

## 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 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.**

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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 is recognized for its news/public affairs and cultural/arts programming which covers a wide array of topics such as health, politics (local/regional/national), immigration, and business. For example, "El Paso Prime Time" covers topics of interest to El Pasoans dealing with the business community and political issues. KTEP's "the Weekend" focuses on non-profit activities and events. One of our longest running locally produced programs is "Science Studio." This is a collaboration with the University of Texas at El Paso College of Science. The host is a faculty member of the College of Science. He interviews prominent researchers from across the nation discussing 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 weekly programs focusing specifically on the arts "On Film" and "State of the Arts." "On Film" focuses on filmmaking, 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. Additionally, our music programs which include jazz, classical music, folk, and gospel fill a need in the local community. KTEP is the only radio station in the city broadcasting this type of programming. All of KTEP's public affairs programs are streamed live and are also archived on the station's website allowing a greater audience. In addition, KTEP is beginning to post some of our locally produced shows in podcast format on the NPR

platform. Our on-going partnership with the Texas Newsroom allows our local news stories to reach a regional audience. Moreover, some of the news stories generated by KTEP News are being picked up by NPR.

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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.

As a university-based public radio station, our primary collaborator is the University of Texas at El Paso. Our public affairs programs call upon the expertise of UTEP researchers and professors to host or serve as guests. During election season, we utilize political experts from the Political Science and Communication Department to host forums and debates on-air. We also collaborate with El Paso's local classical music organizations such as the El Paso Symphony Orchestra to broadcast their concerts and promote their performances. We broadcast El Paso Symphony Orchestra concerts in the months that the organizations are not performing. This provides them with exposure they would not otherwise receive. Our locally produced public affairs programs such as "The Weekend" and "El Paso Primetime" also collaborate with many local nonprofit social service organizations, city government, law enforcement, and the military (Ft. Bliss). As a trusted voice in our community, we disseminate information that is not covered by other media outlets. KTEP regularly participates in new student orientations conducted by UT El Paso. This past year KTEP participated in 4 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.

It is difficult to measure the impact that our programming has on the community. Local nonprofit organizations regularly reach out to promote their local events and services offered. Whenever possible, KTEP features an organization on one of its public affairs programs to bring greater awareness. These organizations consistently return to KTEP for additional coverage which would not happen if we were not having an impact on their organizations. It is not unusual for some of these organizations to become sponsors of the radio station after having been a guest on the radio station. They indicate the value our work in the community and how their organizations are positively perceived after being heard on the air. Our listeners indicate that they appreciate the unbiased news/information and music that can only be found on KTEP. Our programming helps to bring these people together by demonstrating the commonality that they possess.

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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 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.

The latest U.S. Census shows El Paso County to have a population of 868,763 with 82.9% being Hispanic or Latino and African American being 4.4%. However, with Ft. Bliss Army Base located within the city limits KTEP does have a more diverse audience. KTEP is also located on the border with Juarez, Mexico so we have a unique opportunity to serve a binational audience. We meet the need of the Latino audience by having our news department have a special focus on border issues. We also air national programming like "Latino USA" and the just recently added program "Fronteras" which focuses on more regional minority issues. Every weekday we broadcast a mainstream jazz program along with an overnight jazz program. We continue to air "Best of Gospel" every Sunday morning. This is one of our longest running programs. In the new year, we look to continue growing our news department. It should be noted that in the 3 years since its inception we have won (1) National Edward R. Murrow Award and (7) Regional Edward R. Murrow Awards.

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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?

CPB funding provides the primary source of funds for KTEP to maintain its network programming on the air. As such, CPB funding is crucial for maintaining quality network programming. This includes programming from NPR and other sources. The University of El Paso covers mostly all of the KTEP salaries and provides physical space for the station. However, it does not provide direct financial support for programming or equipment. El Paso is a historically economically depressed city having a median household income below the state average. Additionally, El Paso does not have a large corporate base. Consequently, our listener contributions and underwriting support are not as large as other markets due to the economic conditions of the region. The programming afforded through CPB funding allows KTEP to continue serving El Paso's growing and diverse audience.

Comments

Question	Comment
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No Comments for this section