

Grantee Information

ID	1623
Grantee Name	KTEP-FM
City	El Paso
State	TX
Licensee Type	University

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.

KTEP public affairs/cultural/arts programs are an important part of our programming. These programs cover a wide range of community issues including health, politics, aging, immigration, and the environment. For example, KTEP's "The Weekend" spotlights community issues in addition to covering local political issues. This half-hour program covers timely topics such as the pandemic, health, politics, the military (El Paso is home to Ft. Bliss Army Base), the border, and non-profit activities and events. KTEP also produces several other programs featuring more specialized topics. For example, "El Paso Prime Time" covers topics of interest to El Pasoans and specifically, aging populations. One of KTEP's longest running programs is "Science Studio." This program is a collaboration with the University of Texas at El Paso College of Science. Two faculty members from the College of Science serve as hosts. Prominent researchers are interviewed and discuss issues impacting the local community such as health and environmental issues. "Good to Grow" covers lifestyle and the arts giving gardening aficionados tips for growing plants in the desert southwest. KTEP also produces two arts focused weekly programs "On Film" and "State of the Arts." "On Film" is centered on filmmaking and its interviews include not only the makers of Hollywood blockbusters, but also local independent filmmakers. "State of the Arts" examines the region's thriving arts scene, interviewing artists and those who work and interact with artists. Moreover, our music programs cover both jazz and classical music, filling an important need in the local community. KTEP is the

only radio station in El Paso playing jazz and classical music. These programs help support El Paso's growing live music scene which include many local jazz ensembles and a successful symphony orchestra. Finally, our long running "Best of Gospel" program on Sunday mornings reaches a large portion of the African-American population in the region. All of KTEP's public affairs programs are streamed live and are archived on the station's website allowing for a greater audience.

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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.

KTEP's primary collaboration is with the University of Texas at El Paso. UTEP researchers and professors are regular guests on our public affairs programs, and also host and produce some of our programming. We regularly partner with the Political Science department to hold forums and debates on-air, especially during election season. We also collaborate with El Paso's local classical music organizations to broadcast their concerts and promote their performances. We work closely with the El Paso Symphony Orchestra and broadcast many of their concerts in the months that the organizations are not performing. This helps to keep these organizations in the minds of the public and also gives these valuable nonprofit performing groups exposure that they would not otherwise receive. Our locally produced public affairs programs also collaborate with many local nonprofit social service organizations as well as members of our city government and law enforcement that are often featured on these programs. We are a trusted voice in our community and are able to disseminate information that is not covered by other media outlets. The former president of the El Paso Chamber of Commerce hosts one of our weekly public affairs programs—"El Paso Prime Time." This has been a very valuable collaboration as it brings new sources of information to the program and we have received very favorable listener feedback about the program. KTEP regularly participates in new student orientations conducted by UT El Paso. This past year KTEP participated in 5 separate events with approximately 200 students attending each event. These events help inform new students of the opportunities at KTEP.

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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.

Quantifying the impact that our programming has on the community is difficult at best. We are regularly contacted by local nonprofit organizations to promote their local events and services offered. In some cases, KTEP is able to feature an organization on one of our programs to help increase attendance at their various events. These organizations consistently return to KTEP for additional coverage which would not happen if we were not having an impact on their programs. This has been particularly true of our "State of the Arts" program, which is a half-hour look at our area arts scene each week. Guests interviewed on that program range from the head of our local symphony to up and coming artists that are not yet well known. KTEP is able to use this venue to support their work. Some of these organizations end up becoming sponsors of the radio station because after having been a guest on the radio station, they realize the value of our work in the community and how listeners perceive the station after they hear from their audiences. KTEP reaches a diverse, largely minority, audience. Our local programming helps to bring these people together by demonstrating the commonality that they possess. Whether it is a political discussion or just a favorite piece of music broadcast by our local symphony, we hear on a regular basis from our audience that they appreciate our work in creating a better local community.

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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.

The latest data from the U.S Census bureau shows that the KTEP audience is primarily Hispanic. El Paso has a population that is 80.9% Hispanic and a 3.8% African-American population. Nonetheless, El Paso has a diverse community due to a large military base (Ft. Bliss) being located within the city limits. Another important fact is that El Paso is located on the Texas-Mexico border with Juarez being a sister city. Thus, KTEP also serves a binational audience. KTEP meets the needs of this diverse audience with programs such as "Latino USA" from

National Public Radio and covers Hispanic issues frequently on our local public affairs programs “The Weekend” and “El Paso Prime Time.” We serve our African-American community with daily broadcasting of mainstream jazz. Moreover, we feature a Gospel music program which has been on the air for over 20 years. Most recently, the UTEP Communication Department added a veteran news reporter to its faculty with expertise in border issues to specifically address those issues with a local/regional perspective. El Paso is at the front lines of a wide range of border issues such immigration. This reporter has created a morning and afternoon drive local news inserts. Numerous of our locally generated reports have aired on NPR and the Texas Standard.

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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?

The importance of CPB funding for KTEP cannot be underestimated. The CSG grant provides the primary source of funds to maintain its network programming on the air. This includes programming from NPR and other sources. This programming is vital to serving El Paso's growing and diverse audience. While the University of Texas at El Paso pays for some of the staff salaries and provides physical space for KTEP, it does not provide direct financial support for programming or equipment purchases/upgrades. The CSG grant allows KTEP to purchase national news/information programming, and arts/cultural programming. El Paso is a historically economically depressed city having a median household income below the state average. Additionally, El Paso does not have many large corporations based here. Consequently, our listener contributions and underwriting support are not as large as other markets due to the economic conditions of the region. Without CPB support, KTEP would not be able to maintain national news/information programming, leaving this community without a vital source of information via radio. Moreover, the CPB grant (unrestricted funds) pays the salary of our Traffic Director who also serves as the producer of several of our locally produced news and public affairs programs. If this position was eliminated due to lack of funding we would not be able to produce the same amount of local public affairs programming.

Comments

Question

Comment

No Comments for this section