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:

Answer:

KSLU routinely mails letters to area businesses, non-profits and government entities soliciting input regarding what issues are relevant to our listening community. The information received from these letters sets the agenda for the issues that we address through our community issues program.

Once those issues are identified, we invite community experts to participate in our semi-weekly 30-minute community interest show to speak to those subjects. Most of the time the program’s host presents the topics in an informative manner at the beginning of the show, relating how the issue impacts our daily lives. The host then introduces the guest, giving their background and credentials before the guest offers insight into the topic. The format seems to have worked well to inform and motivate listeners to take positive action in the community.

Guests regularly include those in the education and non-profit communities, who discuss educational opportunities and services available to the community (e.g. continuing education, children’s services, children’s educational activities, healthy living options, etc.).

KSLU continues to support area non-profit agencies by promoting activities and assisting in fundraising efforts. Among numerous efforts, once again the KSLU staff assisted the Rotary Club of Hammond in its annual fun run fundraiser by promoting the event though public service announcements and providing manpower at the event.

Podcasts of several medically-oriented community service shows have been added to a local hospital’s website. This is in an effort to make medical information available to the public through an on-demand platform.

In terms of new audiences reached, KSLU’s online listenership continues to grow. During a recent two-week period, listeners from over 65 countries tuned in to KSLU through the station’s online stream.

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:

Answer:

KSLU continues to train students for careers in broadcasting, both university student and those in local public schools. KSLU staff mentored four high school interns from two area schools. Two other students began an internship program with KSLU outside of a formal school setting. These two students were working toward their GED and had a strong interest in attending college to study music and electronic media. All of these students completed the KSLU training program which teaches students: the fundamentals of FCC rules; how to operate broadcast equipment; KSLU standard operating procedures; and tips for a successful career in radio broadcasting. Interns also gained hands-on experience by: performing live on-air shifts; recording newscasts; and completing numerous PSA, promo, and underwriting announcement productions.

Aside from educating students through internship programs, KSLU staff also visit area schools to talk with students about the radio broadcasting industry and how they can get involved. The KSLU general manager visited two high schools and one middle school to talk with communication students about radio. Following the visits, contacts at each school told that the visits inspired several of their students. A couple of students said that they wanted to go into the broadcast industry after the visit.

KSLU continues to partner with a number of non-profits in the community. KSLU served on the publicity committee for the Downtown Development District’s (“DDD’s”) annual Starry November Night and Hot August Night events in downtown Hammond. These events are efforts to bring visitors to the downtown area to see what attractions, activities and businesses are available in the heart of the city. Both events were successful in bringing thousands of visitors to the area each evening. KSLU publicized the events through its social media platforms, on-air publicity and live broadcasts.

Community service continues to play a key part in KSLU’s operations. KSLU publicizes the events, needs and activities of area non-profits. Furthermore, KSLU provides mobile DJ and emcee services to numerous non-profits free of charge. Continuing on the heels of the prior year’s success, KSLU continued to serve these area non-profit organizations:

The United Way of Hammond

Leadership Tangipahoa

Hammond Regional Arts Center

Columbia Theatre for the Performing Arts

Southeast Business Development Center

Tangi Tourism

Children’s Discovery Museum

Special Olympics Louisiana

Hammond Fire Prevention Bureau

Tangi Alcohol and Drug Abuse Council

Court Appointed Special Advocates

Options for the Disabled

Rotary Club of Hammond

The Ponchatoula Chamber of Commerce

The Hammond Chamber of Commerce

LSU AgCenter

Tangipahoa Home Builders Association

Hammond Downtown Development District

KSLU continued to serve as a popular tour destination for area schools. Numerous elementary students came to the KSLU studios to learn about radio station operations and how important math, English and science are to radio.

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:

Answer:

As was the case last year, most of the impact from our initiatives and partnerships is anecdotal. But, we haven’t conducted a quantitative analysis of the results.

We did hear again from a local community leader regarding an annual school supply fund drive. She returned to KSLU to ask listeners to donate school supplies for needy children just before the school year began. She reported back that following her KSLU interview, the program received more donations than the previous year and her organization was able to serve more students this year than last year.

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast:

Answer:

The Putumayo Music Hour continued to air on KSLU throughout the year. The program adds a professional, nationally distributed international program to the station’s lineup which bolsters KSLU’s multicultural program offerings. KSLU is based at Southeastern Louisiana University which attracts a large international student population. The Putumayo Music Hour features music from a different country each week. In doing so, the programming department feels the Putumayo Music Hour caters to those international students and provides world music and culture content to its local listening community.

There is not a lot of blues music programming available via radio on the north shore of Lake Pontchartrain. As a commitment to blues music and culture, KSLU continues to produce an hour-long blues program each weekday evening. The program has a wide appeal and appears to be one of the station’s most popular, judging on the response we receive from the show’s dedicated audience. Several routine callers have identified themselves as elderly African Americans who listen to the program daily after work. The program is an excellent opportunity for KSLU student workers to program for and interact with the show’s diverse and loyal audience.

Caffe Italia continues to air on KSLU, serving a weekly selection of Italian music and culture every Sunday night. The locally-produced program is hosted bilingually by a professor from Southeastern’s Languages and Communication Department. The program is an excellent opportunity for listeners to learn the language, culture and music of Italy from the comfort of their own home. Caffe Italia is also syndicated and carried on radio stations in Connecticut and Spain. KSLU feels that the program is important to the university community and the large Italian community in the broadcast area.

Rincon Hispano, a Spanish music and culture program continues to air on KSLU Sunday nights. The program is another bilingual show that features the music and culture of Spanish-speaking countries. The program is currently hosted by a student at Southeastern Louisiana University who has travelled extensively and showcases the variety of music and cultural practices of Hispanic culture. Rincon Hispano continues to be broadcast also on Radio Universidad Salamanca in Spain.

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?

Answer:

The Community Service Grant continues to be a major funding source of KSLU programming. The grant enables KSLU to purchase nationally-syndicated programs (e.g. The World Café, Sound Opinions, etc.). Through CSG funding, we’re able to cover local news, produce a semi-weekly community interest program and post locally-produced programs online for national syndication. The grant helps KSLU assist area non-profit organizations through on-air publicity and funding equipment for mobile DJ services. CSG funds also allow KSLU to train future broadcasters with current industry equipment using professional standards.

Without the CSG grant, KSLU would not be able to provide any of the above programs and services. No longer would KSLU be able to purchase and broadcast nationally syndicated public radio programs such as The World Café. No longer could KSLU produce local news and produce a community issues program twice per week. Without CSG funding, we would no longer be able to meet the needs of local area non-profit agencies. Bottom line: CSG funding is essential to KSLU’s operation.