



DIVERSITY AT KUOW - POSTED SEPTEMBER 30, 2016

OUR MISSION

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

DIVERSITY GOAL for KUOW and Puget Sound Public Radio Board

- KUOW/PSPR 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 employees range in age from 21 to 72, with a median age of 47.
- 64% of KUOW employees are female, 36% male.
- The racial/ethnic diversity of the KUOW staff consists of 86% white or Caucasian, 8% black or African American, 4% Asian or Pacific Islander and 2% Hispanic or Latino.
- Of the 8 employees that make up the senior management team, 6 (75%) are female and 2 (25%) are male. Two members (25%) 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		2013		2014		2015		2016	
	As of 1/15/2013		As of 1/15/2014		As of 1/10/2015		As of 1/15/2016		As of 6/30/2016	
Female	45	60%	51	65%	51	65%	50	63%	59	64%
Male	30	40%	27	35%	28	35%	29	37%	33	36%
	75		78		79		79		92	

African American	4	5%	5	6%	6	8%	5	6%	7	8%
Hispanic/Latino	2	3%	2	3%	2	3%	2	3%	2	2%
Native American	0	0%	0	0%	0	0%	0	0%	0	0%
Asian/Pacific	5	7%	4	5%	4	5%	3	4%	4	4%
White/Caucasian	64	85%	67	86%	67	85%	69	87%	79	86%
	75		78		79		79		92	

The PSPR Board of Directors consists of 18 total members of which 9 (50%) are female and 9 (50%) male. Racially and ethnically the Board is made up of a diverse mix with 56% white or Caucasian and 28% Asian/Pacific, 11% African American, and 6% Native American. The Governance Committee regularly surveys the board for inclusion & diversity by collecting demographic, geographic, professional and



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

Examples of Coverage

KUOW's daily news reporting and magazine programming brings diverse voices, ideas and perspectives to all our platforms. 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

- *Why is Seattle so racially segregated?* Jamala Henderson, 9/20/16
- *Kareem Abdul-Jabbar to Seahawks: Do more than sit out the national anthem*, Bill Radke & Jason Pagano, 9/8/16
- *What should white people do for racial justice?* Bill Radke & Caroline Chamberlain, 9/1/16
- *Upon Arrival: How refugees find their way in Seattle*, Liz Jones, 9/14/16
- *Seattle-area immigrants: 'We'll keep fighting'*, Liz Jones, 6/23/16
- *'Hella Black Hella Seattle' invites you to get out of your house this summer*, Bill Radke & Posey Gruener, 6/16/16
- *Does Seattle-area youth soccer have a white privilege problem?*, David Hyde, 6/15/16
- *These Syrian refugees feel at home in Seattle but worry for those left behind*, Liz Jones, 6/15/16
- *She's a theater legend. But still often the only black person in the room*, Marcie Sillman, 6/7/16
- *Why more black students attend charter schools in WA*, Ann Dornfeld, 6/5/16
- *'African Girl': Race and identity on stage at Northwest Folklife Festival*, Emily fox & Andy Hurst, 5/27/16
- *At Seattle University sit-in, profs support push for diverse curriculum*, Liz Jones, 5/25/16
- *Seattle University student occupiers: 'We want a liberatory education'*, Bill Radke & Posey Gruener, 5/19/16
- *Albinism And Me: How My Genetic Condition Makes My Ethnicity Invisible*, Kamna Shastri (RadioActive Youth Media), 4/13/16

Culture

- *Seattle-area Mexicans find pulse of home in Banda Vagos*, Marcie Sillman, 9/13/16
- *Tribal Sovereignty A Hot Topic At Gathering Of Native American Leaders In Spokane*, Emily Schwing (Northwest News Network), 6/30/16
- *Dressed like women warriors, these girls step into their heritage*, Marcie Sillman, 6/21/16
- *Approval Of Tribal Casino Comes Alongside Effort To Boost Economic Prosperity*, Emily Schwing (Northwest News Network), 6/8/16

Age/Generational



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- *Looking for work after 60*, Ruby de Luna, 8/17/16
- *Seattle Preschool Program won't be able to serve 2,000 kids after all*, Ann Dornfeld, 7/8/16
- *Seattle court considers rights of children in deportation*, Liz Jones, 7/7/16
- *For low-income kids, summer learning opportunities are hard to find*, Ann Dornfeld, 6/27/16
- *On the streets. With a newborn. And trying to graduate high school*, Ann Dornfeld, 6/21/16

Gender/Sexual Orientation

- *Debate over gender in WA schools chief race*, Ann Dornfeld, 9/9/16
- *The meaning of pride: 'Never again be ashamed of who I am'*, Carolyn Adolph, 6/26/16
- *Cherdonna shows there's more than one way to be a woman*, Marcie Sillman, 5/31/16
- *Seattle-area districts say they're ready for transgender policy*, Carolyn Adolph, 5/16/16
- *Transgender bathroom access fight kicks off in Washington*, Amy Radil, 4/29/16
- *Washington Women Among The First To Enlist For Newly Opened Army Jobs*, Patricia Murphy, 4/15/16

Geography (including diverse neighborhoods)

- *Welcome to Angle Lake, light rail passengers*, Joshua McNichols, 9/21/16
- *Seattle launches new clinic on wheels for homeless*, Ruby de Luna, 7/6/16
- *King County revamps 211 service for homeless people*, Kim Malcolm & Andy Hurst, 6/30/16
- *For this Jungle resident, methadone is the 'shield that I need'*, Kate O'Connell, 6/2/16
- *Why so many prefer the Jungle to homeless shelters*, Joshua McNichols, 5/31/16
- *Heartbreaking dispatches from inside the Jungle*, Joshua McNichols, 5/15/16
- *Yes, I live in the Jungle. And so do 400 other people*, Joshua McNichols, 5/3/16

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

- *Opponent of gun initiative 1491 running on shoestring budget*, Amy Radil, 9/22/16
- *New center for treating autism at JBLM will fill a 'therapy gap'*, Patricia Murphy, 7/5/16
- *Moms made the difference for King County Juvenile Drug Court grads*, Joshua McNichols, 6/29/16
- *Gun Questionnaires Aim To Pin Candidates Down*, Austin Jenkins (Northwest News Network), 6/20/16
- *What's the national impact of Trump and Clinton's primary wins in WA?*, Emily Fox & Andy Hurst, 5/25/16

Veteran's Issues

- *Veterans risk homelessness, losing tuition after ITT Tech shutdown*, Patricia Murphy, 9/21/16



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- *Seattle students create 'healing garden' for veterans, Patricia Murphy, 6/12/16*

Diversity Plans for FY17

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

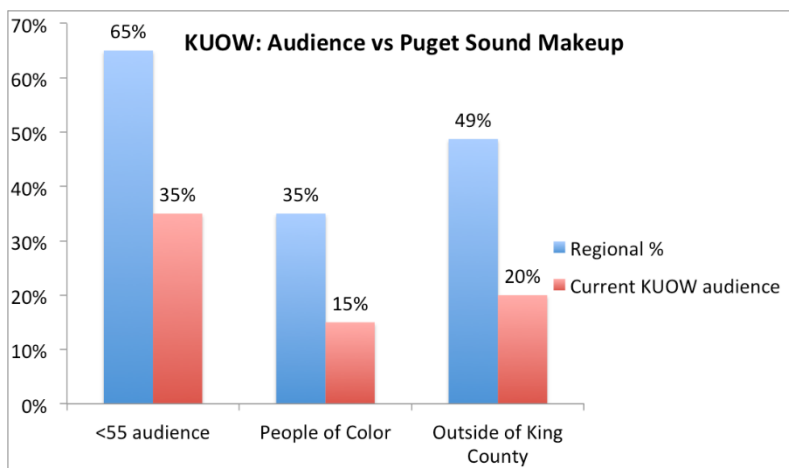
Audience service is at the heart of public radio's purpose and its business¹.

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."

¹ Strategic Priorities of NPR®, adopted May 2014.



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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’.*
- *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.*

The KUOW community engagement team has made a strong start with recent examples such as Storywallahs and Ask a Muslim. However, the goal is to become a much more pervasive “convener of choice” throughout the Puget Sound region, catalyzing or augmenting KUOW content development through these events.

ANNUAL INITIATIVES

Internships/Work-Study Program

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

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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KUOW's youth media program, *RadioActive* offers intensive and fun introductory and advanced radio journalism workshops for 16-18 year olds throughout the year.

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.

- *Queer youth, you'll belong at this old Seattle house*, Amy Styer (summer 2016 workshop)
- *Depression in 7th grade: 'I want to die but if I could get help that would be awesome'*, Natalie Newcomb (summer 2016 workshop)
- *Black youth in Seattle have a message for the police*, Zubeyda Ahmed & Awal Ibrahim (summer 2016 workshop)
- *Girls, don't be embarrassed. Period.* April Reyes & Maya Konz (summer 2016 workshop)
- *'How can I claim Ethiopia as my country when they oppress my people?'*, Zubeyda Ahmed & Awal Ibrahim (summer 2016 workshop)
- *I checked the 'Hispanic' box, but I feel like a fraud*, Noel Gasca (RadioActive advanced producer)

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 September 2016, the KUOW programming staff (reporters, editors, content producers and programming management) attended racial awareness training. The session conducted by recognized expert on socially-just practice, Dr. Robin DiAngelo, focused on recognizing the dynamics of race relations, common barriers to bridging racial divides, identifying prejudice, discrimination and systemic racism against a backdrop of a constructive climate for learning through role-modeling.

KUOW management has made a commitment to extend this training station-wide during FY17.



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Engaging the Community

In our continuing effort to turn KUOW outward into the community, the station has been working hard at creative outreach to “pass the mic” to underrepresented voices.

This year we’ve been working on a master narrative of growth in our region-- specifically listening to the residents of communities where there might be pain points as a result of growth. We partnered with the Seattle Public Library on an event focusing on homelessness in our region, based on the “sweeping” of a homeless encampment called The Jungle. We gave the mic to encampment residents past and present and let them tell their story. We also began an eight week listening tour of neighborhoods with disproportionate amounts of residential growth compared to their lower household incomes to ask them how growth has affected them personally. This outside-in approach to reporting has created more opportunities for diversity on our airwaves, the KUOW website and in-person events.

Finally, as a station in a traditionally liberal Democratic leaning city, we passed the mic to Republicans at an event called The Elephant in the Room. Recognizing the importance of diversity in ideology in such a contentious political year, KUOW tried to create empathy in our political engagements.

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/eo-statement20160930.pdf>).

KUOW continues to seek new recruitment sources which broaden our reach into the community. In FY17 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.

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.