



LISTENER SUPPORTED PUBLIC RADIO

LOCAL CONTENT AND SERVICES – February 2025

KRVM programming focuses on transcending political, socioeconomic, ethnic, age and other boundaries to promote an engaged, informed, and unified community.

On the most basic level, the essential services we provide to our communities of license and surrounding areas include live updates on road conditions, hourly weather forecasts, and crucial emergency notifications — which are especially vital for our rural listeners who often lack any other source of timely information during disasters.

Each year, our Program Director and Station Operations Manager consult with other staff members, volunteers and community members to compile a list of top community issues. Using that priority list as a guide, we offer interviews for our weekly “Focus on Community” segment to local non-profits and government agencies. Additionally, we disseminate information through hourly public service announcements on KRVM and on our website. *(Please see specific examples in 6.1.2)* We also offer reduced underwriting rates to non-profits seeking additional exposure, aiding in communicating their messages and fulfilling their missions.

KRVM is a music-focused station and we integrate an educational component into all our programming. A team of more than 30 dedicated volunteer hosts and programmers from the community bring specialized knowledge of genres, offering historical and cultural insights into the performers and influences behind each style of music featured. We also showcase live in-studio performances and partner with local agencies and non-profits (including the City of Eugene’s Hult Center for the Performing Arts, The Shedd Institute, and The Community Center for the Performing Arts) to support up and coming music artists, ranging from local to international.

Our mission to educate doesn’t stop there. KRVM also operates a unique, hands-on student broadcast program for high school students in the Eugene 4J School District. Our student broadcasters work in teams of 2-4 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. The program is taught by experienced industry professionals (including the station Program Director and General Operations Manager) under the supervision of licensed educators. Participants in this non-traditional setting learn skills specific to broadcasting, podcasting, and digital multi-track audio editing and production. The goal is to empower students with communication skills and confidence, to enable them to find their voice both on and off the air, and to break down barriers to active participation in electronic media.

At KRVM, we are guided by the commitment to address high-priority community concerns, educate the public, and assist the organizations seeking to address these concerns. In the current political climate, government financial support for non-profits is uncertain, which makes our mission to help these organizations even more critical.

Issues we address specific to the Eugene/Springfield area include homelessness and affordable housing, crime and public safety, natural disaster preparedness, health, equity, environmental

concerns and effects of climate change, 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:

- Oregon Asian Celebration
- Eugene Pride
- Cascadia Wildlands
- Adaptive Recreation Services
- Eugene Tool Box Project
- Eugene Family YMCA
- Direction Services
- Hope and Safety Alliance (formerly Womenspace)
- Adventure! Children's Museum
- Whitebird Clinic/CAHOOTS (Crisis Assistance Helping Out On The Streets)
- Lumina Hospice and Palliative Care
- Lane Workforce Partnership
- Scorpion Creek Ranch Homeless Teen Program
- ShelterCare
- ARC of Lane County
- Egan Warming Centers
- Eugene/Springfield Special Olympics
- Boys and Girls Club of Emerald Valley
- Candlelighters for Children with Cancer
- Pro-Bone-O Homeless Veterinary Services
- Cascades Raptor Center
- Friends of Trees
- Mt. Pisgah Arboretum
- Eugene Public Works Transportation
- Senior and Disability Services, Lane Council of Governments
- Hult Center for the Performing Arts
- Old Mill Center for Children and Families
- Lane County Public Health
- School Garden Project of Lane County
- Maude Kerns Art Center
- Eugene Active 20-30 Club
- Willamette Resource and Education Network
- Burrito Brigade
- HIV Alliance
- OSU Extension Service Master Gardener and Food Preservation Program

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

- City of Springfield Volunteer Opportunities
- Blood Donation Sites
- 988 Crisis Line
- Easterseals Employment Assistance

- Zimbabwean Nonprofit Music Festival
- Greenhill Humane Society
- Black Cultural Festival
- Native American “Flutestock” Festival
- Eugene Public Library
- Native American Arts and Crafts Market
- BEAM Community Spirit Festival
- Eugene Astronomical Society
- Oregon Old Time Fiddlers’ Association
- River Road Santa Clara Volunteer Library
- Oregon Senior Games
- Lane County Senior Meals Program
- Centro Latino
- Next Step Recycling
- Ophelia’s Place
- Bias Incident Hotline
- Lane County Cultural Coalition
- Firewise Grant Program
- City of Eugene Diversity Survey
- Lane County Diaper Bank
- Community Alliance of Lane County/Youth Justice Action Team
- PeaceHealth Tribal Alliance
- Eugene Police On-Line Crime Reports
- Eugene Education Foundation
- Free COVID tests
- Nobel Peace Festival
- Substance Use Hotline
- Shakespeare in the Park
- World AIDS Day
- USPS Letter Carrier’s Food Drive
- SMART (Start Making A Reader Today)
- Eugene Human Rights Commission
- Relief Nursery
- Sponsors
- US Dream Scholarships
- Eugene People’s Collective
- Parents and Friends of Lesbians and Gays
- Food For Lane County
- Lane County 4-H
- Eugene Springfield Tenant Association
- Positive Community Kitchen
- Sexual Assault Support Services
- Kind Tree Autism Support
- The Family Garden
- United Way
- The School Garden Project of Lane County
- Maude Kerns Art Center
- Lions Club Plant Sale
- Beyond Toxics

- Lesbian Chorus of Eugene
- Asian Night Market
- Latino Roots Celebration
- Palmo Center for Peace and Education
- Carry It Forward
- Well Mama
- Black Cultural Initiative
- Springfield Utility Board

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, and we offer scholarships to high school and college students.
- 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 we provide technical expertise and equipment for recording and on-line streaming.

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

KRVM serves the community as a much-needed antidote to the controversies, frustrations and distractions of the world around us – a trusted source of reliable information that crosses political, socio-economic, cultural, and generational boundaries. We like to say KRVM is one thing we can all agree on - laying the groundwork for other positive dialogue. One of our key strengths is that all programming decisions are made by staff and local volunteers, ensuring that the content resonates with our community's needs and interests. This also results in people listening for longer periods of time, making them more likely to hear EAS activations and other crucial information.

Listeners share with us on a regular basis that they feel much more connected to the community thanks to KRVM. For example, 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 on a regular basis to thank us for making them aware of available help and support.

With the increasing frequency of natural disasters such as wildfires, extreme weather, and floods, KRVM is a reliable source of emergency information. For many of our isolated rural communities, we are the primary source of vital updates during these events, as KRVM is often one

of the only signals they can receive. Rural residents regularly tell us how grateful they are that we broadcast into these areas.

Guests from area non-profit and government agencies on the Focus on Community program often receive positive responses from the public immediately after their interviews. For example, the Senior Director of ShelterCare had this to say: “Working with KRVM has been a great experience for our nonprofit! Being on the radio gave us an opportunity to share information on our programs to a wider audience. After the interview aired, we heard from several people that they heard us on the radio... therefore giving us an opportunity to educate and break down the stigma around homelessness.” The Executive Director of the Corvallis Fall Festival stated: “Focus on Community interviews are one of the most important publicity pieces that we conduct each year. We know that we will be reaching KRVM's receptive audience of engaged community members, potential volunteers, and lovers of live music and the arts.” Organizations frequently request audio files of these interviews to share on their websites and social media pages. It’s gratifying to hear from our partners and realize how our efforts help further their missions and increase their profiles in the community.

Parents, employees of the 4J School District, and community members in general appreciate KRVM-AM’s broadcasts of School Board and Budget Committee meetings, to provide public access to those who can’t attend in person.

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 volunteers, including on-air hosts and others assisting with off-air tasks, represent a rich tapestry of social, ethnic, and economic backgrounds. Our efforts to actively promote and encourage diversity are intentional and ongoing and are a major focus of our operation. Our programming reflects the overall community we serve while providing platforms for underrepresented groups to share their music and perspectives with a broader audience.

We will continue 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.

A few highlights:

- **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 and other guidelines established by the Program Director, General Operations Manager, and Board of Directors.
- **All staff members undergo extensive annual diversity and anti-harassment training** through the Corporation for Public Broadcasting and the 4J School District.
- **The KRVM Program Director 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.
- **Students and volunteers are empowered through training,** equipping them with essential communication skills and media expertise to enable participation in broadcast and on-demand forums such as podcasts.

- KRVM is now offering college scholarships specifically for students in our broadcast program. The family of the late AJ (Adam) Gutierrez, a former volunteer who found a supportive on-air home at the station, is funding these scholarships in his honor to give others in the Latino community and beyond the opportunity to pursue the dream of being a broadcaster.

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 offer nearly forty volunteer-hosted specialty shows with a narrower, more specific focus. Our goal is to raise awareness among the general population, while serving the needs of these audiences.

Weekly Volunteer programmed Shows include:

“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.

“Women in Music”: Hosted by women, exclusively featuring female artists.

“Zion Train”: Dedicated to reggae music.

“Roots and Branches” and “Tupelo Honey”: Spotighting americana music.

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

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

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

Our students actively participate in researching, voicing, and producing daily vignettes in February specific to Black History Month. During Pride Month, KRVM also provides a natural platform for LGBTQ+ student perspectives to be heard on-air. Black and LGBTQ+ students in our classes have expressed appreciation for the opportunity to be a part of this programming and “to hear stories and voices of people like me.”

To support students’ educational journeys and provide valuable work experience, we also offer paid Student Worker opportunities to those who have participated in the KRVM Broadcast Program.

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. In our efforts for continuous improvement, we welcome constructive feedback and actively seek ways to enhance our operations, training, and on-air offerings.

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, including our rural translators
- Cover contract engineer expenses for studios and transmitters
- Offer online streaming, which allows for wider distribution of our programming and helps fill gaps in broadcast coverage for reception in remote areas
- Pay for electricity and other essential utilities
- Ensure adequate staffing

The direct benefits to our listeners include:

- Community enrichment from diverse on-air content
- Timely information, such as safety and emergency alerts. We are one of very few sources for rural Oregon citizens to access this content.
- Support for local non-profits and government agencies
- Empowerment of local volunteers and high school students with electronic media skills

Our parent organization, Eugene School District 4J, does not provide operating revenue for KRVM. We rely on business underwriting and member contributions to meet the bottom line. Without this essential CPB support, we would face significant challenges, and our focus would shift entirely to basic operational needs and fundraising costs. Our ability to continue operating the translator frequencies in Oakridge, Reedsport/Coos Bay, and Florence would be in serious jeopardy.

We are grateful for backing from the Corporation for Public Broadcasting and the financial stability it provides to allow KRVM-FM, KSYD-FM, KAVE-FM, KRVM-AM, K211BP and K254DN to continue serving communities throughout western Oregon.