

**KVSC Corporation for Public Broadcasting (CPB) Diversity Initiatives**  
September 2016

1. Grantee must have established a formal goal of diversity in its workforce, management and boards, including community advisory boards and governing boards having governance responsibilities specific to or limited to broadcast stations; and

2. Implemented the following to achieve that goal:

a. Reviewed with the station's governing board or licensee official those practices that are designed to fulfill the station's commitment to diversity and meet applicable FCC guidelines (see 47 C.F.R. § 73.2080);

KVSC outlines its projects and diversity goals as part of its Community Advisory Board meetings. This includes the station's mission driven intent to reach the diverse audiences in our community. Some of the programming the board gives input on include Native American, Somali and Latino shows and/or special programs developed through arts and cultural grants such as *Trial By Mob: The Duluth Lynchings* and *St. Cloud Somali Radio*. Additionally, KVSC is part of St. Cloud State University and operates under the expectations of the university's commitment to diversity and inclusion (via policies from the Office of Institutional Equity and Access and University Organizational requirements) as well policies of the Minnesota State Colleges and Universities system (MnSCU), the license holder.

b. Each CSG Grantee will prepare and post to its website no later than September 30, 2016 a brief statement that reflects on the following points:

- The elements of diversity (e.g. gender, race, culture, religion, language, generation) that the Grantee finds important to its public media work
- The extent to which its staff and governance reflects such diversity
- The progress the recipient has made to increase its diversity in the last two years to three years and its diversity plans in the coming year.

KVSC has engendered the values of diversity and inclusion in its programming, staff and volunteers. The age of the community volunteers hosting radio programs ranges from 16 to 65+. From a programming perspective the radio station is the only source of Native American, Latin, World/Global, Roots, Blues & Jazz programming in its primary service area. These musical genres are represented with respective programs, bi-lingual hosts and blended within other open format music programming.

KVSC has undertaken an intentional focus on increasing the diversity of its on air content.

Beginning in the fall of 2015, KVSC station manager Jo McMullen Boyer began a dialogue and relationship with the Cedar Cultural Center in Minneapolis. This was in an effort to bring Somali/East African musicians to the community for a residency program.

Throughout the spring and summer of 2016 the relationship expanded to include the Paramount Center for the Arts in St. Cloud. After months of planning and data collection with a large group of community organizations (area schools, Boys and Girls Club, city of St. Cloud, etc.) a \$500,000 competitive grant was secured from the *Association of Performing Arts Presenters*, called ***Building Bridges: Arts, Culture and Identity***, a component of the Doris Duke Charitable Foundation and Doris Duke Foundation for Islamic Art.

KVSC is a named partner in the aforementioned grant, due in part, to our development and continued support of St. Cloud Somali Radio. It began as a web stream, but is now also a low per FM station, KZYS-LP, 105.1FM. The station features programming to the more than 10,000 Somali immigrants estimated to be living in the central Minnesota area.

The grant will support residencies for artists from Somali, Kenya and other Eastern African nations in area schools-as well as interviews and live performances on KVSC and St. Cloud Somali Radio. The grant will be in place for more than two years. The first residency and culminating concert, called Midnimo (which translates to *unity* in Somali) will be held from October 25 – November 4, 2016.

The KVSC news and public affairs programming continues to bring community voices to the air with long form interviews in programs such as *The Untold Stories of Central Minnesota* to the *Newswatch Feature Interview*. The news department is a diverse group of student reporters, with an eye and training to covering multi-cultural campus and community events.

Additionally, KVSC programs national content that spotlights issues of diversity, equity for women and the underserved and discrimination. Some of the programs include *Making Contact*, *Counterspin*, *To the Best of Our Knowledge* (nationally-syndicated from Wisconsin Public Radio) as well as locally produced interviews and features with university professors, civic leaders and organizations that spotlight historical and current relevant diversity issues.

*The Untold Stories of Central Minnesota* focuses on artists, historians, authors and community events. Many program subjects include topics that feature elders, people of color, youth, or are community events that offer inclusive sexual orientation programs.

The KVSC staff and volunteers represent a diverse mix of students. The sports department currently has an African American student director and the assistant production director is of Native American heritage. KVSC continued to enjoy the work and perspective of two international graduate students in 2015 through May 2016. They worked in the news and social media/design departments respectively.

KVSC is the studio home and offers technical support to *Central Minnesota Audio Newspapers*. This is a unique partnership with the State Services for the Blind. A core of approximately 40 volunteers access newspapers and use a dedicated KVSC studio to deliver 2 hours daily of local content to persons with visual impairment or blindness. A large percentage of the volunteers are retired community members along with working professionals—the program reaches an audience of primarily elderly listeners. KVSC assists with technology training, studio use time coordination and training, office support and other projects as needed to serve this unique audience.

Finally, in May 2016, KVSC created a live concert event that featured female fronted groups. The Bad Bad Hats (with Kerry Alexander at the helm) was the headlining act at the station's 2016 spring concert. DJ Devata Daun, an up and coming female mix deejay started the show. The station was solely responsible for booking and compensating the artists.

3. In addition, Grantees shall undertake diversity initiatives on an annual basis:

KVSC's commitment to diversity and inclusion is consistent and part of the station management's priorities; this goal has only expanded and improved in recent years. However, this does not mean the station's management is not seeking methods to further develop its diversity commitment. Some goals include:

KVSC will continue to actively recruit undergraduate and graduate students of color and of international/cultural backgrounds.

- Continue to recruit, seek input and perspective from new Community Advisory Board members. Ana Maria Studer joined the board in June 2015 and is a Latino leader working with domestic violence services. The current board continues to have a good balance of women and men of many ages.

- Actively seek diverse artists (gender, race, sexual orientation) to perform and support *Granite City Radio Theatre*, a quarterly live radio program produced by KVSC.
- Actively seek diverse artists (gender, race, sexual orientation) to perform for KVSC spring concert series.
- Continue to seek and support students of diverse backgrounds in training opportunities as well as student paid leadership positions.
- Technically support the webstream of *St. Cloud Somali Radio* and, as advice is requested, support the efforts of 105.1FM, a low-power Somali radio station.