

NEVADA PUBLIC RADIO

Local Content and Services Report 2018

- 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 first year of a new Three-Year Plan on September 30, 2018. 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 audience goals we want to meet by late 2020, but one key goal has already been met: the current total audience exceeds our October 2020 106K goal by 20,000 listeners. Additionally, African American and Hispanic listeners are now 29.1% of our total audience (the 10/20 goal is 30%), and as of December 46.8% of KNPR's weekly audience is between ages 25-54, on the way to a goal of 50% (generally the percentage has been about 42%).

Our audience share (the percentage of active listeners listening to us at any given time) is also at an all-time high: for the entire week KNPR is tied for #12 in the 43-station Las Vegas market at 3.0%, up from #20 twelve months earlier; we're tied for #8 during Morning Edition (4.0%), up from #14 a year earlier. In the 30 largest metro areas in the US, KNPR's year-over-year audience growth from Fall 2017 to Fall 2018 was the largest of any NPR news station (62.7%); only seven other stations had double-digit growth.

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%.

For years we've had a percentage of African American and Hispanic listeners that compared favorably to other stations in the southwestern US, but they have generally not listened to us as much as white listeners. In Winter and Spring 2018 that changed markedly: AWTE (Average Weekly Time Exposed) among listeners of color has grown to the point where listeners of color and white listeners are now spending the exact same average time with us each week. If that trend continues it will mark a significant step forward in our ongoing effort to attract an audience that more closely resembles Las Vegas.

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 intention relentlessly local and continues to follow key and timely issues driving the narrative in our state. With the acquisition of FM signal in Reno and Carson City in 2016/17, that program is the only statewide broadcast of its kind, which includes

audience call in and input. Our original mission for this project was to reflect the community to itself and build a sense of place/identity.

The nation's worst mass shooting on October 1, 2017 drove significant amounts of broadcast and publishing content in 2017-2018. KNPR produced 31 long form segments of *State of Nevada* including simulcasts with KPCC. We produced a nationally-distributed special 24 hours after the shooting. with guests including law enforcement officials, Congressional representatives Dina Titus and Jacky Rosen, and Senator Catherine Cortez Masto. We took calls from across the nation (the first one came from Tennessee), and NPR stations aired it from San Diego, Reno, and Sacramento to Minnesota, Cleveland, and Chicago to Washington DC, New Hampshire, and Boston.

<https://knpr.org/knpr/2017-10/route-91-hero-reunited-man-she-saved>
<https://knpr.org/knpr/2017-10/emts-thought-it-was-easy-gig-then-shooting-started>
<https://knpr.org/knpr/2017-10/meaning-faith-wake-tragedy>
<https://knpr.org/knpr/2017-10/millions-donated-victims-who-decides-where-it-goes>
<https://knpr.org/desert-companion/2018-10/rescue-reunion>
<https://knpr.org/desert-companion/2017-11/courage-amid-chaos>
<https://knpr.org/knpr/2017-10/photo-gallery-scenes-shooting>

In FY 2017-2018 other key topic areas include: the impact of administration policies on public lands in Nevada, a new legislature with national lead in the number of female lawmakers, the new attention to disparity between North and South in funding higher education in Nevada, the structural impact of having generous tax breaks for professional sports and luring tech companies to the state including Tesla and the investigation into the October 1 shooting.

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 offer a "younger than npr" music discovery format for the station with an hourly commitment to air Nevada artists (about 200 now in rotation.) "NV89" is also available on HD3 wherever KNPR is found and we have launched branded apps for Apple and Android.

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 2017-2018 Nevada Public Radio continued a partnership with KUNC Colorado to bring reporting on water to our audiences. In May 2018 we participated in some more simulcast and collaborative programming with KPCC, following an initial collaboration around October 1 mass shooting coverage. KPCC's program AirTalk explored the question of why so many Californians are leaving that state for Nevada.

In 2018, we continued our broadcast partnership with the Las Vegas Philharmonic, airing concerts with commentary from their Music Director, Donato Cabrera. In April we saw the culmination of the project to bring NPR's *From the Top* to Southern Nevada in partnership with The Smith Center for the Performing Arts, hosting dozens of young Nevada musicians in our studios in the prior fall and creating a video documentation of the event to help promote the broadcast recording. The event was a huge success and the subsequent program was aired April 2018.

<https://www.thesmithcenter.com/blog/nprs-top-feature-teen-vegas-musicians-alongside-nations-best/>

<https://knpr.org/classical/2018-04/guitarist-sarbet-shares-his-love-classical-music-others>

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 360,000+ meals in total. Our signature community event held twice a year is a recycling day. The 2017 Nevada Public Radio Fall Recycle Event was 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. 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."

Through our music channel NV89 we are committed to championing local musicians. Our project in this area, "Local 891," has attracted grant support from the City of Reno and underwriting support from Eldorado Casinos which hosted more than 30 events in 2017-18. NV89 features local artists from Nevada each hour and even more on three day weekends. A recent anonymous survey of the 200+ acts on our playlist reveals that they are younger and more diverse than the general population. We are creating new opportunities for performers to be heard on air and find an audience in their own community.

In 2018 we continued our “artist in residence” program with Fawn Douglas designing our member thank you gifts (tote, mug, t-shirt etc.). She is a member of the Las Vegas Paiute Tribe, where she previously served as a tribal councilwoman. She also has roots in the Moapa Paiute, Cheyenne, Pawnee, and Creek Nations. Fawn has been recognized as a Notable Nevadan at the 2016 National Indian Education Association’s conference. She most recently earned recognition from the State of Nevada Indian Commission as the American Indian Community Leader of the Year during the 2017 American Indian Achievement Awards.

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.

The nation’s worst mass shooting event took place on October 1.

Undersheriff Kevin McMahill, Las Vegas Metropolitan Police Department is a regular guest on KNPR’s *State of Nevada* program provides this testimonial about the value of the relationship we have with LV Metro police:

“The feedback I’ve received tells me that KNPR public radio is an effective way for me to communicate with people from all walks of life here in Las Vegas including our own officers. With hindsight, being on the program was establishing a relationship that would serve our community well when I returned to the air after the October 1 Las Vegas mass shooting. I could offer consolation and explanation while addressing the misinformation that circulated in the aftermath of that tragic event. There’s no other media outlet that could do that in the same way to speak to so many when it was needed.”

Anecdotal feedback from interviews with those directly affected by the events of October 1, 2017 indicated that participating was a healing experience for them.

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 clients 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.

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.

- 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 FY17-18 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 FY17-18 we broadcast 607 conversations on KNPR’s *State of Nevada*, our daily news/talk program. Of those 607, 240 (39%) addressed topics that were of particular interest to diverse audiences, while 225 (37%) featured guests with diverse backgrounds (ethnicity, religion, gender, age, language).

<https://knpr.org/knpr/2018-01/dreamers-can-renew-daca-status-now>

<https://knpr.org/knpr/2018-04/how-cecilia-gomez-was-deported-while-getting-her-green-card>

<https://knpr.org/knpr/2017-10/how-diverse-gaming-industry>

<https://knpr.org/knpr/2017-11/veterans-living-rural-nevada-enjoy-tranquility-face-challenges>

<https://knpr.org/knpr/2017-06/women-minorities-are-more-likely-lose-jobs-automation>

<https://knpr.org/knpr/2018-05/involvement-public-lands-unequal-people-color>

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

<https://knpr.org/knpr/2018-02/mom-says-she-s-fostered-10000-navajo-children>

<https://knpr.org/knpr/2018-05/mine-owners-stop-home-water-deliveries-yingerton-paiute-tribe>

- 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 NV 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.

10 years 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.” 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.
- Maintaining a classical music station, and maintaining a music discovery station which has the potential to nurture new and more diverse audiences into a lifelong relationship with public media.
- 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.