



DIVERSITY AT KUOW

As of January 31st 2018

KUOW'S MISSION

To create a more informed public, one challenged and invigorated by a deeper understanding and appreciation of events, ideas, and cultures.

KUOW'S DIVERSITY GOAL

KUOW/Puget Sound Public Radio is committed to ensuring that the station's workforce and the governing board reflect the diversity found in the communities served. Central to KUOW's mission, vision and values is maintaining a governing and workplace environment which recognizes and celebrates the power of diversity. KUOW strives to create and foster a supportive environment in which all individuals can be successful and reach his or her full potential within the organization.

KUOW seeks a diverse workforce and governing body through distinct personalities and capabilities of each individual within the group. On a personal level, the diversity of an individual is defined by his or her cultural and personal differences, as well as life and professional experiences.

KUOW believes that diversity considerations extend beyond race and gender.

KUOW is an equal opportunity employer and will attempt to recruit a diverse work force and it explicitly forbids discrimination or harassment on the basis of race, color, national origin, religion, sex, age, disability and marital status.

DIVERSITY STATEMENT

Elements of diversity

It is part of KUOW's mission to help broaden and deepen community dialogue about issues of diversity both locally and nationally. Distinctive categories would be:

- Race and Ethnicity
- Culture (as defined by various but integrated components of national origin, religion, values, behavioral norms, etc.)
- Age/Generational
- Gender
- Sexual orientation/Gender Identity
- Geography
- Ideology
- Socio-Economic Status
- Education Level
- Physicality/Disability
- Mental Health
- Veterans' Affairs



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Extent to which staff and governance reflect diversity

KUOW staff are employees of the University of Washington. The University of Washington and KUOW are committed to full and positive compliance with all applicable federal, state and University of Washington laws and policies regarding discrimination on the basis of race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability or status as a disabled veteran, equal employment opportunities and affirmative action.

KUOW employees are a reflection of the diverse cultural, ethnic and socio-economic make-up of the Puget Sound region.

- KUOW (permanent staff) employees range in age from 23 to 68, with a median age of 44.
- 63% of KUOW employees are female, 37% male.
- The racial/ethnic diversity of the KUOW staff consists of 87% white or Caucasian, 6% black or African American, 4% Asian or Pacific Islander and 2% Hispanic or Latino.
- Of the 12 employees that make up the senior management team, 8 (67%) are female and 4 (33%) are male. Two members (17%) of the senior management team are black or African American, the remainder are white or Caucasian.

Progress made to increase diversity

ANNUAL EMPLOYMENT DATA (from KUOW's mandatory reporting to CPB)

All Full-Time Employees

	2012 As of 1/15/2013		2013 As of 1/15/2014		2014 As of 1/10/2015		2015 As of 1/15/2016		2016 As of 1/15/2017		2017 As of 1/15/2018	
Female	45	60%	51	65%	51	59%	50	63%	54	64%	59	63%
Male	30	40%	27	35%	28	33%	29	37%	31	36%	34	37%
	75		78		79		79		85		93	

African American	4	5%	5	6%	6	8%	5	6%	6	7%	6	6%
Hispanic/Latino	2	3%	2	3%	2	3%	2	3%	2	2%	2	2%
Native American	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Asian/Pacific	5	7%	4	5%	4	5%	3	4%	4	5%	4	4%
White/Caucasian	64	85%	67	86%	67	85%	69	87%	73	86%	81	87%
	75		78		79		79		85		93	

The PSPR Board of Directors consists of 24 total members of which 12 (50%) are female and 12 (50%) male. Racially and ethnically the Board is made up of a diverse mix with 63% white or Caucasian, 13% Asian/Pacific, 21% African American/Black, and 4% Native American. The Governance Committee regularly surveys the board for inclusion & diversity by collecting demographic, geographic, professional



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and personal expertise and interest affinity data on the board's members. Recruitment priorities are set based upon the outcome of the survey.

KUOW continues to strive for increased diversity amongst its staff and board members.

Station staff and PSPR Board members have attended racial equity training.

Job opportunities are posted on the University of Washington 'Employment at UW' website (<http://hr.uw.edu/jobs/>) as well as the KUOW website (<http://kuow.org/job-opportunities>). Further, job opportunities are sent, or posted, to many local, regional, and national diversity organizations including, but not limited to: National Association of Hispanic Journalists, Asian American Journalists Association, National Association of Black Journalists, Native American Journalists Association, Association for Women in Communications, Colors NW and Mosaic Metier. More information about our employment recruitment sources and efforts can be found in our annual [FCC EEO Report](#).

Diversity on the air

During 2017 KUOW launched *Outside In*, a new way of organizing its programming staff and newsroom resulting in ambitious, audience-focused reporting. The *Outside In* approach is helping to accomplish the goals set forth in KUOW's Strategic Business Plan by expanding the geographic coverage of our work and increasing the breadth and diversity of the voices in our reporting.

Below is a sampling of KUOW-produced content that helps people learn more about the richness of our diverse communities.

Race/Ethnicity/ National Origin & Immigrant Issues

- *She fights for immigrant rights. Now ICE wants to deport her*, Liz Jones, 1/16/2018
- *PHOTOS: Martin Luther King Jr. Day march*, Megan Farmer, 1/15/2018
- *Maria Hinojosa on due process, 'crimigration' and detention camps in the U.S.*, Speakers Forum/John O'Brien, 1/11/2018
- *'Black Courage': A young poet's words to her son*, Katherine Banwell, 1/2/2018
- *A doctor's lesson in 2017: 'Equity is a journey, not an outcome'*, Patricia Murphy, 12/29/2017
- *We asked our listeners about racial microaggressions. The responses proved the point*, Adwoa Gyimah-Brempong & Bill Radke, 12/11/17
- *Color blind or color silent? The continuing problem of talking about race*, Speakers Forum/John O'Brien, 12/6/2017
- *Seattle city departments blew off this racial equity work — why?*, Patricia Murphy, 11/20/2017
- *Ijeoma Oluo: 'I am drowning in whiteness'*, Ijeoma Oluo, 10/1/2017

Culture

- *The new year looks promising for Seattle's Native people*, Katherine Banwell, 12/27/2017
- *Tribal membership, federal dollars and a casino on the line with Nooksack election*, Emily Fox, 12/4/2017



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- *Reclaiming Identity: Colville Tribal Members Mull Name Change*, Emily Schwing, 12/1/2017
- *Second Wave: An American Story that Begins in Vietnam (podcast series)*, Host: Thanh Tan

Age/Generational

- *Seattle is getting young, fast*, Carolyn Adolph, 12/28/2017
- *Teens in adult jail violates civil rights, Seattle lawsuit contends*, Patricia Murphy, 10/25/2017
- *On this Seattle farm, seniors grow food and community*, Patricia Murphy, 10/20/2017

Gender/Sexual Orientation

- *LGBTQ Sensitivity Training Could Soon Be Required For Long-Term Care Workers*, Enrique Perez De La Rosa, 1/11/2018
- *Swedish Hospital sued for allegedly refusing transgender man's surgery*, Paige Browning, 12/28/2017
- *Does Allah hate me because I'm queer?*, Zeytun Ahmed, RadioActive Youth Media, 11/8/17
- *'I'm so trans. Like the transest you can get.'*, Jessie Nguyen, RadioActive Youth Media, 10/18/2017

Geography (including diverse neighborhoods)

- *Can art save the soul of the Central Area?*, Marcie Sillman, 1/8/2018
- *'You feel lost and alone': Capturing the personal stories of Seattle displacement*, Katherine Banwell, 10/26/2017
- *District didn't want us to visit this struggling Seattle school*, Ann Dornfeld, 10/18/2017

Ideology (including political spectrum, minority opinions on controversial issues, etc.)

- *Local Muslim leaders call for religious unity in wake of NYC attack*, Paige Browning, 11/2/2017
- *Arsalan Bukhari: Muslim kids shouldn't be afraid to live here*, Liz Jones, 12/29/2017

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Diversity Plans for 2018

KUOW is focused on creating content that will help broaden and deepen community dialogue about issues of diversity, both locally and nationally.

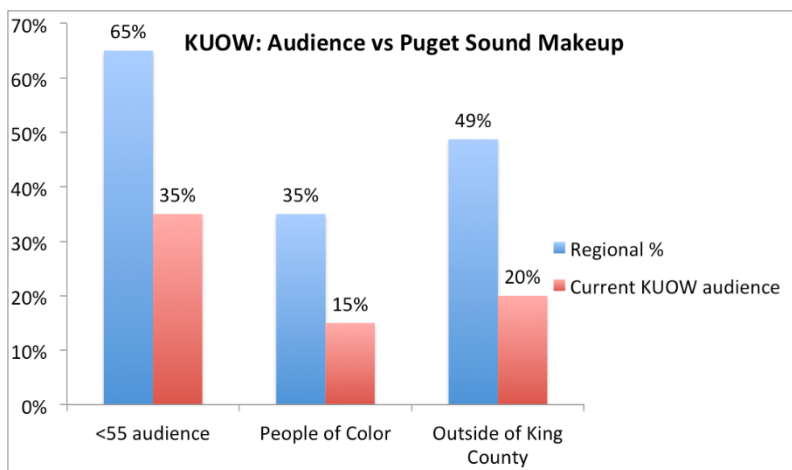
Audience service is at the heart of public radio's purpose and its business¹.

KUOW recognizes that there is work to be done in attracting and serving a diverse audience.

The following is excerpted from the KUOW Strategic Business Plan.

"KUOW seeks to attract a very broad audience – particularly listeners who are thoughtful, curious and interested in the world at large. However, the actual audience skews heavily toward a narrow demographic.

As the graph below shows, KUOW's audience is extremely under-represented across several key dimensions including race, age and region.



Attracting a diverse audience will require a diversity of voices on the air and in published content. KUOW needs to reflect the diverse community in which we live in the personas and voices it puts on the air and a diversity of perspective in those who make and manage content regardless of platform. The "story of us" has to be the story of all of us to achieve relevance, resonance, and reach into populations heretofore un-served.

Bottom line, as a public news institution, KUOW should be serving its entire community, not just a subset."

The strategic business plan outlines six core initiatives to be addressed over the next five years. One of these core initiatives is focused on community engagement.

¹ Strategic Priorities of NPR®, adopted May 2014.



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"The intent of community engagement is to combine the power of a Town Hall with the bullhorn capacity of KUOW's on-air and digital channels.

This is, by nature, an interactive and more personal engagement with the community; often driven by face-to-face interactions², ongoing relationships, and an active role in facilitating connections and shared understandings. It is radically different from journalism that is 'separate' from the community in which it operates.

Goal 3: *Establish a pervasive KUOW presence in the community through events that enhance mutual understanding and community engagement.*

By more deeply engaging with the diverse cultures in our region, the community engagement team and our reporting organization will be able to:

- *Span political and geographical divides, connecting two or more communities together.*
- *Provide the public with direct exposure to other voices, often without the intermediary perspective of an 'expert'.*
- *Create a space for dialog, actively engaging rather than just witnessing/reporting.*
- *Establish a listening post in the community in order to find powerful voices and stories. Build community connections to KUOW content producers and personalities.*

During 2017, we took KUOW into the community and met our audience where they are. The KUOW community engagement team worked on more than 45 events, including an evening of storytelling about what, as a member of the Indian or South Asian community, it means to belong and a conversation about how white people can foster racial justices.

This year, KUOW launched the first full season of "Ask a....," a series of person-to-person conversation events. Designed to spark dialogue and the sharing of perspectives, the concept of "Ask A...." is simple: set up conversations between people from a group that's in the news and people who want to learn more about them. They talk one-on-one until all have met, and then everyone gathers for a group discussion and meal. From cops, to Muslims, to immigrants, to Trump supporters and more, "Ask A..." invites people to start talking and keep listening.

ANNUAL INITIATIVES

Internships/Work-Study Program

RADIOACTIVE: ENGAGING AND EMPOWERING YOUTH; BRINGING YOUTH VOICES TO THE AIRWAVES

KUOW's youth media program, *RadioActive* offers intensive and fun introductory and advanced radio journalism workshops for 15-20 year olds throughout the year.

² Face to Face interactions result in more positive impressions of partners and greater self-other agreement than interactions via computer. [Getting to Know You](#), *Computers in Human Behavior*, January 2011.



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The goals for the program include youth empowerment, building confidence and communication skills and compelling young people to engage in society and the world around them to tell their stories and those of others like them. RadioActive prioritizes serving and retaining young people from under-resourced communities. To that end the RadioActive staff have successfully introduced, inspired and engaged more than 100 youth in the long-form program and, and close to 1,000 from throughout Puget Sound and Washington State via short-form mobile workshops.

RadioActive has been hugely successful in introducing the core values and storytelling style of public radio to young people as well as bringing diverse youth voices to our listeners.

Diverse Candidates for PSPR Governing Board

The Governance Committee of the PSPR Board surveys the board annually, at minimum for inclusion and diversity by collecting demographic, geographic, professional and personal expertise and interest affinity data on the board's members. Recruitment priorities and desired attributes for board nominees are set based upon the outcome of the survey and desired skill sets dictated by KUOW's Strategic Business Plan.

Diversity Training for Management & Staff

All supervisors at KUOW are required to take the Strategic Leadership Program offered by the University of Washington. One element of that training discusses diversity awareness, the impact of diversity on organizations and tips for addressing diversity and related challenges within the workplace.

In 2017, the entire KUOW staff and board participated in a racial equity training titled "Leading with a Racial Equity Lens for Structural Transformation." The training is continuing to be offered on an annual basis for new staff and board members.

The newly formed KUOW Racial Equity Team ensures that KUOW's racial equity, diversity and inclusiveness values are demonstrated in our actions at the station and beyond. The team is reviewing diversity policies and practices.

Engaging the Community

RECRUITING

KUOW actively seeks diverse candidates during recruitment. A sampling of our recruitment sources include: Facebook, Twitter, Craigslist, The Seattle Times online/NW Source, Washington State Association of Broadcasters, Asian American Journalists Association, National Association of Black Journalists, National Association of Hispanic Journalists, Northwest Center, YMCA of Greater Seattle. More information about our employment sources and efforts can be found in our annual FCC EEO Report (<http://www2.kuow.org/reports/eeo-statement20160930.pdf>).

KUOW continues to seek new recruitment sources which broaden our reach into the community. In FY18 KUOW will be reviewing and refining its recruitment sources with the specified goal of generating awareness of and interest in employment at the station from a broader range of applicants.



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KUOW and The University of Washington (the licensee) supports the university's compliance with the law and spirit of equal opportunity and affirmative action as it relates to race, color, creed, religion, national origin, citizenship, sex, age, marital status, sexual orientation, gender identity or expression, disability, or status as a disabled veteran or Vietnam-era veteran or other protected veterans.