

Grantee Information

ID 1473

Grantee Name WJSU-FM

City Jackson

State MS

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 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.

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.

Mississippi is consistently in the top five list for the "sickest" states. Therefore, WJSU devoted significant air time to health and wellness programming through our locally produced 30-minute weekly program "An Ounce of Prevention." This program was launched and produced in partnership with JSUTV. This partnership provided a new (commercial) audience for WJSU, as well as expanded our reach. JSUTV is broadcast on Comcast channel 14. In addition to being broadcast on radio and television the program was also broadcast on WJSU's podcast site. Here are some programs that were specific to the African American population, to name a few: Men's Health Conference, with Dr. Marinelle Payton, JSU professor and director of the Center of Excellence in Minority Health and Health Disparities and Institute of Epidemiology and Health Services Research (Air date: June 12, 2013) Diabetes and Heat, with Dr. Timothy Quinn of Quinn Healthcare (Air date: July 24, 2013) Foot care/amputations/diabetes, with Dr. Percy Anderson of the Wound and Podiatry Center (Air date: July 31, 2013)

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.

WJSU continues to mentor students at Piney Woods, one of only four historically African-American boarding schools in the U.S. Students make periodic yearly trips to our studios at Jackson State. We teach on-air and production skills to these students.

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.

WJSU believes that "An Ounce of Prevention" was one of our big successes. We created a Facebook page for the show. This page contained

links for resources to knowing your numbers, heart health, quitting smoking, oral health, WebMD, and experts appearing on the show, to name a few. A frequent expert on the program Dr. Timothy Quinn, of Quinn Healthcare, indicated he received new clients as a result of the program. This was particularly gratifying to WJSU because Dr. Quinn is a proponent of physical fitness and wellness. In fact, Quinn Healthcare has a walking club, the only club of its kind located at a physician's office in Jackson, Mississippi.

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 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.

WJSU hosts students in the Jackson State University Department of Mathematics STEM-FYI (Science, Technology, Engineering and Mathematics, the Future Youth Investment) program. Through this partnership, WJSU trained junior high school and high school students in radio production/engineering in the summer of 2013. Students who participate in this program are minority students. The purpose of the program is to encourage minority students to seek STEM careers. WJSU will continue to support this program in 2014.

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?

Without this grant, WJSU would be forced to simply present locally produced music programs, as we could not afford the costs of the national finance, music and news/public affairs programs we air. The grant also allows us to maintain our web site, as well as hire consultants in the areas of production and engineering.

Comments

Question

Comment

No Comments for this section