

# KOPN / New Wave Corporation

## Community Representation Statement 2023

Those who began the New Wave Corporation did so in response to their perception that there was a need for more variety in broadcast media in our community, and that it needed to be accessible to all members of our community. They expressed this in the Purpose of the Corporation in the Articles of Incorporation:

“The purpose or purposes for which the corporation is organized are: to provide an educational, non-commercial communication service for and by Columbia citizens that will stimulate the listeners’ awareness of their community and world, and promote a better understanding of their neighbors—next door and across the oceans, and all other acts allowed under the General Not for Profit Corporation Law.”

To further clarify this, in our Mission, it is stated:

“KOPN is committed to educating and enriching the lives of its membership and the community it serves, especially those otherwise under-represented in the commercial or other non-profit media sectors. KOPN is free from direct constraints of commercial, political, or religious interests.

KOPN serves its community by:

- Encouraging participation by all segments of the community.
- Training individuals in radio production and giving access to its facilities and airwaves for the local production of quality radio programs
- Providing a diversity of viewpoints and musical genres through its programs that enhance the quality of life of its membership and the community at large.
- Providing a neutral forum for the discussion of issues important to its membership and the community at large.”

These documents are touchstones for the Board, staff, and volunteers of KOPN in our outreach, recruitment, hiring, orientation, training, and service. Diversity—with its essential corollaries, respect and tolerance—is fundamental to our community service along with free thought, free speech, and cooperation.

By sourcing over 60% of our program content from local volunteers who adhere to the tenets of our mission, KOPN is able to be a highly effective platform that reflects the needs of our community. This design and our concerted effort to accurately represent our community allows us to realize our mission, remain relevant to our community’s needs, and engage with new and diverse audiences through the work of our volunteer programmers.

The following table displays the demographic makeup of KOPN’s staff, volunteers, board, and Community Advisory Board (CAB) as of November 2023 compared with the demographics of Columbia, MO (our city of license):

	<b>Columbia, MO (2022 census.gov)</b>	<b>KOPN Staff (Nov 2023)</b>	<b>KOPN Volunteers (Nov 2023)</b>	<b>KOPN Board (Nov 2023)</b>	<b>KOPN CAB (Nov 2023)</b>
<b>Population</b>	128,555	4	81	9	6
<b>Men</b>	51.2 %	50 %	64 %	44.4 %	66.7 %
<b>Women</b>	48.8 %	50 %	36 %	55.6 %	33.3 %
<b>Black or African American</b>	11.5 %	0 %	11.1 %	11.1 %	16.7 %
<b>European, not Hispanic or Latino</b>	75.6 %	100 %	83.8 %	88.9 %	83.3 %
<b>Asian</b>	6.0 %	0 %	0 %	0 %	0 %
<b>Hispanic</b>	3.7 %	0 %	3.8 %	0 %	0 %
<b>Other</b>	3.2 %	0 %	1.3 %	0 %	0 %

KOPN’s volunteer demographics track somewhat closely to our city of license, while still leaving plenty of room for improvement. To better achieve our mission as stated above, we believe that diversity at our station should at the very least reflect the makeup of our city of license and, ideally, should reflect a greater demographic heterogeneity so as to counterbalance the more traditional, mainstream media outlets in our area. Our volunteer corps is the most fluid and dynamic of these groups, which makes it easier to recruit for participation than the other categories.

Our volunteers and Community Advisory Board more closely reflect the diversity of our city of license than does the composition of our Board of Directors or our paid staff. The Board of Directors and Community Advisory Board change according to our bylaws. The paid staff is more static, and change in diversity in this category has been the slowest as the opportunity is only provided by turnover and is often limited by our budget.

Changes in the diversity of KOPN are greatly affected by the economy, technology, and opportunities in our community. We recognize that people struggling to make ends meet have

little time to spend volunteering, and that a relatively static program schedule presents fewer opportunities for newcomers to be on the air. To counteract this, we are exploring a variety of ways to increase involvement for newcomers, such as creating more “collective” programs run by a small group of programmers, and creating “micro-programs” which can air interstitially between regular programs. Being in a community rich in universities and colleges, we have a regular stream of young people interested in volunteering, but also experience the turnover associated with this demographic. We do enjoy the volunteer contributions of retired individuals from all economic backgrounds, but this skews our age demographics.

To work towards increased representation and diversity, we will take time as a staff and board to reflect on this assessment and identify gaps in policies and representation so as to better inform our recruitment efforts for volunteers, the board of directors, staff, and our Community Advisory Board.

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*The Communications Act requires CPB to support diverse non-commercial educational content for unserved and underserved audiences and to make public media’s content available for free to rural and urban audiences throughout the United States. Locally owned and operated public media stations are uniquely connected to America’s communities and positioned to reflect and serve the diverse and varying populations of their communities.*

*CPB encourages stations to continue to reflect and include their communities in station employment, membership on boards primarily responsible for station governance, community advisory boards (if required) and to provide educational, informational, and cultural content that meets the need of the community populations they serve. Station activities and practices in support of these objectives must be consistent with the Equal Employment Opportunity provisions in the General Provisions and with other applicable federal and state laws.*

*To affirm this ongoing commitment, stations are required to adopt a “Community Representation Statement” that documents their support of these goals and how they plan to achieve them. The Community Representation Statement must be posted on the station’s website or made available at its central office. Stations must biennially review their Community Representation Statements with their governing body and modify them as necessary to reflect significant changes in their communities’ populations served and their strategies to serve them.*