

KNCT - FM

LOCAL CONTENT & SERVICE REPORT

2020



CONTENT

Community Outreach- 2

Fulfilling CPB Mission - 3

KNCT Gallery 4

Goals of KNCT

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.

Our Approach to Reaching Listeners

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. 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). We can be listened to online, on our app, and on-air.





Community Outreach

KNCT measures initiative success through listenership metrics produced by streaming services, engagement via social media platforms, and interpersonal communication with listeners in person, phone, or email. "The Senior Report" highlights Veterans' birthdays of a certain age who served in War World II, Vietnam and Korean War, a listener heard a prior episode and called the station to have a family member highlighted. The service member also featured on another show we broadcast "Tumbleweed Smith" because his story of being a Texas Veteran is so unique. The connection sparked by a phone call increased the volume of service members who want to celebrate previous brothers in arms who still live in Texas and are active in their community.

Key Initiative

KNCT-FM is located on the main campus of Central Texas College (CTC) in Killeen, Texas. Being located in Central Texas opens up so much opportunity to connect the listeners with all the small towns between us and the state capital Austin, Texas.

KNCT prides itself on being a beacon of information and resources for Central Texas. Joyce Mayer records "The Senior Report" weekly to highlight activities for seniors (pre-pandemic), give information regarding medical resources, and recognizes Veterans over the age of 65 across Central Texas. In partnership with her and local senior care resource providers KNCT is able to provide insightful information to a vulnerable community.

KNCT has an ongoing commitment to educate the community with the partnership of Rick Smith and Texas Park and Recreation, we are able to disseminate information about fishing, game, wildlife, and outdoor recreation new in Central Texas. The state of Texas has vast outdoor recreational areas and constantly produces updates regarding COVID restrictions and safety protocols mandates.



Community Partners

Central Texas College
Continuing Education
On The Dock with Rick Smith
Senior Report Hosted By Joyce Mayer
i14 Sports
USO Reporter

CPB Funding

Without CPB funding we could not complete our goal of connecting people through music, news, and public affairs. The funding we receive is vital to the KNCT mission to provide free accessible content that informs and inspires listeners. The accessibility of KNCT through air broadcast, online, and through our app enables us to send emergency updates, severe weather warnings, and community specific news to our military and senior listeners is made possible with our funding. Our grant funds our special music programming such as the beautiful music that makes our station unique in this area and the specialty shows such as "Softer Side with Carl Rossi" and "Sock Hop Saturday Night" that help reinforce KNCT's musical identity. If we were no longer afforded this grant more than KNCT would suffer the Central Texas College campus and Central Texas as whole would be devastated.

Diversity Matters

KNCT is dedicated to representing the underserved and often overlooked minority groups of Central Texas.

The sports affiliate of KNCT, "i14 Sports" highlights KISD students in all major sports across the 4 high schools to bring awareness that the students need community support and that even through a pandemic there can still be glimmers of normalcy. The student athletes are able to interact with current and former NFL players and make connections despite differences in socioeconomic classes. "The Senior Report" disseminates weekly information that is directed to senior citizens for their benefit. The weekly broadcast focuses on individuals over the age of 65 by providing information on health, education, and recreation in the local area. Bill Hecke, our meteorologist, advocated for children of all diversity backgrounds and socioeconomic level by including information about free wellness clinics in our community.

Diversity and inclusion are central to the success of KNCT digital campaigns. The engagement on social media during Black History Month and National Hispanic Heritage Month bring new followers. The level of engagement and interactions we see on the daily continues to grow the station's reach.



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