

KVSC Corporation for Public Broadcasting (CPB) Diversity Initiatives
September 2014

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 will review its diversity goals with the Community Advisory Board as an ongoing report in its fall and spring meetings. Discussion and suggested action items from the board will follow each report. 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 Equity and Affirmative Action 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, 2014 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 more than 25 years. 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. In August of 2013 new shows were added to the broadcast schedule including Native American programming, *Voices from the Circle and Earthsongs* as well as *American Routes*. The Native American programming is regionally syndicated content that replaces the loss of a local host on KVSC. 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.

Additionally, 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) 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 and authors. Many program subjects include topics that feature elders, people of color, youth, or are community events that offer inclusive sexual orientation programs.

KVSC is home to 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. KVSC spearheaded this project in 2012 with support from a state arts and culture grant. Starting in the spring of 2014, KVSC has been supporting 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.

The KVSC staff and volunteers represent a diverse mix of students. The newsroom currently has two African American assistant news directors as well as an African American student working as a programming assistant. Additionally, as of August 2014, KVSC welcomed two new international graduate students. One student is from The Gambia and is the public relations and social media director; the other student is from Iran and is training to be the news director. Both are key members and leaders in the staff.

KVSC is the studio home and serves as technical support, in a partnership with the State Services for the Blind, of the Central Minnesota Audio Newspapers. A core of approximately 50 volunteers access newspapers and use a dedicated KVSC studio to deliver 2 hours daily of local content to persons with visual impairment or blindness. KVSC assists with technology training, studio use time coordination and training, office support and other projects as needed to serve this unique audience. Many of the volunteers who read for the program are retirees as well as the primary listening audiences they serve are elderly.

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:

- Seek a diverse candidate to serve on the Community Advisory Board for a new term, starting spring 2015. The current board has a good balance of women and men.
- Produce and promote a radio docu-drama on the *Trial By Mob: Lynchings in Duluth in 1920* to share a radio production, podcast and educational teaching tool with Minnesota schools.
- Actively seek diverse artists (gender, race, sexual orientation) to perform and support *Granite City Radio Theatre*, a quarterly live radio program produced by KVSC.
- 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, the goal of broadcasting Somali content in a Low Power FM format.

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

KVSC actively recruited graduate students of color and of international background. This process began in April 2014 with outreach efforts in collaboration with the SCSU Department of Mass Communications Graduate program. This resulted in a graduate student from The Gambia and another from Iran. It was an extensive communication and recruitment process over five months to secure the students. Both students are employees with leadership positions gaining hands-on experience in news production and web content generation as well as social media, public relations and graphic design.