



COMMUNITY QUESTIONS & ANSWERS

There have been some questions raised about Rainier Valley Radio recently. KVRU and SEED would like to clarify the current status of the exciting new voice of the Rainier Valley.

What is an LPFM station?

In 2013, the FCC announced a second and final round of low-power FM frequencies. LPFM radio stations can operate at a maximum power of 100 watts, which generally provides coverage within three to five miles. They are entirely commercial-free, and licenses are only granted to nonprofit organizations.

What's the relationship between SEED and KVRU?

A number of people urged SouthEast Effective Development (SEED), a longtime, respected housing, economic development and arts organization, to apply for an FCC license. SEED is the owner of the FCC license and the SEED Board of Directors, representative of the community, is legally responsible to the FCC for ensuring its requirements are met. Rainier Valley Radio | KVRU 105.7 FM is a program of SEEDArts.

Community oversight and guidance is provided to KVRU by a Radio Leadership Council comprised of representative members of Southeast Seattle. This 12-member group has met monthly since 2015. In August 2017, Sharon Maeda was hired as the KVRU station manager. Maeda has nearly 40 years' experience in community radio, and lives in the community. SEED staff and members of the Radio Leadership Council jointly interviewed candidates, and Maeda was unanimously selected.

What's the status of KVRU's FCC application?

The deadline for SEED to complete construction and start broadcasting is September 19, 2017. SEED has completed construction, installed all equipment and the antenna, and is currently testing the signal at 105.7 FM. KVRU is on track to begin broadcasts and get our license before the September 19 deadline.

Why was the KVRU streaming paused?

In February 2017, SEED completed a nearly \$400,000 capital campaign to build and equip the radio station. It was necessary to prioritize the studio construction in order to meet the FCC's deadline, so the streaming was paused and the equipment was moved to a temporary storage facility. Programmers were notified and invited to re-engage once the station was operational.

Did SEED “lock out” the community?

No. Construction on the radio station began in February 2017. Equipment was moved out of the station, and only the construction contractors were allowed access to the space at that time. The equipment, which was purchased with public funds, was moved to a secure storage space, to which no one was denied access when requested.

What was Tony Benton’s role?

Tony Benton is one of the many people who envisioned a community station and urged SEED to apply for the license. SEED hired various consultants, including Benton – in November 2015, he was given a one-year contract as interim station manager. His contract ended in November 2016 and SEED appreciates the efforts he made on behalf of KVRU. Benton did not apply for the permanent station manager position.

Did SEED attempt to shut down Benton’s streaming service?

No. After Benton’s contract ended, he began an online streaming service, using the name RainierValleyRadio.world. SEED had been using its trademarked name “Rainier Valley Radio” for grant funding and more, so SEED asked Benton to change the name of his streaming service. After a mediation process, Benton changed his service’s name to RainierAvenueRadio.world.

Who can have a program on Rainier Valley Radio | KVRU 105.7 FM?

Anyone can submit a program proposal to Rainier Valley Radio. Priority will go to people who live or work in Southeast Seattle, and programs that focus on cultures and issues important to the diverse people of the Rainier Valley. The station manager will work with the programming committee, a subset of the Radio Leadership Council, to ensure a schedule with the most representative and diverse mix of programming possible.

KVRU 105.7 FM will celebrate its launch on October 5, 2017 with special programs, and will gradually settle into a regular program schedule. Program streaming online will supplement the broadcast schedule – KVRU hopes to roll that out by January 2018.

GET INVOLVED

Community radio is driven by volunteers who do everything from producing programs to data entry to hosting fundraising events. In the coming months, KVRU will host volunteer and programmer trainings; dates will be announced on kvrु.org and the [KVRU facebook page](#).

Other ways to participate:

To submit a program idea, download the [program proposal form](#)

To volunteer, contact: volunteer@kvrु.org

Questions? Email info@kvrु.org

KVRU will dedicate its airwaves to ensure that the cultures, history, issues and music will be loud and clear, enhancing community in the Rainier Valley and beyond.