

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

September 2019

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 was 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, 2019 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, 2019:

**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.

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.

KVSC continued its relationship with the Paramount Center for the Arts in St. Cloud with the *Midnimo* program through April 2019. This program involved 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 October 13, 2018 KVSC helped promote and present Somali artist Aar Maanta at a concert at the Paramount Theatre in St. Cloud. He was interviewed for on air and podcast for KVSC's *Untold Stories of Central Minnesota* as well as on air promotion. Nearly 700 students, community and Somali residents of Central Minnesota attended his concert.

Additionally, in March 2019 KVSC was a significant partner in presenting Faarrow—Somali sisters from Toronto, but born in Somalia. Their music fuses African rhythms with modern production resulting in a drum heavy blend of world, hip-hop and pop music. The station was home to interviews, rehearsal space and support for their concert also at the Paramount Theatre. Additionally, their backing band *Astralblack* was interviewed live on the air during the Urban Invasion program.

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 Ethnic Studies Professor Christopher Lehman. Lehman has a new book coming out this fall through the Minnesota Historical Society Press called "Slavery's Reach" that discusses the different ways that slavery affected Minnesota before, during, and after the Civil War.

Jeff Carmack also produced a long form feature and podcast about Pride month and how there are many, many lives within our community that are tied to the concept of being the individual that they truly are. Yad Aira from St. Cloud talked about her coming out process and the effects it had upon her conservative family and friends, as well as how it radically changed her life for the better even though it was a long, strange journey. Seth Kaempfer, Director of the SCSU LGBT Resource Center talked about the history of Pride, why it is so important, the direction of the movement today and resources that LGBT youth might need as they address this issue within their lives.

He also visited a new non-profit in St. Cloud that is creating a profound difference for some of the most vulnerable people in our community, homeless youth. The organization is called Pathways4Youth. With an estimated 150 homeless youth between the ages of 16 and 24 in the St. Cloud area, board member John Bodette and Interim Director of Programming Cheri Sutch explain how Pathways4Youth and their numerous partner organizations are providing the tools for these young people to build themselves up and climb out of a very tough situation.

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 35 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 2018-19 KVSC had several female artists perform as station organized concerts and events. This included Carrie Schneider as guest musician at Granite City Radio Theatre and Tina Schlieske of Tina and the B-Sides headline our spring concert in May 2019 at the Pioneer Place Theatre.

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 on PRX.