

Current Student Survey 2012-2013

KSLU Report

A total of 2,497 surveys were sent electronically via SurveyMonkey to a randomly selected sample of students who were enrolled at Southeastern in the Fall of 2012. Of the 2,497 surveys distributed, 542 were completed for a response rate of 22%.

When do you listen to the radio?	
Several Times a Day	284 52.4%
Once a Day	100 18.5%
Once a Week	40 7.4%
Once a Month	15 2.8%
Never	57 10.5%

A little less than half (44.5%, n=241) of those surveyed indicated they were familiar with KSLU, while 46.7% (n=253) were not. Those who were familiar with KSLU were asked to further questions.

How often do you listen to 90.9fm, KSLU?	
Several Times a Day	10 4.1%
Once a Day	12 5.0%
Once a Week	38 15.8%
Once a Month	56 23.2%
Never	118 49.0%

Students who are familiar with KSLU were asked how the station can better serve them. Sixty-seven students provided responses. The most common response (23.9%) dealt with the play list, changing the music, etc, however, there was no consistency in what changes they want. Nearly 12% of the respondents felt there could be more advertising, and 8% wanted more range so they could pick up KSLU at home. Below are the verbatim responses.

- A weekly sale and/or trade hour with web site posting for pics and online contact for safe communication.
- Actually work on the selu app

- Advertise more, I forget about it. I don't know what they offer or why I should tune in to them.
 - be more involved in on campus activities
 - Better music
 - Create a better app for cell phones. The one they have is nice, but the quality connection is horrible. I can barely hear it from time to time
 - Do listener surveys to see what their audience would like to here. I never listen because I do not care for much of the music that is played.
 - Expand the play list but keep the same good taste in music
 - Fliers about broadcast offerings, articles in The Lion's Roar, posts on Southeastern's primary facebook page!
 - Give more school-based announcements. Deadlines, etc.
 - Great station,I love the different music played.
 - have ambiance music available in relaxing environments.
 - Have KSLU playing in the union everyday, maybe in starbucks and subway.
 - I am not interested in listening. I live in Baton Rouge.
 - I am not sure. I never listen to the station.
 - I can't get 90.9 fm at my home in Walker - maybe if it could reach a larger area.
 - I do not get to listen often because I cannot pick it up as I leave campus. I live in the Walker/Livingston area, about 20 minutes off campus. I loved what I have heard the few times I have had availability.
 - I do not listen to the radio station mostly because I forget about it. If KSLU would advertise more to the students, that would be a great reminder.
 - I don't know.
 - I don't listen to it often enough to give an opinion.
 - I don't live in Hammond so it's not really applicable
 - I just do not listen to radio at all
 - I love KSLU.
 - I love the great music selection, the DJs are great. I like how they give weekly updates on news and info about campus! No complaints here!
 - I never listened
 - I think it is a wonderful and refreshing radio station!! I wish they would play more college/indie oriented music in the day for a more youthful and progressive crowd. But they are AWESOME, opposed to popular radio stations that all play the same junk. Also, they keep me informed about university and community events!
 - I'd love if they could create an application for the Android system so I can listen on my new phone!!
 - I'm not sure
 - If it is playing when I walk through the Student Union or when I'm in front the library
 - It can't serve me.
 - It could play some harder rock more often, other than at night.
 - It does a good job already.
 - it would be nice if the signal reached my home in Walker, La.
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- It's great. The ONLY thing I can think of that would improve it is if the music would literally

flow out of my speakers and into my eyes so I could see the band performing live and I could get drunk with them. Get on that.

- It's perfect the way it is
- It's perfect. I'm biased because I work there.
- Just keep evolving
- Keep being awesome!
- Less music, more educational discussion shows.
- Make their station available for a wider area.
- More advertisement
- More advertisement.
- More Campus Information
- more diversity/mix of music--world music, some classical, ethnic, intellectual programs similar to TED Talks, well-know authors, artists, poets, musicians playing, reading and discussing interesting projects.
- More music... less talking
- More of the evan's hip-hop show.
- n/a
- N/a
- Need stronger signal
- No comment.
- No improvements necessary to better serve my needs.
- Not sure
- Play better music
- Play better music, I don't listen to it because the songs they play on there do not interest me
- Play current music like B-97 and Q-93 play
- Play diverse music
- Play more Gen X
- Play more pop and other genres than just rock n roll
- Play music with only one theme. I'm not going to memorize the times that the good music I like is on... I'm just not going to listen to it.
- Play some relevant music. From ALL genres.
- Play some rock and roll
- promote/advertise the radio station! let students know about the station! The station is great, i just feel they need more students aware of it.
- Publish programing on Blackboard or somewhere on the SLU website.
- Reach out more to the students on campus.
- Stop causing interference to other radio stations.
- Talk about more things relevent to students all across campus.
- They're doing a fine job.