

2023



# LOCAL CONTENT & SERVICE REPORT

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*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**

At KNCT 91.3 FM, we are dedicated to being a vital source of community connection, information, and enlightenment for the residents of Central Texas. Our mission is to inform, inspire, and engage our audience across all available platforms.

### **Our Approach to Reaching Listeners**

We employ a comprehensive multi-platform strategy that encompasses on-air announcements, interviews, Public Service Announcements (PSAs), social media interaction, and blog posts. Our content creation is driven by a deep understanding of the interests and concerns of our community members, with a focus on educational programming and fostering meaningful community engagement. Through collaborations with various organizations, we actively address community issues and strive to meet the evolving needs of our listeners.

By embracing diverse content and platforms, we aim to reach new audiences while continuing to engage with our existing community. Our commitment to accessibility ensures that our content is easily accessible through on-air broadcasting, online streaming, mobile applications, and podcast episodes, catering to the preferences of all listeners.

At KNCT 91.3 FM, we remain dedicated to being a trusted and accessible source of information and entertainment, enriching the lives of Central Texans and strengthening our community bonds.



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.

## Key Initiatives & Collaborations

Throughout Fiscal Year 2023, KNCT remained steadfast in our commitment to meaningful engagement and collaboration with various stakeholders across Central Texas. We are proud to highlight several key initiatives undertaken in partnership with organizations dedicated to enhancing our community:



- **Local Community Engagement:** Our partnership with Killeen's Mayor, Debbie Nash-King, in *All Things Killeen* provided a platform for discussing local developments and events. Through informative interviews, we kept our listeners informed and engaged with the latest news shaping our city.
- **Promoting Education:** Collaborating with Central Texas College, we highlighted continuing education opportunities and engaged with non-traditional students, particularly military veterans. By showcasing educational seminars and campus resources, we aimed to empower our community through education.
- **Youth Empowerment:** *Clubhouse Chronicles*, produced in collaboration with Isabel Hubbard, focused on news and updates from the Boys and Girls Club in Central Texas. This program showcased efforts to support and empower youth in our community.
- **Senior Community Support:** Programs like *The Senior Report* highlighted health, educational, and recreational activities for local seniors. Through partnerships with senior care providers, we offered valuable information and resources to promote well-being and community engagement among seniors.

- **Supporting Veterans and Families:** Collaborating with esteemed partners such as the Austin Veteran Arts Festival and the Texas Veterans Commission, we broadcasted programs like *Healing Veterans Voice of Texas Veterans* and *Veterans Entrepreneur Program*. These initiatives leveraged the healing power of the arts and entrepreneurship to support veterans and their families.
- **Veterans Outreach and Support:** Programs such as the *USO Report* and *Voice of Texas Veterans* offered weekly updates on events and resources for veterans transitioning to civilian life. These collaborations allowed us to effectively support our veteran audience by addressing their unique needs and interests.
- **Environmental Awareness and Conservation:** Partnering with the Texas Parks and Wildlife Department and the Texas A&M AgriLife Extension Service, we facilitated programs like *Texas Deer Population* and *Texas Master Naturalist Program*. These initiatives aimed to raise awareness about environmental issues and promote conservation efforts.
- **Promoting Civic Engagement:** In partnership with organizations like the *League of Women Veterans*, our *Community Contact* program provided vital community information and voter education. Through informative segments, we empowered voters with knowledge about upcoming elections and constitutional amendments.



Additionally, our program *Community Contact* features conversations with individuals and organizations driving positive change in our community. From local leaders to nonprofit organizations, *Community Contact* spotlights those making a difference in Central Texas.

These initiatives underscore our ongoing commitment to inform, inspire, and connect with our listeners. Through collaboration and engaging content, we strive to serve as a vital resource for our community, addressing diverse needs and fostering unity and connection.

**What impact did your key initiatives and partners 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.**

## Community Impact

The initiatives and partnerships undertaken by KNCT made a significant impact on the Central Texas community during Fiscal Year 2023. These impacts encompassed various areas, including increased awareness about veterans' issues, enhanced voter engagement, and heightened awareness of environmental conservation efforts. Our partners reported a surge in community interest and engagement, with some experiencing an increase in requests for related resources.



For example, the Austin Veteran Arts Festival witnessed a notable uptick in participation and support, underscoring the effectiveness of our collaborative efforts. Similarly, voter education initiatives led to an increase in voter turnout during local elections, reflecting the success of our community engagement endeavors.

Furthermore, we've successfully heightened awareness among our listeners about crucial issues and available community resources. Programs like *The Senior Report* deliver tailored news and information about health, education, and recreation, addressing critical needs and enriching the lives of older adults in our listening area. Similarly, *On the Dock* with Rick Smith, showcases our region's natural beauty and recreational opportunities while promoting conservation efforts and environmental awareness.

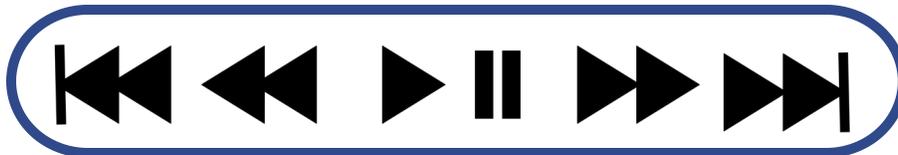




Our programs, such as *Clubhouse Chronicles* and *All Things Killeen*, have fostered learning and understanding among our audience, particularly regarding youth development and local community events. *Clubhouse Chronicles* sheds light on news and updates from the Boys and Girls Club, providing insight into the organization's impactful work in youth development.

Moreover, our partnerships with organizations like the USO, Texas Veterans Commission, and local schools have connected individuals with valuable resources and support services. Our promotion of the TVC's tuition program for students performing Taps at veteran funerals spurred interest in volunteering with the Fort Hood USO's Pathfinder program. Partners and individuals served have offered direct feedback, highlighting the tangible impact of our initiatives.

Through innovative programs like Community Contact, we've fostered stronger connections across diverse neighborhoods by spotlighting conversations with individuals and organizations making a difference in our community. This inclusive approach has encouraged dialogue and collaboration, ultimately strengthening community bonds and promoting positive change.



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*Please describe any efforts you have made to investigate and/or meet the needs of minority and other diverse audiences during Fiscal Year 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.*

## **Diversity & Inclusion**

During Fiscal Year 2023, we made efforts to ensure diversity and inclusion in our programming, partnerships, and outreach activities. We collaborated with community organizations representing diverse groups and featured content that reflected the experiences and perspectives of underrepresented communities.

We continued to promote cultural awareness and celebrate diversity through our programming. This included dedicating airtime to highlight cultural events, traditions, and heritage months, such as Black History Month and Hispanic Heritage Month. By showcasing diverse voices and perspectives, we aim to foster understanding and appreciation for the rich tapestry of cultures in our community. In Fiscal Year 2024, we plan to continue these efforts by expanding our outreach to diverse audiences, developing culturally relevant content, and strengthening partnerships with organizations serving minority communities.

Looking ahead to Fiscal Year 2024, we plan to build upon these efforts and further strengthen our commitment to diversity and inclusion. This includes expanding our outreach to underserved communities, diversifying our content offerings, and deepening our engagement with diverse voices. We will continue to prioritize inclusivity in all aspects of our operations to ensure that KNCT remains a welcoming and representative platform for everyone in our community.



*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?*

## Impact of CPB Funding

The CPB funding received by KNCT is instrumental in our mission to serve the Central Texas community effectively. This grant serves as a vital resource, allowing KNCT to elevate community voices through the support of local programming initiatives. From producing content that addresses pressing local issues to fostering community engagement and highlighting diverse perspectives, CPB funding empowers KNCT to be a platform for underrepresented voices within our community.

Without the support of CPB funding, KNCT would encounter significant limitations in its operational capacity. This funding is crucial for sustaining essential services such as emergency updates, around the clock weather, and local news tailored specifically for military and senior audiences. Additionally, CPB funding plays a pivotal role in supporting special music programming and specialty shows, which are integral to KNCT's unique identity and resonate with our diverse audience.

