

Grantee Information

ID	4717
Grantee Name	KSVR-FM
City	Mount Vernon
State	WA
Licensee Type	University

1.1 Employment of Full-Time Radio Employees

Jump to question: [1.1](#)

Please enter the number of FULL-TIME RADIO employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees

Jump to question: [1.1](#)

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000	<input type="text"/>	<input type="text" value="0"/>				
Managers - 2000	<input type="text"/>	<input type="text" value="0"/>				
Professionals - 3000	<input type="text"/>	<input type="text" value="0"/>				
Technicians - 4000	<input type="text"/>	<input type="text" value="0"/>				
Sales Workers - 4500	<input type="text"/>	<input type="text" value="0"/>				
Office and Clerical - 5100	<input type="text"/>	<input type="text" value="0"/>				
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text" value="0"/>				
Operatives (Semi-Skilled) - 5300	<input type="text"/>	<input type="text" value="0"/>				
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text" value="0"/>				
Service Workers - 5500	<input type="text"/>	<input type="text" value="0"/>				
Total	<input type="text" value="0"/>					

1.1 Employment of Full-Time Radio Employees

Jump to question: [1.1](#)

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Managers - 2000	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>
Professionals - 3000	<input type="text"/>	<input type="text" value="0"/>				
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>
Sales Workers - 4500	<input type="text"/>	<input type="text" value="0"/>				
Office and Clerical - 5100	<input type="text"/>	<input type="text" value="0"/>				
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text" value="0"/>				
Operatives (Semi-Skilled) - 5300	<input type="text"/>	<input type="text" value="0"/>				
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text" value="0"/>				
Service Workers - 5500	<input type="text"/>	<input type="text" value="0"/>				
Total	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>

1.1 Employment of Full-Time Radio Employees

Jump to question: [1.1](#)

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	<input type="text"/>
Managers - 2000	<input type="text"/>

Professionals - 3000	<input type="text"/>
Technicians - 4000	<input type="text"/>
Sales Workers - 4500	<input type="text"/>
Office and Clerical - 5100	<input type="text"/>
Craftspersons (Skilled) - 5200	<input type="text"/>
Operatives (Semi-Skilled) - 5300	<input type="text"/>
Laborers (Unskilled) - 5400	<input type="text"/>
Service Workers - 5500	<input type="text"/>
Total	<input type="text" value="0"/>

1.1 Employment of Full-Time Radio Employees Jump to question:

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers Jump to question:

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers Jump to question:

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers Jump to question:

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total
Female Major Programming Decision Makers	<input type="text"/>	<input type="text" value="0"/>				
Male Major Programming Decision Makers	<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
Total	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1"/>	<input type="text" value="2"/>

1.3 Employment of Part-Time Radio Employees Jump to question:

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees Jump to question:

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000	<input type="text"/>	<input type="text" value="0"/>				
Managers - 2000	<input type="text"/>	<input type="text" value="0"/>				
Professionals - 3000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="3"/>	<input type="text" value="4"/>
Technicians - 4000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>
Sales Workers - 4500	<input type="text"/>	<input type="text" value="0"/>				
Office and Clerical - 5100	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="2"/>
Craftspersons (Skilled) - 5200	<input type="text"/>	<input type="text" value="0"/>				
Operatives (Semi-skilled) - 5300	<input type="text"/>	<input type="text" value="0"/>				
Laborers (Unskilled) - 5400	<input type="text"/>	<input type="text" value="0"/>				
Service Workers - 5500	<input type="text"/>	<input type="text" value="0"/>				
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="5"/>	<input type="text" value="7"/>

1.3 Employment of Part-Time Radio Employees Jump to question:

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0"/>

Managers - 2000					1	1
Professionals - 3000		1			3	4
Technicians - 4000		1	1		3	5
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300					0	0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	2	1	0	7	10

1.3 Employment of Part-Time Radio Employees

Jump to question: [1.3](#)

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment

Jump to question: [1.4](#)

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment

Jump to question: [1.4](#)

Number working less than 15 hours per week

16

1.4 Part-Time Employment

Jump to question: [1.4](#)

Number working 15 or more hours per week

1

1.5 Full-Time Hiring

Jump to question: [1.5](#)

Enter the number of full-time employees in each category hired during the fiscal year. (Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question: [1.5](#)

No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring

Jump to question: [1.5](#)

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000			1		1
Professionals - 3000					0
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	0	1	0	1

1.6 Full-Time and Part-Time Job Openings

Jump to question: [1.6](#)

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in

previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Number of full-time and part-time job openings

1.7 Hiring Contractors

Jump to question: 1.7

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: 1.7

Check all that apply

- Underwriting solicitation related activities
- Direct Mail
- Telemarketing
- Other development activities
- Legal services
- Human Resource services
- Accounting/Payroll
- Computer operations
- Website design
- Website content
- Broadcasting engineering
- Engineering
- Program director activities
- None of the above

Comments

Question Comment

No Comments for this section

2.1 Average Salaries FULL TIME EMPLOYEES ONLY

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
<u>Chief Executive Officer</u>	1.00	\$ 55,000	21
Chief Executive Officer - Joint		\$	
<u>Chief Operations Officer</u>		\$	
Chief Operations Officer - Joint		\$	
<u>Chief Financial Officer</u>		\$	
Chief Financial Officer - Joint		\$	
<u>Publicity, Program Promotion Chief</u>		\$	
Publicity, Program Promotion Chief - Joint		\$	
<u>Communication and Public Relations, Chief</u>		\$	
Communication and Public Relations, Chief - Joint		\$	
<u>Programming Director</u>	1.00	\$ 32,112	1
Programming Director - Joint		\$	
<u>Production, Chief</u>		\$	
Production, Chief - Joint		\$	
<u>Executive Producer</u>		\$	
Executive Producer - Joint		\$	
<u>Producer</u>		\$	
Producer - Joint		\$	
<u>Development, Chief</u>		\$	
Development, Chief - Joint		\$	

<u>Member Services, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Member Services, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Membership Fundraising, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Membership Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>On-Air Fundraising, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
On-Air Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Auction Fundraising, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Auction Fundraising, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Underwriting, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Corporate Underwriting, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Corporate Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Foundation Underwriting, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Foundation Underwriting, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Government Grants Solicitation, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Government Grants Solicitation, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Operations and Engineering, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Operations and Engineering, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Engineering Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Engineering Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Broadcast Engineer 1</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Engineer 1 - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Production Engineer</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Production Engineer - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Facilities, Satellite and Tower Maintenance, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Facilities, Satellite and Tower Maintenance, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Technical Operations, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Technical Operations, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Education, Chief</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Education, Chief - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Information Technology, Director</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Information Technology, Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Volunteer Coordinator</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Volunteer Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>News / Current Affairs Director</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
News / Current Affairs Director - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Music Director</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Music Librarian/Programmer</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Announcer / On-Air Talent</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Announcer / On-Air Talent - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Reporter</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Reporter - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Public Information Assistant</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Public Information Assistant - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>

<u>Broadcast Supervisor</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Broadcast Supervisor - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Director of Continuity / Traffic</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Director of Continuity / Traffic - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Events Coordinator</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Events Coordinator - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
<u>Web Administrator/Web Master</u>	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Web Administrator/Web Master - Joint	<input type="text"/>	\$ <input type="text"/>	<input type="text"/>
Total	2.00	\$ 87,112	22

Comments

Question Comment

No Comments for this section

3.1 Governing Board Method of Selection

Jump to question:

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection

Jump to question:

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection

Jump to question:

Appointed by government legislative body (including school board) or other government official (e.g. governor)

3.1 Governing Board Method of Selection

Jump to question:

Elected by community/membership

3.1 Governing Board Method of Selection

Jump to question:

Other (please specify below)

3.1 Governing Board Method of Selection

Jump to question:

3.1 Governing Board Method of Selection

Jump to question:

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection

Jump to question:

Total number of board members (Automatic total of the above)

3.2 Governing Board Members

Jump to question:

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

Jump to question:

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members

Jump to question:

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="3"/>	<input type="text" value="3"/>
Male Board Members	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="3"/>	<input type="text" value="3"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="6"/>	<input type="text" value="6"/>

3.2 Governing Board Members

Jump to question:

Number of Vacant Positions

3.2 Governing Board Members

Jump to question:

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

3.2 Governing Board Members

Jump to question:

Number of Board Members with disabilities

Comments

Question Comment

No Comments for this section

4.1 Community Outreach Activities

Jump to question:

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities

Jump to question:

	Yes/No
Produce public service announcements?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commercial TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question Comment

No Comments for this section

5.1 Radio Programming and Production

Jump to question:

Instructions and Definitions:

5.1 Radio Programming and Production

Jump to question:

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production

Jump to question:

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	<input type="text" value="39"/>	<input type="text" value="1,682"/>	<input type="text" value="1,721"/>
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	<input type="text" value="22"/>	<input type="text" value="0"/>	<input type="text" value="22"/>
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	<input type="text" value="92"/>	<input type="text" value="338"/>	<input type="text" value="430"/>
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
All Other (incl. sports and religious — Do NOT include fundraising)	<input type="text" value="0"/>	<input type="text" value="52"/>	<input type="text" value="52"/>
Total	<input type="text" value="153"/>	<input type="text" value="2,072"/>	<input type="text" value="2,225"/>

5.1 Radio Programming and Production

Jump to question:

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production

Jump to question:

Approx Number of Original Program Hours

Comments

Question Comment

No Comments for this section

6.1 Telling Public Radio's Story

Jump to question: 6.1

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2015. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2015 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

Jump to question: 6.1

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

The goals for this community/college station is to encourage community interactions which facilitate understanding among residents in our community, and improve the sense of familiarity among people. To accomplish these goals, our approach is to share local, regional, and distant voices with listeners. This approach allows KSVR to facilitate discussion of ideas, disseminate information about resources, and share experiences. Our staff and listeners can help build relationships by engaging in dialog, and by doing this work KSVR can build a base of support for the station. Local radio program production is our core strength, and is the best mechanism for combining community service and outreach. Our continual internal critique of content leads us to demand relevance and sustainability from all of our producers. KSVR continues to create local programs that involve the community in producing radio, as shown in these examples: Book Views is a weekly module that brings city librarians in to the station. Human Services graduates work with alcohol and drug dependency counselors. Community leaders and citizens active in the community are presented in our daily news magazines. These programs, and also "evergreen" segments of our magazine programs, are next placed on our website and located at our SoundCloud pages, for on-demand listening. We have been promoting on social media, often with visual component. Our work with the local community college and high schools helps bring a lot of information to our listeners and the general public. We work with many partners, including government agencies and non-profits.

6.1 Telling Public Radio's Story

Jump to question: 6.1

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

KSVR is involved outside the radio station in order to be recognized as a participant in our community by other agencies and institutions. On the air, on the website, and via social media, KSVR promotes the meaning and impact of annual civic events. For our ethnic-minority listeners, those events include workshops for young people eligible for the Deferred Action for Childhood Arrivals federal visa program, the United States Citizenship Day application workshop partnering with American Immigration Lawyers Association, the local Farm Worker Solidarity March partnering with immigrant labor advocacy organizations, and International Music Collective programs partnering with the college ESL students. These events position KSVR in public service role with leaders and citizens in the underserved minority community. These events provide a catalyst for public discourse surrounding the purpose and background for each event. In a partnership with the biennial Skagit River Poetry Festival, KSVR records, edits, and archives over 20 hours of poet readings, and includes materials used in Poets in the Schools programs. Representatives of local school districts work with a radio producer to present various parent-teacher topics and promote activities in their schools especially related to Latino success and matriculation. The topics included tutoring opportunities, and explanation of WASL testing. KSVR employees speak to students in community college classes each quarter to encourage utilization of the radio station in promotional and public affairs production to augment their class projects, which often involve working with a community public service organization. For example, some Speech and Human Services courses now include curriculum utilizing the radio station facility and broadcast for public service announcements and round-table talk shows to promote their projects. The station utilizes Broadcast, Streaming, Web Podcast, and On Demand to help listeners find our content. Our goal with these programs is to satisfy a need for local public media in our broadcast range, because the nearest NPR studio is about 58 miles away, and other NPR studios are much farther away and therefore NPR programming does not provide any local content. Our success with these efforts is measured in terms of listener support, publicity, and business support.

6.1 Telling Public Radio's Story

Jump to question: 6.1

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Our goal is to broaden our level of familiarity among people living in the various communities in our coverage area, with a focus on the community of license. Our level of success is shown in the amount of feedback received, attendance, business underwriters, and listener membership. For the general community, the station will broadcast live, and distribute information, at local fairs and events, including the Mount Vernon Street Fair, the summer County Fair, and other Chamber of Commerce events. The station sponsors a venue, and broadcasts recordings from a series of public events at the local non-profit theater featuring agriculture health awareness and voting rights. Plans for future program offerings include an in-depth documentary on Bees and Pollination, and another series of "Kitchen Cuisine" programs, this year featuring different guests each show, highlighting expertise in food selection, preparation, and presentation. Kendra Anderson, Organizer, OneAmerica (Seattle) "I want you to know that I have the upmost respect for the work you have developed at the station, and the incredible informational tool it is for the community to learn and be connected." Today, KSVR provides a service to a growing population of native Spanish-speakers, and dual-language residents, by airing specialized programming daily, including a range of general and targeted information, educational opportunities, cultural content from authentic sources, national news from non-commercial sources, and connects this with our listeners by employing local, recognizable voices. The programming strengthens the willingness of guest to participate on the air with call-ins. Kim Requa, Director, TRIO Student Support Services, Skagit Valley College "A great contribution to our diversity efforts." The radio service provides lowest cost delivery service to common media devices. Agencies and organizations continue to work on new programming because they believe the delivery is reaching people. Jo Wolfe, Publicity Director, Skagit County Historical Museum "Working together to support our community-wide event expanded the message that we were making ... (through the) Edward R. Murrow celebration." Our goal is to broaden our level of familiarity among people living in the various communities in our coverage area, with a focus on the community of license. Our level of success is shown in the amount of feedback received, attendance, business underwriters, and listener membership.

6.1 Telling Public Radio's Story

Jump to question: 6.1

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

According to updated census estimates, about 20% of the population in the KSVR coverage (broadcast range) 60dB contour identifies as Hispanic. The communities served by KSVR have a historical connection to Latino migrant farmworkers. And so it is natural that KSVR began offering programs in Spanish language. In 1996, KSVR increased Spanish-language programs to be 50% of the overall schedule, which remains today. It has an established history, being identified as a community resource for the Hispanic community, especially agricultural manufacturing and service workers. Starting in 1994, KSVR steadily built-up its percentage of programming in Spanish to its current level of services from entertainment to information to education. These events started with popular dances, but soon expanded to Social Service workshops, public forums around health and political changes, and traditional Hispanic celebrations such as Cinco de Mayo and Fiestas Patrias. By taking feedback from participants and others from the Latino community, the staff at KSVR has been able to keep these events interesting and current. Due to the lack of local Spanish language news resources (no local newspaper or television channel in Spanish), KSVR has produced many iterations of its own local news programs, based on available resources. Currently the station is producing 3 hours per week of local reporting in Spanish, airing Monday, Wednesday, and Friday mornings. With no commercial stations offering local programming in Spanish (the nearest signal is about 55 miles away and geographically constrained), KSVR is using its minimal resources to support a wide-ranging local service to this community. The 2010 Census data for our area shows that the number of Hispanics has grown an astounding 72% since the 2000 census, and that growth is expected to continue. Today, KSVR provides a service to a growing population of native Spanish-speakers, and dual-language residents, by airing specialized programming daily, including a range of general and targeted information, educational opportunities, cultural content from authentic sources, national news from non-commercial sources, and connects this with our listeners by employing local, recognizable voices. Locally produced educational programming in Spanish or Bilingual (Spanish and English) includes 6 hours per week of topical public affairs and 20 hours per week of locally produced music and information programs. KSVR staff works with administration outreach directors from the major high school districts, to produce a weekly informational program, primarily geared to parents, but also featuring high school students recorded "on-site". An innovation created by utilization of the partner resources is to take a producer into the schools to work with the show host in recording voices of students. Other topical programs include a weekly program of employment topics hosted by a state-sponsored placement agency, a program that features field recordings from a farm-worker advocacy organization workshops with immigration attorneys, and interviews with domestic violence advocates. A national programming source for our

Spanish language news, discussion, and other cultural programming comes from Satellite Radio Bilingue. A long time partner, KSVR has a satellite downlink to obtain the service. This partnership provides for our listeners an opportunity to interact with a national and international service, connecting them to family or their past. KSVR broadcasts a regular schedule in Spanish and English. The dialects in Spanish range from Mexican to Cuban to Peruvian. The primary dialect spoken at KSVR is Mexican Spanish. Almost half of the broadcast schedule for KSVR is in Spanish. Several hours with content addressing the Latino community is produced in English. KSVR has six hours per week bilingual hosts speaking Spanish and Mixteco. In the past year we have added some translations of information material relevant to new immigrants (mostly farmworkers) in Triqui, an indigenous language of Oaxaca, Mexico.

6.1 Telling Public Radio's Story

Jump to question: **6.1**

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

A significant portion of our programming was initiated and realized due to the Community Service Grant funding. The impact of the CPB funding on our ability to serve our community is extremely important due to our low staff level and limited ability to raise revenue with a potential population coverage of 72,000. This grant helps provide service to many "underserved", even though our area is not considered "rural", it lacks various media resources. Our first year of grant funding came at the start of the national economic recession, and our effort to increase and improve fundraising was impeded somewhat from the original planned timeline. However, our revenue over the past year has shown an increase. KSVR is on track to triple its underwriting revenue this fiscal year. With our grant we are able to provide the technical and administrative support that can foster meaningful and "listenable" programming, improving our listener retention. This year KSVR management will continue annual station training for all staff broadly encompassing FCC rules and regulation. We are using our grant funding to build the structure and programming that will increase audience and create sustainable support for the future. With our grant we are able to fund the production of high quality weekly programs, some of which are so relevant that other radio stations want to broadcast them in their community. Our national programming allocation supports acquisition of programming that we could not otherwise afford. With our grant we are able to produce promotional materials, to tell the community about the work that we do. Many important community contacts may not listen to KSVR, but they appreciate what we do. Some recent members have donated, and then explained that they don't live in our area, but became aware of how we support a community they care about. The grant has enabled KSVR to develop a staff position for web and design services to help engage the audience in our programming, and bring more new and returning listeners to our FM signal. Our first year, we contracted this work, but find now it less expensive to have our own part-time employee. With our grant we are able to produce community events that raise awareness of the station's role as "member", "participant", and "contributor" in our community. That is our plan to remain relevant and sustain our role for years to come.

Comments

Question Comment

No Comments for this section

7.1 Journalists

Jump to question: **7.1**

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists

Jump

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, No Hispanic
News Director	<input type="text"/>									
Assistant News Director	<input type="text"/>									
Managing Editor	<input type="text"/>									
Senior Editor	<input type="text"/>									
Editor	<input type="text"/>									
Executive Producer	<input type="text"/>									
Senior Producer	<input type="text"/>									
Producer	<input type="text"/>									
Associate Producer	<input type="text"/>									
Reporter/Producer	<input type="text"/>									
Host/Reporter	<input type="text"/>									
Reporter	<input type="text"/>									
Beat Reporter	<input type="text"/>									
Anchor/Reporter	<input type="text"/>									
Anchor/Host	<input type="text"/>									
Videographer	<input type="text"/>									
Video Editor	<input type="text"/>									
Other positions not already accounted for	<input type="text"/>									
Total	<input type="text" value="0"/>									

Comments

Question Comment

No Comments for this section