

## **Local Content & Services Report**

### **Telling Public Radio's Story**

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.**

**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.

**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 2020, TPR launched a number of collaborations to create new content on-air and online, including "Literary Moments," a series of author readings presented in partnership with nonprofit Gemini Ink and the San Antonio Public Library. "Vital Conversations" is a series of community conversations centered on the San Antonio Area Foundation's four impact areas: Livable & Resilient Communities, Youth Success, Successful Aging, and Cultural Vibrancy—these were all held on the radio and online during 2020. 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 nanotechnology, weather, animal science, and medicine. These events were held in person and online during 2020. TPR's partnerships with arts organizations like the San Antonio Symphony, the Tuesday Musical Club, the Mid-Texas Symphony, and the Musical Bridges Around the World help us create broadcast series like Performance Saturday. TPR's annual Sounds Like KPAC competition encourages young artists, writers and musicians to respond to their love of classical music through various modes of expression. In 2020, TPR partnered with the Lonesome Rose, a local music hall, and Luminaria, an arts organization, to produce a series of online concerts to support artists and musicians struggling during the coronavirus pandemic. In 2020, TPR partnered with the national oral history project StoryCorps to promote the recording of conversation via the online platform "StoryCorps Connect" to facilitate storytelling and listening during the coronavirus pandemic.

**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.**

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As a member-supported, independent media producer, Texas Public Radio engages its community in a way that brings about meaningful discussion and change. In January 2020, for the first time, more than 5 million students in Texas public schools paused for “Holocaust Remembrance Week.” That’s because the previous year, Texas legislators passed Senate Bill 1828, which requires the inclusion of the Holocaust in Texas public school curriculum. Texas State Senator José Menéndez carried the legislation; he told Texas Public Radio he learned of the need for the law while listening to Texas Public Radio. In 2020, TPR’s “Reality at the Border” series won two awards from the Society of Professional Journalists’ Fort Worth chapter in the general news broadcast category and in business news, for a feature story about the border city of Laredo and its key role in U.S. trade. At the time, tariffs were being leveraged by the Trump administration during negotiations with Mexico. TPR’s coverage on “The Source” related to Black Lives Matter protests, racial injustice and inequity, police brutality, and the harmful effects of systemic racism and white supremacy gave listeners a forum for thoughtful discussion as we collectively grappled with our country’s troubled history of violence against black and brown bodies, including COVID-19’s disproportionate impact on communities of color.

**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.**

Texas Public Radio currently translates critical local COVID-19 information daily into Spanish for the San Antonio and Rio Grande Valley areas. In 2021, we plan on expanding our Spanish language translations to a wider range of stories and launching a daily Spanish language newscast. TPR also has a reporter on the border in Laredo and is in the process of hiring another reporter in the Rio Grande Valley. TPR and NPR were the recipients of a grant from the Catema foundation to expand our immigration and border reporting over the next two years. 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, in cooperation with other South Central Texas public radio stations. 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. This and other TPR and NPR programming reaches underserved regions of South Central Texas via other stations TPR operates around the region, including 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: Snyder and the Big Country.

**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 FY2020 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.