

Grantee Information

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

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 2023. 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 2023 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.

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 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.

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 32 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 2023, TPR worked with several partner collaborations to create new content on-air and online. "Live at Jazz, TX" is a live-music based collaboration with a local music venue. "Summer Night City" is a weekly summer

music series featuring local performers, across many genres, presented in downtown San Antonio. In March 2023, TPR launched "Creekside Sessions," a regular series of events featuring live music, stand-up comedy and cultural performances. Working with City of San Antonio's World Heritage Office, TPR produced "GreatSA," a live event series highlighting the influence of Black, Mexican/Latino, Native American, and Polish culture on the cuisine of San Antonio. Created in collaboration with San Antonio's 80|20 Foundation, TPR's popular storytelling event, Worth Repeating, attracted approximately 1,400 people to monthly events between the Fall of 2022 and Spring 2023. In early 2023, TPR worked with the City of San Antonio's Department of Arts & Culture to host a regular series of Artist Forums focused on providing resources and networking for the people who make their living in San Antonio's creative industries. Events have focused on musicians, film makers, visual artists and performance artists, with a resource expo and panel discussions about the business side of the arts. TPR's "Think Science" is 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 other general science topics. 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 and KVHL.

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.

This past year was full of trauma, grief, and resilience and the TPR Newsroom confronted two of the most tragic incidents in recent Texas history. On Tuesday, May 24, 2022, TPR learned that a gunman was shooting and killing students and teachers at an elementary school in Uvalde, Texas. TPR made all of its coverage available in Spanish because the Texas Department of Public Safety refused to provide Spanish language updates. Six months later (in FY 23), TPR produced a special episode of "Texas Matters" called Lives Lost, Lies Told, Accountability on Hold." This included a recap of TPR's accountability reporting following the shooting that left 19 students and two teachers dead. In FY 2022, TPR responded to breaking news that dozens of migrants from Central America were found in the back of a tractor trailer in San Antonio. At least 53 migrants died, and many more were in critical condition for days. TPR's Joey Palacios reporting from the scene as the newsroom confirmed details. The newsroom continued reporting on tragic conditions for migrants into FY 2023. In FY2022, TPR's Paul Flahive spearheaded coverage of Texas' troubled foster care system. His reporting on malfeasance at a San Antonio based placement agency led to the state shutting it down in the summer of 2023. Flahive also spearheaded TPR's accountability coverage of the Texas Department of Criminal Justice, shining a light on the unbearably hot temperatures of the summer of 2023, and about a prison beating at the hands of guards that the state had tried to hide from the public. TPR's Yvette Benavides reported on the ground from San Antonio's Migrant Resource Center. That's where Florida Gov. Ron DeSantis lured migrants onto a flight to Martha's Vineyard, which was intended to be political theater. Benavides's reporting stemmed from days of talking to migrants around the center. TPR's Carolina Cuellar reported on Texas Gov. Greg Abbott's multi-billion-dollar Operation Lone Star border security mission. The piece exposed issues over his use of the Texas National Guard, which was called upon to work on a mission that has been criticized as mostly political. It required deep sourcing within the Texas National Guard to report. This reporting laid the ground work for two years worth of accountability reporting on Operation Lone Star, including Gov. Abbott's latest effort to place a 1,000-foot string of spiked buoys in the Rio Grande and lay hundreds of miles of concertina wire along the river banks. TPR's reporting was front and center on a South Texas woman who was arrested and charged with murder for performing what authorities called a "self-induced abortion." TPR followed this story over an entire weekend, as outrage and protests built up nationwide. By Sunday evening, the Starr County District Attorney dropped the charges, largely due to the spotlight TPR shone on the case. This was the most viewed digital story in TPR's history. TPR's Gaige Davila followed the SpaceX launch site operation in Boca Chica, Texas. Elon Musk has had grand plans for the area but so far, his company has yet to launch the world's largest rocket. It has, however, created a host of environmental and gentrification issues in the area that has a long history of exploitation. TPR continued breaking ground on this story, in the lead up to a failed launch in the Spring of 2023. TPR's Carolina Cuellar shined a light on living conditions inside Colonias, unofficial subdivisions along the border that lack basic infrastructure. Her reporting delves into how these communities have been failed by all levels of government and how they recently began growing once again. In the summer of 2023, TPR was the first US-based news outlet to obtain and report on a video showing immigration detention center guards at a facility in Jauerez walking away from a fire that ended up killing dozens of detainees trapped inside. TPR's Caliber 60 limited series podcast in English and Spanish focused on the flow of avocados, guns, and people across the US. The reporting of Stephania Corpi and Toya Sarno Jordan from Michoacan was groundbreaking, revealing to a mass audience how America's obsession with guns and avocado are fueling cartel violence in Mexico.

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 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.

Begun in September, 2022, TPR's daily weekday newscast in Spanish, Noticias Al Dia, continued to grow its online audience via TPR's Facebook and YouTube accounts. Texas Public Radio translated 380 news stories into Spanish for publication online at tpr.org/noticias. A special podcast, Calibre 60, was produced in English and Spanish; it was a limited series about the impact of illegal arms trafficking southbound to Mexico on the displacement of thousands of Mexicans fleeing towards the U.S. 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. KPAC 88.3 FM broadcasts a weekly bilingual (Spanish/English) classical music program, "Concierto," focusing on the Latin and Spanish contributions to classical music. TPR's community live events, like "Worth Repeating" and "Summer Night City" are aimed at a young audience, while events like "Great SA" help draw a more diverse cross-section of the area's community. 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. On its classical music station KPAC 88.3 FM, TPR produced a five-part series on Duke Ellington for Black History Month that won a National Arts & Entertainment Journalism Award for Diversity in Media.

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 FY2023 CPB grant is roughly equal to the compensation for nine 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