



## 2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Since November 23, 1970, when KNCT was dedicated, our goal has been to serve the residents of Central Texas with educational, entertainment and public affairs programs that are of importance and value to our viewers.



**KNCT-TV is a valuable part of the Central Texas area.**

KNCT-TV is a non-profit, educational, cultural and informational resource in Central Texas. Each week, more than 60,000 households watch quality programming on 46-1, 46-2, & 46-3.

Being a military community, we provide programming that is beneficial to the soldiers in our area. We also provide quality children's programming to our community.

**In 2017, KNCT-TV provided these key local services.**

KNCT-TV provides for our community a program called @iYouthChat that deals with issues that affect the teens in our community. With Perspectives and Focus, KNCT-TV provides programming dealing with local issues and how it impacts our culturally diverse community.

On 46-2, we broadcast the 24/7 PBS kids channel that provide the community with all-day educational children's programming.

**KNCT-TV'S local services had a deep impact in the Central Texas area.**

Each week more than 60,000 households watch 46-1, 46-2, & 46-3. Over 100 school districts have access to KNCT-TV children's programming in their schools.



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- 1) KNCT-TV is an important asset to the viewers in Central Texas. Our programming provides information to active duty and retired military, as well as the civilians in our diverse community. Locally produced programs include:
  - A) *Perspectives* is a public affairs and current events program that serves our Hispanic community. The hosts discuss a broad range of topics from Hispanic culture to current events and local issues.
  - B) *Focus* is a news and current events program that serves our African-American community. The host talks about African-American culture, events and local issues. *Focus* provides viewers with timely information on upcoming events and holidays.
  - C) *Mundo Latino* is a Tejano music video show. It is the only place where one can see Tejano music videos from local artists as well as established Latino musicians. The hosts also provide information about upcoming concerts and other Tejano music events in Central Texas and throughout the state.
  - D) *Texas Music Cafe* showcases music from the Central Texas area. This program features music legends from the State of Texas, as well as up-and-coming stars. The program gives these artists exposure they would not get anywhere else.
  - E) *@iYouthChat* is a program that discusses topics that concern the youth of today to include bullying, teen pregnancy, and the Internet among the many topics discussed.
  - F) *The Bell County Spelling Bee* features students from all over Bell County. This program showcases the areas best student spellers and helps students learn to spell. The student to win first place wins \$100 and gets his or her name put on the traveling trophy.



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- 2) Programming is not KNCT-TV's only asset. We provided functions that help our community in other areas:
- A) KNCT-TV is part of Central Texas College. We often host tours of our Television facility for elementary, junior and senior high schools, as well as civic organizations from across our entire broadcast coverage area. Through these tours, students get to tour the campus and learn about classes offered in the Radio and Television department. We offer courses in television and radio broadcasting in conjunction with Central Texas College. Through these courses, students get hands-on experience working in TV production.
  - B) Every year KNCT host's its annual wine tasting event, the KNCT Wine Classic. Vineyards from the Central Texas area are on hand showcasing their wine. Over 400 people from the community showed up to this event. This is a great place for wine lovers to meet, build fellowship, network and learn about wines from around the world.
  - C) KNCT-TV is one of the sponsors The Flavors of Central Texas. This is the Greater Killeen Chamber of Commerce's only major fundraising event. Proceeds from this event help support the Chamber's many programs that benefit the community. The Chamber has a strong relationship with Fort Hood. Our compassionate support of the soldiers and their families has an impact on our community.

### KNCT-TV brings @iYouthChat to TV

KNCT-TV teams up with Rodney Duckett & Terrance McGee to bring **@iYouthChat** to KNCT viewers. This half-hour program provides a dialogue aimed at curtailing the epidemic of juvenile delinquency.



### Perspectives brings Hispanic culture to KNCT viewers.

**Perspectives** is an insightful program that brings to our viewers a glimpse of the Hispanic culture in our community. The hosts talk about upcoming events, performances, local and national issues, and politics. Hosted by Art Resa, along with Dr. Martinez, the pair talk with community leaders, business owners, and local performers.



### Focus discusses issues in the African American community

Hosted by Roscoe Harrison, **Focus** is a program that concentrates on the issues of the day in the African-American community. Topics range from politics, events, culture and arts. Guests include business owners and community leaders.



## The Bell County Spelling Bee

*The Bell County Spelling Bee* is an annual event that the Bell County community eagerly awaits every year. Fifty-eight students from schools in Bell County took part in the last spelling bee.



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## Texas Music Cafe

*Texas Music Cafe* features up-and-coming musical acts from all over Texas. Musical and cultural variety is brought to television, creating exposure for performing songwriters.



**Wine Tasting Event:**

For the past 9 years, KNCT-TV has held their wine tasting event, **The KNCT Wine Classic**.

It is a good place for the community to come together and build fellowship, as well as learn about wines from around the world.

**Reach in the Community:**

Being part of Central Texas College, KNCT-TV hosts tours at the TV station and promotes the importance of a college education. We also offer television classes for those students who are interested in a broadcasting degree.

**Impact and Community Feedback:**

The impact KNCT has on the community is great. With **Flavors of Central Texas**, we helped the Greater Killeen Chamber of Commerce with this fundraiser so that they can improve the lives of the citizens in Killeen, and make things better for the soldiers on Ft. Hood.



Through our programming, and what we do out in the community, KNCT-TV makes an impact. We provide programming that no other station in the area offers. With **@iYouthChat**, we provide a program geared at young teens that give's an insight on how today's young people think.



**Perspectives** and **Focus** give our audience a look at a cultural background that they would not get anywhere else. Through these shows, they also gain political insight.



Out in the community, our wine tasting event, **The KNCT Wine Classic**, and our involvement with Flavors of Central Texas builds community relations. With the tours at Central Texas College, we help show the youth of our area the importance of a college education.



There is no other place where viewers can get the quality programming that KNCT offers, and what we offer to the community cannot be replaced.