



LOCAL CONTENT AND SERVICES – February 2021

KRVM – Keeping Real Variety in Music

The KRVM FM mission is to educate, entertain, and inform through a wide variety of programming - including a culturally diverse schedule of music programs hosted by students and volunteers, interviews, public service announcements and community focus segments. KRVM FM is the only FM station in the Eugene market broadcasting in HD. On the main channel, KRVM offers Adult Album Alternative music between 8:00AM and 5:00PM weekdays (featuring student broadcasters hosting many of those hours), and a variety of specialty music programs during the evenings, overnights and on weekends. The HD2 channel is a 24/7 Modern Rock station that serves a young audience. 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 Eugene School District 4J, providing opportunities for approximately 12 students per term from Sheldon High School. Though the majority of students may not consider radio as a career, they learn valuable communication skills and gain confidence in their presentation skills that will help them in whatever future path they pursue. In addition, students learn audio editing skills and create individual podcasts. The class attracts a wide range of students that vary in age and gender, and come from diverse social and economic backgrounds. KRVM staff meet with parents at the beginning of each school term to highlight different aspects of the student broadcast program, and a paid student worker position at the radio station is also offered.

The overall goals of the station are to offer students the chance to learn radio broadcasting, to communicate the needs of non-profit organizations to the community, and to offer a selection of diverse music and programming including local and regional artists.

In addition to the FM stations, KRVM AM 1280 carries Jefferson Public Radio, providing a news and information format from Southern Oregon. The Eugene School District 4J Board and Budget meetings are also broadcast live on KRVM AM, approximately 2 - 3 times per month. An FM translator for the AM signal is scheduled to be added in 2021.

This past year, KRVM dedicated a substantial amount of airtime (reinforced with website postings) regarding COVID-19 Safety information, including pandemic-related Mental Health services. Many listeners reached out to thank KRVM for providing information on local resources, and several said that without KRVM in their lives during the stress of the lockdowns and social isolation, they probably would no longer be alive. A number of listeners also contacted the station for local crisis line information.

Wildfires were also a serious issue in the KRVM coverage area KRVM provided regular updates on evacuations, safety and available resources for fire victims. The only source of information regarding these life-threatening fires for some in the affected areas was radio – internet and cell phone service was not functional during much of the disaster. Poor air quality was a major concern in the listening area during that time and KRVM kept

listeners informed with regular updates and warnings.

KRVM partners with several local non-profit organizations. Organizations include Greenhill Humane Society for Pet of the Week, the Eugene Area Radio Stations group to promote the EARS scholarship program for students and PSAs for local not-for-profit organizations. Some of the groups that have received PSA exposure or interview time on “Focus on Community” include White Bird Clinic, Lane County Public Health, the City of Eugene Emergency Operations Center, Egan Warming Centers, Habitat for Humanity, Court Appointed Special Advocates (CASA), and Eugene School District 4J. With the Pet of the Week feature, animal shelter volunteers report back that the dogs they feature are usually adopted the same week the segment airs. Comments from listeners are received regularly about the event information broadcast and the “Focus on Community” topic... and guests frequently tell us that they receive positive response from the public immediately after their interviews. Listeners also comment that they appreciate the fact that the music and other content KRVM provides is programmed *locally* - by both staff and community volunteers.

The Station Manager is actively involved in the Eugene Area Radio Stations organization. KRVM provides weekly educational tips on recycling, airs a weekly 90-second program on gardening and offers a 90-second “Climate Connections” feature five times per week.

In a normal non-pandemic year, KRVM staff members and volunteers are actively involved in public community outreach opportunities, emceeding music events, and broadcasting live from the Oregon Country Fair. The plan is to return to these activities as soon as it is safe to do so.

In an effort to reach underserved populations, KRVM FM offers programs hosted by DJ's from different minority groups. 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 culture and events – and Rock en El Centro is presented in Spanish. Recruitment efforts for new show hosts have been on-hold during the pandemic as volunteer access to the facility is restricted and training for inexperienced applicants is not possible. As restrictions ease, KRVM will actively recruit potential new hosts to bring an even more diverse background for on-air options. The overall KRVM format is based on musical variety (including Blues, Swing, Americana, Reggae, Funk, World Music, and more) and the volunteer hosts bring varying social and economic backgrounds and represent several minority groups. Each of these DJs bring a diverse perspective to the music they play and the public service announcements they air.

CPB funding is essential for KRVM's ability to serve the community. The CPB is the primary grant agency and is a major source of grant revenue used for both operations and special projects. If CPB funding ceases, it would adversely affect the ability to operate. With funding, KRVM is able to broadcast in rural counties in the Eugene market and to feature the music of underserved communities; provide free education and entertainment to economically disadvantaged listeners; give exposure to new and upcoming artists; broadcast public service messages for local non-profit agencies, and offer a diverse group of students the opportunity to learn radio broadcasting, podcasting, and digital audio editing.