

KNCT- FM

2022



Local Content & Service Report

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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.

In the interest of identifying our listeners' needs we partner with local community organizations and attend their regular ad special events including in person and virtual city forums. Suring this helps us better understand our community and gives us an opportunity to create and foster relationships and highlight public issues beneficial tour audience. These forums address growth in our community, gentrification, and the needs of our active duty and listeners who are veterans. Topics are highlighted and discussed in the form of public service announcements, interviews, and daily programs and all of our content can be heard over the air, on our streaming website, and on our free apps.





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.



We broadcast from Central Texas College, which is located adjacent to Fort Hood, the largest military installation in the World. In addition to the tens of thousands of active duty military, family members, and Department of Defense civilian workers, there are over ten times as many former military affiliated listeners.

Recognizing the critical need to discuss Veteran issues and events, we have partnered with the USO on Fort Hood, the Texas Veterans Commission, and the Fort Hood Installation Environmental Outreach Coordinator. Each organization has been given a designated weekly show and we regularly share upcoming events with our listeners in the form of PSA's. We are also members of the Fort Hood Media Round Table, which regularly gathers with the Command General of III Corps and Fort Hood, Lieutenant General Pat White. NDT is also a member of the Greater Killeen Chamber of Commerce and members of our station regularly attend business ribbon-cuttings, mixers, events, and young professional forums sponsored by the chamber. In the the previous year/s, our community has seen multiple schools open due to seemingly exponential growth in this area. Recognizing the need to disseminate vital information to our many listeners who have children and grand children in attendance, we regularly attend board meetings and receive press releases from all of the local school districts. We are also regularly addressing the needs of retired school workers in our areas and are always happy to share their news and events with our audience. This is done in the form of PSA's and one of the topics addressed in our weekly 30-minute show aired every Saturday this is especially suited for our senior listeners.



What impact did your key initiatives and partnerships have in your community?



TEXAS VETERANS
COMMISSION



Announcing events occurring on the base to share services offered by the USO and the Texas Veterans Commission, the partnership that we have fostered with the Veteran organizations in our area has been a resounding success. The TVC announced a program in which students can earn college tuition by performing Taps at Veteran funerals. KNCT have also brought awareness to the Fort Hood USO pathfinder program which helps active duty service members prepare for transition out of the military. The Fort Hood USO has also seen an increase in the number of individuals who have become volunteers after hearing about their wonderful programs on KNCT. To help promote and further disseminate the messages shared with our listeners and from our partners, we have developed a blog website which captures detailed information pertaining to the events and news we are sharing with our listening audience.

Please describe any efforts you have made to investigate and/or meet the needs of minority and other diverse audiences during Fiscal Year 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023.

We recently sat down with a city council member from one of our communities to discuss the possibility of having a regularly scheduled broadcast in Spanish. It would be hosted by an individual who has worked in radio outside of the United States and has an impressive following and audience.



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?

KNCT is limited to the content it can provide largely due its small staff. The funding KNCT receive from the Corporation for Public Broadcasting is instrumental in allowing the station to expand content and community voices. This funding has allowed KNCT to purchase national news and programs from reputable and global sources, which lends credibility to news and public affairs offering. The funding also allows KNCT to grow at our local community level. Each dollar provided by CPB funding gives KNCT the opportunity to introduce new and exciting program initiatives to our listening audience.

