Northern Community Radio
CPB Community Representation Statement 2024

Statement of Commitment to Diversity

Northern Community Radio, also known as KAXE/KBXE, is committed to representing the diverse community of northern Minnesota by reflecting the demographics of the area in its programming and the boards, volunteers, staff and management of the station.

KAXE/KBXE Diversity Goal

Northern Community Radio seeks to represent the diversity of northern Minnesota in its programming and composition of staffing, management and boards. We will provide equal opportunity in employment and educate our staff and board in maintaining an inclusive and diverse environment.

2020 census data from Itasca County provides the following information:

2020 data estimates		KAXE/KBXE Staff	Board
Population	45,014		
Ages 0-17 years	20.8%	0%	0%
Ages 18-64	55.7%	100%	92%
Over 64	23.5%	0%	8%
Females	50 %	75%	50%
White	91.7%	100%	92%
American Indian	3.2%		
2 or more races	3.9%		
Hispanic	1.9%		8%
Black	.5%		
Asian	.3%		

Diversity Policy Practices and Initiatives

Diversity as defined in northern Minnesota is a composite of ages, cultural backgrounds, geographic locales, gender. KAXE/KBXE ensures our commitment to diversity by the following practices:

- KAXE/KBXE board has reviewed FCC's 47 CFR 73.2080 guidelines
- Post job openings to a variety of diverse organizations and media
- 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
- Host events that promote cultural/ethnic/gender/geographic/age participation
- Broadcast programming that reflect cultural/ethnic/gender/geographic/age demographics.

- We pay a diverse group of independent writers and producers to have more equitable airwaves.
- We ask all music programmers to air 50% women artists as well as under-represented artists including BIPOC and LGBTQ in every program.
- Volunteers serve as producers for music and public affairs programming. They represent a diverse cultural/ethnic/gender/geographic/age demographic.
- CEO and Senior Management sit on various boards of organizations thru out Itasca & Crow Wing County
- Contribute annually to a scholarship fund for students in broadcasting thru AMPERS
- Partner with various educational, cultural, historical and arts organizations to create programs and features.
- Have representatives from all areas of county

KAXE/KBXE will strive to have diversity in our region by including all individuals in the production of and selection of content for not only our radio signal but also on our website and social media accounts.

Filed by
Sarah Bignall
CEO
KAXE/KBXE