

CPB Diversity Eligibility Initiatives Report for FY20
Northern Community Radio
10/19/20

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 implemented the following initiatives to achieve that goal.

- 1. Review with the station's governing board or licensee official those practices that are designed to fulfill the station's commitment to diversity and to meet the applicable FCC guidelines (see 47 CFR § 73.2080):** Northern Community Radio's board of directors will review the FCC's 47 CFR § 73.2080 guidelines at its October 26, 2020 meeting.
- 2. CPB asks each radio CSG recipient to prepare and forward to CPB (and post on their website) a brief statement (about 500 words) that reflects on the following points:**

The elements of diversity that Northern Community Radio finds important to its public media work:

- A mix of ages, genders, cultural backgrounds and other indicators that are typical of northern Minnesota.
- Geographic representation that broadly includes the listening area.

The extent to which Northern Community Radio's staff and governance reflect such diversity:

- The following racial breakdown is from census data for the counties covered by our broadcast signals:
 1. White: 91.2%
 2. American Indian: 3.8%
 3. Two or more races: 2.2%
 4. Hispanic: 1.4%
 5. Black: .8%
 6. Asian: .6%
 7. Other: .3%
 8. Pacific Island: .02%
- Census data show the following age breakdown in the counties served by our signals:
 1. 0-17: 22%
 2. 18-24: 7%
 3. 25-44: 22%
 4. 45-64: 31%
 5. 65+: 18%

- There is a close to 50/50 gender split in northern Minnesota.

Staff: Ten full-time and 3 part-time staff members work for Northern Community Radio. Eleven are Caucasian, one self-identifies as Other/Human and one is part American Indian. Nine are female and 4 are male. Of the staff members who make major programming decisions 100% are female. The average age of the full-time staff is 51.7.

Ages of members of the full-time staff are as follows:

18-24: 0
25-44: 2 (20%)
45-64: 7 (70%)
65+: 1 (10%)

Governing board: As of the date of this report there are 10 board members. Thirty percent (3) are female and 70% (7) are male. The board president is male; the vice president is female. The secretary and treasurer are male. The board represents a broad geographic region.

Race of board members:

White: 90%
American Indian: 10%

Ages of board members are as follows:

18-24: 0
25-44: 2 (20%)
45-64: 3 (30%)
65+: 5 (50%)

Geographic distribution/distance board members travel (one-way) to meetings:

0-10 miles: 2
11-20 miles: 0
21-30 miles: 0
31-40 miles: 1
41-50 miles: 2
51-60 miles: 0
61-70 miles: 1
71-80 miles: 1
81-105 miles: 3

The progress Northern Community Radio has made to increase its diversity in the last two to three years and its diversity plans for the coming period:

The following initiatives help increase our diversity now and in the future. The organization's policies and bylaws identify the people we seek to serve.

On-air volunteer training programs: Northern Community Radio normally conducts two volunteer training classes (with follow-up) annually. Classes

are free of charge, promoted on-air, open to the community. Classes teach professional radio skills that have led to jobs at this station and elsewhere. Last year, 17 people attended volunteer training classes. This year, due to Covid-19 we have not been able to conduct the classes. Classes will resume when it is safe to do so.

- Volunteers serve as producers of music and public affairs programs on Northern Community Radio. Due to Covid, staff are spending minimal time at the studios and we are currently unable to accommodate volunteers in the studios in person (several volunteers currently produce programs from home). Last year Northern Community Radio had 77 on-air music volunteers, and 33 volunteer public affairs producers, co-hosts and community journalists involved with its programming.
- Northern Community Radio contributes annually to a scholarship fund for a student studying broadcasting in MN. Each year a recipient is selected for a \$1,000 scholarship through Ampers (Association of MN Public Educational Radio Stations).
- Hiring decisions are based on our assessment of the best candidate for the job. As is required by the FCC's EEO policies, job openings are broadly disseminated to achieve as diverse a pool of candidates as we can for each position opening. Whenever appropriate, diverse candidates are included in job interviews. (There have been no job openings in this past year)
- Program outreach to diverse communities in our broadcast region: We pay a diverse group of independent MN writers to write, produce and air work on Northern Community Radio.
- We ask all music programmers to air 50% women artists, include people of color in every program, and include MN musicians hourly.
- We endeavor to attract and equally welcome employees and volunteers of many human types and all protected classes, including age, gender, race, color, nationality, religion, familial status, veteran status, disability, genetic information, and sexual orientation.
- Our governing and community advisory boards promote diversity.
- Our governing board has made a commitment to increase its own racial diversity.
- Our organization is in compliance with federal, state and local laws on diversity and Equal Employment Opportunity.

A description of the diversity initiative that Northern Community Radio has undertaken this year (one initiative of the 5 described is required annually):

The board of directors received diversity counseling from Kyle Erickson from the Blandin Foundation in FY20. This led to a board resolution to diversify its own membership. The board added one American Indian member this year, elected by the membership.

Some past diversity initiatives:

- Northern Community Radio's board of directors and staff received diversity training about LGBTQ people and gender issues from Eva Wood of OutFront MN in Minneapolis in FY19.
- Northern Community Radio's board of directors received diversity training about people with mental illness from Melissa Weidendorf from SpeakEasy Counseling in Grand Rapids in FY18.
- Northern Community Radio's board of directors and staff received diversity training in 2017 from John Emery from the Islamic Resource Group.
- The board received diversity training from Samson Longtin of Itasca Diversity Alliance in FY16
- The board received diversity training from Ojibwe elder Larry Aitkin in FY15.