



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.

Our Goals

KNCT 91.3 FM is committed to serving the Central Texas community by addressing local issues, needs, and interests through multiplatform broadcasting, in-person events, education services, community partnerships, and digital engagement. Our programming covers a diverse range of topics, including public safety, health awareness, education, environmental conservation, veteran support, and cultural enrichment.

Our Approach

We deliver a diverse mix of long- and short-form radio programs, digital content via our website and blog, and live coverage of major local events.

- **In-Person Engagement:** We connect with the community through live event broadcasts, including the Pink Fishing breast cancer awareness fundraiser, Central Texas College (CTC) Open House, and coverage of the 2024 Solar Eclipse.
- **Educational Programming:** Our shows, such as The Senior Spotlight, provide valuable insights on health, safety, and financial security for older adults, while On the Dock focuses on conservation and outdoor education.
- **Community Information:** We regularly air public service announcements (PSAs) on vital topics like voter registration, safety precautions, veteran services, and disaster preparedness.
- **Collaborative Partnerships:** By working with local government agencies, nonprofits, educational institutions, and businesses, we amplify resources and connect audiences with essential services.
- **Expanding Our Reach:** Incorporating science, health, and cultural programming has helped us engage new listeners, including younger audiences drawn to astronomy (through our Solar Eclipse coverage) and individuals exploring higher education and vocational training (through CTC Open House broadcasts).

Through these initiatives, we remain a trusted source of information, education, and community engagement.



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

Key Initiatives & Collaborations

Throughout Fiscal Year 2024, KNCT broadened its impact by partnering with local public media outlets, nonprofits, government agencies, educational institutions, businesses, teachers, and parents. These collaborations allowed us to connect diverse audiences with essential resources, strengthen community relationships, and deliver high-quality programming.

Key Initiatives and Partnerships:

- **Health & Advocacy**
 - Pink Fishing Live Broadcast: Raised awareness for breast cancer research and support services.
 - Mental Health Programming: Partnered with the Texas Veterans Commission (TVC) to provide mental health resources for veterans.
 - Senior Wellness Reports: Delivered healthcare updates, fraud prevention tips, and fitness activities for older adults.
- **Education & Workforce Development**
 - CTC Open House Broadcast: Connected students with educational resources, faculty, and career programs.
 - Youth STEM Engagement: Supported Texas State Parks' First Day Hike and live coverage of the 2024 Solar Eclipse, fostering public interest in science and conservation.
 - Entrepreneurship Programs: Partnered with veteran business networks to offer business training and mentorship.
- **Public Safety & Conservation**
 - Weather & Disaster Preparedness: Longtime meteorologist Bill Hecke provided over 40 minutes of daily weather updates and critical safety information.
 - Veteran Services & Military Support: The Voice of Texas Veterans program highlighted employment services, veteran healthcare, and military peer support initiatives.
 - Wildlife & Environmental Conservation: On the Dock covered topics like Chronic Wasting Disease, Texas State Park updates, and the TPWD Oyster Restoration Project.
 - Boating & Hunting Safety Programs: Promoted drowning prevention, ethical hunting practices, and conservation laws.

Through these initiatives, KNCT strengthened its connection with the community by delivering real-time, relevant, and actionable content to our listeners.



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.

Community Impact

KNCT's programming has significantly enhanced community engagement, awareness, and access to critical resources.

Indicators of Success:

- **Increased Community Participation**
 - The Pink Fishing event saw a rise in turnout following our live coverage.
 - Texas Parks & Wildlife's First Day Hike broke national participation records, with 8,729 people hiking a total of 17,284 miles after promotion through KNCT's environmental programming.
 - Attendance at CTC's Open House increased, with students and parents citing our live broadcast as a key source of information about available programs.
- **Strengthened Community Connections**
 - Listeners expressed appreciation for our mental health programming for veterans, noting that it fostered a sense of connection and provided access to vital services.
 - Local senior organizations reported an increase in calls and inquiries about wellness services after The Senior Spotlight featured elder care topics.
- **Direct Partner Feedback**
 - The Texas Veterans Commission reported a rise in program enrollments after our coverage of veteran entrepreneurship, mental health, and justice-involved veterans.
 - Texas Parks & Wildlife officials noted an uptick in boating safety course registrations following our coverage of Operation Dry Water.

Through these initiatives and collaborations, KNCT continues to connect listeners with valuable resources and make a meaningful impact in the community.



LISTEN LIVE

Pink Fishing
Reeling in the Cure

KNCT 91.3 FM
Simply Beautiful Music
Don't Forget to Push Play



The Voice of Texas Veterans

TEXAS VETERANS COMMISSION



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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

Diversity & Inclusion

KNCT is dedicated to serving diverse communities, including veterans, senior citizens, first-generation college students, and underrepresented groups.

Key Initiatives for Minority and Diverse Audiences

- **Veteran Services** - The Voice of Texas Veterans program provided weekly discussions on mental health, job training, family support, and disability resources.
- **Spanish-Speaking Audiences** - We expanded multilingual voter registration PSAs and explored opportunities for Spanish-language programming.
- **First-Generation College Students & Low-Income Families** - Our CTC Open House broadcast introduced underserved students to higher education resources, while Youth STEM Initiatives encouraged young women and minority students to explore STEM careers.
- **Accessible Programming** - The Senior Spotlight provided older adults with vital resources, including fraud prevention, healthcare guidance, and independent living strategies.

Looking Ahead: Fiscal Year 2025

We plan to enhance our commitment to diversity by increasing bilingual content, expanding community partnerships, and developing culturally relevant programming. Additionally, we aim to implement a college coaching program to support first-generation college students on their educational journey.



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?

Impact of CPB Funding

CPB funding is essential to KNCT's ability to deliver high-quality, impactful programming that informs, educates, and engages our community.

What CPB Funding Enables Us to Do

- Produce and broadcast high-quality content
- Expand community engagement through live event coverage
- Support public safety and emergency response efforts
- Enhance digital platforms to reach a broader audience
- Develop and sustain partnerships with nonprofits, schools, and government agencies

The Impact of CPB Support

Without CPB funding, KNCT would not have been able to:

- Cover major live events like the Solar Eclipse, Pink Fishing, and CTC Open House
- Provide daily weather and emergency updates
- Expand public safety and conservation programming
- Offer free resources and assistance through community partnerships

CPB support ensures KNCT remains a trusted, reliable, and engaging public radio station for Central Texas. With this vital funding, we continue to strengthen our local impact, enhance audience engagement, and expand access to critical resources—ensuring a brighter future for our listeners and the broader community.

