

## Grantee Information

ID 1473

Grantee Name WJSU-FM

City Jackson

State MS

Licensee Type University

### 6.1 Telling Public Radio's Story

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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 2014. 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 2014 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.

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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. One of WJSU's goals is to create programming that supports a healthier Mississippi. To that end, WJSU devotes significant air time to health and wellness programming through our locally produced, weekly segment "An Ounce of Prevention." In addition to being broadcast on radio, the segment is also broadcast on WJSU's podcast site at [wjsu.org](http://wjsu.org). We have partnered with the Mississippi Department Health to present this weekly segment as part of our local public affairs schedule. Through this partnership, the department provides a knowledgeable segment host, who secures medical guests, and decides the weekly topics.

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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 twice yearly trips to our studios at Jackson State. We teach on-air and production skills to students who have expressed an interest in communications. Additionally, WJSU provides free technical support to the Piney Woods radio station, as well as provide music for airplay.

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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" continues to be one of our big successes. We created a Facebook page for the show. This page contains links for resources to knowing your numbers, heart health, smoking cessation, oral health, WebMD, and experts appearing on

the show, to name a few. Program experts, like Dr. Timothy Quinn of Quinn Healthcare and Dr. Percy Anderson, Jr. of the Wound & Podiatry Center have indicated they continue to receive new clients as a result of the program. This was particularly gratifying to WJSU because Dr. Quinn is a staunch proponent of physical fitness and wellness. Quinn Healthcare has a walking club, the only club of its kind located at a physician's office in Jackson, Mississippi. Further, Dr. Anderson treats many minority diabetes patients, who are responding to WJSU's support of the national November "Knock Your Socks Off" campaign for diabetes.

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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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

For a decade, WJSU has hosted 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 trains junior high school and high school students in radio production/engineering in the summer of 2014. 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 2015.

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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 legal services, production and engineering.

#### Comments

Question

Comment

No Comments for this section