

CPB Diversity Eligibility Initiatives
Northern Community Radio
2018

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 reviewed the FCC's 47 CFR § 73.2080 guidelines at its October 15, 2018 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 is from census data for the counties covered by our broadcast signals (this is a racial breakdown; there do not seem to be other ethnic or cultural identifiers in the census data except Hispanic):
 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 49.7.

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 this date there are 9 board members (up to 10 people may serve on the board). Forty-four percent (4) are female and 56% (5) are male. All appear to be White. The board president is female; the vice president and treasurer are male. The secretary is female. The board represents a broad geographic region.

Ages of board members are as follows:

18-24: 0
25-44: 2 (22%)
45-64: 4 (44%)
65+: 3 (33%)

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

0-10 miles: 2
11-20 miles: 0
21-30 miles: 1
31-40 miles: 0
41-50 miles: 1
51-60 miles: 0
61-70 miles: 2
71-80 miles: 0
81-95 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 has had 77 on-air music volunteers in the past year, and 33 volunteer public affairs

producers, co-hosts and community journalists involved with its programming. It offers volunteer training classes twice each year, 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. 17 people attended new volunteer training classes this year.

- 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 continue to be based on our assessment of the best candidate for the job. As is required by the FCC's EEO policies, job openings will be 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.
- 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. In collaboration with other MN public educational radio stations (through Ampers), we are continuing to air our new weekly MN Native News program this year.
- We ask all music programmers to air 50% women artists.
- 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 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):

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 FY 18.

Past diversity initiatives:

- Northern Community Radio's board of directors and staff received diversity training in 2017 from John Emery from the Islamic Resource Group.
- The board attended diversity training with Samson Longtin of Itasca Diversity Alliance in FY16
- The board attended diversity training with Ojibwe elder Larry Aitkin in FY15.
- The senior staff attended diversity training at NW MN Foundation in FY 14.