

KHFM's Diversity Goal

KHFM

Diversity Eligibility: CPB Policy

The American General Media Foundation, the holder of the FCC license for KHFM, offers the following in response to the Policy Guidelines for Community Service Grant Review as outlined in the material distributed by the Corporation for Public Broadcasting's 2019 Radio Community Service Grants General Provisions and Eligibility Criteria October 2018

KHFM's primary listening area is the City of Santa Fe, Albuquerque, and the surrounding counties of: Santa Fe, Bernalillo, Lincoln, Chaves, Sandoval, Valencia, Taos and Torrance. Coverage is extended by repeater stations in Roswell and Ruidoso, NM.

To succeed in this diverse community, it is imperative that the station's leadership be attuned to the interests and needs of the diverse population that it serves. Thus, having meaningful representation from those diverse communities in its governance structure is essential. The Governing Board, The American General Media Foundation Board of Trustees of KHFM has always considered diversity, not just ethnicity, but in gender and age, to be an important element to consider in making selections.

As to the Community Advisory Board (CAB), the qualifying credentials are somewhat different in that these members do not have the same fiduciary responsibility for the financial well-being of the corporation. Thus CAB members are chosen less with an emphasis on corporate management and support but more for their interest in providing community input on programming, community outreach, and major policy decisions. The CAB proposes its own membership which is ratified by the Board of Directors

With that background, the diversity goal for KHFM can be best summarized as follows: In addition to the basic qualifications to perform the job, the Board of Trustees and the CAB are to have among their membership a fair balance between the genders and a meaningful representation of minority races who can bring to the governance of their respective boards a voice and perspective from life

experience so that discussions and decisions are made with the broadest practical view of the needs of the community that we serve.

B. Review of Station Practices

Consistent with its past practice, and as further suggested by the CPB Policy Guidelines, the Governance Committee of KHFM will re-examine its recruitment process over recent years to ensure that the diversity goal as outlined above is adhered to. Changes and improvements will be made where warranted. Furthermore, the Board of Trustees has directed the station management likewise to review internal practices to ensure continuing compliance with applicable FCC guidelines.

C. Diversity Statement.

The CPB Policy Guidelines include a request that each community service grant recipient prepare a brief statement that covers (a) the elements of diversity (gender, race, culture, religion, language, generation) that KHFM finds important to its public media work, (b) the extent to which staff and governance reflect such diversity, and (c) the progress that the station has made in the last two years as well as its diversity plan for the future.

This document as a whole is submitted as constituting such a statement. In addition to what has already been stated above, the following facts are offered:

- Of the 5 member Board of Trustees, currently one is of Hispanic descent, and two are women. The current Vice Chairman of the Board and Chairman of the Development Committee is a female. The Secretary of the Board is a Hispanic woman.

Of the twelve-member Community Advisory Board, there are three Hispanics, one Native American, and one African- American member(s).

As to progress in the past and diversity plans for the future, the station is pleased and proud of its performance in the past and has every intent to continue in the same fashion in the future. Of course, in any undertaking there is always room for improvement and in that we will be vigilant to ensure that the commitment to diversity is continued.

D. Initiatives.

The CPB Policy Guidelines asks that the station undertake on an annual basis at least one of five enumerated initiatives. In this regard:

- KHFM works closely, via the Community Advisory Board, with public and independent schools to develop educational programs which are germane to the school district and its students.

As set forth above in Schedule B, KHFM has regularly included diverse candidates in its governing boards.