

KVSC Corporation for Public Broadcasting (CPB) Diversity Initiatives

September 2018

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 and Somali special programs developed through arts and cultural grants. The *Midnimo* project in partnership with the Paramount Center for the Arts is a good example of these goals. 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. The radio station provides extensive artist coverage in interviews, social media, podcasts and promotions. KVSC is part of a two-year project with *Midnimo*, which aims to build Islamic cultural awareness and reducing Islamophobia 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, 2018 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 2017 to 2018:

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.

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 2017. *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, 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.

Since October 2016, and continuing into 2018, 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. On April 13, 2018 an inspiring one-woman show is coming to St. Cloud State University. **Ifrac Mansour's play "How to Have Fun in a Civil War"** was presented in the Ritsche Auditorium starting at 7:30 p.m. Her multi-media play includes poetry, puppetry, video and gathered testimony; the story is told from the perspective of a 7-year-old girl in the 1991 Somali Civil War. Mansour also performed this production at the Guthrie Theatre in Minneapolis. The play was free for all children, students, faculty and staff, and general public tickets. KVSC conducted a pre-event interview with Ifrac Mansour as well as on air, social media and web promotion.

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. Excellent examples of diverse subjects featured in the program include the 2nd annual Fred Yiran African Arts Day to be hosted in the community part of Granite City Days Family Fun Day. Fred Yiran was originally from Cameroon in West Africa, and spent nearly four decades in Minnesota building unique drums, encouraging community and the arts, and teaching others how to honor wisdom and creativity. This event continues his legacy.

Another diverse subject included International Holocaust Remembrance Day with a two-part interview by Arts & Cultural Heritage Producer Jeff Carmack with incoming lecturer, Professor Jud Newborn. St. Cloud State University's Center for Holocaust and Genocide Education hosted Newborn on Wednesday, January 24, 2018 at 7:00pm for his presentation titled "Speaking Truth to Power: The White Rose Student Anti-Nazi Resistance--and Heroes in the Fight for Human Rights Today." There are many more examples of this programming sharing diverse stories from diverse sources within our community.

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 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 2017-18 KVSC had several female artists perform as station organized concerts and events. This included Mary Jane Almas guest musician at Granite City Radio Theatre and Bruise Violet (female rock trio) and Goodbye Lucy Grey (female fronted) for our spring concert in April 2018.

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 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—the Association of Minnesota Public Radio Educational Radio Stations as well as what is available on PRX.