

Nevada City Community Broadcast Group KVMR FM, Nevada City
Diversity Report 2020-2021

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 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.

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 93.6% White, 85.4% excluding Hispanic and Latino, in 2016), 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:

Public Affairs Programming:

- See Jane Do (Women doing extraordinary things for the planet)
- Resilience Radio (Native American and Indigenous Peoples' music and issues)

- The Sages Among Us (leadership and civic engagement)
- The Tibetan Radio Hour
- Disability Rap (current and emerging disability issues)

Music Shows:

- Women's Show (bringing women's voices and experience to the airwaves)
- South of the Border – Music From Mexico, Central and South America
- Musica Latina – Music South America and Spain
- Kani Kapila – Music from the Hawaiian islands
- Ital Culture – Music from Jamaica

KVMR has three unique programming streams. In addition to KVMR at 89.5, we added KVMR HD2 at 105.7 and an online streaming station at KVMRx.org. These added streams are bringing in a new generation of broadcasters and providing an opportunity for younger community members to share music and produce public affairs programs focused on the issues that affect them.

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 broadcasters 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.

The board is made up of:

1 Ex-Officio member

0 appointed by government body or officials.

3 elected by community/membership

8 Board Elected Members.

We have 12 Board positions, with 12 current members plus the General Manager as a non-voting member of the board. Breakdown of female and male by ethnicity.- We currently have 5 self-identified women, 1 self-identified non-binary, and 6 self-identified men. 1 self-identified Hispanic/Latinx member, 11 self-identified white members. 1 self-identified Jewish member, 11 unidentified religious preferences. 1 self-identified LGBTQ+. 3 self-identified people with disabilities.

