

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: [6.1](#) ▾

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 2021. 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 2021 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.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▾

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.

Although the pandemic has made most of our ongoing projects much more difficult, we have a number of approaches to covering community issues and to make sure our audiences have access to them. At this point, everything we produce locally for over the air broadcast is also available for streaming, podcast and downloading. We also link to these via social media once uploaded. We began a concerted effort to improve our access via social media, and the data we have received from this effort has been very positive. Related to specific programming, our Community Connections series of programs cover a wide variety of topics including health, homelessness and education. (All these are hour long programs and most offer the opportunity for listeners to call or tweet in and interact with guests.) 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. We continue to bring the serious educational needs of our community to public awareness and we were quite successful in this regard. After our initial collaboration with StoryCorps for One Small Step, our main city was selected for a year long project, in which we continued to assist. This allowed us additional interaction with a large number of people as well as to participate vigorously in a project design to bring people from all parts of our society together.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▾

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.

As in previous years, we have collaborated with the symphonies of multiple communities, opera, ballet, health care organizations and many others in designing and producing programming segments. Most of these organizations cut way back on the in-person events they were holding. For our part, we assisted them by producing segments utilizing Zoom and other technologies so that their information could still reach our audiences. We produced our own programming similarly, which was a great help during this time. We collaborated a lot on health programming with physicians from LSU Health, Oschner, Christus and also with the Willis Knighton Health System, and, in fact, produced months of weekly special episodes focused on Covid19 to help ensure we were providing the most accurate information to our listeners. (These also included a call-in aspect for listeners if they had questions.) We have worked with service organizations like Goodwill, 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. For the last five years, we did a combined outreach for the Foodbanks of Northwest Louisiana, Central Louisiana and East Texas, and we will continue to repeat this in the coming year. We continue to reach out with programs like Health Matters, the Young Artists Competition and others via our website and social media in addition to our over the air programming.. We have invited students and other interested members of the community to essentially intern with us, although this has been impacted by Covid rules at our university.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 local news, Health Matters and other Community Connections, brings important information to an area not otherwise served to the extent of our broadcasts. Based on listener surveys, these programs have gradually developed an audience, and Health Matters, in particular, is frequently mentioned as a valuable resource. In particular, because of the pandemic, we focused on accurate and frequent updates related to Covid19, and also added additional sections of our website for easier access to much of this information. That the pandemic has continued has not affected this attempt to cover and bring awareness on related issues. It is more difficult, but we have strived to maintain our detailed coverage despite the various surges of Covid and the need to use other technologies. We are still able to collaborate with many agencies, increasing our outreach in a large way. By working with these agencies we expanded the outreach we otherwise would have had. We are at the forefront of bringing issues related to both education and health related issues to our community. We have letters from organizations like the Alliance for Education and the Northwest Louisiana Foodbank confirming positive awareness. Our, now annual, outreach with the Foodbank has brought positive comments from all corners of our listening area. In general, we have also seen a significant increase of hits on our website related both to community and cultural coverage. Call-ins such as Health Matters have 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 benefiting from these programs. Regarding Covid, we have received a many emails and FB comments thanking us for the detailed call-in shows we have produced and the increase of listeners (per audience data) has shown that during the time of the pandemic more people seem to be listening, at least in our primary area.

6.1 Telling Public Radio's Story

Jump to question: [6.1](#) ▼

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

Because of limitations imposed on us due to the pandemic, we do not anticipate any major differences in 2022. We have a number of pending projects but due to limiting in person access to our studios we are waiting to implement them. One project we have been able to start is an effort to reach out to minorities specifically to encourage listeners to get involved in teaching and education (there is a significant need for more teachers) and we have begun producing this series in collaboration with a new host, Tracey Burrell, who has tackled this project with great enthusiasm. As one might expect, we continue to air a significant number of Black History Month programs, MLK programs, all of which tend to be in documentary style. We co-produced a documentary about school integration that was recorded and created by area high school students and are waiting to begin the sequel to that project once schools are again able to accommodate joint projects. We have many music programs also that air during that month that investigate the cultural impact of the African American community in our country. Beyond Black History month, we also air quite a few music programs aimed at minority audiences, including a lot of Blues and Jazz. We air a large amount and, in fact, have increased our Blues hours all year long, highlighting the heritage of our African American audiences, as well as participating 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 have expanded programming that directly targets portions of our community - such as the Jewish

community - with informational and cultural programs. We welcome internships at the station for young people interested in broadcast production. We endeavor to make these opportunities available to minorities.

6.1 Telling Public Radio's Story

Jump to question: **6.1** ▼

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?

Because we serve such a large rural area in addition to our main communities of license, our operational costs for the multiple transmitters are significantly higher than those of similarly budgeted stations in large cities. CPB funding has proved to be a life saver during the pandemic as our membership and underwriting dropped dramatically as businesses suffered. This has been truer than ever as the pandemic has continued into another year. Our CPB funding is utilized primarily to cover the cost of major national programming. Because of this, we are able to use locally raised funds for our community service programming here at home, including the various programs mentioned in the above questions. 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. I am quite certain that our 5 main stations and translator would simply go dark without our CPB coverage. Even as it is, with the difficulties in fundraising in our part of the country, we would welcome an increase. In any case, having the CPB cover our national programming allows us to produce series like Health Matters, Birdcalls, What's Bugging You and The Big Picture. It allows us to air regional symphony broadcasts. It enables us to afford to have local news coverage by freeing up funds to be used for this purpose. We would not be able to air our Community Connections series, our local news, our cultural concerts if we did not have CPB funding. The CPB has played a major role in allowing us to be more responsive to the communities we serve. I pretty much repeat this paragraph year after year because it is a fact and I cannot emphasize this enough! CPB provides us the seed money that allows us to cultivate a program schedule that endeavors to reach out to every community segment in our region. Thank you CPB!

Comments

| Question | Comment |
|------------------------------|---------|
| No Comments for this section | |