

Current Student Survey 2013-2014

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 2013. Of the 2,497 surveys distributed, 588 were completed for a response rate of 24%

When do you listen to the radio?	
Several Times a Day	274 54.2%
Once a Day	103 20.4%
Once a Week	54 10.7%
Once a Month	20 4.0%
Never	55 10.9%

A little less than half (46.5%, n=234) of those surveyed indicated they were familiar with KSLU, while 53.5% (n=269) were not. Those who were familiar with KSLU were asked two further questions.

How often do you listen to 90.9fm, KSLU?	
Several Times a Day	8 3.0%
Once a Day	13 4.9%
Once a Week	49 18.6%
Once a Month	51 19.3%
Never	143 54.2%

Students who are familiar with KSLU were asked how the station can better serve them. Seventy-five students provided responses. Below are the verbatim responses.

- An App may be.
- announce important deadlines
- As a non traditional student pushing 40. I am still impressed with kslu.
- Be funnier
- Better music
- Better music choices and topics to discuss.
- Broadcast that they exist so that students can go and listen to them.
- By advertising more

- By having live entertainment
- By letting Dan Thomas be more awesome.
- Can not really say how. Only hear them through student union and D Vics. Mostly listen to the music on my phone though.
- Could be cool to have school events be advertised over the radio. I like how other ethnicities are having their segments as well and attracting more students to listen because it use to seem catered to older people or alumni.
- Every now and again I listen in because I am scanning through the Hammond area radio stations and they are actually playing a good tune. 90.9 FM plays from oldies to new songs which is quite refreshing. Although there are times no radio stations in the area can get it right.. and I keep scanning through til finally find something worth listening to. We all have different taste I get that but music is to be listened to and enjoyed!
- Everything is great
- Have more advertising on campus, facebook, twitter, email, etc.
- I can't get the station to come in on my radio.
- I currently do not have a working radio. Unless KSLU would like to donate one to me then there is nothing they can do to better serve me.
- i dont listen to it
- I dont listen to the radio. All my music is on my phone and plays over an iTrip.
- I don't live in Hammond, so I don't usually listen to the Campus Radio Station. But when I do I think the station is fine, maybe a Top 40 hour
- I know it's there, but it's out of sight out of mind. Maybe more advertisements on the website or the paper.
- I love listening to KSLU. The variety of music and quality is better than almost all major radio stations locally. Keep up the great work, there isn't much that can be done to make it better!
- I never have time to listen so I wouldn't know.
- I would love for parking updates, similar to the old Southeastern Parking twitter account.
- It does fine, I just listen to different music.
- It would be nice if the students speaking on the radio sounded more clear, understandable, articulate and educated. I think it is a very important marketing strategy to give the impression that our school is based on academics and intelligence. Sometimes the students on the radio do not give that impression because they cannot articulate clearly and properly. Other people are listening to our station and if we sound like we are stupid, it does not make the school look good at all. If we had students that sounded like future radio hosts, it would reflect better on our school.
- It's fine the way it is
- It's fine.
- It's great
- It's nothing against the radio station. I had a friend that had a DJ segment on it and I tuned in then, but I like most of my music to come from my media devices.
- Joe Burns rocks. Just needs to tighten up student DJs banter. KLSU allows their DJs to ramble and KSLU is better than that. :-)
- just more promoting of the station on campus in general (like having a table or set up in the cafeteria or union during lunch hours)
- KSLU would do well to gear their music collection to their audience. The music they play is

often depressing and outdated. I would listen to KSLU more often if they had current, upbeat music playing.

- Live an hour a day and only attend campus once a week. I just don't think about it. If I did live closer, I would listen more often, because I hate commercial radio.
- More 90s metal
- More variety
- More variety at different times of the day!
- N/A- I do not listen to KSLU
- N/A, I never listen to the radio
- needs a classical music corner and I would love to dj it I have experience.
- Never listened
- Not interested
- Not interfere with my other favorite stations, such as KLOVE. :(
- Offer a wider variety of music such as current r&b, pop, rock, etc. The station offers a lot of gen x music and doesn't really cater to the current Selu community
- Parking information. Announce free parking spots
- perfect how it is
- Play a variety of music.
- Play a variety of music and have a better range (signal reaches to baton rouge)
- Play better local music, for longer than an hour a week. We want to hear The Telegraph Salesmen!
- Play better music
- Play better music
- Play better music
- Play better music
- Play better music.
- Play better music.
- play more country music
- Play more current music
- Play more hip hop and Rock music equivalent to New Orleans 92.3. What most people in this day and age want to hear
- Play more recent music. Keep a variety between old and new.
- Play more variety
- Play music I like.
- Serve better music!
- some other interesting programs beside just music
- Sorry, I listen to country and Christian. KSLU plays neither.
- Student talk shows, broadcasting the station, actually give ppl a reason to want to listen to the station, play relative music, talk about media issues
- Students reporting news
- Talk more about the football team on the station
- Tell very important news and play better music
- There is no other way, y'all are doing just great!!

- There's a lot of really obscure stuff on at the times of the day that I can listen- like bluegrass or jazz. I guess if others are into it that's cool, but I prefer the triple A and rock type hours.

- They can promote businesses that are hiring
- they do not serve me
- They need to play all genres of music. Need to include R&B, HipHop, and Rap.
- Variety of different genres of music played.
- Work in the dorm rooms