

# NEVADA PUBLIC RADIO

## Local Content and Services Report

### FY 22-23

#### October 1, 2022 - September 30, 2023

- 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.**

As we continue to serve our audience both on-air and online, we continue to work toward greater efficiency in newsgathering. We're still reaching toward an audience that comes closer to reflecting the demography of the Las Vegas metropolitan area. In the final quarter of FY 22-23, just under 49% of Nevada Public Radio's weekly audience was Hispanic, Black, and/or Asian. That statistic continues a long-range trend of slow but steady increases in the diversity of our audience. Currently, the Las Vegas metro is approximately 55% non-white.

*State of Nevada* continues to be our flagship program addressing issues of local and regional concern and interest. 2023 marked twenty years of *State of Nevada* production for Nevada Public Radio. In the past year the program has evolved, moving from two to three topics per episode to no more than two; additionally, most of the programs have moved from being pre-recorded to airing live, which has given us numerous opportunities to invite listeners to join our conversations. As part of this process of evolution, we have also begun to fine-tune our program focus from serving as a meeting ground for listeners who are often new to our region, to serving as a source of information about day-to-day topics of interest and concern to our region.

- 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.**

We have been able to expand newsgathering efforts through several partnerships with other news sources. In addition to establishing the presence of reporter Paul Boger in Reno and that state capital Carson City, we have seen the continuing editorial integration of KNPR and *Desert Companion* magazine, Nevada Public Radio's culture, information, and lifestyle magazine – including *Desert Companion's* production of a podcast co-produced with UNLV's Black Mountain Institute; we have built partnerships with Las Vegas's PBS television station, KLVX, and Reno's NPR station, KUNR, with KUNC radio in Greeley, Colorado, whose reporting on issues concerning the Colorado River are regularly aired on KNPR, and joint programming produced with KPCC in Pasadena, Los Angeles's primary NPR station.

In supporting the civic and cultural life of the communities we serve, Nevada Public Radio donates on-air messaging worth hundreds of thousands of dollars to nonprofits that invest marketing budgets with Nevada Public Radio. This has helped us form strong effective on-air partnerships with nonprofits. A highlight of the last fiscal year was a series of September broadcasts of KNPR's *State of Nevada* from Three Square Food Bank's headquarters. During that week we spoke with representatives from several nonprofit organizations, getting insights into the strengths and challenges of the nonprofit community in Southern Nevada.

We continue annual media trades with strategic partners to build traffic to their events and activities. The partners include UNLV's Black Mountain Institute, 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 also championed the partnership of corporate supporters in using paid airtime to raise awareness of their own philanthropy in the community. Corporate partnerships (MGM Resorts International, Wells Fargo, and 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.

- 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.**

Nevada Public Radio members have had the option of donating meals to a local food bank in lieu of other thank-you gifts during our fall membership campaigns. This partnership has been in place for over 10 years. Underwritten by MGM Resorts International, this effort has yielded donations to the community of nearly 670,000 meals through FY 22-23, a result of the support of more than 9,000 members of Nevada Public Radio. Our local food bank, Three Square, has told us that the efforts during our membership campaigns "have truly become one of our most valued assets we have in fighting hunger."

- 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.**

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 recent years nearly two thirds of the stories and conversations featured on *State of Nevada* have 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?**

CPB funding is integral to Nevada Public Radio's ability to serve the community with independent news, journalism, and content. Combined with community support from members and corporate partners, the critical work of producing freely accessible, properly researched, and fact-checked journalism is possible in today's hyper-competitive media environment. In short, CPB funding ensures that our productions meet the highest standards of journalism without a paywall.