



## Local Content and Services

KRVM-FM Eugene is broadcast in HD and simulcasts on KSYD-FM, Reedsport, KAVE-FM, Oakridge and K211BP in Florence. KRVM broadcasts 24/7 Keeping Real Variety in Music. KRVM also broadcasts a second stream of music on our HD2 channel. KRVM-AM 1280 broadcasts JPR and NPR News, as well as, Eugene School District 4J Board and Budget meetings.

Between 8am - 5pm, KRVM is a training ground for student broadcasters from the Eugene School District 4J. The students learn how a radio station operates and participates in daily voice tracking. There are approximately 12 students per term and three terms per year. At Spencer Butte Middle School, there are approximately 4 students per term that participate. Though many of the students may not enter the broadcasting field as a career, they leave the class with better communication skills and more confidence. The class regularly attracts a diverse group of student DJs from a variety of social and economic backgrounds. Outside of the student training hours, KRVM has over 40 dedicated volunteer DJs that are on the air between 5pm - 8am weekdays and all day Saturday and Sunday. KRVM features Blues, Reggae, Acoustic, Americana, Native American, World music, Swing, Soul, Classic Country and much more. In addition, KRVM broadcasts live from the small rural town of Veneta during the Oregon Country Fair weekend in July. This past year, KRVM staff also reviewed the top issues affecting our community and will focus on these issues in our weekly Friday Focus on Community interview segment.

One of our key initiatives this year was to reach out into the community with the goal to attract new listeners. This included rural and urban listeners in Coos Bay, Florence and Oakridge. We reached out to the different Chambers of Commerce and other organizations in these communities to request information for public service announcements. KRVM staff also staffed a booth at the Holiday Market event, the Springfield Business to Business event and partnered with a local baseball team to promote KRVM and highlight the 4J Reading program at the games. In addition to participating in the local radio station group (EARS), the local public radio station General Managers met regularly to discuss public radio issues and any areas we could partner on to promote public radio services. KRVM also joined the Springfield Chamber of Commerce and the KRVM Station Manager took on the role with the 4J school district to coordinate an awards program that highlights teachers that are achieving success with their classroom projects. KRVM also promoted the program for teachers in the Springfield and Bethel school districts. KRVM partners with Greenhill and Lane Co. animal shelters to broadcast Pet of the Week. The KRVM Development Director is involved in GreenLane, a non-profit focusing on educating businesses on sustainable activities. KRVM provides weekly educational tips on recycling and airs a :90 second "Isla Earth" feature three times per week.

One of our key initiatives this year was to reach out to a more broad base of listeners. At community events, we had a number of people approach our booth and ask about KRVM. Some said they listen already, others said they will check out the station, others were not aware of the station or that it is a public radio station. Many also were not aware of the student broadcast program. One example of how we have helped other non-profits is with Cornerstone Community housing. The organization ran an underwriting schedule with KRVM and also was highlighted in a Friday Focus on Community segment. They reported to KRVM that they saw a significant increase in donations including a generous donation from someone that heard the interview on KRVM. Another example is with the Pet of the Week feature. We have heard from the animal shelter volunteer that many of the animals she brings in are adopted within days of being highlighted on-air at KRVM.

KRVM has a Facebook page and regularly receives comments from listeners about our diverse programming and how they appreciate hearing music they don't hear on other stations.

During our staff meetings, we discuss possible programming ideas and if there are any music formats we should consider for development that would appeal to minority audiences. We have discussed adding a Hawaiian music program or an International Music program. In addition, we have reached out to our Native American and Latino DJs for suggestions of possible guests to add to our calendar of Friday Focus interviews. We also broadcast a weekly 2 hour program on Thursday night called Indian Times. Nick Sixkiller plays Native American music and shares information about upcoming events for the Native American community. On Thursday night, we also broadcast a 2-hour program called Rock en El Centro. It is broadcast in Spanish and is hosted by a host of Hispanic heritage. Community events and PSAs are also announced in Spanish during his show.

The CPB funding KRVM receives is about 20% of the total revenue budget. It is a critical part of KRVM annual funding. Without it, we would not be able to provide students the opportunity to learn radio broadcasting and would also need to cut back on broadcasting in rural areas. The cost of leasing and maintaining the rural sites is increasingly challenging and costly. For example, the antenna at the KSYD transmitter site was replaced when it failed due to exposure to salt air over an extended period of time. The cost to repair the antenna was approximately \$17,000. Without CPB funding, we would have to reduce staffing. This would limit our ability to provide training facilities for students and produce music programming for minority audiences.