

1. As part of our mission, KVLU makes every effort to work with area organizations that offer services to minorities. We assist in raising awareness for their efforts through special features and announcements via our airwaves. In addition, our locally produced musical programming hosts often seek opportunities to tie in to events by using their programs to bring together public service and music appreciation. We believe such hybrid presentations are more likely to capture the attention of listeners rather than just an interview-formatted program. We have also conducted informal music appreciation presentations in schools. As part of our dedication to the region we serve, we constantly seek out a diverse mix of cultural newsmakers to feature on KVLU.

2. This grant provides for basic operation of KVLU, which allows us to use locally raised funds to enhance our service to the community. We have found that publicizing our ties to CPB and informing our listeners of your support makes them more willing to, in turn, support us through membership. Our CPB grant is vital to fulfilling our mission. Without it, all local funds would have to put toward station operation, and programming, the one thing our listeners know us through, would suffer immeasurably. Most likely our limited staff of six would be downsized, perhaps cut in half, creating further hardship and most likely handicapping the station to the degree that we would be forced to reconsider our entire programming format.

3. In July, '08, KVLU was the only radio station to simulcast a live jazz performance from our licensee, Lamar University. As many as 500+ people filled the local basketball arena for the show and we were there to carry it live from the floor. For the fourth year, KVLU will also host an educational European tour—this year to Ireland. In addition, staff members regularly visit schools conducting reading programs and music appreciation. Staff members are also involved in local civic orchestras groups and quartets that give free performances for the public. With our remote gear, we can and do bring any cultural venue in our area to our listeners as we broadcast from museums, theaters, and other cultural venues. We consider outreach an integral part of our public radio mission and consciously seek out opportunities for our public.

4. In addition to the aforementioned partnership with local schools for music appreciation and reading programs, we also offer opportunities to high school students via our local programming. Budding broadcasters are given instruction in radio production and the chance to host their own programs, which are aired on one of our multicast HD channels. As part of our academic obligation, dedicated production labs are available to students in our studios who are also given the opportunity to host their own programs as well. KVLU also produces and airs an educational public affairs program hosted by the dean of the college of fine arts and communication at Lamar University. This weekly program strengthens the university's ties to the community by providing information on programs, events and recognition of interest to the public.

5. April, '09 will mark the beginning of KVLU's 35th anniversary and plans are underway to celebrate. A live performance, or some kind of public event, scheduled for later in the year, will allow us to share this milestone with our listeners. We will also conduct our fourth annual education tour with the destination of Ireland this year and we continue this project because KVLU has garnered a reputation for hosting excellent travel experiences. Despite a flagging national economy, initial interest as been high. Preliminary plans are also underway to sponsor a summer read-along program for pre-teens. This undertaking is in a nascent stage at this time, and funding will have to be obtained, but the staff is committed to its success. We are also partnering with the local Master Gardener's group to produce and air a modular program featuring local gardening tips. This venture is made possible by KVLU's flexibility in programming and our enthusiasm for partnering with local interests for the better good of the region we serve.