



KRVM Diversity Plan

September 2020

KRVM is licensed to the Eugene School District 4J Board of Directors.

It is the policy of Eugene School District 4J Board of Directors to provide equal employment opportunity to all qualified persons and to prohibit discrimination or harassment in employment based on race, color, national origin, sex (gender), marital status, socioeconomic status, sexual orientation, age, pregnancy, disability, religion, or veteran status.

Recognizing the importance of workforce diversity and its role in the education of its students, the board has established and implemented a Workforce Diversity Plan that contains two major objectives:

1. To promote nondiscrimination and respecting and valuing of diversity in all employment matters.
2. To promote the recruitment, hiring, advancement and retention of racial/ethnic minorities, women (and in some cases men) and people with disabilities in all segments of the district workforce.

Program Content

KRVM provides a wide variety of music and programming to educate and serve our community. Examples include two hours each week of "Rock en El Centro" in Spanish, and two hours of "Indian Time" (one of only two American Indian programs aired in Oregon). In addition, KRVM airs programs such as "Women in Music", "Sounds Global", "Zion Train" (Reggae), and "Soul City".

The volunteer DJs at KRVM also reflect a diverse group, coming from many social and economic backgrounds.

At KRVM, the staff of 4.5 full time employees consists of 2 full-time female employees, 2 full-time male employees, and 1 male part-time employee. Their ages range from the 40's to the 60's. In addition, one of the employees has a disability. The students that participate in the radio broadcasting class also represent a diverse group, coming from varying social and economic backgrounds.

The ethnic diversity of our community is about 80% White, 9% Hispanic and the remaining 11% is comprised of African American, Asian and Mixed. KRVM strives to air programming that is appealing to all while serving underserved communities. We survey Listeners and Members regarding programs they enjoy and any additional music genres we should consider (to provide the Program Director with guidance on areas of music programming we may want to consider adding to our schedule).

KRVM - Annual Diversity Initiatives

1. Through classes and internships, KRVM offers 10-14 students each term the opportunity to experience radio broadcasting (when COVID-19 guidelines allow students on campus). The students represent a diverse group from varying social and economic backgrounds. In addition, we provide a Work Study opportunity to one student each term (with work done remotely if needed).
2. The Station Manager reviews with the KRVM staff the Diversity objectives and discusses how on-air programming should reflect the different communities we serve. We also reach out to the volunteer hosts and request information and contacts for our Focus on Community segment. In addition, during “Indian Time” and “Rock en El Centro”, the on-air hosts provide information on community events that are of interest to minority groups in our listening area.
3. KRVM provides volunteer opportunities that allow future program hosts to develop and produce programs that reflect the diversity of the community.