

## Grantee Information

ID	1633
Grantee Name	KPAC-FM
City	San Antonio
State	TX
Licensee Type	Community

### 6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2022. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

**Joint licensee Grantees that have filed a 2022 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

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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.

Texas Public Radio is a non-profit, multi-platform public media producer and presenter which connects with the community on air, online and on location. Since 1988, TPR has been telling the stories of our community with the intention to educate, enlighten and entertain. We assess the needs of the community through feedback from a Community Advisory Board, and ongoing direct communication with the audience by phone, email, and in person. We produce a daily call-in program, two weekly news magazines, daily newscasts and regularly scheduled feature reports, as well as online-only content designed to enhance understanding of issues and policy. We also create arts-oriented on-air and online content, such as local musical performance broadcasts, often featuring young performers, and articles designed to showcase the culture of our diverse and wide-spread service area. Specific "beat" reporters at TPR include Arts & Culture, Bioscience-Medicine, Education, Military, and Technology & Entrepreneurship. Our goal with all activities is to reach a broad and diverse audience. Our Worth Repeating event series targets an ethnically, professionally and socially diverse millennials (ages 18-35) with inclusive events that provide unique and engaging on-air and online content. TPR continues its efforts to reach underserved markets by developing public radio stations in smaller markets throughout South and Central Texas.

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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.

Texas Public Radio partners with a variety of government agencies, businesses and non-profit organizations to reach thousands of people each year, providing them with opportunities to learn, grow and connect. Texas Standard is a collaboration of public radio stations in Texas to provide content that is relevant across the state. The cooperative effort of KUT, TPR, KERA and Houston Public Media produces a one-hour program that airs on 30 stations. And although the Austin, San Antonio, Dallas and Houston stations are the primary contributors, smaller stations around the state contribute where they are able. During 2022, TPR worked with several partner collaborations to create new content on-air and online, "Lonesome Lounge Sessions," a live-music based collaboration with a local music venue, and "Summer Night City," a live-music event and online video series presented at a local park. Working with the City of San Antonio Office of Historic Preservation, TPR produced "There's a Story Here," a video series highlighting overlooked historic sites in San Antonio. TPR also collaborated with the City of San Antonio Health and Human Services Division on a teen wellness event that featured a panel discussion on mental health. TPR partnered with the City of San Antonio's World Heritage Office to present a panel discussion on the art tile factories that used to work at Mission San Jose. TPR's "Think Science" and "Think Earth" are a series of panels and lectures open to the public; the events promote dialogue and share new information on topics such as health, environmental science, medicine, and space exploration. These events were held online and in person during 2022. TPR's partnerships with arts organizations like the Tuesday Musical Club, the Mid-Texas Symphony, and SOLI Chamber Ensemble help us create broadcast series like Performance Saturday. TPR hosts an annual "Open Mic Night" with SOLI Chamber Ensemble, inviting the general public to perform contemporary classical music in our studio as part of a live event that is broadcast later on KPAC 88.3 FM. TPR's annual Inspired By KPAC competition encourages young artists, writers and musicians to respond to their love of classical music through various modes of expression. TPR partnered with the Hill Country Alliance on the Texas Water Symposium, a panel discussion on Hill Country water issues that was broadcast on KTXI. The online program "A Seat at the Table" is an ongoing panel discussion program produced in partnership with the Alamo Community College District.

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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.

During FY22, TPR's reporting on the nonprofit Texas Foster Care and Adoption Services about allowing an alleged pedophile to continue on staff as a leader triggered an investigation from the Texas Health and Human Services Commission. That investigation validated our reporting and stated the man they said they terminated continued on as a "controlling person" it also led to a number of corrective actions and citations. Texas Foster Care and Adoption Services announced it would shut down in February. TPR's "Ghost of Frank J. Robinson" podcast led to calls to reopen a 50-year-old case. The education podcast "The Enduring Gap" led two San Antonio-area universities to revisit their DEI policies. The 24/7 Podcast created an online community of more than 100,000 listeners on the RSS feed and dozens of people sharing their stories with TPR. TPR's reporting on colonias in south Texas led local government officials in Palmview to take flooding issues more seriously. TPR's "Inspired By KPAC" young talent showcase awarded thousands of dollars to participating area students to use toward education.

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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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. If you regularly broadcast in a language other than English, please note the language broadcast.

Texas Public Radio currently translates a wide range of news stories into Spanish for publication online, targeted at audiences in the Rio Grande Valley. In 2022, TPR also began producing a daily weekday newscast in Spanish broadcast online, via TPR's Facebook and YouTube accounts. TPR has reporters working from the border regions of Texas. A prime initiative in serving all of South Central Texas, and including the majority minority Hispanic population is the production of a weekly news magazine, Fronteras. Fronteras explores the changing culture and demographics of the American Southwest. The reporting on the program emphasizes Latino and Native American life and border issues affecting American politics, social order, economics and the environmental landscape. TPR partnered with the City of San Antonio's World Heritage Office to present a panel discussion on the art tile factories (a traditional Mexican art form) that used to work at Mission San Jose. KPAC 88.3 FM broadcasts a weekly bilingual (Spanish/English) classical music program, "Concierto," focusing on the Latin and Spanish contributions to classical music. The community programs TPR produces, "Worth Repeating" (Live storytelling) and "Lonesome Lounge" (both music programs) are aimed at young, diverse audiences. TPR and NPR programming reaches underserved regions of South Central Texas via other stations TPR operates around the region, including KTPD 89.3 FM: Del Rio, KTXI 90.1 FM: Kerrville and the Hill Country; KVHL 91.7 FM: Highland Lakes Area; KCTI AM 1450 in Gonzales, and KTPR 89.9 FM: Stanton and the Big Country. In 2022 TPR produced a longform investigative report into the death of a civil rights worker in East Texas back in 1974. TPR continued its series "The Enduring Gap," exploring the Latino college gap in San Antonio, what can be done to close it, and what the rest of the country can learn from it. The "Enduring Gap" series will continue into the future, as well as regular broadcast programs "Fronteras," "Concierto," and "Gateways Radio," focusing on Black classical artists.

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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?

Texas Public Radio's CPB grant allows us to continue funding the reporting and production of broadcast and online content that is the element for which the organization is most relied upon in the community. Without CPB funding, we would likely have to reduce staff. The amount of TPR's FY2022 CPB grant is roughly equal to the compensation for seven of TPR's reporters and producers. Without them, TPR would not be able to provide the same amount of content on-air and online that it does today, resulting in reduced service to the community.

Comments

Question

Comment

No Comments for this section