

Local Content and Services Report

The purpose of this report is to give KTEP an opportunity to tell the Corporation for Public Broadcasting and the local community about the activities we have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. These activities occurred in Fiscal Year 2013.

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 broadcasts a number of weekly public affairs programs that look at different community issues. Our weekly general public affairs program titled "Perspectives" spotlights various community programs each week as well as covering local political issues. This half-hour program airs every Saturday afternoon at 1:30pm, and is repeated on Sundays at 12:30pm. Issues covered on this program are those that are currently of interest to the El Paso community including health, politics, the military, non-profit community events and activities, and life on the border.

KTEP also has a number of programs that specialize in various topics. "El Paso Prime Time" which airs on Saturday at 1pm covers topics of interest to seniors and aging populations. Like many communities, El Paso has an aging population that has their own set of needs and interests. "El Paso Prime Time" looks at these needs as well as concentrating on living life to its fullest.

"Science Studio" is a collaborative program with the College of Science on the University of Texas at El Paso campus. This weekly program is hosted by two faculty members from the College of Science. Each week they interview various researchers and discuss issues that will impact the local community, including health and environmental issues.

Additionally our music programs, both Jazz and Classical music, fill a need in the local community. El Paso has a thriving arts scene with many local jazz ensembles and a very successful symphony orchestra. We are the only radio station in the city broadcasting this type of programming and it attracts a sizable audience to the radio station that otherwise would not listen.

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.

KTEP's primary collaboration is with the University of Texas at El Paso. UTEP researchers and professors are regular guests on our public affairs programs, and also host and produce some of our programming. We regularly partner with the Political Science department on the University campus to hold forums and debates on-air, especially during election season. The Chairman of the Political Science department will host various forums with candidates allowing listeners to call-in and discuss the issues with the candidates. Additionally this collaboration has allowed us to host an on-air forum with our local Congressman and also the Mayor of El Paso.

We also collaborate with three of our local classical music organizations to broadcast their concerts. We work closely with the El Paso Symphony Orchestra, the El Paso Wind Symphony, and El Paso Pro-Musica to broadcast many of their concerts in the months that the organizations are not performing. This helps to keep these organizations in the minds of the public and also gives these valuable nonprofit performing groups exposure that they would not otherwise receive.

Our regular public affairs programs also collaborate with many local nonprofit social service organizations as well as members of our city government and law enforcement to be featured on these programs. We are a trusted voice in our community and are able to disseminate information that is not covered by other media outlets.

In addition to these collaborations, we work closely with the El Paso Friends of Jazz and the various school districts in our region to help promote their music events that occur throughout the city. We regularly feature the jazz band Instructional Specialist from one of our school districts on our locally produced jazz program to discuss the various music groups that are in our local schools.

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 actual impact that our programming has on the community, but we do hear regularly from local nonprofit organizations that being featured on our programs helped to increase attendance to their various events. These organizations constantly return to KTEP for additional coverage which would not happen if we were not having an impact on their programs.

KTEP reaches a diverse, largely minority, audience. Our local programming helps to bring these people together by demonstrating the commonality that they possess. Whether it be a political discussion or just a favorite piece of music broadcast by our local symphony, we hear on a

regular basis from our audience that they appreciate our work in creating a better local community.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

KTEP's audience is primarily Hispanic. El Paso's metro population aged 12+ is 82% Hispanic and there is also a sizeable African-American population in the city. El Paso has a large military base in the middle of the community which also gives us a very diverse audience for the radio station.

We are also located on the border with Juarez Mexico so we have a unique opportunity to serve a minority audience. To meet the needs of this minority audience we broadcast a number of programs including Latino USA from National Public Radio and cover Hispanic issues heavily on our local public affairs programs Perspectives and El Paso Prime Time. We also broadcast a daily Mainstream Jazz program which is very popular with the minority communities in the region.

In the past year, we have begun to broadcast reports from the Fronteras Desk which reports on life on the border. We air these reports regularly during our Morning Edition broadcast, and this regional coverage has been very well received by the community.

Additionally, each Sunday morning we feature a Gospel music program which appeals to the African-American community. During the Gospel music program issues are also discussed which relate to the African-American population in the region.

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?

KTEP would not be able to survive in its current form without CPB funding. The University of Texas at El Paso pays some of the salaries for staff and houses the radio station but they provide no direct financial support for equipment or programming. It is through the CPB grant that we are able to purchase national news and information programming and pay additional salaries for necessary staff.

Being located on the border with Juarez Mexico, El Paso is an economically depressed city having a median household income of only \$36,833 according to Arbitron data. 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. If it were not for the CPB grant we would have to drop most of the national news programming we air, leaving the community without a source for this vital information on the radio.

Additionally the CPB grant pays the salary of our Traffic Director who is also the producer of much of the minority programming on the station. If it was not for the CPB Community Service Grant, this position would have to be eliminated because we simply do not raise enough funds to cover both national program acquisition and be able to pay a competitive salary for a producer and Traffic director. If this position was eliminated we would not be able to produce the same amount of local public affairs programming that we currently broadcast and that the community finds valuable. We would be forced to make a choice of what is more important national or local programming. We would not be able to afford to keep the necessary staff on board to produce local informational programming that appeals directly to our minority audience and still pay to acquire much of the national programming that we currently air. We would be forced to resort to low cost alternatives which would mean cutting out much of the news and information that now serves the community and program more low cost music programming that would not have the same value to our audience. It is not just the station but the community as a whole that would suffer without the assistance of the Corporation for Public Broadcasting.