



LISTENER SUPPORTED PUBLIC RADIO

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## **LOCAL CONTENT AND SERVICES – February 2023**

### **KRVM – Keeping Real Variety in Music**

**One of our main goals is to facilitate an informed and empathetic audience, open to cultural and musical variety and diversity.** KRVM programming blurs political, socio-economic, ethnic, age and other boundaries that can stand in the way of a unified, functional, and engaged community.

Utilizing input from staff members, volunteers, and other community resources, the Station Manager and Program Director develop a list of the top community concerns and issues at the beginning of each year. With the completed list of topics as a guide, the Program Director schedules interviews for the "Focus on Community" weekly segment featuring guests from a variety of non-profit and government agencies. In addition, we provide information on various local non-profits through public service announcements aired on KRVM and posted on our website. Our development staff provide reduced underwriting rates to local non-profit organizations to help communicate their mission and events.

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 – which are especially crucial to listeners our rural areas.

**KRVM is licensed to Eugene School District 4J and offers a hands-on student broadcast program, taught by experienced industry professionals under the supervision of a licensed educator.** Participants receive instruction in good communication and broadcast techniques, multi-track digital audio editing, and podcast production. Students in the KRVM broadcast classes host approximately 5 hours of programming each weekday, and they are responsible for creating a 15-minute podcast each term, which are then featured on the station website and promoted on the air. The overall goal of the program is to empower students with the communication skills and confidence to make their voices and concerns heard - on and off the air – and overcome barriers to active participation in broadcast media. Many students who do not do as well in a traditional classroom setting are given an opportunity to thrive.

As a station that primarily offers music, our programs feature a public educational component. Over 35 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.

**Programming decisions are guided by our list of high-priority community issues.** Topics we are focusing on for 2023 include homelessness and affordable housing, health, racial equality and equity, environmental concerns and effects of climate change, crime and public safety, natural disaster preparedness, education, employment, animal welfare, and arts and culture.

**Through our weekly Focus on Community program, we interview a variety of community leaders from non-profit and government organizations.** Recent guests include:

- Confederated Tribes of Siletz Indians
- Whiteaker Community Council (support for low income residents)
- Fiesta Cultural (Lane Arts)
- DisOrient Asian Film Festival
- Eugene Juneteeth Celebration
- NAACP
- Kindtree (Autism awareness and support)
- ShelterCare (homelessness and affordable housing)
- Adventure Children's Museum
- Connected Lane County (underserved youth)
- Lane County Public Health
- Assistance League of Eugene
- HIV Alliance
- Egan Warming Center (homeless shelters and service)
- First Place Family Center
- Soromundi Lesbian Chorus of Eugene
- Parker Learning Gardens
- Center For Rape and Domestic Violence (CARDV) of Linn and Benton Counties
- United Way of Lane County
- Whole Earth Nature School
- Bags of Love (child homelessness/poverty)
- City of Eugene Unhoused Response
- Friends of Trees
- WorkSource Lane
- Palmo Center for Peace and Education
- Special Olympics
- Eugene Adaptive Recreation
- Home Share Oregon (homelessness, affordable housing)

**We also provide support through hourly public service announcements (with further details on each group or event posted on our website).** Examples of organizations and events that benefit from PSAs on KRVM include:

- Juneteenth Celebration
- Springfield Alliance for Equity and Respect
- NAACP / Kwanzaa Event
- NAACP Tutoring and Volunteering
- Black Pride/Cultural Festival
- Transponder (Transgender support and resources)
- Eugene Human Rights Commission (Hate and Bias Toolkit)
- Family Garden (Latinx community garden)
- Autism Acceptance Month
- Story Time Tribe (BIPOC reading program)
- Eugene Pride in the Park Festival

- White Bird Clinic (low-income medical and mental health services)
- Food for Lane County
- Ophelia's Place
- Mt. Pisgah Arboretum
- The Lane Senior & Disability Services Meals Program
- The Family Garden
- Beyond Toxics
- Public Libraries
- HIV Alliance
- 988 Crisis Line
- MLK Day March and Events
- City of Eugene Parks and Recreation

**Listeners and supporters of KRVM regularly express their appreciation that all programming decisions are made locally, by staff and community volunteers.** In addition to our PSAs and Interviews, we collaborate with the Eugene Area Radio Stations organization to address a variety of community issues through PEP (Public Education Program) announcements; produce and air a weekly gardening feature in conjunction with Oregon State University Extension Service; air the syndicated 90 second daily feature "Climate Connections"; and produce a local Pet of the Week segment with Greenhill Humane Society.

As part of our diverse selection of regular 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) feature Jefferson Public Radio content that includes NPR, BBC, and other locally and nationally produced news programming.** We also carry Eugene School District 4J school board and budget committee meetings (and offer technical assistance to the district for recording and streaming). With many meetings still being held in a virtual or hybrid format, this is one convenient way the public can gain access to the meeting content, and community members (including employees of the 4J School District) often express appreciation for the School Board related broadcasts on KRVM-AM.

**Non-Profits and agencies share with us that exposure on KRVM results in direct responses from the public.** These organizations include:

- Center for Rape and Domestic Violence (CARDV)
- Whiteside Theater
- Court Appointed Special Advocates (CASA)
- Egan Warming Center
- Habitat for Humanity
- White Bird Clinic
- Furniture Share
- City of Eugene
- The Shedd Institute

Greenhill Humane Society also tells us that the dogs and other animals featured on our Pet of the Week are regularly adopted within a day or two after the segment airs.

**KRVM serves a large rural population with our main signal and our translators in Oakridge (KAVE), Florence (K211BP), and Reedsport (KSYD).** Radio is often the only available source of vital information during emergencies like wildfires or severe weather – and KRVM is one of the few signals many isolated rural communities can receive.

**KRVM addresses and promotes diversity in many ways:**

- **Student Broadcast Classes:** KRVM serves students of various ethnicities and socio-economic backgrounds, including those with speech, reading, and learning difficulties, and students whose primary language is not English. This program offers on-going opportunities to learn and interact in a non-traditional teaching environment.
  - Students learn to collaborate with others outside their normal social circles.
  - The ethnic composition of our classes is more diverse than the general population.
  - Podcast projects are an opportunity for student voices to be heard – all content is created and produced by students, and the podcasts are posted on the KRVM website for public access.
  - Pride Month offers natural opportunities for LGBTQ+ student perspectives to be shared on-air.
  - Students assist in researching, voicing, and producing Black History Month Vignettes. One young woman student of color expressed her enthusiasm for stories about “people like me” being featured on the air.
  - Student Worker program – KRVM offers a paid summer (and beyond) position for a student who has been through the KRVM Broadcast Program. The most recent student worker is a young woman who hosted a daytime weekday show all summer. She is currently utilizing podcasting skills learned in the KRVM program to create audio for the “Sources of Strength” suicide-prevention program.
  
- **Programming:** 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 enlighten and increase awareness in the general population.
  - Daytime AAA programming reflects a wide variety of artists and genres
  - 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.
  - Diversity in weekly volunteer hosted programming includes:
    - “Indian Time” - One of only two American Indian programs aired in Oregon
    - “Rock en El Centro” - Hosted in Spanish
    - “Sounds Global” - World Music in various languages
    - “Zion Train” - Reggae music
    - “Women in Music” – Exclusively female artists
    - “Breakfast with the Blues - Seven days a week, with a mostly historical perspective on blues music and artists
    - “Roots and Branches” and “Tupelo Honey” - Americana music
  
  - In addition, all the KRVM volunteer hosts are regularly reminded and encouraged to consider diversity and inclusion when making musical selections.

- KRVM has limited influence over who volunteers their time to help the station. To encourage participation by individuals in under-represented groups, a paid internship program is budgeted for this fiscal year with the goal of encouraging and facilitating BIPOC and other potential candidates to receive training and help overcome barriers to media access.
  - Outreach efforts by the KRVM Program Director to help diversify our pool of potential volunteers and job applicants include subscriptions to anti-racism newsletters and relationship-building with representative groups, including:
    - National Association of Latino Arts and Cultures
    - Latino Multimedia Communicators
    - Diverse social media editors & digital journalists
    - Professional Diversity Network
- **Staff Education:** All staff complete diversity/anti-harassment training both through the Corporation for Public Broadcasting and the 4J School District annually.

**Our efforts to actively promote and encourage diversity are intentional and ongoing.** In contrast to most media outlets, 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 programming reflects the overall community we serve, while also offering opportunities for the music and perspectives of under-served groups to be presented to the larger audience. Our training of students and volunteers empowers individuals with the needed communication skills and media savvy to facilitate participation and inclusion in broadcast and on-demand audio forums. We remain open to constructive input and actively pursue improvements in our operations, training, and on-air offerings.

**Corporation for Public Broadcasting funding is critical to our success.** CPB funding represents approximately 20 percent of our annual operating budget, and is essential for every aspect of our continued ability to serve the community. Without the CPB funding that we receive, we would be forced to consider drastic cuts, eliminate positions from an already minimal staff, and switch our focus entirely to basic operational needs and fundraising costs. We would potentially need to cease operation of one or more of our rural translators, hampering our ability to respond to local emergencies and community needs – with the impact disproportionately affecting those rural areas we serve. CPB funding also helps sustain the on-line streaming of our KRVM-FM programming and the on-air news and information offerings of our AM signal and its FM translator (K254DN).

**In Summary:** Thanks to the combined support of listener members, business underwriters, and the Corporation for Public Broadcasting, KRVM is able to:

- Operate and maintain our six transmitters
- Offer a diverse group of local high school students training in radio broadcasting, multi-track digital audio editing and podcast production
- Empower volunteers with media skills and training
- Employ a sufficient number of staff members
- Provide musical entertainment and education to the community
- Keep our listeners informed, including safety and emergency information
- Pay the bills for electricity and other required utilities and services
- Publicize and support other local non-profits and government agencies
- Enrich the community through our diverse programming

