

1. KVLU has positioned itself in the local community as the go-to station for information on arts and culture. We continue to provide music content to not only report but to create a portion of the fine arts to our diverse community. We use social networking, meet and greet events, we encourage email and phone calls to keep a healthy give and take with our audience. We are a part of social and business organizations in the area to have a better pulse of what our listening audience needs and wants.
2. KVLU not only reports on the arts, but also contributes to a thriving group of artists, creators and organizations in our area. Being part of a state university with its complement of students, faculty and staff provides us with infrastructure, ideas, interns and the intellectual resources to be part of our programming. In addition, we regularly partner with the Stark Cultural Venues, The Symphony of Southeast Texas, The Art Museum of Southeast Texas and The Dishman Art Museum, where we have hosted exhibits. We also partner with other arts organizations as opportunities arise, to place KVLU as the station of the arts community. We produce features on the arts, the university community and not for profit organizations. We also produce a series of special documentary programs on the people and places of our coverage area. We are heavily invested in our community.
3. Local Arts organizations count on KVLU to get the word out about their events. We are told by the organizations that being featured on KVLU has a measurable positive impact on their attendance numbers at openings and performances. We are noted for our specials that provide an uplifting and informative view of the unique experience of living in our area. Our students move on to other public or commercial stations in radio and TV and some in their own businesses, sparked by their association here. Local arts and cultural organizations credit KVLU with the success of their programs and activities.
4. Our area has one of the most diverse populations in Texas. Southeast Texas includes Cajun, Pacific Island, Middle Eastern, Indochinese, African American and Latino people and the rich culture they bring along. Lamar University- our licensee, in turn is the most ethnically diverse higher education institution in the state. With representative cultures from the local area to almost everywhere in the world, KVLU appeals to this diverse group in presenting eclectic music, sponsorship of local music events, and whatever we can do through programming and special events to bring people together.
5. Beaumont and the surrounding area is heavy industrial. The majority of the population is blue or green collar. Add to that, the proximity of one of the largest cities in the nation (beyond our broadcast range) affects the business climate of Beaumont. As a result, large businesses will locate in Houston. Since upper management and decision makers of local industry are often in Houston as well, we are limited in the amount of underwriting we can pursue. The demographics of this market likewise provide a small pool of potential contributors. Additionally, this limited pool of donors is pursued by dozens of non-profits as well as our own licensee. With so many outstretched hands after the same money the need for the awareness

KVLU provides is as crucial as KVLU's own needs. Therefore, without CPB funding, there would be no public radio programming or services here.

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