



### **LOCAL CONTENT AND SERVICES – January 2016**

KRVM – Keeping Real Variety in Music

KRVM FM Eugene is broadcast in HD (one of the few remaining stations in HD in the market) and is simulcast on KSYD in Reedsport, KAVE in Oakridge and K211BP in Florence, OR. The KRVM mission is to provide diverse cultural programming throughout the week.

KRVM is a training ground for student broadcasters in the Eugene School District. Providing opportunities for approximately 12 students per term from Sheldon High School and 4 students per term from Spencer Butte Middle School. In addition, one of the KRVM volunteers is a teacher in a small rural town east of Eugene and he works with students interested in radio and occasionally allows them to participate on-air during his shows. Though the majority of the students would not consider radio as a career, they learn valuable communication skills each day and have the opportunity to gain confidence in their presentation skills. The class attracts a wide range of students from varying social and economic backgrounds.

The overall goals of the station are to continue to offer students the chance to learn radio broadcasting, to communicate the needs of non-profit organizations in our community, to offer diverse music and programming to listeners and to give lesser known artists and bands the opportunity to be heard in the community.

In addition to our FM stations, KRVM AM 1280 broadcasts in HD and carries the Jefferson Public Radio feed, providing a news and talk format from Southern Oregon. In addition, the Eugene School District board and budget meetings are broadcast live on KRVM AM, approximately 2 - 3 times per month.

One of the initiatives for KRVM this year was receiving certification from Bring Recycling in the Re:think Business program. The RE:think program is a free, comprehensive program for Lane County businesses. Once a business is enrolled, a trained Resource Conservation Adviser provides confidential advice and support on practical ways to trim waste and save money while being sustainable and environmentally friendly.

In addition, KRVM partners with Greenhill Humane Society for Pet of the Week, participates in the Eugene Area Radio Stations group and airs PSAs for local agencies through EARS, as well as, partnering to promote the EARS scholarship program for students interested in broadcasting. The KRVM station manager is currently the chair of EARS. KRVM also works with the Eugene and Springfield Chamber of Commerce organizations and the three local school districts to promote the ACE Awards.

The ACE Awards celebrate excellence in education and provides recognition to teachers, volunteers and classified staff. KRVM staff also meet with parents at the beginning of each school year to highlight different aspects of the student broadcast program and offers a paid student worker a position at the radio station throughout the year.

One of our key initiatives this year was to reach out to the larger community to reach new listeners. This included rural listeners in Coos Bay, Florence and Oakridge. We requested public service information to be sent from these rural areas, we reviewed the issues the community faces and scheduled interviews within our Focus on Community segment that addressed the issues. In additional ways that KRVM reached out to the community, we staffed booths at the Holiday Market event, the 5K Pet run and provided staff for career tables at the U of O and Lane Community College. KRVM partnered with the local baseball team to reach an audience of potential new listeners and to promote the E-Mazing Reading Program at the games. The E-Mazing Reading Program encourages students to read several books during the year, and in return, receive tickets to attend games. With our weekly Pet of the Week feature, we receive reports back from the animal shelter volunteer on how many adoptions have taken place over the week. In addition to participating in the local radio station group (EARS), the local public radio station General Managers met on a quarterly basis to discuss public radio issues and any areas we could partner on to promote public radio. The KRVM Development Director is involved in GreenLane, a non-profit organization focused 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. During the selection of a new superintendent for school district 4J, KRVM broadcast a community meeting that showcased the top three candidates so listeners could have a chance to listen and weigh in on who they thought would be the best candidate for the position.

In an effort to reach a minority population, KRVM FM offers programs hosted by DJ's from different minority populations. On Thursday night, Indian Times and Rock en El Centro air between 7pm and 11pm. Both programs also provide public service information that are beneficial to community members interested in Native American and Latino events. We also met with a potential new DJ to discuss the possibilities of carrying a new Polynesian music show. After reviewing the responsibilities of hosting a show, and the schedule, we have put the show on hold at this time due to limited availability on the program schedule and the host's schedule.

The CPB funding is essential in our ability to serve the community. As our auditor stated, the CPB funding is our primary grant agency and is a major source of grant revenue used for both operations and special projects. If CPB funding ceases, it would impact our ability to operate. With funding we are able to broadcast in rural counties in our market and to feature the music of under served communities. We air new and up and coming artists, broadcast public service messages for local non-profit agencies, offer students the opportunity to see how radio broadcasting works and provide free, over the air education and entertainment to listeners that may not have the money or ability to listen to music on paid services.