

## NEVADA PUBLIC RADIO

### Local Content and Services Report 2019

- 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.**

Nevada Public Radio concluded the second year of its current Three-Year Plan on September 30, 2019. The Three-Year Plan is developed by staff with the input of the NVPR Governing Board and Community Advisory Board. We consider increased audience reach and online engagement as meeting the needs of our local community.

The Three-Year Plan has several audience goals we want to meet by late 2020, but one key goal was met last year, and we remain above its threshold: KNPR's current total audience continues to exceed our October 2020 goal of 106,000 weekly listeners, standing at 138,300 in October 2019. We're also pursuing secondary goals pertaining to audience diversity: African American and Hispanic listeners are now 27% of our total audience (our October 2020 goal is 30%). Just under 44% of KNPR's weekly audience is between ages 25-54; we have a goal of 50% (historically the percentage has been about 42%).

Our audience share (the percentage of active radio listeners listening to us at any given time) reached an all-time high earlier in 2019, and as of October it remains quite high at 3.3%. That figure ranks KNPR in a tie for 8th place in the Las Vegas radio market and it is very nearly equal to the audience of the three other Las Vegas news/talk radio stations combined. KNPR's year-over-year audience share from October 2018 to October 2019 was only slightly higher, but that followed an increase from October 2017 to October 2018 that was the largest of any NPR news station (62.7%) in the thirty largest metropolitan areas.

Qualitative indicators that reflect the quality and impact of our journalism include a finalist recognition in the James Beard Honors, finalist honors for our October 1 coverage and a first place Folio award for excellence in magazine publishing for the story "Meth Lunches." FTEs in original broadcast and publishing editorial is at 20.

Our original weekday program State of Nevada is by design relentlessly local and continues to follow key and timely issues driving the narrative in our state. Our original mission for the program was to reflect the community to itself and build a sense of place and identity. In the summer of 2019, we began a concerted effort to cover topics related to climate change, and that effort continues into 2020. A sampling of environment-related stories produced in FY 2019:

<https://knpr.org/knpr/2019-06/dri-study-shows-rise-heat-related-deaths>

<https://knpr.org/knpr/2019-07/study-explores-reasons-behind-western-wildfires>

<https://knpr.org/knpr/2019-08/climate-change-scientists-say-joshua-tree-forest-dying-0>

<https://knpr.org/knpr/2019-09/reno-leads-climate-adaptation>

<https://knpr.org/knpr/2019-09/what-does-hotter-drier-climate-mean-southern-nevadas-water>

<https://knpr.org/knpr/2019-09/how-important-climate-change-voters>

<https://knpr.org/knpr/2019-09/climate-crisis-nevada-whats-being-done>

<https://knpr.org/knpr/2019-09/how-climate-change-impacting-renos-truckee-river>

<https://knpr.org/knpr/2019-09/utility-scale-solar-wont-kill-rooftop-insiders-say>

We have made climate change a key subject of State of Nevada, and we will do so going forward.

- 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.**

Nevada Public Radio is strongly engaged with the civic and cultural life of the communities we serve.

Each year, NVPR donates more than \$500,000 of on-air messaging to nonprofits that invest their marketing budgets with Nevada Public Radio. This allows us to form strong effective on-air partnerships with nonprofits that see the results of the awareness we raise. We also have annual media trades with strategic partners to build traffic to their events and activities. These include UNLV's Black Mountain Literary Institute, Southern Nevada Medical Industry Coalition (Las Vegas HEALS), The Gay & Lesbian Community Center of Southern Nevada, Las Vegas Global Economic Alliance, Las Vegas Metro Chamber of Commerce, The Smith Center for the Performing Arts, Nevada Ballet Theatre and UNLV Boyd School of Law. We have championed the partnership of corporate supporters in using paid airtime to raise awareness of their own philanthropy in the community. Wells Fargo and Barrick Gold provide an enormous boost for charitable and cultural events through on-air messaging and print advertising and other opportunities in our media portfolio.

In June 2019 Nevada Public Radio entered a partnership with Capital Public Radio in Sacramento, hiring and sharing a reporter, Bert Johnson, to report from Reno. He gives us a stronger news presence in Nevada's second-largest city, and we were able to hire him because of the sharing arrangement (we could not have afforded to hire him to a full-time position). Some of his work for KNPR:

<https://knpr.org/knpr/2019-06/renos-median-home-price-record-high>

<https://knpr.org/knpr/2019-07/washoe-county-school-board-fires-superintendent>

<https://knpr.org/knpr/2019-07/burning-man-organizers-push-back-against-plan-screen-attendees>

<https://knpr.org/knpr/2019-07/blm-plan-move-headquarters-prompts-concern>

<https://knpr.org/knpr/2019-07/after-blast-unrs-plan-housing-students-rebuilding-damaged-dorms>

<https://knpr.org/knpr/2019-08/congressman-amodei-catches-nevada-voters>

<https://knpr.org/knpr/2019-09/reno-leads-climate-adaptation>

We continue to team with KUNC Radio in Greeley, Colorado in airing reports on water issues in the southwest as compiled by their reporter.

In the summer of 2019, we again broadcast the just-concluded season of performances by the Las Vegas

Philharmonic, airing concerts with commentary from their Music Director, Donato Cabrera.

We are regularly invited to serve as moderators for events including the Vegas Valley Book Festival, events at the Desert Research Institute, and high-level Chamber of Commerce events such as their annual forecasting event "Preview."

Since 2014, Nevada Public Radio members have selected meals to a local food bank in lieu of fall thank you gifts. Underwritten by Caesars Entertainment, this effort has now yielded 376,000+ meals in total. Our signature community event held twice a year is a recycling day. The 2018 Nevada Public Radio Fall Recycle Event was a success with nearly 700 vehicles bringing more than 61,000 lbs. of recyclables and donations to be repurposed, and safely disposing of hundreds of pounds of prescription medicine. We partnered again with Republic Services, Goodwill of Southern Nevada, Blind Center of Nevada, Shred-It and the CARE Coalition.

Our monthly city regional magazine Desert Companion hosts many events annually that draw a "younger than NPR" crowd. One activity our photo contest attracts more than 1,500 entries with strong representation from students. Winning images make up the annual magazine issue, and a travelling gallery exhibit that tours libraries through several months. Darren Johnson, Gallery Services Coordinator from the Las Vegas-Clark County Library District, "LVCCLD teamed with Nevada Public Radio to feature the photo exhibit at our branches, where the art was shared with our patrons in lower income, minority communities of Las Vegas that have few or no other visual art venues; for instance, the West Las Vegas Library located in an area developed during segregation that is still home to a large percentage of the city's black and Hispanic population, and the West Charleston Library located near the center of the city that serves as an essential educational resource to students of nearby schools and the community college."

- 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.**

Partners report great satisfaction from their relationships with NVPR. Independent research conducted by the agency R&R Partners has revealed a correlation between community non-profits highlighted and recall from a general market audience in assessing the CSR investments of their client who chose NVPR for messaging campaigns.

About our recycling events, Jason Potter, Marketing Director at Blind Center of Nevada reports, "The approximate \$20,000 we will receive (from the sale of donated items) would provide over 3,000 rides for our members to enable them to come participate in our free programs, or it will help provide a daily hot meal for members, or 400 hours of orientation and mobility training to someone that is newly blind."

Brian Burton CEO of Three-Square Food bank describes our partnership as "one of the most important campaigns we do."

As a partner to the performing arts, our mutually beneficial model of selling blocks of discounted tickets donated by area presenters has the mutually beneficial result of driving awareness for the cultural life of the region (and measurable bump at the box office) and incentivizing individual support of NVPR by listeners who may not otherwise support us. We have demonstrated time and time again that we can "move the needle" for large organizations such as The Smith Center for the Performing Arts.

- 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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.**

Our news efforts regularly focus on the challenges faced by diverse communities of all dimensions: race, ethnicity, economic status, urban and rural. News producers are attuned to finding the stories of those populations and getting them told in first person accounts. We regularly keep track of both topics and guests in our database under a simple “speaks to diversity” check so we can track guest diversity year over year. A sample of some segments on State of Nevada speaking to audience diversity:

<https://knpr.org/knpr/2018-07/minority-owned-businesses-are-under-represented-google-searches-why>

<https://knpr.org/knpr/2018-11/abcs-latinidad-favyfav-and-babelito>

<https://knpr.org/knpr/2018-11/nv-prison-population-higher-national-average-why>

<https://knpr.org/knpr/2018-12/las-vegas-chinese-americans-seek-political-visibility>

<https://knpr.org/knpr/2019-01/challenge-indeed-nevada-seeks-affordable-housing-solutions>

<https://knpr.org/knpr/2019-01/navajo-nation-lgbtq-youth-find-unlikely-champions-their-elders>

<https://knpr.org/knpr/2019-01/study-rodent-metaphors-used-describe-immigrants>

<https://knpr.org/knpr/2019-01/future-limbo-transgender-veterans-nevada>

<https://knpr.org/knpr/2019-02/new-exhibit-captures-las-vegas-changing-african-american-community>

<https://knpr.org/knpr/2019-02/new-lgbtq-center-director-looks-create-culture-love>

<https://knpr.org/knpr/2019-02/can-park-redesign-deter-homeless-and-draw-neighbors>

<https://knpr.org/knpr/2019-02/washoe-county-builds-new-shelter-homeless-women-children>

- 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?**

NVPR's community service is embodied by its commitment to locally produced content that tightly reflects the geographical region we serve and offers insight unavailable elsewhere into the experience of living in Nevada. The economic profile of our region is such that our ability to fund news programming is challenged. Mining and casino make up a disproportionate share of the Nevada state economy. Recent consolidation in those dominant industries means CSR budgets

are likewise consolidated and the private philanthropic opportunities are not mature given the rapid growth of our region in the last 25 years.

As a result, identifying neutral funders can be difficult, thus limiting our ability to generate funds specifically for news while staying within the ethical guidelines we regard as “a bright line.” Prudent investing over the years has allowed NVPR to keep pace with technical maintenance and investment into digital platforms and we are mid-point in a Capital campaign to upgrade technical infrastructure. We borrowed to the maximum of our capacity to acquire signal in Reno and at the same time prevent FM signal from falling out of the public radio system.

More than a decade after the Great Recession we still experience its effects in that we have not been able to establish capital reserves little capacity for opportunity or annual growth beyond “keeping up with the cost of doing business,” a problem that very nearly proved fatal in late FY 2019. CPB funding is essential to our service. Without federal funding, Nevada Public Radio simply would not be able to fulfill its promise to the community to provide trusted independent journalism, information and entertainment with the public at the heart of its mission and service. CPB funding is truly making the difference in:

- Funding accessible, independent and credible local news and content production in city where there is no locally owned TV station and ownership issues have diminished the reputation of the traditional newspaper of record. Rural Nevada has become a “news desert” with the decline of local newspapers. Existing newspapers in Reno and Las Vegas have become paywalled.
- Maintaining our reach to 93% of the population of Nevada and covering sparsely populated vast rural and frontier areas of the State and contiguous counties in AZ, UT and CA that otherwise would not sustain public media. Maintaining our network of rural translators supports the EAS broadcast chain for the majority of citizens to convey weather and other emergencies that threaten life and property. KNPR is the LP1 station.
- Providing a predictable funding source that allows us to be a full community partner in raising awareness for civic and charitable activities through donated airtime, media trades and deploy in kind staff and other resources around events and projects that leverage our audiences to engage with their community.