

KEDT / KVRT FM Local Content Service Report

Question 6.1:

The goal of KEDT FM is to nurture and maintain positive connections with the various entities that provide services to the communities of South Texas. Some of our partnering entities are non-profit groups, law enforcement, municipalities, educational institutions or governmental entities. It's through these various channels that KEDT finds issues that our news coverage and community-based programs cover.

Over the course of time, KEDT has managed to stay in constant contact with many of these organizations to bring particular issues to the attention of the general public. One of the best things about the station's position in the community is the variety of groups that contribute their time to help communicate their situation via in-person and remote engagement.

One of the main areas of partnership support is our relationship with the Texas Newsroom, as both contributors and utilization of their information of statewide news. We find that this partnership has been beneficial for all parties involved. KEDT constantly searches for new listeners, and thanks to our many programs, the station is making headway in a steady fashion.

Our membership drives are a prime example of getting fair weather listeners to become members.

Another aspect of audience involvement is the station's method of contacting listeners with mail-out ballots, which outline the many programs KEDT offers, with the opportunity for those listeners to weigh in on programs they like or dislike. The work to keep listeners, continue to engage with the many groups we come across and other areas exclusive to radio, is a constant at KEDT. Despite a small staff, the station continues to make inroads to improvement in a variety of areas.

Question 6.2:

One of the best partnerships KEDT is with the Texas Newsroom. Through them, we are able to utilize reports from correspondents from throughout the state, as well as contributing news stories from our region. The overall key is contribution, with several of our regional stories getting airplay in various Texas markets.

As far as other collaborations are concerned, KEDT does have close ties to several school districts in our area, as well as institutions of higher learning. Currently, KEDT is working with the music departments of Texas A&M Corpus Christi and Texas A&M-Kingsville in showcasing the work of both students and faculty, with both pre-recorded and live presentations. The presentations have been met positively. Our interaction with governmental groups is good, and could certainly benefit from a closer working relationship, which is something we are working on.

Question 6.3:

One of the main issues affecting our area is the ongoing situation involving the City of Corpus Christi, and the Port of Corpus Christi in their efforts to each construct a desalination plant. We have covered all recent developments from all entities involved, which include state agencies and the plight of the municipal groups hoping to gain ground on the construction of their respective plants. The impact has had a very profound effect on the community, and we have received feedback about the issue.

Crime in the area has been on the increase in a variety of ways, and KEDT has been in contact with many of the agencies that deal with the crime rate in the area. We've worked primarily with the Corpus Christi Police Department (CCPD) to discuss the crime rate and have maintained a steady relationship with this group. Through this relationship KEDT FM and CCPD have worked on various stories about the department's many programs to better communicate with the public. These feature stories have been met with positive results.

Question 6.4:

Currently, the one program focusing on any type of minority issues is "Latino USA", which is being broadcast on our HD2 channel. The program is broadcast weekly, and deals with the various levels of artistic, political and innovations within the Hispanic community. News stories on the area's immigration issues are a constant focus during our presentations. KEDT is continually searching for programs that offer a source of information for the various minority communities within the region.

Question 6.5:

Outreach is the key in this area. KEDT managed to stay in touch with the communities it serves via its diversified programming. Utilizing CPB funding to reach this particular goal is extremely useful. It allows the station to pursue programs that could reflect our diverse communities that the station services. That includes the station's stream channel, which is able to reach areas outside of our normal coverage zone. Listenership via streaming has steadily increased over the past several years in areas that not only include our region, but beyond KEDT FM's reach outside the state, and country in some instances.