



LOCAL CONTENT AND SERVICES – January 2020

KRVM – Keeping Real Variety in Music

The KRVM FM mission is to provide diverse cultural programming with a variety of music programs, interviews and community focus segments. KRVM FM is the only FM broadcast station in Eugene broadcasting in HD. On the main channel, KRVM broadcasts a variety of music programs and on HD2, a 24/7 Adult Album Alternative station that is skewed toward an 18 – 45 demo. KRVM FM is also simulcast on KSYD in Reedsport, KAVE in Oakridge and K211BP in Florence, OR.

KRVM has a training program for student broadcasters from the Eugene School District by providing opportunities for approximately 12 students per term from Sheldon High School. Though the majority of the students will not consider radio as a career, they learn valuable communication skills and gain confidence in their presentation skills that will help them in whatever career they pursue. In addition, they are learning audio editing skills and creating individual podcasts. The class attracts a wide range of students from varying social and economic backgrounds.

The overall goals of the station are 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 4J Board and Budget meetings are broadcast live on KRVM AM, approximately 2 - 3 times per month.

KRVM partners with several local non-profit organizations. Organizations include Greenhill Humane Society for Pet of the Week, the Eugene Area Radio Stations group partnering to promote the EARS scholarship program for students and airing PSAs for local not-for-profit organizations. Some of the not for profit organizations that have received PSA time or interview time on "Focus on Community" include Habitat for Humanity, Egan Warming Centers, Eugene Parks and Recreation, Food for Lane County and Lane County Health and Human services. KRVM staff also meet with parents at the beginning of each school year to highlight different aspects of the student broadcast program and offer a paid student worker position at the radio station during 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 recruited and trained a volunteer that has broad knowledge of non-profit organizations in the area. She has reached out to different

organizations in our listening area to request public service information that we can broadcast on-air and post on the KRVM website. KRVM volunteers also staffed the Greenhill Pet 5K, emceed several music events throughout the community and broadcast live from the Oregon Country Fair in Veneta. With our Pet of the Week feature, we receive reports back from the animal shelter volunteer on how many adoptions have taken place over the week. We regularly receive comments from listeners about the events we broadcast or the "Focus on Community" topic. The KRVM Development Director is also involved in GreenLane, a non-profit organization focused on educating businesses on sustainable activities. The Station Manager is involved in the Eugene Area Radio Stations organization and also serves on the board of the Oregon Association of Broadcasters. KRVM provides weekly educational tips on recycling and airs a :90 second "Climate Connections" feature five times per week.

In an effort to reach a minority population, KRVM FM offers programs hosted by DJ's from different minority populations. On Thursday night, Indian Time and Rock en El Centro air between 7pm and 11pm. These programs provide public service information that is beneficial to community members interested in Native American and Latino events. The KRVM FM schedule also offers a wide variety of music programming including Blues, Swing, Americana, Reggae, Funk, World Music and more.

The CPB funding is essential in our ability to serve the community. 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 underserved communities. We air new and upcoming 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.