

Nevada City Community Broadcast Group  
KVMR FM, Nevada City  
**Diversity Report 2015-2016**

KVMR is committed to achieving diversity in its programming, workforce, management, and boards, including its community advisory board. KVMR defines diversity broadly and includes in that definition such characteristics as: race, color, national origin, gender, age, religion, ethnicity, geography, sexual orientation, gender identity, disability, physical appearance, and social status.

KVMR reaches out to the entire local community:

**KVMR Mission Statement**

KVMR provides community members opportunities to connect through the development and production of music, news, and public affairs programs that entertain, inform, and educate.

Diversity is a key element of KVMR's core values:

**KVMR Core Values Statement**

In all activities, including the development, content, and production of programs, as well as business conduct, both internally and with the community at large, KVMR is committed fully, in no particular order, to the core values below:

- Quality, both broadcast and program.
- Community engagement – volunteer-based and listener-supported.
- Creativity.
- Diversity and inclusivity.
- Fiscal responsibility.
- Transparency.
- Honesty.
- Integrity.
- Having fun.

Located in a rural area, with limited racial/ethnic diversity (Nevada County was 92.4% White, 83.4% excluding Hispanic and Latino, in 2015), KVMR is challenged to fill staff and governance positions with a broad range of ethnically diverse individuals. This challenge, however, brings great opportunity to KVMR to program creatively in a way that brings a broad range of diversity to its listeners. Current programs presented by KVMR's colorful and eclectic broadcasting staff include a broad range of cultural offerings as well as talk shows, news programs, and interviews covering an immensely broad variety of subjects and opinions. A sample of these programs (most of which are locally produced) includes:

- See Jane Do (women doing extraordinary things for the planet)
- Money Matters (talks on all things money and the economy)
- Heads Up (former mayor covers local and global issues)
- Random Rants (retired sheriff's captain with progressive views)
- The Sages Among Us (leadership and civic engagement)
- The Tibetan Radio Hour
- Left, Right, & Center (varying opinions across the spectrum)
- The Energy Report (energy related news and tips)
- Homestead Radio Hour (backyard farming and urban homesteading)
- Disability Rap (current and emerging disability issues)
- Women's Show (bringing women's voices and experience to the airwaves)
- Earth Mysteries (eclectic stories of all genres)
- Cannabis Crusades
- Undernews (out-of-the-mainstream interviews)
- Conversations (interviews from leading edge thinkers on environmental, social, & spiritual issues)
- Bike Talk
- Democracy Now!
- The Garden Forum
- BBC World Service News
- Soundings (a look into the natural world)
- Bioneers (looking at environmental and social challenges)
- Best of Health (health care issues)
- Organic Matters (organic gardening and various nature issues)
- Making Contact (in-depth reports on political and social issues, from journalists around the globe)
- Radio Curious (interviews on a wide array of topics)
- The Good News Show (uplifting stories about people making a difference)

KVMR offers music from almost every genre imaginable: alternative, americana, avant garde, big band, bluegrass, blues, country, eclectic, electronic, folk, hip-hop, jazz, latin, oldies, r&b, reggae, rock, soul/gospel, and world. Local musicians and musicians from touring bands who are performing locally are frequently interviewed live in KVMR's studios.

The eclectic nature of KVMR's programming is both reflective and encouraging of a radio community that is diverse in terms of age, gender, culture and religion. KVMR recognizes the importance of cultivating diversity among its members, staff, and volunteers. Diversity of gender and generation is reflected in all of these groups. Diversity of race and culture is more difficult to achieve. Nevada County is overwhelmingly White. With most volunteers and staff being drawn from this population, the KVMR community is also overwhelmingly White.

There are twelve seats on the KVMR Board of Directors. Eight of those seats are elected by the Board, and four are elected by the membership at a General Meeting. Vacancies are publicized

through frequent on-air announcements during the weeks prior to the application deadline, and an email announcement to the broadcasters. Through these broadcasts, the Board endeavors to recruit new members that reflect the diversity of KVMR's listening audience. Currently, the Board of Directors includes 5 women, 5 men, 9 non-Hispanic Whites and one member of Asian-American descent. There are two vacancies. The diversity of religion among Board members is unknown, as selection of Directors is made without regard to that factor, and it is generally not a topic of discussion. Most of the current Board members are over the age of 50, though the Board is excited to have added two younger members last year. The Board recognizes that it would benefit from adding younger and otherwise diverse individuals and is continuing to recruit with that in mind.