

KVSC Corporation for Public Broadcasting (CPB) Diversity Initiatives
September 2015

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 reviews its diversity goals with the Community Advisory Board (CAB) as an ongoing report in its fall and spring meetings. Discussion and suggested action items from the board will follow each report. After the December 9, 2014 meeting CAB member Julie Peters worked with station manager Jo McMullen Boyer on outreach effort to diversify the board membership. In June 2015 Ana Maria Studer joined the CAB. Ms. Studer is an English-Spanish professional translator and advocate to protect women and children in domestic violence situations. 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, 2015 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 for several decades. 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. New weekly shows were added to the broadcast schedule including Native American programming, *Voices from the Circle and Earthsongs*, *Minnesota Native News* as well as *American Routes*. Minnesota is home to 11 Indian Tribes including the Mille Lacs Band of Ojibwe, which is located at the fringe of our primary service area. *American Routes* focuses on music of America's early history and current artists representing Americana, Blues, Jazz, Zydeco, Cajun and more.

In February 2015 KVSC produced and broadcast the radio docudrama *Trial By Mob: The Duluth Lynchings*. The station worked with author Michael Fedo to create a radio drama based on his book "The Lynchings in Duluth." In 1920, three black circus workers were hanged by a mob in Duluth, after being pulled from their jail cells (the jail was destroyed). This is a terrible stain on the state's history that many residents do not know about, nor is it taught extensively in Minnesota high school curriculums.

The 60:00 minute radio docudrama *Trial By Mob: The Duluth Lynchings* was produced with more than 25 students and professional actors/sound engineers participating. It included a program launch and discussion on historical and current racial issues and complete podcast available on KVSC.org.

KVSC has supported the efforts of the St. Cloud Area Somali Salvation Organization (SASSO) to develop their own programming of a Low Power FM (LPFM) station based on the relationship KVSC has established with Somali leaders and producers. In August 2015, 105.1FM, station began broadcasting.

KVSC continues to be the home of St. Cloud Somali Radio—a webstream service that offers programming to the more than 10,000 Somali immigrants estimated to be living in the central Minnesota area.

In addition, KVSC's news department features local and national programming that spotlights issues of diversity, equity for women and the underserved and discrimination. Some of those 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 news and sports department currently have two African American directors. KVSC continues to enjoy the work and perspective of two international graduate students in 2015. One student is from The Gambia and is the public relations and social media director; the other student is from Iran and is the news director.

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 2014-15, KVSC created live concert events that featured diverse musicians in terms of gender and race. Lucy Michelle, Chastity Brown, Black Diet and More Than Lights are all Minnesota musicians/bands that performed at station events that feature African American and female artists prominently. The station was solely responsible for booking and compensating the artists at two St. Cloud venues.

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

KVSC's commitment to diversity and inclusion has not wavered; it 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.