



KRVM Diversity Statement

February 2025

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.

KRVM follows District policy to provide equal employment opportunity to all qualified persons and to prohibit discrimination or harassment in employment based on race, color, religion, sex, sexual orientation, gender identity or expression, national or ethnic origin, marital status, age, mental or physical disability or perceived disability, pregnancy, familial status, genetic information, military or veterans' 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.

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 is comprised of six females and two males, and represents a variety of backgrounds and ethnicity.

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.

- 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 particular populations in our listening area.
- 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. To encourage participation by 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.
- Through classes and internships, KRVM offers up to 16 students each term the opportunity to experience radio broadcasting. The students represent a diverse group from varying social and

economic backgrounds. In addition, we provide a paid Work Study opportunity to one student each term.

- KRVM-FM continues to subsidize the costs to present the educational and cultural offerings of Jefferson Public Radio Programming on KRVM-AM.
- KRVM provides volunteer opportunities that allow future program hosts to develop and produce programs that reflect the diversity of the community.

Staff Education

- All staff have completed training through the Corporation for Public Broadcasting and the 4J School District
- The KRVM Program Director actively seeks to build relationships with representative groups to help diversify our pool of potential job applicants and volunteers.

Program Content

The ethnic composition of our broadcast area is approximately 80% White, 10% Hispanic and the remaining 10% is comprised of African American, Asian and other ethnicities. 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 Director to consider.

KRVM is 100 percent locally programmed, non-commercial public radio. Most other public and community radio stations in Eugene/Springfield offer limited locally-generated programming. All on-air content is chosen by a local KRVM staff member or volunteer. The voices you hear on KRVM range in age from 16 to 79 – and over half the music each week is selected by women.

KRVM provides an impressive assortment of music and programming to serve our community - including interviews, public service announcements, and community focus segments. A culturally diverse schedule of music programs hosted by students on weekdays, and local volunteers evenings and on weekends, target diverse audiences and serve to educate and increase awareness in the general population.

KRVM addresses and promotes diversity in many ways:

- **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.**
 - o Daytime AAA programming reflects a wide variety of artists and genres
 - o 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.
 - o 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” featuring world music in various languages
 - “Zion Train” Reggae music
 - “Women in Music” featuring music by and for women
 - “Breakfast with the Blues” seven days a week, with a mostly historical perspective on blues music and artists
 - o In addition, all of the KRVM volunteer hosts are regularly reminded and encouraged to consider diversity and inclusion when making musical selections

Student Broadcast program: Serves a wide variety of students of various ethnicities and socio-economic backgrounds, including those with speech, reading, and learning difficulties. The KRVM Broadcast 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
- Podcast projects are an opportunity for student voices to be heard – all content is determined and produced by students, and the podcasts are posted on KRVM website for public access
- Student Worker program – a paid summer (and beyond) position for a student who has been through the KRVM Broadcast Program.
- 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.

Summary

Efforts to actively promote and encourage diversity are intentional and ongoing. Our programming reflects the overall community we serve, while also offering opportunities for the music and perspectives of under-represented groups to be presented to the larger audience. Training of students and volunteers empowers individuals with the required communication skills and media savvy to facilitate participation and inclusion in Broadcast and On-Demand forums. We actively pursue improvements in our operations, hiring, training, and on-air offerings, and remain open to constructive input.