



2023 KSLU Local Content & Services Report

CPB Station Activity Survey

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.

- KSLU seeks to achieve excellence on the air, in the classroom and in the community. In support of the mission of licensee Southeastern Louisiana University, KSLU provides diverse, entertaining and informative on-air programming for both the campus and broader Hammond community while providing a learning environment designed to attract and enable 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 training (either through work-study or internships); providing educational programming; and garnering a wide and diverse audience. Educating our listeners is fundamental to our mission. We have several programs which inform and educate: KSLU provides locally-produced, 5-minute newscasts each weekday. Our news staff covers a local beat that generates stories and content relevant to the lives of our local listeners. No other media outlet in the area offers the content that KSLU provides. In terms of science education, KSLU's STEM Science Radio program brings science understanding to general audiences. Dr. Rhett Allain hosts KSLU's STEM Science Radio program each week. Allain is a physics professor at Southeastern Louisiana University who has served as a consultant for BBC and Discovery television programs. He also writes weekly articles for Wired magazine. His experience inside and outside of the classroom helps him to communicate complex scientific concepts to those who do not necessarily have a science background. Each week a new science, technology, engineering, or math subject is introduced and each day Allain presents a different aspect of that week's topic. STEM Science Radio was created to help listeners think critically and understand that science is a fact-driven field. A co-host now accompanies Dr. Allain to serve as a member of the audience and ask questions of interest. KSLU continues to support area non-profit agencies by promoting activities and assisting in fundraising efforts. This year KSLU once again assisted the following non-profit organizations by promoting their events and fundraisers through on-air announcements: Student Government Association, Downtown Development District, Court Appointed Special Advocates, and Options for the Disabled among many others.

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 multiple public service announcements every hour for a number of non-profit organizations and agencies both locally and nationally. KSLU created a new community affairs show this past fall – The Tangi Community Download – with a focus on issues that are relevant to our campus, the city and our parish (county). KSLU airs additional community affairs programming from WAMC, including the education, research and learning-focused "The Best of Our Knowledge", personal interview-focused "Person, Place, Thing", journalism-focused "The Media Project, and literature-focused "The Book Show". New educational programming includes Animal Airwaves, Tech Nation, Health in a Heartbeat, Planet Money/How I Built This, The Academic Minute, and the Law of Rock & Roll. In total, KSLU added more than two hours of educational programming to its weekly broadcast schedule.

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.

- KSLU aired numerous public service announcements for the Louisiana Association of Broadcasters through the group's Public Education Program ("PEP"). The PEP spots educate listeners about the Army National Guard, Selective Service, Department of Tourism and the association's educational support among other groups and opportunities. 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 Southeastern Lab School, The United Way of Hammond, Tangi Tourism, Special Olympics Louisiana, Court Appointed Special Advocates, Options for the Disabled, Lion Up Recovery Program, Southeastern SGA and Hammond Downtown Development District. KSLU is in the beginning stages of a working agreement with WWNO and WRKF to provide both additional news support and coverage during disaster events and internship possibilities for KSLU student broadcasters.

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.

- As in previous years, our measurements of success have been anecdotal. Several callers have told us that they appreciate several of our programs including our community issues programs, music education program and STEM program. Our mobile DJs have been thanked repeatedly by event-goers for the music provided. Our coverage of NCAA athletic events on campus also proves to be a popular service as we routinely hear from listeners both on campus, and at away events, how they feel it is appointment listening.

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

- The Putumayo World 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. NPR's Alt.Latino was a new add to the station lineup this past year. From Latin rock to psychedelic cumbia and everything in between, Alt.Latino Radio spins a genre-bending mix where tradition meets innovation. KSLU expanded what was an hour-long blues program that aired weekday evenings to a total of 17 hours of dedicated to blues music throughout the week. The program has a wide appeal and appears to be one of the station's most popular, judging by the response we receive from the show's dedicated audience which calls in regularly to discuss the program. This factored heavily in the decision to expand the offering. The program is an excellent opportunity for KSLU student workers to interact with the show's diverse and loyal audience. KSLU produces a two-hour program on Saturday evenings dedicated to the music and culture of our native Louisiana. The musical genres span Cajun, zydeco, swamp pop, Mardi Gras, rhythm & blues, jazz, country, and rock & roll. In addition to the aptly named Louisiana Saturday Night show, a significant portion of the songs have a dedicated spot in the station's regular rotation through the day.

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?

- The Community Service Grant continues to be a major funding source for KSLU programming. The grant enables KSLU to purchase nationally-syndicated programs and services (i.e. Planet Money/How I Built This, The Thistle & Shamrock, Alt.Latino, All Songs Considered, Tech Nation, Beale Street Caravan, The Academic Minute, Health in a Heartbeat, PRX 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 Planet Money/How I Built This, The Thistle & Shamrock, or Tech Nation. 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.