



LISTENER SUPPORTED PUBLIC RADIO

## **LOCAL CONTENT AND SERVICES – February 2024**

### **KRVM – Making the World a Better Place One Song at a Time**

**The goals of KRVM programming are to promote a unified, functional, informed and engaged community by transcending political, socioeconomic, ethnic, age and other boundaries.**

**Each year, our Station Manager and Program Director, in consultation with other staff, volunteers and community members, compile a list of top community issues and concerns.** Using that list as a guide, we schedule interviews for our weekly “Focus on Community” segment, featuring guests from various local non-profits and government agencies. Additionally, we disseminate information for and about those groups through public service announcements on KRVM and our website. We also offer reduced underwriting rates to non-profits, aiding in communicating their message and fulfilling their mission through additional exposure.

The essential services we provide to our communities of license and surrounding areas include hourly weather forecasts, live updates on current temperatures and road conditions, and crucial emergency notifications—which are especially vital for our rural listeners who often literally have no other source of timely information during disasters.

**KRVM also operates a hands-on student broadcast program for High School students in the Eugene 4J School District.** Supervised by licensed educators and taught by experienced industry professionals, participants in this non-traditional setting learn skills specific to broadcasting, podcasting, and digital multi-track audio production. Ultimately, our program aims to empower students with communication skills and confidence, enabling them to voice their concerns both on and off the air, while breaking down barriers to active participation in broadcast media. Our student hosts work in teams of 3 to 4 people to host approximately 5 hours of programming each school day, plus individually produce 15-minute podcasts that are featured on our website and promoted on air.

Our mission to educate doesn't stop there. As a music-focused station, we also integrate an educational component into our other on-air programs. A team of over 30 volunteer hosts and programmers brings specialized knowledge of music genres, offering historical and cultural insights into the performers and influences behind each style of music. We also feature live in-studio performances and partner with local agencies and non-profits (including the City of Eugene's Hult Center for the Performing Arts and the Community Center for the Performing Arts) to support up and coming music artists, ranging from local to international.

**KRVM programming decisions are guided by the commitment to address high-priority community issues.** These include homelessness and affordable housing, health, natural disaster preparedness, equity, environmental concerns and effects of climate change, crime and public safety, education, animal welfare, employment, 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:

- Whiteaker Community Council
- Court Appointed Special Advocates

- Lane Arts Council
- Center Against Rape and Domestic Violence (CARDV) of Linn and Benton Counties
- United Way of Lane County
- Whole Earth Nature School
- ShelterCare
- N.A.A.C.P. of Linn and Benton Counties
- Adventure! Children's Museum
- Connected Lane County
- Lane County Public Health
- Assistance League of Eugene
- Parker Learning Gardens
- Scandinavian Festival
- HIV Alliance
- Egan Warming Centers
- First Place Family Center
- Soromundi Lesbian Chorus
- Eugene/Springfield Special Olympics
- New Zone Gallery
- City of Eugene Parks and Open Space
- Team Oregon Motorcycle Safety Program
- Eugene Airport
- Mt. Pisgah Arboretum
- Harmony New Beginnings Animal Rescue
- Burrito Brigade
- Eugene Concert Choir and Eugene Vocal Arts Ensemble
- Corvallis Fall Festival
- Nearby Nature
- The ARC of Benton County
- Positive Community Kitchen
- Old Mill Center for Children and Families
- Greenhill Humane Society
- Distinguished Gentleman's Suicide Prevention Ride
- Easterseals Oregon
- Eugene Gay Men's Chorus

Our support extends beyond interviews. **We also provide public service announcements (PSAs) for various organizations and events in the communities we serve, with detailed information available on our website.** Some examples include:

- ShelterCare
- Eugene Human Rights Commission
- Native American Arts and Crafts Fair
- Beyond Toxics
- Eugene Diversity Survey
- Burrito Brigade (Food support for the homeless)
- NAACP: Community Garden, volunteering, Your Vote Your Power
- Hope and Safety Alliance
- City of Eugene Community Survey

- Ophelia's Place
- Family Garden (Latinx community garden)
- Egan Warming Center
- Kind Tree (Autism support services)
- 988 Crisis Line (Mental health/suicide prevention)
- Asian Celebration and Asian Night Market
- Food for Lane County
- HIV Alliance
- MLK Day March and Events
- Willamette Resource and Education Network
- Black Cultural Festival
- Public Libraries
- Mt. Pisgah Arboretum
- Neurodiversity Festival
- Lane Arts Council
- Pow Wows at LCC and UO
- Sponsors (Re-entry services for previously incarcerated people)
- BIPOC student Academic Support
- Fiesta Cultural
- Peace Day Celebration
- Mental Health Resources for Students and Families (including the Teen Suicide Prevention Forum)
- TransPonder (Transgender support and resources)
- Unhoused Person Count
- Project Hope (School Supply Drive)
- Willamalane Parks and Rec District

**KRVM also collaborates with other organizations to provide information and be a positive force in the community.**

- Greenhill Humane Society: Our Pet of the Week feature highlights local adoptable pets.
- Oregon State University Extension Service: We produce and air a twice weekly gardening feature (The Garden Spot) hosted by experts from OSU.
- Eugene Area Radio Stations (EARS) Trade Group: We work closely with EARS to address a wide spectrum of community issues through Public Education Program (PEP) announcements.
- Yale Center for Environmental Communication: We air the syndicated 90 second Climate Connections show each weekday, with a focus on climate-related topics.
- KRVM-AM and its FM translator (K254DN) feature content from Jefferson Public Radio, including NPR, BBC, and other local, national, and international news programming. We also air Eugene School District 4J school board and budget committee meetings, and provide technical expertise and equipment for recording and streaming.

**At KRVM, we believe in the power of community engagement and strive to be a platform that informs, inspires, and connects our listeners.**

**We strive to be a uniting presence in an increasingly contentious society, a respectful common ground that brings diverse community members together.** We hear that the shared enjoyment and appreciation for KRVM is one thing that people of various backgrounds and political affiliations can agree on, laying the groundwork for other positive dialogue.

**Listeners share with us on a regular basis that they feel much more connected to the community thanks to KRVM.** We still hear from people who are grateful that we maintained regular programming as much as possible during the worst of the COVID isolation, with several still saying they are not sure how they would have gotten through it without us – and that having the station available to them helps them cope with life in general years after the peak of the epidemic.

**We focus resources on providing information about available mental health and crisis services,** with details always available on our website. People also reach out to us directly on a regular basis.

**For many of our isolated rural communities, radio is the primary source of vital information during emergencies like wildfires or severe weather** - and KRVM is often one of the only signals they receive. Rural residents regularly tell us how grateful they are – and one of the hosts of our Women in Music program became a volunteer at KRVM after personally benefitting from those announcements during a massive wildfire.

**One of the key strengths of KRVM is that programming decisions are made locally by staff and community volunteers.** This ensures that the content resonates with our community's interests and needs. This also keeps people listening longer, making them more likely to hear EAS activations and other crucial information.

**KRVM plays a significant role in the success of the local performing arts community.** Leaders of both The Shedd (a non-profit music venue) and The Hult Center (operated by the City of Eugene) have both said that having us as a partner in promoting their events contributes substantially to their success. Jeff Weinkauff, Interim Director at the Hult Center, recently shared in a speech to Springfield Chamber of Commerce members that KRVM is a strong partner and invaluable in supporting Hult Center events.

**Area non-profit and government agency guests on the Focus on Community program often receive positive responses from the public immediately after their interviews.** Organizations frequently request audio files of these interviews to share on their websites and social media pages. Connected Lane County volunteered that their Focus on Community interview was very beneficial for helping to spread the word about the work they do to support youth in Lane County.

**According to Greenhill Humane Society, the animals featured on our weekly Pet of the Week segment are regularly adopted** shortly after airing.

**Community members, including employees of the 4J School District, appreciate KRVM-AM's broadcasts of School Board and Budget Committee meetings.** With many gatherings still held virtually or in a hybrid format, KRVM provides public access to those who can't attend in person.

One listener thanked us specifically for making her aware of the services of the Whiteaker Community Council (which provides support for low income residents) – and a Program Coordinator at Positive Community Kitchen told us she appreciated the publicity.

**It's gratifying to hear from our partners and realize how our efforts increase their profiles in the community, and help further their missions.**

**KRVM is committed to promoting diversity through various initiatives, both on-the-air and behind the scenes, where we actively engage with other groups to add perspective on minority issues.** Our programming reflects the overall community we serve while providing platforms for underrepresented groups to share their music and perspectives with a broader audience. In our efforts for continuous improvement, we welcome constructive feedback and actively seek ways to enhance our operations, training, and on-air offerings.

- **All staff members undergo extensive annual diversity and anti-harassment training through the Corporation for Public Broadcasting and the 4J School District.**
- **Over fifty percent of KRVM's content is programmed by a diverse group of women.** Local staff and community volunteers make all content decisions, following equity guidelines established by the Program Director and General Operations Manager.
- **Students and volunteers are empowered through training,** equipping them with essential communication skills and media expertise to enable active participation in broadcast and on-demand forums such as podcasts.
- **KRVM volunteer hosts are regularly reminded and encouraged to consider diversity and inclusion when selecting music.**
- **The KRVM Program Director actively engages in outreach efforts to enhance diversity among potential volunteers and job applicants.** These initiatives include subscribing to online Anti-Racism Newsletters and building relationships with representative groups locally, regionally, and nationally.

**We believe our commitment to a diverse range of music and performers enriches KRVM programming, serves and informs our community, and ensures that a wide range of voices are represented on the airwaves.**

Our daytime Adult Album Alternative programming features a wide variety of artists and genres, and evenings and weekends feature nearly forty volunteer-hosted specialty shows with a narrower, more specific focus. Our goal is to serve the needs of these particular audiences, while enlightening and raising awareness among the general population.

KRVM volunteers, including on-air hosts and others assisting with off-air tasks, represent a rich tapestry of social, ethnic, and economic backgrounds.

Weekly Volunteer-Hosted Shows include:

- "Women in Music": Exclusively featuring female artists.
- "Sounds Global": Showcasing World Music in various languages.
- "Indian Time": One of only two American Indian programs aired in Oregon.
- "Rock en El Centro": Hosted in Spanish.
- "Roots and Branches" and "Tupelo Honey": Spotlighting Americana music.
- "Zion Train": Dedicated to Reggae music.

- “Breakfast with the Blues”: A seven-day-a-week show with a historical perspective on blues music and artists.

**KRVM also serves a wide variety of young people from differing ethnic backgrounds and socio-economic situations through our student broadcasting program.** This includes students with speech, reading, and learning difficulties, Autistic students, and those whose primary language is not English. These high-school classes provide unique opportunities for students to learn and interact in a non-traditional teaching environment. Students gain valuable experiences through collaboration with peers outside their usual social circles.

One of the key elements of our student program is the production of podcasts, where student voices take center stage. All content is created by students, and these podcasts are accessible to the public via the KRVM website. This platform allows for diverse perspectives and stories to be shared. Students gain valuable experience in conceiving and scripting content - plus recording and editing audio - to create on-demand media.

Our students actively participate in researching, voicing, and producing daily vignettes specific to Black History Month. During Pride Month, KRVM provides a natural platform for LGBTQ+ student perspectives to be heard on-air. It's an opportunity to celebrate and amplify voices from the LGBTQ+ community.

We offer paid summer (and beyond) Student Worker positions to those who have completed the KRVM Broadcast Program. This program not only provides valuable work experience but also supports students' educational journeys.

**KRVM will continue our efforts to cater to underserved communities, educate our listeners and our students, and empower individuals with the skills needed to participate effectively and make their voices heard through electronic media. Our efforts to actively promote and encourage diversity are intentional and ongoing, and are a major focus of our operation.**

**Corporation for Public Broadcasting funding plays a critical role in every aspect of our continued service to the community** and constitutes approximately 20 percent of the annual KRVM operating budget.

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

- Operate and maintain our six transmitters and serve the rural areas covered by those signals.
- Pay for electricity and other essential utilities.
- Ensure adequate staffing.
- Offer online streaming, which allows for wider distribution of our programming and helps fill gaps in broadcast coverage for reception in remote areas.
- Provide the news and information programming on KRVM-AM and K254DN

**The direct benefits to the communities we serve include:**

- Timely information, such as safety and emergency alerts. We are one of very few sources for rural citizens to access this content.
- Community enrichment from diverse on-air content and publicity for the programs of local non-profits and government agencies.
- Empowering high school students with electronic media skills, including radio broadcasting, multi-track digital audio editing, and podcast production, plus improving their critical communication skills.
- Media skills training for local volunteers.

**We are grateful for backing from the Corporation for Public Broadcasting, and the financial stability it provides for KRVM-FM, KSYD-FM, KAVE-FM, KRVM-AM, K211BP and K254DN.**