

## **KVSC Corporation for Public Broadcasting (CPB) Diversity Initiatives**

September 2017

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 goal to reach diverse audiences in our community. Some of the programming the board gives input on include Native American, Somali and Latino special programs developed through arts and cultural grants. An example is the *Midnimo* project in partnership with the Paramount Center for the Arts. It's a multi-faceted project that involves international Somali musicians participating in residencies at schools and community groups as well as a finale concert. KVSC is part of a two-year project with *Midnimo*, which aims to build Islamic cultural awareness for millennials through the performing arts. 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 system (formerly MnSCU), the license holder.

b. Each CSG Grantee will prepare and post to its website no later than September 30, 2017 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.

The following are a list of specific programs KVSC has broadcast and streamed online in relation to cultural diversity starting in 2016 to 2017:

**Minnesota Native News:** This five minute weekly newscast is produced by Ampers, the Association of Minnesota Public Educational Radio Stations. The newscast focuses entirely on Native American news stories and key issues. The show features a primary host and several content producers, who cover issues across the entire state.

**Native Warriors:** This series of programs, also produced by Ampers, aired on KVSC and featured Native American veterans explain why protecting our land and resources is an important part of Native culture and traditions.

**Veterans Voices World War II:** Recognizing the older generation in our community, and our younger audience's opportunity to learn from them, KVSC also broadcast a historical series produced by Ampers in 2016-17. Veterans Voices World War II was featured daily. It's a radio series exploring the knowledge, experience and leadership of Minnesota service members.

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 and blended within other open format music programming. KVSC has undertaken an intentional focus on increasing the diversity of its on-air content.

Throughout the fall of 2016 and spring of 2017, KVSC continued its relationship with the Paramount Center for the Arts in St. Cloud with the *Midnimo* program. This program involves support from a \$500,000 grant 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. The lead partner of the grant is the Cedar Cultural Center in Minneapolis.

KVSC is a named partner in the aforementioned grant, due in part, to our development and continued support of St. Cloud Somali Radio. In October 2016, the Somali internationally known hip-hop band Waayaha Cusub performed live on KVSC, was interviewed in a long-form program, and participated in classroom residencies at St. Cloud State. KVSC was a media partner in successful series of events, including a concert at the Paramount Theatre.

Nimco Yasin was the second residency and interview guest as part of the *Midnimo* program in April 2017. She and members of her band were

interviewed on KVSC, as well as podcast on KVSC.org. Nimco Yasin is a traditional singer-songwriter from Somalia, she was part of the group in the 1980s called the Waaberi Group, or “Dawn Players,” was Somalia’s government-sponsored music and dance troupe in the 1980s that included the most talented singers, musicians, and dancers in the country.

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, with undergraduate students of color involved on the air as well as in leadership positions.

KVSC is the studio home and offers technical support to *Central Minnesota Audio Newspapers*. This is a unique part 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.

In 2016-17 KVSC had several female artists perform as station organized concerts and events. This included Kat Perkins and Ann Michels as guest musicians at Granite City Radio Theatre and Davina and the Vagabonds at our 50<sup>th</sup> anniversary concert in June 2017.

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.

- 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.
- Broadcast diverse content from media partners, such as Ampers—who are producing a new radio series on the Viet Nam War.