

Section 73.503 Statement

Utilizing resources available through its campus, McNeese State University will use the new noncommercial educational FM radio station to broadcast news, informational and instructional programming that enhances and advances its educational mission, as well as broadcast a variety of programming that will inform, educate and entertain its listeners about area interests, issues and concerns.

McNeese State University, a selective admissions institution, provides education, research, and service that support our core values of academic excellence, student success, fiscal responsibility, and university-community alliances. The university's fundamental educational mission is to offer associate, baccalaureate, and specific graduate curricula distinguished by academic excellence. The university engages in collaborative ventures to benefit industry and to enhance economic development and cultural growth in this region and beyond.

The foundation for student success begins with faculty commitment to excellence in teaching, research, and creative and scholarly activity. At McNeese State University, a member of the University of Louisiana System, students cultivate skills for critical thinking and effective expression and gain an understanding of the global community. The learning and social environment integrates discipline-specific knowledge with the values of lifelong learning, ethical responsibility and civic engagement.

McNeese State University got its start in 1938 as Lake Charles Junior College, a division of Louisiana State University. The opening session of the college began on September 11, 1939. The following fall, the school changed its name to John McNeese Junior College to honor John McNeese, a renowned southwest Louisiana educator and the first superintendent of schools in Imperial Calcasieu Parish. In 1950 McNeese became a four-year college in its own right and came under the authority of the Louisiana Board of Education. Finally, in 1970, McNeese State University became the official name of the school.

McNeese achieved Commission on Colleges/Southern Association of Colleges and Schools accreditation in 1954 and maintains its regional accreditation status as a Level IV institution authorized to award associate, bachelor's, master's, and specialist degrees. The university also provides opportunities for continuing education in support of its mission to value lifelong learning. As a member of the University of Louisiana System and a selective admissions institution, McNeese offers degrees through six academic colleges: Business, Education, Engineering and Technology, Liberal Arts, Nursing, and Science.

The McNeese State University student body comprises more than 8,500 students from throughout Louisiana, the United States, and approximately 50 countries. McNeese's athletic programs are NCAA-certified for competition at I-AA and I-A levels. The football team achieved national prominence when it advanced to the national playoffs in 1997 and 2002.

McNeese's campus in Lake Charles, Louisiana, features 68 buildings on 500 acres dotted with live oak trees and azalea bushes. The McNeese community continues to use the three original structures-Kaufman Hall, Ralph O. Ward Memorial Gym (the Arena), and Francis G. Bulber Auditorium. Bulber Auditorium, a striking example of Art Deco architecture, is listed on the National Register of Historic Places.

The core values of McNeese State University, academic excellence, student success, fiscal responsibility and university-community alliances permeate the campus in all of the initiatives undertaken by the university. One of these initiatives, the university's radio station, will provide an excellent opportunity for students in a variety of academic disciplines to work at a functioning radio station and will provide a significant link between McNeese State University and the surrounding community.

Disciplines such as Mass Communication and Engineering will have an opportunity to work and put theory into practice at the radio station which will provide the students with a real-world experience that they could not receive in any classroom, and will ensure better-prepared students upon graduation. Additionally, the radio station will provide the community with information on programs and events at McNeese State University.

The radio station will become a vital part of our communication with Southwest Louisiana because it will provide programming which is not currently available to the community over the public airwaves of Southwest Louisiana. The radio station will also enhance the strong community link the university has with the Banners Series.

The Banners Series exists to bring top quality, contemporary arts and humanities programs to the people of Southwest Louisiana. Each spring, more than 25 programs ranging from music to lectures are presented. In addition to the main programs, about 60 outreach programs are brought into the Calcasieu, Cameron and Jeff Davis Parish K-12 schools. With its varied programming, Banners is designed to appeal to all ages and all demographic groups. Music programs, for example, range from bluegrass to classical—a variety that allows families to celebrate the arts together.