in the community. We offer podcast episodes of programs for our listener to engage with after airing. We can be listened to online, on our app, and on-air. We utilize all platforms when addressing the community's needs, issues, and interest. KNCT-FM will continue to provide quality programming that engages, informs, and inspires our listeners.

**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.**

KNCT-FM is located on the campus of Central Texas College (CTC). CTC is a community college that places an emphasis on reaching non-traditional students, in particular those in or retired from the military. Our campus is located in Killeen, Texas. Killeen is home to Fort Hood, the most populous U.S. military installation in the world. Because of this, it is vital that we partner with veteran organizations in the community to better connect with our listeners.



One example of our veteran partnerships the USO Report, which gives listeners weekly updates of events, programs, and integration tools to help Veterans and families transition life after the military. Other collaborations include CTC departments that offer listeners a chance to get informed and engage in meaningful ways, highlighting continuing education opportunities and educational seminars. KNCT-FM works in conjunction with Killeen ISD to broadcast, on average, 25 live high school football games each season. The games provide family members of student athletes, such as deployed parents who are unable to attend live games, an opportunity to hear their child's game.

KNCT-FM also offers senior citizens and their families with local information through our weekly "Senior Report." The Senior Report informs listeners about health, educational, and recreational activities for local seniors. Twice a week we partner with Rick Smith, an avid outdoors man with a passion for Texas Parks and Recreation and wildlife conservation, on a show called "On the Dock." On the Dock highlights information about fishing, game, wildlife, and public awareness for safety in recreation.

## EDUCATIONAL

### INITIATIVES & EVENTS

- Central Texas College continuing education
- Central Texas College Library Outreach
- Central Texas College Events
- ESL Programs

## SENIORS

### SENIOR REPORT

- Chronic Disease and Self-Management for Senior Adults
- Honor Flights Austin - Free travel for WW2, Korean War, and Vietnam War Veterans to Washington DC.
- Powerful tools for caregivers- information of programs that provide tools for caregivers who work with the elderly.

## COMMUNITY

### OUTREACH & AWARENESS

- On the Dock - "Cast for Kids" finishing event for children with special needs. Overall water safety.
- Animal Shelters in our local area.
- Weather with Bill Hecke highlighting Free Clinics in our area.
- High School Football Games

## MILITARY

### USO REPORTER & PSA'S

- Military and Veteran Affairs:
- USO Reporter: Pathfinder Program
- Military Child Education Coalition



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.

Feedback and participation is measured through metrics of sessions online, engagement via digital media platforms, and in-person feedback. Our listeners have accessibility to talk one-on-one with our production team and show hosts, which is a common form of feedback. When highlighting local partnerships and events, we receive feedback from partners of an increase in calls and online engagement from listeners.



While working with our college's library, we promoted a Black History Month event. After our on-air interview, the library received multiple calls asking for more information from listeners who had learned about the event on our station. Looking ahead for community partnerships, we have increased our efforts to get involved with our collective city organizations, such as the Killeen Chamber of Commerce and Killeen Young Professionals. We have conducted live interviews highlighting events, resources, and programs that can benefit our listeners.

People have been calling about our programs! They heard about them on the radio. :-)  
Thanks for letting us talk about our programs.

-Cindy Oser  
Outreach and Reference Librarian



Within our college, we work with students to give them on-air experience and attend college and high school fairs, where we inform them about higher education opportunities and public radio. Upgrading our student facilities on the college campus to grow with the times is an initiative we took on this year and have measured our success so far based on one-on-one communications and student interest and involvement. We reach a more diverse audience when we highlight Black History Awareness and National Hispanic Heritage Month. During these times, we take the opportunity to engage these groups digitally and run relevant PSAs.

**Please describe any efforts you have made to investigate and/or meet the needs of minority and other diverse audiences during Fiscal Year 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.**

We have a relationship with "i14 Sports," a local volunteer organization that highlights various high school sports in our community through digital awareness and broadcasting. With i14 Sports, we promote annually the Central Texas Football Camp hosted by current and former NFL players. This camp is meant to give children from diverse backgrounds and lower socioeconomic classes an opportunity to learn from pro athletes and conquer challenges. Proceeds go to the Accumulative Advantage Foundation.

In 2019, KNCT-FM worked with our campus' ESL program to produce a new ESA Listening Assessment for ESOL that will be administered to ESL students. The test, which was produced by KNCT-FM staff, had a variety of question and answer formats with sufficiently slow reading pace times. On the campus, we offer our studios as a recording facility to the students of Central Texas College, specifically those working on recorded resumes for their field of interest. This is produced by our staff for the students. Working with our senior citizens, we highlight weekly information that can benefit them. Our meteorologist is an advocate for the under served and promotes wellness clinics that offer free healthcare for children in our community.

Our "Senior Report" highlights individuals 65 and up, providing information on health, education, and recreation in our local area. Our "On the Dock" wildlife and recreation programming promotes on-air "Casts for Kids," a fishing event for children with special needs.

create  
inclusive  
future seniors learn  
serve local giving  
community students



**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?**

If we did not receive our CPB grant, these important broadcasts would not be possible. In addition, we would not be able to serve our audience with severe weather warnings, emergency updates, and senior or military news. Without our grant, our special music programming, such as beautiful music, big band music, and Saturday night oldies would go away, and our unique and diverse audience would not be served. If our grant were to vanish, Central Texas College would lose a valuable asset for the future broadcasters and producers in our area.



- Associated Press (AP) News
- Bill Hecke's Weather Report
- Star Date
- Sound of Texas
- On the Dock
- Senior Report
- Sock Hop Saturday Night
- Swingin' Down the Lane
- Big Band Sunday
- Softer Side w/ Carl Rossi
- Science in the Sea
- Music & Spoken Word
- Earth Date
- USO Report
- Roving Report
- Centex Planters



In 2019, we updated student equipment that serves as a valuable tool for the progression of our station. We started the process of podcasting our produced shows so our listeners can be informed on all platforms, and we hope to grow our podcasting studio and listener ship through student participation and community involvement.

KNCT-FM is the only public radio station in the Killeen-Temple-Belton-Copperas Cove area (Bell & Coryell Counties). We are a trusted source for easy listening music, news, and local PSAs highlighting area events. Most especially, we broadcast local weather reports, an area in which we excel. We produce and air regularly updated forecasts and storm tracking in partnership with an accredited and highly respected local meteorologist.

"Bought this farm in July 1990, KNCT fm all we could get..one room. Bill Hecke loud and clear even then, and still. Other stations do not serve us as well. Loving the newer diverse music as in the Mexican songs recently. I chop dinner to music. Thanks. Love and respect to you all."  
Molly Berger



KNCT-FM wants to improve and foster community relationships that will benefit our listeners. We hope to enhance and strengthen our local coverage to something that can inspire a new audience of listeners and reach a more diverse public.