

## LOCAL CONTENT & SERVICES REPORT

### Question 6.1:

The primary focus for KEDT-FM centers on providing listeners with insight to community issues and information. KEDT works with a variety of community groups to tell their stories to the general public. KEDT-FM reaches out to new community organizations to share their stories, free programs and important community information. These partnerships between KEDT-FM and multiple non-profits in the area such as the Rockport Center for the Arts have resulted in positive feedback from both the organizations and community.

KEDT FM works with the Texas Newsroom to provide South Texas news segment contributions to the statewide news network. Over the course of the past several months, KEDT-FM contributed multiple stories of interest for statewide listeners. For example, KEDT provided Texas Standard with a news feature on the Ritz Theater renovation and the steps the CC Patch Non-Profit is taking to help gain funding for the project.

### Question 6.2:

KEDT-FM is always working on securing collaborations with a variety of groups in South Texas. KEDT-FM works with several non-profits that are in need of publicity for their events through our Community Arts Calendar. Through our Spotlight in Arts segment, KEDT FM works with groups such as K Space Contemporary to promote their annual Dia de los Muertos event. We also work with our area institutions of higher learning such as Del Mar College, Texas A&M Corpus Christi and Texas A&M University-Kingsville to showcase their music department's students as well as sharing information about events on their respective campuses.

Question 6.3:

There were many instances where KEDT-FM served as a conduit to information most important to our community. KEDT-FM has provided information on the proposed desalination plan by the City of Corpus Christi and the Port of Corpus Christi and the impacts it will have to the community and the eco-system. KEDT-FM's coverage of the issue has led to some deep insight by community members, who have responded to both sides of the matter. On the topic of awareness, the issue has probably been the biggest issue of importance in our community.

Question 6.4:

KEDT-FM staff has investigated several possibilities for programs that focus on issues affecting diverse and minority populations in our region. However, at this time KEDT-FM's programming has only one such presentation – Latino USA that broadcasts on our HD2 channel. KEDT-FM doesn't broadcast in any other language than English. Not sure if that will change in the future, but we are still looking for a program that could change all that.

KEDT has report on the community conflicts that center around the building of a new bridge and desalination plant through the predominately Black community in Corpus Christi and the impact both these new constructions will have on the residents of this area.

Question 6.5:

CPB funding has led us to a new level of audience outreach with the arrival of a Digital and Social Media Director. KEDT-FM is now able to communicate better with our social media pages. The new social media pages have garnered interest by showing what the station is doing throughout the week. Listeners can view special studio guests learn about station events, or link to our streaming service. Without CPB's support, KEDT-FM would be left behind the constant race to stay relevant in today's media world.