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:

Our overarching mission is to provide diverse, entertaining and informative on-air programming for Southeastern Louisiana University and broader audiences and provide a learning environment that attracts and enables qualified students to gain and practice skills needed to work professionally in the communications field. To fulfill this mission, we’ve set the goals of: offering internships; teaching radio skills; and garnering a wide and diverse audience.

Addressing community issues, needs, and interests aligns with our mission of providing informative on-air programming and aligns with our commitment to serve the community.

In terms of the assessment of issues, needs, and interested, KSLU continues to mail letters to area businesses, non-profits and government entities soliciting input regarding what issues are relevant to our listening community. Once those issues are identified, we invite community experts to participate in our semi-weekly 30-minute community interest show to address those subjects.

Our 30-minute community issues forum invites guests from the education, healthcare, and non-profit communities to discuss the array of educational opportunities and services available to the community (e.g. continuing education, children’s services, children’s educational activities, healthy living options, etc.).

Podcasts of these programs are available on the KSLU website along with multimedia content and information about the programs and guests. This is in an effort to expand access to relevant community information. It also serves as a way to archive older programs and enables audiences to access content they may have missed.

KSLU continues to support area non-profit agencies by promoting activities and assisting in fundraising efforts. This year KSLU assisted the following non-profit organizations by promoting their events and fund raisers through on-air announcements: Rotary Club of Hammond, Downtown Development District, Rotary Club of Amite, Court Appointed Special Advocates, Options for the Disabled, Special Olympic Louisiana, among many others.

Podcasts of our community interest show which featured medical information were added to a local hospital’s website to provide easy access to the content for target audiences.

KSLU offers a daily events calendar on air and on its website which spotlights educational and entertaining events in the local community. Event items often include free educational presentations at Southeastern Louisiana University and the local branch of the public library.

Public service announcements are also a vital medium for non-profit organizations to communicate their needs and services to the listening audience. KSLU airs two live-read and two pre-recorded public service announcements every hour for a number of non-profit organizations and agencies both locally and nationally.

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. One area high school student participated in an internship program with KSLU this year. The student 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. The intern also gained hands-on experience by: performing live on-air shifts; recording newscasts; and producing numerous PSAs, promos, and underwriting announcements.

The KSLU general manager worked with an area high school to help students interested in radio to grow its online radio station operation into an LPFM. He assisted in mentoring the students, provided programming, and advised the school’s radio program coordinator regarding station operations. He now sits on the station’s Board of Advisors where he chairs the promotion and underwriting committee.

KSLU staff also visit other 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 to talk with students about radio. Several of the students told that they were interested in attending Southeastern after the presentation. Others said that they were inspired to learn more about digital audio production from the talk.

KSLU continues to partner with a number of non-profits in the community. KSLU once again worked with the Hammond Downtown Development District to highlight several community events. These events bring visitors to the downtown area to see what attractions, activities and businesses are available in the heart of the city. KSLU provided music for the events and publicized them 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

Rotary Club of Amite

The Ponchatoula Chamber of Commerce

The Hammond Chamber of Commerce

Southeastern SGA

Tangipahoa Home Builders Association

Hammond Downtown Development District

KSLU continued to serve as a popular tour destination for area schools. A class of 3rd graders from the local laboratory school came to the station to see how the station operates. Some were able to go on the air while others recorded their voices and listened back to them.

KSLU once again teamed up with the local Blood Center to host a blood drive on the campus at Southeastern. The group was very thankful after seeing over 30 donors during the event.

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 in previous years, our measurements of success have been anecdotal.

Our partnership with KNHS radio at a high school in Lafayette directly led to one of the students coming to Southeastern and working at KSLU. The student told that he was guided to Southeastern because of the general manager’s presentation and work with KNHS.

Several callers have told us that they appreciate our STEM Science Radio program. Some remarked that they wish it were a longer format (currently 2 minutes each weekday) so that topics could be covered more in-depth. KSLU is currently searching for funding to develop STEM Science Radio into a 30-minute program with national distribution.

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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.

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. 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 who showcases the variety of music and cultural practices across Spanish speaking communities.

KSLU worked with Quad Area to establish an internship program. The group partners at-risk students with experts in the industry of their interest as the students pursue their GED. Two students participated in the program and found a passion for radio after their experience at KSLU.

The plan for the upcoming year is to continue to offer these programs and take on others if the capacity allows.

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 and services (i.e. The World Café, AP access, etc.). Through CSG funding, we’re able to report on local news stories daily, produce a 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 audio services. CSG funds also allow KSLU to train future broadcasters with current industry equipment at a professional level.

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 each 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 a vital part of KSLU and the communities we serve.