

## Telling KVLU's Story...

KVLU is aware of the challenges facing all radio services as online activity moves from the novelty it once was, to a viable alternative to broadcast. With virtually infinite choices, however, how does one choose? We believe our radio audience needs a guide, a curator to present what we consider the most wanted and needed content. To determine that need, our goal is to take to a new level our engagement with listeners and potential listeners. There will be more public functions and performances sponsored or presented by KVLU. We will make better use of social media to make possible a dialog between our staff and the public. We will be more flexible with programming, but maintain the important elements including the arts and humanities coverage we provide for our area.

We have an ongoing relationship with the Symphony of Southeast Texas. Every year KVLU records the symphony's concerts and broadcasts them between its seasons to not only present their music to those who have not attended, but as a way to promote attendance to those concerts. We have partnered with the Nelda C. and H.J. Stark Foundation to present a program called *Slice of Orange* to specifically promote civic and arts activities in Orange, Texas, a city in our listening area that is often ignored by other media in favor of larger cities nearby. Every year we also sponsor a Travel Adventure that allows interested people to travel with a member of the KVLU staff to exotic locales. This year we visited New York City. We also regularly work with Beaumont Main Street, a local nonprofit organization to revitalize activity in downtown Beaumont. We encourage the creation of local programming from high school and college students. Students are first trained on production equipment in our studios and then

produce their own shows which air on our main and HD side channels. KVLU recently obtained a grant to fund the improvement to instructional equipment and studios. KVLU also produces and airs a weekly public affairs program hosted by the dean of the college of fine arts and communication at Lamar University during the fall and spring semesters.

Our partners consider the impact of KVLU's programs and activities crucial to their success. We were awarded Media Partner of the Year by the Southeast Texas Arts Council for the impact of our arts reporting to the community. KVLU is the go to place for information on art openings, concerts and exhibits. Student population continues its growth at Lamar University and student employment in their field continues to rise for students involved in our educational activities. One former student has started his own media production business with clients nationwide.

KVLU frequently utilizes local programming for the purposes of expanding and diversifying our audience. As the region we serve becomes more multi-cultural, so must our programming to meet the needs of our listeners. We do this by seeking opportunities available to KVLU for sponsorship of regional activities, events, and programs that are compatible with our goals and mission and are of value to our evolving demographic. In addition to music appreciation programs, KVLU has served as media sponsor for events ranging from a city jazz festival to family events, all in an effort to strengthen our outreach to the community we serve.

Without the generous funding from CPB KVLU would be gravely compromised in our ability to serve our audience and maintain our mission. This grant assists with our operating funds and allows us to focus on strengthening aspects of broadcasting in other areas. It has also been our experience that our association with CPB provides image enhancement to the station; our members support us because you support us. Without CPB funding KVLU would be less diverse, have reductions in staff and national programming and would suffer the loss of other sources of funding.