



DIVERSITY AT KUOW

As of September 30th 2018

KUOW'S STATEMENT OF DIVERSITY & RACIAL EQUITY PRINCIPLES

KUOW and its Board of Directors ("KUOW") are committed to diversity, racial equity and inclusiveness.

Diversity refers to individual and group differences based on race, ethnicity, gender, sexual orientation, age, physical ability, class and religion. KUOW seeks to promote understanding and appreciation of these differences in order to address racism, bigotry, unconscious bias and other forms of intolerance in places we can impact.

Achieving **racial equity** and diversity is an ongoing process which KUOW believes will lead to an inclusive and high performance culture, fulfilling our mission to create and serve a more informed public.

KUOW understands that success in achieving racial equity requires commitment from the leadership of our organization at both the board and staff levels. This commitment must extend over time, with an understanding that there are no "quick fixes" to systemic inequity, but there are actions we can take as an organization to progress forward.

These problems are complex, and we strive to be courageous; and guided by our values, we strive for a culture in which all can participate, prosper and reach their full potential.

KUOW promotes diversity within our organization in order to:

- Reflect the racial, ethnic, and other characteristics of the communities we serve
- Promote greater understanding of and respect for the diversity within these communities
- Recognize and amplify these communities' voices
- Build on the strengths of diverse backgrounds to develop strong leadership
- Achieve the highest level of effectiveness and well-informed decision making

KUOW will advance these goals by:

- Living our core values
- Recruiting diverse staff and board members
- Committing to develop cultural competence
- Funding training programs that deal with race relations and culture



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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

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 strives to be 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 24 to 69, with a median age of 44.
- 62% of KUOW employees are female, 38% male.
- The racial/ethnic diversity of the KUOW staff consists of 80% white or Caucasian, 7% black or African American, 7% Asian or Pacific Islander, 4% Hispanic or Latino and 2% Middle Eastern.
- Of the 13 members of the leadership team, 8 (62%) are female and 5 (38%) are male. Two members (15%) of the leadership team are black or African American, one (8%) is Middle Eastern, the remainder are white or Caucasian.
- Of the 52 content producers, 58% are female and 42% male. 85% are white, 6% black or African American, 2% Hispanic/Latino and 2% Middle Eastern.



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PROGRESS MADE TO INCREASE DIVERSITY

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

All Full-Time Employees

	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		2018 As of 9/30/2018	
Female	51	65%	51	59%	50	59	63%	64%	59	63%	67	62%
Male	27	35%	28	33%	29	34	37%	36%	34	37%	41	38%
	78		79		79		85		93		108	

African American	5	6%	6	8%	5	6%	6	7%	6	6%	8	7%
Hispanic/Latino	2	3%	2	3%	2	3%	2	2%	2	2%	4	4%
Native American	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Asian/Pacific	4	5%	4	5%	3	4%	4	5%	4	4%	7	7%
Middle Eastern	1	1%	1	1%	1	1%	1	1%	1	1%	2	2%
White/Caucasian	66	85%	66	84%	68	86%	72	85%	80	86%	86	80%
	78		79		79		85		93		108	

The PSPR Board of Directors consists of 21 total members comprised of 9 (43%) women and 12 (57%) men. Racially and ethnically the Board is made up of a diverse mix with 52% white or Caucasian, 19% Asian/Pacific, 19% African American/Black, and 5% Native American. The Governance Committee regularly surveys the board for inclusion & diversity by collecting demographic, geographic, professional 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.

Job opportunities are posted on the University of Washington 'Employment at UW' website (<http://hr.uw.edu/jobs/>) as well as the KUOW website (<https://www.kuow.org/careers>). 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, and 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](#).

RACIAL EQUITY TEAM

KUOW's Racial Equity Team is an advisory body to the Office of the President and General Manager seeking to institutionalize an organizational framework that is anti-oppressive and racially equitable. The concept for this team originates with the Organizational Excellence goal of KUOW's Strategic Business



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Plan (which inspired organization-wide racial equity training). The team's work is also envisioned to support the Local Content, Community Engagement and Marketing goals of the Strategic Business Plan.

Racial Equity Team Vision: For KUOW to be known as an organization committed to racial equity, diversity, and inclusion.

Racial Equity Team Mission: To ensure that KUOW's values supporting racial equity, diversity and inclusiveness are demonstrated in our actions.

The team, which is comprised of representatives from each major functional department of KUOW, is working to cultivate a work culture that values equity and diversity, to promote learning and skill development about access, inclusion and equity, and to aid and support KUOW's leadership in its recruitment and retention of a diverse workforce at all levels.

DIVERSITY ON THE AIR

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

- *Trump wants fewer refugees. Here's what that could mean for Seattle*, Andy Hurst & Kim Malcolm, 9/18/2018
- *Only children of color are being kicked out of the Seattle Public Library*, Andy Hurst & Guy Nelson, 8/23/2018
- *Robin DiAngelo: 'I think you're racist. I think I am, too.'* John O'Brien, 7/15/2018
- *Seahawks' Michael Bennett: 'I'll be black forever'*, John O'Brien, 7/5/2018
- *'Two whites don't make a Wong': Feeling like an outsider as an interracial adoptee*, KUOW staff, 6/28/2018
- *Some moms too anguished to speak, attorneys for asylum seekers say*, Sydney Brownstone, 6/21/2018
- *Wham! Bam! Pow! Sikh Captain American takes on prejudice in a turban*, Adwoa Gyimah-Brempong & Bill Radke, 5/16/2018
- *They were ordered to work unless on their 'deathbed,' blueberry pickers claim*, Liz Jones, 1/25/2018
- *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
- *'Black Courage': A young poet's words to her son*, Katherine Banwell, 1/2/2018



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Culture

- *Which side are you on? Politics vs. pop culture*, John O'Brien, Kristin Leong & Zaki Barak Hamid, 9/22/2018
- *The rise and fall of a Seattle megachurch through the eyes of an anthropologist*, John O'Brien, 6/14/2018
- *Coming out of the broom closet: Real life witches*, KUOW Staff, 4/5/2018
- *PHOTOS: Happy Lunar New Year from Seattle's Chinatown-ID*, Megan Farmer, 2/11/2018

Age/Generational

- *Why does Seattle need a new youth jail?* Patricia Murphy, 5/7/2018

Gender/Sexual Orientation

- *Battle Tactics for Your Sexist Workplace*, KUOW podcast, Jeannie Yandel & Eula Scott Bynoe
- *What Skittles can teach you about your sexist workplace*, Adwoa Gyimah-Brempong & Bill Radke, 6/26/2018
- *PHOTOS: Pride weekend begins in Seattle*, Megan Farmer, 6/22/2018
- *LGBTQ Sensitivity Training Could Soon Be Required For Long-Term Care Workers*, Enrique Perez De La Rosa, 1/11/2018

Geography (including diverse neighborhoods)

- *Fatal gun violence looks different for Seattle kids, depending on where they live*, Sydney Brownstone, 5/24/2018
- *Can art save the soul of the Central Area?*, Marcie Sillman, 1/8/2018

DIVERSITY PLANS FOR 2018-2019

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.

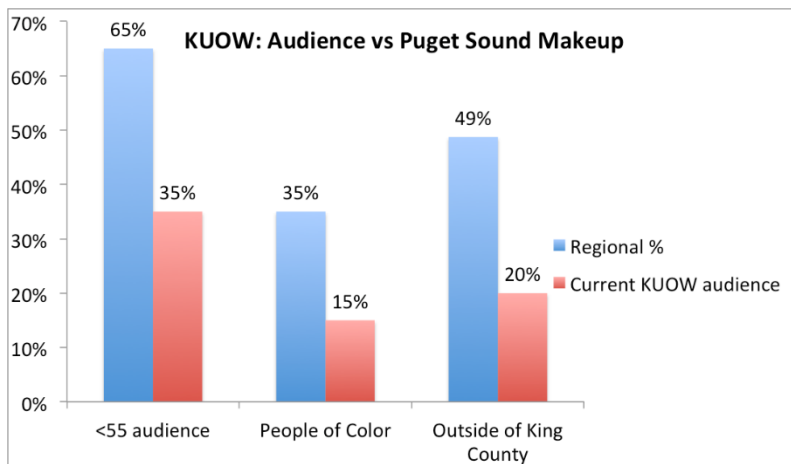
The following is excerpted from the KUOW Strategic Business Plan.

"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.

¹ Strategic Priorities of NPR®, adopted May 2014.

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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.

“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’.*

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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- *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.*

Summary of Community Engagement in 2018

Five 'Week in Review Live' events in Bainbridge Island, Bellevue, Bothell, Renton and Seattle. The goal was to meet different Puget Sound communities where they are, listen to their concerns, and provide them with an opportunity to see how a radio show is produced. All five events were free and open to the public.

Throughout 2018 the KUOW community engagement team has continued to host 'Ask A_' events. These person-to-person conversations are an effort to combat polarization by sparking dialogue and sharing different perspectives on populations that are misunderstood. The concept is simple: get 8 people from a group that's in the news and set up conversations with 8 people who want to know more about the group. Notable events this year are: *Ask A Gun Owner* (March 2018), *Ask A Foster Parent* (May 2018), *Ask A Special Olympics Athlete* (June 2018), and *Ask A Journalist* (July 2018).

During 2018 KUOW launched the "Battle Tactics for a Sexist Workplace" podcast. BTSW explores issues such as gender wage gaps, the complexities of being a working parent, imposter syndrome and "manterruption". The podcast is coupled with monthly 'tactical meetings' where the community can join the hosts in discussing practical solutions and tactics to empower everyone to take responsibility for workplace sexism.

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. Young people discover public radio journalism and gain access to the skills, community and institutional resources that spur their growth as media makers. Through their stories, listeners of all ages gain a deeper understanding of young people whose voices are rarely heard by the greater public.

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.

A sample of RadioActive stories from 2018:

- *Read these lyrics about regret from incarcerated youth, Two young men in juvenile jail, 2/1/2018*



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- *I dropped out of high school to help with rent. I still have big dreams*, Alivia Thrift, 6/13/2018
- *'Two whites don't make a Wong': Feeling like an outsider as an interracial adoptee*, Kamna Shastri & Jenny Asarnow, 6/28/2018
- *Using Wicca as a gateway to feminism*, Acacia Niyogi, Annika Prom & Enya Garcia, 8/21/2018
- *Gender norms, what a drag! Why drag exists in our sexist society*, Hanna Schoettmer, Kamil Saad & Keya Roy, 8/28/2018
- *Dark-skinned girls and the struggle to feel beautiful*, Cienne Bronson, Leila Abe & Mimi Zekaryas, 9/4/2018

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.

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. In 2018 the Racial Equity Team formalized their goals and recommendations for the station.

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 (<https://kuow-prod.imgix.net/store/7c4ca0eabd018fb0c4b69daa7e717909.pdf>)

KUOW continues to seek new recruitment sources which broaden our reach into the community.

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.