

1. KVLU takes pride in staying close to the community and not being the station to jump on the bandwagon of what other stations are doing. We have held on to a music format in addition to our news offerings, because we believe there is still a need in our 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. Our university community of students, faculty and staff provide us with support, ideas, interns and the intellectual resources to be part of our programming. In addition, we partner with the Stark Cultural Venues, The Symphony of Southeast Texas, The Art Museum of Southeast Texas and many other organizations to place KVLU as not only the station of the arts community, but as an arts organization in its own right. We produce features on the arts, the university community, not for profit organizations and a series of documentary programs on the people and places of our coverage area. We do remote broadcasts, we did our own art exhibition of photographs of the places in which we did features and documentary segments. We are heavily invested in our community.
3. We meet people who have never heard of us at our public events who have become at least occasional listeners. We have become known for our coverage of the area, not in news, but in uplifting and informative information of why people love to live here. Our students move on to other public or commercial stations in radio and TV and some in their own businesses, having started by their association here. Our arts and cultural organizations credit KVLU with the success of their programs and activities.
4. Our area of southeast Texas is a crossroad of culture. We encompass Cajun, Pacific Island, Middle Eastern, Indochinese, African American and Latino people and culture. Lamar University, our licensee is the most ethnically diverse higher education institution in the state including cultures from the local area to almost everywhere in the world. We embrace eclectic music, we sponsor local music events, we do what we can through programming and special events to bring people together.
5. Our market is about 100 miles from Houston. The proximity of one of the largest cities in the nation (just outside our coverage area) affects the business climate of Beaumont. As a result, large businesses will locate in Houston while our area is mostly made up of blue collar and service sector jobs. This limits the amount of underwriting we can pursue along with a majority of the population outside the normal public broadcasting demographic. Our limited potential pool of donors is pursued by dozens of non-profits as well as the university after the same money. Without CPB funding, there would be no public radio programming or services here.