



PRAIRIE VIEW A&M UNIVERSITY

A Member of the Texas A&M University System

KPVU LOCAL CONTENT AND SERVICE REPORT 2018

KPVU continues to serve the Prairie View community in new and innovative ways, while staying true to our mission of strengthening the civic and cultural fabric of our communities of service.

KPVU's key initiatives included the continuation for the development of programs and services including community engagement enterprises...working collaboratively with a variety of PVAMU partners. The station collaborated with PVAMU's Schools of Agriculture, Business, Allied Health, Communications, Music, Dance Theater, Business, the Athletic Department and Department of Institutional Advancement-Communications and Media. The results of these collaborations were outstanding. The station continues to expand its capacity to reach a variety of target audiences that other media (i.e)...commercial...does not cover.

Our original and acquired programming intends to educate, enlighten and inform the Prairie View A&M University, and the Greater Prairie View community on local and national issues. In 2018, “The TakeAway brought many issues to light that are of relevance to our audiences in Prairie View like election and ballot issues, sexual harassment, education issues, guns and mental health. These investigative reports and stories addressed issues that affect communities of color that are often underserved by other news outlets.

KPVU continued to produce our own local cultural-educational-civic digest, “On the Hill”, featuring Frank Jackson. On, The Hill is KPVU’s longest-running public affairs talk show featuring news, information and discussions about Prairie View A&M University and its relevance to the city of Prairie View, Waller County, Texas, the United States and the world. Prairie View A&M is an 1890 “land-grant university with its mission of teaching, research & service. Additionally, KPVU airs The Spin, a weekly 1-hour talk show, features a power –packed panel of diverse women with fresh voices and fresh perspectives. It’s a “no holds barred”, candid and informed discussion on current news and issues like race, gender, health, income and more. Host Esther Armah, a UK native of Ghanaian heritage, is part of a new breed of highly connected, digital media personalities. Along with a panel of 20 brilliant multi-generational women who are African-American, Caribbean, Latino, African and Indian and who are media savvy and masters in their fields – Esther has created the way for bold and fearless conversations in The Spin.

Additionally,, KPVU airs Latino USA, hosted by Maria Hinohosa. Latino USA, the radio journal of news and culture, is the only national, English-language radio program produced from a Latino perspective. NPR's Latino USA is the longest running Latino-focused program on U.S. public media.

KPVU is licensed to a Historically Black University. For over 140 years PVAMU has been a leader in serving under-served communities and has maintained a strict adherence to its founding

principles of teaching, research and science. A cornerstone of KPVU's mission is to extend and advance PVAMU's educational mission and its founding principles. Over the next year KPVU will continue its efforts to assist the University in its quest to advocate the importance of higher education and college readiness and correspondingly, assist PVAMU in its efforts to recruit, retain and reward its diverse constituencies of students, faculty and staff.