

NEVADA PUBLIC RADIO
Local Content and Services Report
FY 21-22
October 1, 2021 - September 30, 2022

- 1. 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.**

Increased audience reach and online engagement remain essential to our efforts to meet the needs of our local community. The Las Vegas region has for several decades been a majority-minority community (Hispanic, Black, and Asian ethnicities represent just about 55% of the Las Vegas metro's population). As of the end of FY22 Nevada Public Radio's weekly non-white listening audience stood at approximately 40% of its total, a figure that has reflected a slow but steady rise over the last several years.

Our daily local flagship program *State of Nevada* is by design focused entirely on local issues and stories, and it continues to follow key and timely issues driving the narrative in our state. Our initial mission for this project was to reflect the community to itself and build a sense of place/identity (something in short supply considering how many residents have moved here recently from other places). Even with so many topics of national and international importance in FY22 (from the January 6th Committee's hearings to the invasion of Ukraine), we covered the Nevada element in all of these.

In FY22 we produced follow-ups to two series of podcasts focused on the diverse population of Nevada. *Native Nevada* continues to address the culture, issues, and perseverance of the nearly two dozen indigenous nations of Nevada. *Exit Spring Mountain* continues to profile Asian American and Pacific Islander communities in southern Nevada. Both series continue to stand as both standalone podcast series and as features on *State of Nevada*. The first seasons of the two podcast series won multiple awards during FY22 from a regional Edward R. Murrow Award to honors for our emphasis on the diversity of Nevada's population. We anticipate more honors in the current FY and we're planning for continuations of these series and the development of others. As something of a companion effort to Native Nevada, in FY22 we hired Miles Brady, a Native American journalist, to serve as a reporter whose primary beat is the more than twenty Native nations located in Nevada. Much of his work has been as a State of Nevada producer, but he has also generated additional stories we have used in newscasts and shared with our sister station in Reno, KUNR.

FY22 also marked initial efforts to expand our newsgathering efforts with respect to news updates throughout the day. Reporter and host Yvette Fernandez has spearheaded efforts to go into the community and speak directly to newsmakers, something we have not been able to do in years past because of staff limitations. Her efforts mark the very beginning of what we believe will be an active news department working to gather stories from the field.

FY22 also marked the first time we broadcast recorded material produced by Black Mountain Institute. Their material became a short-run series featuring some of the writers and themes BMI continues to explore, and we were delighted to begin what we hope will be a lengthy partnership with them.

- 2. 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.**

Nevada Public Radio continues to support the civic and cultural life of the communities we serve. Each year, NVPR donates more than \$500,000 of on-air messaging to nonprofits that invest their marketing budgets with Nevada Public Radio. This allows us to form strong effective on-air partnerships with nonprofits that see the results of the awareness we raise. We also have annual media trades with strategic partners to build traffic to their events and activities. These include (but are not limited to) UNLV's Black Mountain Institute, Southern Nevada Medical Industry Coalition (Las Vegas HEALS), Las Vegas Global Economic Alliance, Las Vegas Metro Chamber of Commerce, The Smith Center for the Performing Arts, Nevada Ballet Theatre and UNLV's Boyd School of Law. We have championed the partnership of corporate supporters in using paid airtime to raise awareness of their own philanthropy in the community. Partnerships with MGM Resorts International, Wells Fargo and Barrick Gold, among many others, have provided enormous boosts to charitable and cultural events through on-air messaging and print advertising and other opportunities in our media portfolio.

As more people throughout the U.S. have become aware of the fragile state of the Colorado River, we have continued to deepen our working relationships with those reporting on the river, as well as decisionmakers in positions of authority over its use. Our partnership with KUNC Radio in Greeley, Colorado, the home base of a Colorado River reporting project for several years now, continues to provide us with stories of relevance and importance. The river (and other environmental issues) are also a key focus of the Mountain West News Bureau, a regional network of NPR stations stretching from Idaho and Montana to Arizona which we joined more than a year ago. As part of that partnership we hired a roving regional reporter to cover Nevada, which allows us to focus on areas that had previously been described as "news deserts" due to a lack to ongoing and timely reporting.

For nearly two decades we have had a solid relationship with the Las Vegas Philharmonic, offering broadcasts of their concert performances and information about their outreach efforts. The 2020-2021 concert season was canceled because of the COVID pandemic, but we were given permission by the Philharmonic to offer their performances from recent seasons as on-demand downloads from our website (an arrangement we will continue into 2024). There are several changes in personnel currently underway at the LVPO, and while those changes will lead us to retune and adjust our relationship, we expect to keep it as strong as ever in FY23 and beyond.

We are regularly invited to serve as moderators for events including the Vegas Valley Book Festival, events at the Desert Research Institute, and high-level Chamber of Commerce events such as their annual forecasting event "Preview."

- 3. 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.**

Since 2014, Nevada Public Radio members have selected meals to a local food bank in lieu of other thank-you gifts during our fall membership campaigns. Underwritten by MGM Resorts International, this effort has yielded donations to the community of more than 614,000 meals through FY22, a result of the support of more than 12,000 members of Nevada Public Radio. 3 Square sent us this note after our fall campaign: "Just wanted to let you know how meaningful our partnership with Nevada Public Radio is. The efforts

during the membership campaign have truly become one of our most valued assets we have in fighting hunger. Thank you for our continued partnership and look forward to 2023.”

- 4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.**

Our news efforts regularly focus on the challenges faced by diverse communities of all dimensions: race, ethnicity, economic status, urban and rural. News producers are attuned to finding the stories of those populations and getting them told in first person accounts. We work to keep track of both topics and guests in our database, tracking diversity in the subject selection of *State of Nevada*. In FY22 we broadcast more than 420 conversations on *State of Nevada*. Of those conversations nearly two thirds addressed topics of particular interest to diverse audiences, while most also featured guests with diverse backgrounds (ethnicity, religion, gender, age, language).

- 5. 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?**

It's quite accurate to say that Nevada Public Radio went through a near-death experience toward the end of 2019, when we discovered debts of more than two million dollars. While CPB grants aren't quite as large a percentage of our overall budget as they were in FY20, we continue to count CPB funding as a bedrock element of our support, and that bedrock is allowing us to build our corporate structure back toward where it was at the end of FY19.

But it's equally accurate to say that CPB funding has been absolutely essential to our service. Without federal support NVPR would be unable to fulfill its promise to provide our community with trusted independent journalism, information and entertainment while keeping the needs of the public at the heart of our mission and service.