

KVSC Corporation for Public Broadcasting (CPB) Diversity Initiatives
September 2020

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. The board gives input on programming including special programs developed through arts and cultural grants. One program, Granite City Radio Theatre, strives to welcome diverse performing talent. Another program, *Untold Stories of Central Minnesota* produces content on Central Minnesota's organizations and thought leaders on diversity—including the organization Unite Cloud and university professors who teach and publish on historical and current racial issues. 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, 2020 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 July 1 to June 30, 2020:

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.

New programs added in FY20 included a daily *Minnesota Native Newscast* (Mon-Friday at 6:30 a.m.), a weekly long-form health report supported by the department of Health with a focus on Native American Health issues, especially COVID-19 updates and outreach (Mondays at 12:30 p.m.) and airing both live and recorded long form interviews with Minnesota's Lieutenant Governor Peggy Flanagan and Governor Tim Walz.

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, World/Global, Roots, Blues & Jazz and Female artist 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.

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.

KVSC continues to program 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 airs on KVSC and is podcast. One of many examples include Arts & Cultural Heritage Producer Jeff Carmack interviewing SCSU's Dean of the School of Health and Human Services, Shonda Craft about the impact of the death of George Floyd upon the variety of different communities that have been affected.

Jeff Carmack also produced multiple long form features on podcasts on services to help the community during COVID-19. This included:

- St. Cloud State University School of Social Work professor Shelia Moriarty and Intern Islam Abuhadid about how the college is trying to help its students during these strange times.
- ISD742 science teacher Devon Bowker who has worked as a naturalist for the Department of Natural Resources and a park ranger for the US Army Corps of Engineers and has quite the following online with his website The Wild Life Blog.
- Lori Olmscheid, Shawn Reagan, and Executive Director Cara Ruff of Independent Lifestyles Incorporated out of Sauk Rapids. This organization provides numerous programs and services to anyone with a disability within an 11 county area, and they are continuing to provide services and advocacy as best they can throughout our current struggles.
- SCSU Professor Tracy Ore about food security in the time of COVID-19 as well as the community garden at St. Cloud State, now in its 16th year. With precautions in place concerning the COVID virus, the garden will still be open for all those who wish to participate.
- The June 19th observance of Juneteenth at Promise Neighborhood in St. Cloud. With the original celebration canceled due to COVID concerns, Promise Neighborhood decided to hold a socially distanced public forum following the recent unrest due to protests over the killing of George Floyd spilling over into the St. Cloud area. Community members were asked to try to come up with answers to two questions, what does St. Cloud need for unity and what is a thing we can DO in St. Cloud to make that happen.

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 30 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 2019-20 KVSC had several female artists perform as station organized concerts and events. This included folk singer Prudence Johnson and the first lady of song, the jazz great, Debbie Duncan as guests musician at Granite City Radio Theatre.

KVSC's Fall 2019 concert celebrated the diversity of hip-hop music. **Brother Ali** returned to St. Cloud on Saturday, September 28 for KVSC's "Take Me Home(coming)" concert at the Red Carpet Nightclub. Joining Brother Ali was Kaleem the Dream, a talented hip hop artist from Minneapolis. KVSC has supported Brother Ali's work for more than 17 years. He has earned wide critical acclaim for his deeply personal, socially conscious, and inspiring brand of hip-hop. Under Rhymesayers Entertainment, he's unleashed a series of lauded projects, establishing himself as one of the most respected independent voices in music.

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. The station's management continues to seek relationships and processes 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, age) 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 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—the Association of Minnesota Public Radio Educational Radio Stations as well as what is available nationally from PRX-the Public Radio Exchange.