

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 2020. 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 2020 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 has several weekly public affairs programs that cover the gamut of community issues. For example, KTEP's "The Weekend" spotlights community issues in addition to covering local political issues. This half-hour program which airs every Saturday afternoon at 1:30pm has covered topics on 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. "El Paso Prime Time" which airs on Saturday at 1pm covers topics of interest to El Pasoans and specifically, aging populations. "Science Studio" 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. They interview prominent researchers discussing issues impacting the local community such as health and environmental issues. "Good to Grow" covers lifestyle and the arts on Saturday mornings at 11:15am giving gardening tips for aficionados in the desert southwest. We also produce two arts focused weekly programs "On Film" and "State of the Arts." "On Film" is centered on film making and interviewing, not just 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 local programs are streamed live and are archived on the station's website allowing a greater listenership.

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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.

The year 2020 brought challenges to KTEP due to the COVID-19 pandemic. March 2020 marked the beginning of closures both in the City of El Paso and U.T. El Paso. Recognizing that El Paso, which was already an economically depressed city, would be greatly affected by the closures, KTEP partnered with the El Paso Community Foundation (EPCF) to provide air-time through underwriting and Public Service Announcements to inform the community of the various social services available throughout the city. The EPCF served as a hub for resources available to the public which, in turn, streamlined and centralized the information KTEP was able to put on the air. With information being centralized, this meant that additions and/or updates could be done in a timely manner, often within the same day. U.T. El Paso is KTEP's primary collaborator. As a result of the pandemic and KTEP's audience, the university president, Dr. Heather Wilson also used the radio station to help disseminate important information to students as well as the general public. Our locally produced public affairs programs and our local new segments regularly featured local health and government officials providing updates on the current status of the pandemic, what resources were available, and information on staying safe. While the pandemic caused the cancellation of live performances, we will continue

to collaborate with three of our local classical music organizations by broadcasting their concerts. These organization include the El Paso Symphony Orchestra, the El Paso Wind Symphony, and El Paso Pro-Musica. We anticipate that once live performances resume KTEP will instrumental in helping these organizations resume their normal operations.

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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. Again, as a result of the pandemic, KTEP's ability to widely disseminate information on a timely basis allowed numerous nonprofits and social service groups to effectively engage the public. The numbers of families lining up to receive food through food programs/banks, families signing up to receive rent assistance, and job information was regularly reported by the El Paso media. In question number 3 above, the KTEP/EPCF collaboration is noted. It should be pointed out that EPCF went on to purchase a sizable amount of underwriting to supplement the PSA's KTEP was already running. One can deduce that EPCF saw the value and efficacy of using KTEP as resource for disseminating information.

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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 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.

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. This reporter is a frequent contributor to KTEP.

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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 success of KTEP is fundamentally linked to CPB funding. CPB funding provides the primary source of funds to maintain its network programming on the air. This includes programming from NPR and other sources. 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 CPB grant allows KTEP to purchase national news and information programming, arts/cultural programming, and pay for additional salaries of necessary staff. Another important factor is that 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 is 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 pays the salary of our Traffic Director who also serves as the producer of much of the minority programming on the station. 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 that focuses specifically on our area. The programming afforded through CPB funding cannot be underestimated. The ability to provide quality national programming such as from NPR as well locally produced programming is made possible through CPB. This programming is vital to serving El Paso's growing and diverse audience.

Comments

Question	Comment
No Comments for this section	