

LOCAL CONTENT AND SERVICE REPORT

KNCT-FM



CONTENT

- 2 | Community and Collaboration
- 3 | Programming for the Community
- 4 | Fulfilling CPB Mission
- 5 | KNCT Gallery

REACHING OUR LISTENERS

In the interest of identifying our listeners' needs, we partner with local community organizations and attend their regular and special events. Doing this helps us better understand our community and gives us an opportunity to create and foster relationships and highlight public issues beneficial to our audience through announcements and interviews. Our station is also available on-air, online, and on our app.

COMMUNITY AND COLLABORATION



We broadcast from the campus of Central Texas College, which is located adjacent to Fort Hood, the largest military installation in the World. Recognizing the critical need to discuss Veteran issues and events, we have partnered with the USO on Fort Hood, the Texas Veterans Commission, and the Fort Hood Installation Environmental Outreach Coordinator. We are also members of the Fort Hood Media Round Table, which regularly gathers with leadership of III Corps and Fort Hood,



KNCT is also a member of the Greater Killeen Chamber of Commerce and members of our station regularly attend new business ribbon-cuttings, mixers, events, and young professional forums sponsored by the chamber.

In the last year, our community has seen multiple schools open due to the seemingly exponential growth in this area. Recognizing the need to disseminate vital information to our many listeners who have children and grandchildren in attendance, we regularly attend board meetings and receive press releases from all of the local school districts.

We are also regularly addressing the needs of retired school workers in our area and are always happy to share their news and events with our audience.



PROGRAMMING AND KEY INITIATIVE

We regularly share upcoming events with our listeners in the form of PSAs, blog posts, social media posts, and through our weekly special programs:

- USO Report with Isabel Hubbard
- Voice of Texas Veterans by the Texas Veterans Commission
- Local Weather with Bill Hecke
- Senior Report with Joyce Mayer
- CenTex Sustains with Christine Luciano
- On the Dock with Rick Smith
- I14 Sports Report with Dan Hull

From announcing events happening on the base to sharing services offered by the USO and the Texas Veterans Commission (TVC), the partnerships that we have fostered with the Veteran organizations in our area has been a resounding success.

Recently the TVC announced a program in which students can earn college tuition by performing Taps at Veteran funerals. We have also brought awareness to the Fort Hood USO Pathfinder program, which helps active duty service members prepare for transition out of the military. The Fort Hood USO has also seen an increase in the number of individuals who have become volunteers after hearing about their wonderful programs on our station.

To help promote and further disseminate the messages shared with our listeners and from our partners, we have developed a blog website which captures detailed information pertaining to the events and news we are all sharing with our listening audience. In addition, we receive invaluable feedback on both the blog website and the social media platforms from which they are promoted.

FULFILLING THE CPB MISSION

Like many public radio stations, we are limited to the content we can provide largely due to the small staff that we have in the building. The funding that we receive from the Corporation of Public Broadcasting is instrumental in allowing us to expand our content as well as the voices that can be heard. This funding has allowed us to pay for national news and programs from reputable and globally known sources, which lends to the integrity of our station. The funding also allows us to grow at our local community level. Each dollar gives KNCT the chance to introduce new and exciting initiatives to bring awareness to to topics like sustainability, health and social programs.



TELECOMMUNICATIONS
109 KNCT KNCT-FM

GALLERY

