

Grantee Information

ID	1428
Grantee Name	KDAQ-FM
City	Shreveport
State	LA
Licensee Type	University

6.1 Telling Public Radio's Story

Jump to question:

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2013. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2013 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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.

We have started our Community Connections series of programs that cover a wide variety of topics including health and education. (All these are hour long programs.) This series will increase in number of programs and topics now that we can utilize our new studio facilities. One of our goals has been to increase our own production of programming that relates directly to our own communities, including informational programs, cultural spotlights, concerts and more. Our website is comprehensive and filled with information regarding news, cultural and community affairs, audio, video and much more. All this is geared to keep our audiences engaged in station content. We have expanded our spotlight cultural series of features as well as in-studio performances and availability to community organizations. We continue programs such as our Young Artists competition, regional music broadcasts, and our local news features, which are heard every day. One of our biggest goals was to bring the serious educational needs of our community to public awareness and we were quite successful in this regard.

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 have collaborated with the Alliance for Education, the symphonies of multiple communities, opera, ballet, health care organizations and many others in designing and producing programming segments. We have worked with service organizations like Goodwill, the Philadelphia Center, the Community Foundations of North Louisiana, Union Country (Arkansas), Ouachita Country (Arkansas), Central Louisiana and the Noel Foundation on projects related to community awareness of serious issues. Our American Graduate project was a substantial step in addressing the drop-out issue. We continue to reach out with programs like Health Matters, the Young Artists Competition and others.

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.

Our biggest accomplishment was getting an important educational issue put on the agenda of a local school board, and in doing so getting commercial media to also follow the issue. We have letters from organizations like the Alliance for Education confirming positive awareness. In general, we have seen a significant increase of hits on our website related both to community and cultural coverage. The return of Health Matters to our airwaves has generated a good response on our Facebook and website pages and, based on the calls that come in during these programs, we are reaching an audience that is benefitting from these programs.

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 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

We air a significant number of African American History Month programs, MLK programs, all of which tend to be in documentary style. We also produce local interest stories related to both. We air a large amount of Blues highlighting the heritage of our African American audiences, as well as participate with some local festivals. We have and will continue to collaborate with diverse organizations in producing and airing new programs that are intended for our minority audiences. We regularly provide internships at the station for young people interested in broadcast production. We endeavor to make these opportunities available to minorities.

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?

Our CPB funding is utilized primarily to cover the cost of major national programming. Because of this, we are able to use more locally raised funds for our community service programming here at home. We would not be able to produce a fraction of what we currently do to serve our communities if we did not have the CPB funding to give us national access. We would not be able to air our Community Connections series, our local news, our cultural concerts if we did not have CPB funding. I cannot emphasize this enough!

Comments

Question

Comment

No Comments for this section