



KRVM Diversity Plan

September 2021

KRVM is licensed to the Eugene School District 4J Board of Directors and is financially self-supporting through membership drives, underwriting, and grants from the Corporation for Public Broadcasting and others.

It is District policy 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

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 local volunteers, plus interviews, public service announcements, and community focus segments.

In the overwhelmingly male-dominated industry of broadcasting, KRVM's full-time Program Coordinator (and newest staff member) is a woman, and when combined with our female volunteers, more than 50 percent of KRVM on-air content is programmed by women.

The KRVM staff is comprised of two full-time female employees, two full-time male employees, and one 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 4J Board of Directors includes six female members and one male and represents a variety of backgrounds and ethnicity.

KRVM provides a wide variety of music and programming to educate and serve our community. Volunteer-hosted specialty shows, scheduled evenings and on weekends, target diverse audiences and serve to educate and increase awareness in the general population.

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), “Soul City” and “Breakfast with the Blues”. We strive to include diverse content in our daytime programming and in almost 30 other shows programmed and hosted by local volunteers.

KRVM volunteers (including on-air hosts and others who assist with a variety of off-air tasks) reflect a diverse group, representing many social and economic backgrounds.

The students that participate in the radio broadcasting class also represent a diverse group from varying social, ethnic, and economic backgrounds.

The ethnic composition of our broadcast area is approximately 80% White, 9% Hispanic and the remaining 11% is comprised of African American, Asian and others. KRVM strives to air programming that is appealing to all while also serving under-represented communities. We survey listeners and members regarding programs they enjoy and solicit input and suggestions they may have for our Program Coordinator to consider.

KRVM - Annual Diversity Initiatives

Overall, the goal for KRVM as an organization is to learn, grow, and adapt to further our mission of public service to listeners and the local community.

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 the Diversity objectives with the KRVM staff 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 specific interest to those 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.
4. KRVM serves as a training ground to help individuals (students and volunteers, including those from underserved and marginalized groups) gain experience to overcome barriers to participation in broadcast media.
5. In addition, KRVM-FM continues to subsidize the costs to present the educational and cultural offerings of Jefferson Public Radio Programming on KRVM-AM.