



LISTENER SUPPORTED PUBLIC RADIO

LOCAL CONTENT AND SERVICES – February 2022

KRVM – Keeping Real Variety in Music

As KRVM celebrates our 75th year of broadcasting, one of our overall goals is to be a uniting presence in an increasingly fractured society... a respectful common ground that brings diverse community members together. Community enthusiasm for KRVM programming crosses political, socio-economic, ethnic, age and other boundaries.

The KRVM FM mission is to educate, entertain, and inform through a wide variety of programming - including a 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 younger demographic. KRVM FM is also simulcast on KSYD in Reedsport, KAVE in Oakridge and K211BP in Florence, OR.

We offer a weekly interview program (Focus on Community) that features guests from non-profit and government agencies discussing a variety of local issues. In addition, Public Service Announcements supporting local non-profit organizations and addressing community issues are written, produced, and aired on KRVM and posted on our website. The topics of these programs and announcements are chosen based on the list of top community issues developed by the Program Director and Station Manager at the beginning of each year utilizing input from staff members, volunteers, and other community resources. In the past year, we have also expanded our active outreach efforts to the Albany/Corvallis/Lebanon area to better serve that outlying audience.

KRVM also provides reduced underwriting rates to local non-profit organizations to help get their mission and events communicated to the public.

Students in the KRVM broadcast classes host approximately 5 hours of programming each weekday and receive instruction in good communication and broadcast techniques, multi-track digital audio editing, and production of podcasts. This is a hands-on program, taught by experienced industry professionals under the supervision of a licensed educator... and offers many students who may not do as well in a traditional classroom setting, an opportunity to excel.

Each student is responsible for producing a podcast on a topic of their choice each term. The completed podcasts are then made available on the station website and promoted on-air, serving as an outlet for student voices and concerns. The overall goal is to empower these

students with the communication skills and confidence to make their voices heard, on and off the air – and to develop new talent to keep radio broadcasting viable into the future.

Our on-air musical programs also offer an educational component. Over 30 volunteer hosts/programmers bring specialized knowledge of music genres, and offer historical and cultural perspectives on the performers and influences for that style of music.

Other ways we serve the community include hourly weather forecasts for each geographical area served by the station, live updates of current temperatures and road conditions, and emergency notifications.

Key initiatives and partnerships in the past year have included programming that addresses homelessness and affordable housing, health care and specific health issues such as the COVID-19 Pandemic, racial equality, climate change and natural disaster preparedness, education, public safety, and cultural events. Through our Focus on Community program, we interviewed a variety of community leaders from organizations including:

- Friends of Buford Park and Mt. Pisgah
- Maude Kerns Art Center
- ABC House
- Court Appointed Special Advocates of Lane County
- Old Mill Center
- Oregon Employment Department
- McKenzie River Trust
- Womenspace
- Court Appointed Special Advocates of Linn County
- Bloodworks Northwest
- City of Eugene Transportation
- Lane County Department of Public Works
- Cascades Raptor Center
- Greenhill Humane Society
- Travel Lane County
- Sheltercare
- Oregon Country Fair
- Lane County Public Health
- Lane County Community Organizations Active in Disaster
- Corvallis Fall Festival
- Center Against Rape and Domestic Violence (C.A.R.D.V.)
- Willamalane Park and Recreation District
- St. Vincent De Paul of Lane County (Habitat for Humanity)
- Oregon Horse Rescue
- Willamette Farm and Food Coalition
- The Way Home
- HIV Alliance
- Eugene Concert Choir

In addition to our PSAs and Interviews, we collaborate with the Eugene Area Radio Stations organization to air announcements that address a variety of community issues; offer a Pet of

the Week segment in conjunction with Greenhill Humane Society; produce and air a weekly gardening feature with the Oregon State University Extension Service; and air the syndicated 90 second daily feature "Climate Connections".

The Program Director also offers parents a chance to meet at the beginning of each semester to discuss the student broadcast program and the benefits the students receive. As part of our diverse selection of on-air programs, volunteer DJs interview many local and touring artists and bands throughout the year, providing listeners the opportunity to learn about new music from a variety of cultural genres. KRVM-AM (and its FM translator K254DN at 98.7) carries Jefferson Public Radio content that also includes NPR, BBC, and other locally and nationally produced news programming. The Eugene School District 4J school board and budget committee meetings are also broadcast on the AM station (plus offered streaming online through the school district with the technical assistance of KRVM staff).

Our listeners express appreciation for the information provided in our Public Service Announcements. For example, with the ongoing COVID-19 pandemic, we dedicate a great deal of airtime (reinforced with website postings) offering resources for health and safety information, and mental health crisis services. People continue to share with us that KRVM programming and information is essential to helping them cope with the stress, anxiety and social isolation resulting from the pandemic.

Our rural listeners also express gratitude for the availability of our on-air signal, as cell phone and internet service tend to be unreliable in many of these areas – especially during emergencies like wildfires or severe weather. Many times, radio is the only available source of vital information – and KRVM's coverage area includes several of these isolated rural communities.

Guests on the Focus on Community program regularly tell us that they receive positive response from the public immediately after their interviews. Organizations also frequently request audio files of our interviews to place on their own websites and social media pages.

With the Pet of the Week broadcast (the pet information is also posted on our website), we are told by Greenhill Humane Society volunteers that the dogs and other animals featured are regularly adopted within a day or two after the segment airs. The Eugene School Board meetings are broadcast on our AM station and its FM translator, and we are responsible for providing technical support for the online stream on the 4J School District website. The school district has received comments from listeners that they appreciate being able to hear the school board meetings over the air and online – and with many meetings being held virtually or with limited numbers of attendees due to COVID-19 protocols, the radio broadcasts became an even more important outlet for the community to have access to the meetings.

Our listeners also tell us they appreciate that all of our content is programmed locally, by both staff and community volunteers.

KRVM provides opportunities and training for students and volunteers that allow future program hosts to develop skills and produce programs reflecting the diversity of the community.

Our KRVM Student Broadcast program serves students of various ethnicities, socio-economic status, and learning abilities. We help students overcome barriers and to have active participation in broadcast and on-demand media, and the 4J School District looks to our classes

to provide opportunities for students who are not necessarily thriving in a traditional classroom setting.

In an effort to build relationships, and recruit from under-served populations, KRVM continues to reach out to various groups in the community. The goal is to engage in constructive dialogue with these groups and individuals, educate our listeners through our Focus on Community program, and recruit potential volunteers to develop and host programs featuring diverse music and perspectives.

Over fifty percent of the content on KRVM is programmed by a diverse group of women... and all content decisions are made locally by staff and community volunteers. Our overall format is based on variety and the volunteer hosts reflect the community we serve both socially and economically, and represent several minority groups.

Weekly KRVM programming includes **Indian Time**, one of only two Native American music programs airing in Oregon. Host Nick Sixkiller is a veteran MC of traditional Powwows, and keeps our listeners up to date on relevant events in addition to sharing the music and his perspective; **Rock en El Centro** provides music and community information in Spanish; **Sounds Global** highlights a wide variety of music from around the world; **Women in Music** is a weekly spotlight on the music of female artists; **Miles of Bluegrass** is hosted by an accomplished local musician and is a favorite of our rural listeners... as is our **Country Classics** program; **Zion Train** features reggae music, and **Routes and Branches** and **Tupelo Honey** offer Americana music. In addition, KRVM features **Breakfast with the Blues** each morning, with a focus on both classic and modern Blues music.

Funding from the Corporation for Public Broadcasting continues to be essential for our ability to serve the community. With our main FM signal and three translator signals we are able to deliver our programming to both the main population centers and the outlying rural areas – transmitters other than the main frequency would potentially not be economically viable without CPB support. That financial support also sustains the on-line streaming of our KRVM-FM programming, and the on-air news and information offerings of our AM signal and its new FM translator (K254DN). The KRVM license holder is the 4J School District Board, and they provide no funding for operations or our student program. The broadcast classes provide a diverse group of local High School students training in radio broadcasting, multi-track digital audio editing and podcast production.

Our local fund drives and underwriting each cover approximately forty percent of the annual budget (during non-pandemic times). Without the CPB funding that we receive, we would be forced to consider drastic cuts of 20 percent or more, switching our focus entirely to basic operational needs and fundraising costs. At the least, this would involve reducing staff, potentially eliminating one or more of the rural translators, and limiting student enrollment. Our ability to respond to local emergencies and community needs would also be impacted.

Thanks to the combined support of listeners, businesses, and the Corporation for Public Broadcasting, KRVM is able to broadcast to a sizable and diverse audience including rural areas; 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

