

Grantee Information

ID	1498
Grantee Name	KNPR-FM
City	Las Vegas
State	NV
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2015. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2015 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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 continues to stay true to its mission and delivered more service to more people each year. Despite rapidly changing media habits our portfolio of broadcast, print and online content has remained viable and continues to provide service to a diverse audience. Nevada Public Radio continues its commitment to long form news/talk programming with our weekday broadcast KNPR's State of Nevada. Our program is 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 one of the fastest growing regions in the country. In completing our 12th year we believe we have contributed significantly to the dialog around key issues and continue to improve on reaching a diverse audience in all demographic and socioeconomic areas. In addition, we have increased the amount of local content on air with local news segments throughout day parts. Recently celebrating its tenth anniversary, Desert Companion city regional magazine, published by Nevada Public Radio, shares a similar philosophy: to meet the community where they are and reflect the tastes, concerns and past times of

an audience that is broader than the public radio demographic. With a mix of lifestyle, service and serious journalism we have built a monthly magazine supported by print advertising that shares the sensibility and core values of public media. This publication is unduplicated in its quality and character in this market. Technology has changed the way that people obtain news, information and entertainment. Nevada Public Radio embraced this change by investing heavily in reaching our audience “where they are”: on air, online and in print. We continue to update and upgrade nearing completion of an interior space redesign providing additional needed workspace and continue in the planning of an essential broadcast infrastructure renovation.

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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.

NVPR donates more than \$1M 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 Selected nonprofits that align with the Board Service of NVPR Board Members including Boys Town and One Drop (Cirque du Soleil). 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. 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 The Las Vegas Literary Festival, Symphony Park Lecture Series and Institute of Real Estate Managers. We believe this underscores the perception that Nevada Public Radio is a connector and convener around issues: a candid friend to the community. Our signature community event held twice a year is a recycling day. The 2015 Nevada Public Radio Fall Recycle Event was a huge success with a record-breaking 983 cars (an increase of 13% over the most successful event so far) bringing recyclables and donations. 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.

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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. Caesars Foundation Executive Director Tom Reilly says “you can't top” being on KNPR for awareness with those who are civic minded. 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.” Through a donation from the Bennett Family Foundation and AARP, in response to our Fall 2015 Membership Campaign, Nevada Public Radio “convened” 84,035 meals to benefit Three Square, a local not-for-profit food bank distribution center.

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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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

News efforts regularly focus on the challenges faced by diverse communities by all dimensions: race, ethnicity, economic status, urban and rural. While we do still operate a radio reading service, we do not have specific outreach or programming projects that provide direct services to those populations. News producers are attuned to finding the stories of those populations and getting them told in first person accounts. Content from KNPR's State of Nevada and our local news segments demonstrate this commitment. <http://knpr.org/knpr/2015-12/imam-abdullah-being-muslim-america-today> <http://knpr.org/knpr/2015-11/my-crazy-life-story-las-vegas-working-families> <http://knpr.org/knpr/2015-11/can-states-stop-refugee-resettlement-programs> <http://knpr.org/knpr/2015-11/what-point-religion> <http://knpr.org/knpr/2015-11/las-vegas-lds-members-react-ban-membership-among-same-sex-couples> <http://knpr.org/knpr/2015-10/are-nevadas-college-scholarships-really-serving-low-income-kids> <http://knpr.org/knpr/2015-09/logandale-parents-prepare-fight-comprehensive-sex-ed-clark-county>

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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. We have recently expanded this commitment in the development of short news segments throughout the day to provide local news content within nationally-produced programming. 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 20 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." Doing "more with less" has been a mainstay approach in past years to reaching a balanced budget. We have learned that this approach will not provide the means to bridge the gap between the services we provide now and the capabilities needed to grow and meet our audience where they are now and in the future. 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 local news production in a city where commercial media companies are reducing their commitment to local news and serious journalism.
- Maintaining a classical music station (especially the music rights element).
- Maintaining our network of rural translators and repeaters that provide 73% of the state's population with access to our signals and in turn supporting the EAS broadcast chain.

Comments

Question

Comment

No Comments for this section