

# NEVADA PUBLIC RADIO

## Local Content and Services Report 2017

- 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 its most recent three year plan on September 30th 2017. The three year plan is developed by staff with the input of the NVPR Board and Community Advisory Board. During the prior three years, we met several goals to increase the audience for our news content and local journalism. We equate increased audience reach and online engagement as meeting the needs of our local community. KNPR achieved an annual top 20 ranking out of 156 participants in the NPR "Spark" audience building project 2015, 2016 and 2017.

The audience for our broadcast original journalism audience up 54% based on share for the hours where SoN airs; missed the overall cumulative audience total, but increased "P1/first choice" audience for NVPR up 28% exceeding our target.

We acquired additional spectrum in Reno to bring NVPR signal to 93% of NV population and make our weekday news program KNPR's State of Nevada truly statewide. During the prior three years, we doubled the non-white college educated audience in our Cume audience from 7 to 15% of that cohort. NVPR increased the percentage of audience under 40 from 18% up to 21.4%. Online/Digital audience up 48%, page views up 43% uniques in plan time period (compares favorably to NPR growth on the national level, and our internal goal of 30% growth).

Qualitative indicators that reflect the quality and impact of our journalism include the 6 Maggie Awards for publishing excellence and a dozen NV press awards for Desert Companion and 2 Gabriel Awards for "KNPR's State of Nevada" in the prior three years. We were able to increase FTEs in original broadcast and publishing editorial from 14.5 to 20.

Our broadcast local program is by intention relentlessly local and continues to follow key and timely issues driving the narrative in our community. Our original mission for this project was to reflect the community to itself and build a sense of place/identity. In FY 2016-2017 followed the impact of a new administration on Nevada including DACA and National parks and monuments. For Nevada this was the first year of legal marijuana, school district reorganization bogged down and a deal was finalized for an NFL team to relocate to Las Vegas. With the acquisition of a Reno signal we are pivoting to tell the stories of our state in a more comprehensive way.

Launched in April 2017, KVVV 89.1 Reno does not overlap KUNR the NPR member station. With no need to duplicate their news programming, we developed a "younger than npr" music discovery format for the station with an hourly commitment to air Nevada artists (about 100 in rotation.) Simulcasting our news magazine at 9am is an unproven strategy but we hope to invite younger audiences to discover local news, and younger audiences who have not included public radio in their

media diet, to connect with music through our station. "NV89" was received well in local media, and is also available on HD3 wherever KNPR is found.

**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.**

In 2016-2017, we partnered with Public Radio Capital to prevent a signal from being lost from the public radio system. We worked with Open Sky Network to acquire 89.1fm in Reno and launch a music discovery format. In doing so, we made our first relationships in Northern Nevada including acquiring office/studio space in an area that is part of the downtown redevelopment zone. We were thrilled that our best loan offer came from an independent, locally owned bank with diverse executive leadership. One piece of luck was a Community Advisory Board member from Las Vegas who relocated to serve as Reno's city manager!

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 2017, we continued our broadcast partnership with the Las Vegas Philharmonic concerts with commentary from their Music Director Donato Cabrera. In September we hosted the auditions for NPR's From the Top in partnership with The Smith Center for the Performing Arts, hosting dozens of young Nevada musicians in our studios, creating a video documentation of the event to help promote the broadcast recording.

NVPR staff is active in the community serving on boards including UNLV alumni and the Las Vegas Metro Chamber of Commerce. We are regularly invited to serve as moderators for events including in 2016-2017 a library visit with the producer of S-Town, the annual Real Estate Forecast, and the CEO served as Commencement Speaker at Roseman University's 2017 graduation.

We believe this underscores the perception that Nevada Public Radio is a connector and convener around issues: a candid friend to the community. Since 2014, Nevada Public Radio members have selected meals to a local food bank in lieu of fall thank you gifts. Underwritten by philanthropist Diana Bennett, this effort has yielded 280,000+ meals. Our signature community event held twice a year is a recycling day. The 2017 Nevada Public Radio Spring and Fall Recycle Events were a success with 700+ vehicles in each event, bringing more than 90,000 lbs of recyclables and donations to be repurposed, and safely disposing of hundreds of pounds of prescription medicine. Our partners again included Republic Services, Goodwill of Southern Nevada, Blind Center of Nevada, Shred-It and the CARE Coalition. The remarkable effect of the success of this event is that it is irrefutable proof

that Nevada Public Radio serves the public well as a convener of community goodwill that benefits many. Desert Companion magazine 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.”

In 2017 we continued our “artist in residence” program with Sush Machida designing all our membership “thank you” gifts. Sush is an internationally known Las Vegas based artist, a graduate of UNLV. His work is in Bill Gates’ own collection and featured in murals in Las Vegas. NV89’s inaugural artist in resident is Scotty Roller a noted graphic designer.

**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.**

Nevada Public Radio has proven time and time again that our ability to convene the community to needed causes is immeasurable. Partners report great satisfaction from their relationships with NVPR. Independent research conducted by R&R Partners 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.” 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. Based on regular ratings that show our local program KNPR’s State of Nevada draws a higher than average weekday share, and 200,000 hours of monthly streaming. Guests to KNPR’s State of Nevada regularly report they “must” be on our program to reach the community with their message. “I know the people who need to understand what we’re doing are listening to your show,” says Tom Skancke, the consultant leading the reorganization of the country’s 5th largest school district. Undersheriff Kevin McMahill says that his regular open phones segments foster better relations and he knows his cops are listening while on the beat. This relationship has deepened in 2017 and prepared us well for the aftermath of October 1, 2017.

- 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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. 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. During FY17 we kept 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. In FY17 we broadcast 626 conversations on State of Nevada, our daily news/talk program. Of those 626, 210 (33.5%) addressed topics that were of particular interest to diverse audiences, while 277 (44.2%) featured guests with diverse backgrounds (ethnicity, religion, gender, age, language).

Some sample segments from 2016:

<https://knpr.org/knpr/2016-07/boyd-law-professor-students-aid-shade-tree-shelter-clients>  
<https://knpr.org/knpr/2016-04/undocumented-children-face-uphill-legal-battles-las-vegas-courts>  
<https://knpr.org/knpr/2016-02/nevada-church-offers-sanctuary-immigrants-should-it>  
<https://knpr.org/knpr/2013-08/community-colleges-struggle-serve-latino-students>  
<https://knpr.org/desert-companion/2015-05/we-just-had-ask-now-arriving>

One of our most meaningful programs in 2017 was with Dan Reynolds, lead singer of Imagine Dragons. He has become an advocate for awareness around suicide rates among LDS LGBTQ youth. We opened the phones so young people could share their stories and hear his encouragement.  
<https://knpr.org/knpr-discover-music/2017-08/mormon-church-and-lgbtq-youth-focus-new-film-imagine-dragons-singer> Given the international profile of the singer, the social media activity was multiples of any other local story/program in the fiscal year.

- 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 Southern Nevada. The economic profile of our region is such that our ability to fund news programming is particularly challenged. Mining and gaming make up a disproportionate share of the NV state economy and the philanthropic opportunities are not mature given the rapid growth of our region in the last 25 years. As a result, identifying neutral funders is 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. However, we are still feeling the effects of the great recession in that capital reserves are depleted and leave little capacity for opportunity. 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 the difference between: • Funding independent and credible local news production in a city where commercial media where there is no locally owned TV station and ownership issues have diminished

community trust in print media. • Maintaining a classical music station (especially the music rights element). • Maintaining our network of rural translators and repeaters that now provide 93% of the state's population with access to our signals and in turn supporting the EAS broadcast chain for the majority of citizens to convey weather and other emergencies that threaten life and property.