

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.

Due to the onset of the CoViD virus, most of our standard ways of doing things had to be reinvented. That included our relationships with local arts and not for profit organizations, that were reinventing how to go about their activities. KVLU has kept in contact with these organizations to ascertain how we can help them do what they do, but differently. KVLU has made more use of social networking and old fashioned telephone calls to contact people and organizations who need our help. We have maintained our local features and announcements, doing interviews with Zoom rather than in-person to maintain our level of service to the community.

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.

We continue to partner with the local symphony, museums, community theatre groups, the local film federation, the blood bank, the food bank, the local school districts, the area cities. To them, getting the word out, especially in such different times, has been crucial for them and KVLU has done its part to keep people informed and engaged.

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.

We believe we had a major hand in the success of arts and not for profit agencies in the area to inform the public that activities are still going on in spite of most of them taking place online. The impact is reflected in the organizations' feedback to us in the success of their modified endeavors.

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 2020, and any plans you have made to meet the needs of these

audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

Lamar University, the university with the greatest diversity of students in Texas makes use of KVLU studios for educational purposes to train students to become broadcasters, podcasters and vloggers. There are internships that center on music presentation, journalism and management.

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?

KVLU is a small station, about a quarter the size of what is considered small. We do much with little funds, but the 17 percent or so of our budget from CPB makes the difference between existence and serving no one.