

Form 1: Transparent Mission and Outcomes

AUXILIARY SUPPORT SERVICES

1. Unit Mission

To serve the educational needs of the seven counties that it serves by providing educational, cultural, and research programming for the public and to facilitate the broadcast training for Prairie View A&M University students.

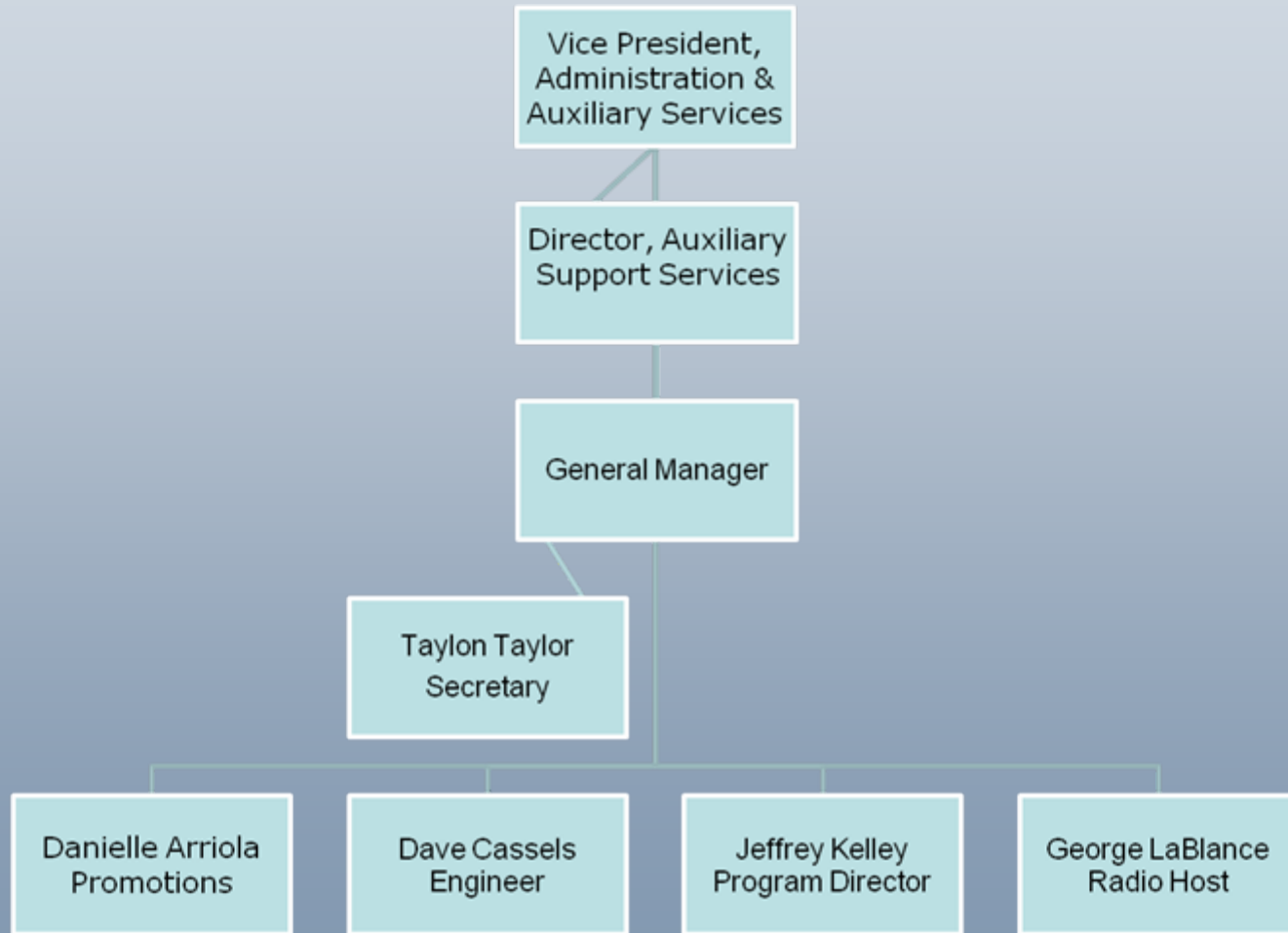
2. Intended Unit Outcomes

Based on the External Program Review conducted in 2003, there was a need to restructure programming; improve the facility and equipment; strengthen management and staff, and broaden the coverage area/listener base.

3. Org Chart

(See attached)

KPVU



- **Current Students**
- **Prospective Students**
- **Alumni & Friends**
- **Faculty & Staff**

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FCC Grants KPVU-FM 91.3 Construction Permit for Power Increase

Friday, October 13, 2006



KPVU-FM, 91.3, radio station, recently received a construction permit from the Federal Communication Commission to modify its transmitter site. With the new approval for power, the station's wattage could increase from 9,800 to 31,000 watts. This increase in power will change the station's listening audience and broaden its listener base.

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This is the radio station's first increase in power since its debut in 1981. The official FCC approval was granted on Jul. 24. Approval for a power increase from the FCC can take months, even years; however KPVU's application was approved in 12 days after filing.

KPVU, located on the campus of Prairie View A&M University, draws many listeners because of its smooth Jazz and Gospel format. Through its long standing affiliations with National Public Radio (NPR) and the Corporation for Public Broadcasting (CPB), the station provides relevant information to the university and its surrounding areas in addition to provide valuable learning opportunities for PVAMU students.

The university's radio station petitioned the FCC earlier this year for an increase in power in order to gain more



listeners in and around the university's community. "The entire station is thrilled with the increase. This power increase will give us more broadcast coverage in the Houston metro area. Once the process of updating the station's antenna transmitter is complete, listeners should experience less static and be able to hear KPVU from many more locations," said KPVU general manager, Larry Coleman. Coleman has managed the radio station since 1998 and has campaigned for the increase for many years.

To assist in the effort to gain the FCC's approval for a power increase, KPVU employed the services of Washington, D. C. attorney Barry Friedman, with the law offices of Thompson Hine L.L.P.

Now that KPVU has approval for more power, it must ensure the FCC within three years that it will complete the construction. Currently, engineering studies are being conducted to ensure that the station's current antenna can properly support the new power increase. Once this process is completed, the station will submit a report to the FCC.

With the new power increase, KPVU can now attract additional advertisers and program sponsors looking to reach its listeners. To prepare and satisfy the projected increase of listeners, the station plans to survey the university and the community to gain insight for new shows, programming and special events. Additionally, one of the station's two studios is undergoing major renovations in order to provide a higher quality of programming and service to its listeners.

In 2005, KPVU made history when it became the first non-commercial broadcasting agency in the state of Texas to begin using high definition radio broadcasting capabilities. Since Thanksgiving Day 1981, KPVU has provided quality programming, public service, as well as a training facility for Prairie View A&M University students interested in radio broadcast. Currently, KPVU is a 24-hour radio station covering seven counties (Waller, Washington, Grimes, Montgomery, Austin, Fort Bend and Harris).

Known for its gospel morning programming, KPVU offers a wide variety of music formats and programming that includes smooth Jazz, R&B, Gospel, Urban Oldies, Blues and Reggae. The station also features public affairs programs such as "News and Notes", "Latinos on the Hill" and "On the Hill" hosted by Frank D. Jackson, mayor of the city of Prairie View. KPVU-FM, 91.3 is available for broadcasting and live streaming on the internet at www.pvamu.edu/kpvu.

About Prairie View A&M University:

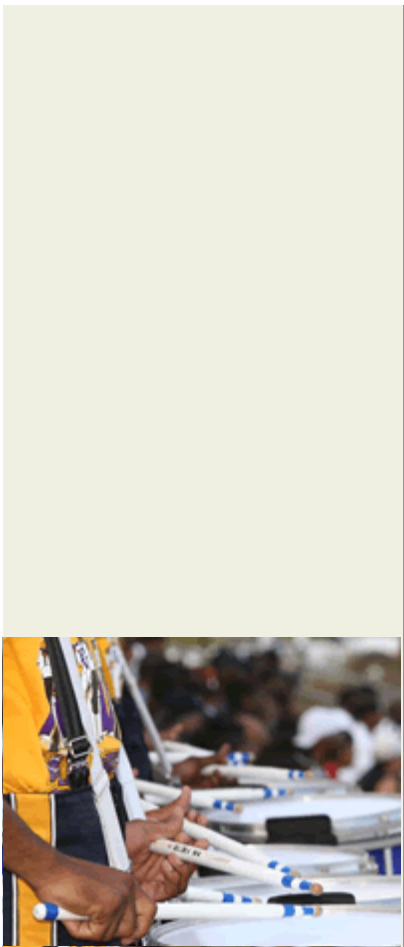
Founded in 1876, Prairie View A&M University is the second oldest public institution of higher education in Texas. With an established reputation for producing engineers, nurses and educators, PVAMU offers baccalaureate degrees in 50 academic majors, 37 master's degrees and four doctoral degree programs through nine colleges and schools. A member of the Texas A&M University System, the university is dedicated to fulfilling its land-grant mission of achieving excellence in teaching, research and service. During the university's 130-year history, nearly 48,000 academic degrees have been awarded. For more information regarding PVAMU, visit www.pvamu.edu.





Larry Coleman, KPVU general manager and Dave Cassels, KPVU chief engineer, stand at the base of the PVAMU antenna transmitter site during the station's high definition conversion in 2005. **Photo:** Courtesy of KPVU.





KPVU's current antenna. **Photo:** Courtesy of KPVU.

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KPVU 91.3 FM To Celebrate Power Boost In Grand Style

Thursday, September 03, 2009

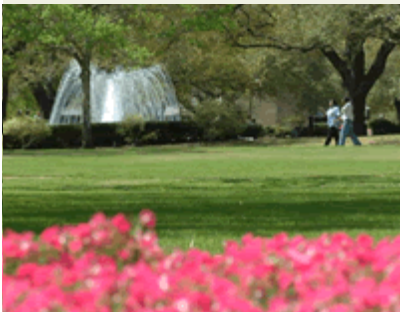


PRAIRIE VIEW, Texas--Since November 26, 1981, radio listeners have enjoyed programming offered by Prairie View A&M University's radio station KPVU 91.3 FM. To celebrate its radio signal construction project, the radio station will host a ribbon cutting ceremony and open house at KPVU Studios on Sept. 4 at 10:00a.m. (central standard time). The event is free and open to the general public.

KPVU 91.3 was granted permission by the Federal Communications Commission (FCC) in 2006 to gain additional air space. With the new capabilities, KPVU's listening audience will exceed more than 500, 000 listeners, up from roughly 150,000.

The ribbon cutting ceremony will serve as the culminating event to mark the successful completion of the FCC approved power increase and mark a new era in KPVU's history. This new power increase will also expand KPVU's ability to continue to serve as a hands-on training facility for talented PVAMU undergraduate students.

- WHO:** KPVU 91.3FM Radio Station
- WHAT:** Ribbon Cutting Ceremony to Celebrate Its Radio Air Wave Power Increase
- WHEN:** Friday, Sept. 4, 2009
10:00a.m.
- WHERE:** Prairie View A&M University campus
The Studios of KPVU-Hilliard Hall
Prairie View, TX 77446-0519



ALL MEDIA ARE WELCOME.

About KPVU

In 2005, KPVU made history when it became the first non-commercial broadcasting agency in the state of Texas to begin using high definition radio broadcasting capabilities. Since Thanksgiving Day 1981, KPVU has provided quality programming, public service, as well as a training facility for Prairie View A&M University students interested in radio broadcast. Currently, KPVU is a 24-hour radio station covering seven counties (Waller, Washington, Grimes, Montgomery, Austin, Fort Bend and Harris). Each year the station hosts member campaigns. Donations generated from membership campaigns benefit the station's diverse public affairs programming and formats of Jazz, Gospel, Blues, Reggae and R&B.

KPVU-FM, 91.3 is available for broadcasting and live streaming on the internet at www.pvamu.edu/kpvu.

About Prairie View A&M University

Prairie View A&M University was founded in 1876 and is the second-oldest public institution of higher education in Texas. With an established reputation for producing engineers, corporate leaders, nurses and educators, the university offers a variety of bachelor's, master's and doctoral degree programs through eight colleges and schools. Prairie View A&M recently named its College of Engineering for alumnus Roy G. Perry and the university's marching band, The Marching Storm, was featured as the lead band in the 2009 Rose Parade. A member of The Texas A&M University System, the university is dedicated to fulfilling its land-grant mission of achieving excellence in teaching, research and service. During the university's 132-year history, more than 51,500 academic degrees have been awarded. For more information regarding PVAMU, visit www.pvamu.edu.

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Keeping Power Viable and Unlimited

KPVU

From 10,000 wattage to 30,000

“Reaching The Masses”

The Federal Communications Commission (FCC) has awarded KPVU 91.3 FM Broadcast Station Construction Permit. The funding comes from the US Department of Commerce, National Telecommunications and Information Administration (NTIA) through the Public Telecommunications Facilities Program (PTFP) effective October 1, 2008. KPVU-FM is responsible for attaining \$101,460 of this matching grant to solidify the process. The time frame to order, install, and test all necessary equipment will expire July 24, 2009.



Phase 1

Ms. Brooks (General Manager) & Dave Cassels (KPVU Technician) ordering equipment for the Power Increase.



Phase 2

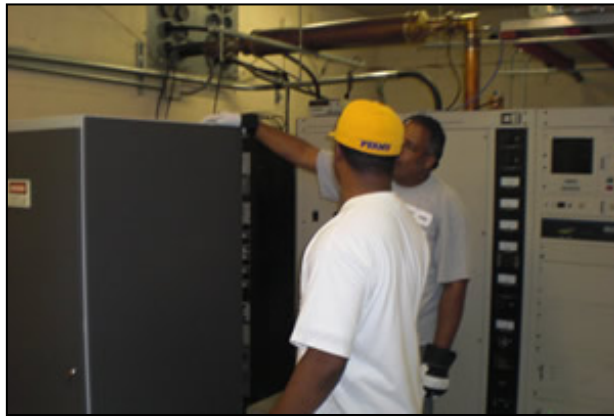
- Cleaning transmitter rooms. Making room for the new equipment at the transmitter site.
- Making room for the new equipment at the transmitter site.



Phase 3

Transporting the new equipment in the transmitter rooms.





Phase 4

Have you ever made a donation to public radio?

Yes No

Which kind of radio format (content) do you most often prefer to listen to?

Smooth Jazz	News	Reggae
Urban Adult Contemporary	Gospel	Hip Hop
Jazz	R&B	Blues
Urban Oldies	Public Affairs Shows	

Do you listen to KPVU – FM Radio?

If yes, how many hours per day?

If no, why not?

Would you prefer to hear more “Public Affairs” programming (discussions of current events/news) on KPVU?

Yes No

Where do you listen to us?

Car Home Internet Work

When do you listen to radio during the day?

Morning Afternoon Evening/Late Night

Are you

Male Female

What is your education level?

High school graduate or GED completed

Attended/attending college

College graduate

Masters

Doctorate

Other

What race or ethnic group would you classify yourself as a member of?

African America

Caucasian

Hispanic

Asian

Other

What is your annual income?

Less than 10,000 a
year

11- 30,000 a
year

31- 40,000 a
year

41,000-75,000

Over 75,000

What is your occupation?

Professional

Technical

Clerical

Service/Maintenance

Skilled Laborer

Laborer

Farmer/Rancher

Educator

Business Owner

Student

Are you

Single

Married

Divorced

Are you between the ages of?

10-17 18-26 27-35 36-49 50-over

Optional

Name:

Address:

Email Address:

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