



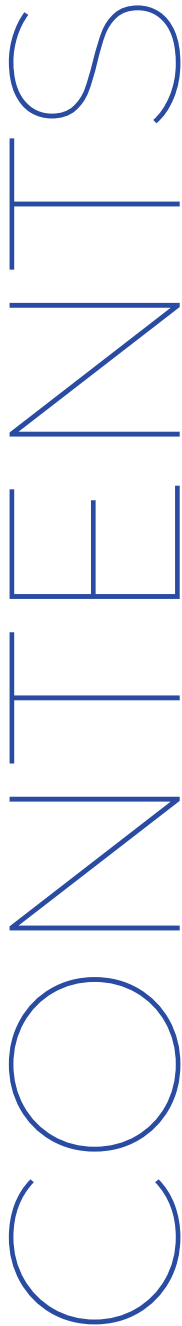
Wyoming Public Media

Community Representation Statement Diversity Activity Report

WYOMING PUBLIC MEDIA IS A STATEWIDE SERVICE OF THE UNIVERSITY OF WYOMING.

2023

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WPM Statement:

Wyoming Public Media reflects the diversity of the state in which we live in a variety of ways:

- Engage with people of different identities, backgrounds, experiences and abilities.
- Champion organizations that serve diverse population and highlight their activities through our productions and media platforms.
- Seek out groups and individuals who have been underrepresented and commit our resources to bringing their cultures and histories to our Wyoming audience and beyond. To this end, WPM invests in development of content focusing on the Arapaho and Shoshoni peoples living within the state.
- Encourage students from diverse backgrounds and provide training opportunities for learning the art and craft of broadcasting and media.
- Inform the predominantly white population base of Wyoming by programming national content rich in societal elements that teach, inspire, and reveal a world of diverse thinking.

Wyoming Public Media is a resource to Wyoming and its population - it builds awareness and understanding.

University of Wyoming Diversity Information, Practices, Protocols:
<https://www.uwyo.edu/diversity/index.html>



Corporation for Public Broadcasting Community Representation Statement:

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 therefore 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 needs 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 Section 20 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 should review and modify their Community Representation Statements as necessary to reflect significant changes in their communities' populations served and their strategies to serve them.



Representing Community

Wyoming Public Media (WPM) adheres to and champions the tenets and culture of diversity, equity, and inclusion, and practices non-discriminatory rules of engagement in its operation both within professional ranks and among constituents. WPM believes in divergence of thought from a diverse population and does not engage in suppression of information in its journalistic and production units. In all its divisions, WPM espouses objectivity, relying on fairness, transparency, and accuracy as its core pillars.

As of December 2023, WPM meets core criteria for diversity, equity, and inclusion compiled in this At-A-Glance list:

Staff diversification reflects and exceeds population demographics.
Leadership diversification exceeds population demographics. Diversity-oriented content exceeds population demographics. Diversified employment and content production are supported by a funding base.

DEI training is mandatory for all employees. UW and CPB consultants and training materials are used. Professional training is available, with emphasis on industry consultants/trainers. UW and WPM have public statements supporting DEI principles. WPM applies DEI hiring recommendations in its practices. Salary ranges are transparent and obtainable from the University. Currently all staff are at equity pay for their professional levels. WPM has an established bi-weekly staff meeting in place, as well as weekly area staff meetings. Staff meetings and larger area meetings are reflected in Minutes supplied to staff.

WPM works at its DEI values consistently, and this investment has paid off over the years. Increased national attention on DEI values since Memorial Day 2020 offers additional opportunities for growth.

Both core and secondary criteria are described more fully below. Areas for improvement are described and included in the text below and in the two-year plan.

Diversity Statement requirements set forth respectively in Section 5 of the Television General Provisions and Eligibility Criteria and Section 8 of the Radio General Provisions and Eligibility Criteria.



Community Service Grant: CSG Requirements

The Communications Act requires CPB to support diverse non-commercial educational content for unserved and underserved audiences. CPB's goal, therefore, is to support stations in providing a wide variety of educational, informational, and cultural content that addresses the following elements of diversity: gender, age, race, ethnicity, culture, religion, national origin, and economic status. It is appropriate that Grantees engage in practices designed to reflect such diversity of the populations they serve.

WPM is comprised of 5 services: Wyoming Public Radio, Wyoming Sounds, Classical Wyoming, Jazz Wyoming, wyomingpublicmedia.org. WPM is a multi-platform service. WPM is a statewide network, covering 95% of Wyoming and reaching into contiguous states. WPM serves a Wyoming population of 578, 803 with the following demographics:

White (Non-Hispanic).....	83.1%
Hispanic Population.....	10.8%
Black Population.....	1.2%
American Indian & Alaska Native (non-Hispanic).....	2.8%
Two or More Races (Non-Hispanic).....	2.8%
<i>(WY Census -July, 2022)</i>	

WPM addresses the elements of diversity listed above in all areas as reflected in the annual Station Activity Reports found on the Regulatory Information page of WPM website. This is a requirement of the federal CPB CSG grant, and in tandem with FCC licensing requirements.

Roughly 30% of WPM's content production across all platforms is associated with elements of diversity and inequity in both current and active forms, as well as in historic frameworks. This content is available on the WPM website at www.wyomingpublicmedia.org under a variety of tabs.



Sample Content

Addressing specific populations of Hispanic, Black, Indigenous, and Other groups, WPM content produced from January 1, 2023 to December 31, 2023 includes:

Total number of stories and features: 253 of 600 (does not include daily news headlines). Sample content per Wyoming's major diverse populations:

Black Populations: November 21, 2023, Taylor Saunders, *A Brazilian pianist traveled to Laramie for a special one night performance with the UW Symphony Orchestra.* August 14, 2023, Emma VandenEinde, *Mountain West states lag in support for teachers of color, report finds.* September 18, 2023, Emma VandenEinde, *Maternal deaths have more than doubled, with Black and AIAN mothers seeing the highest rates.*

Hispanic Populations: December 8, 2023, Jordan Uplinger, *The little-known history of Wyoming-Mexican beet farmers.* August 18, 2023, Suraj Singareddy, *UW law students host event to help Wyomingites get through the immigration process.* April 3, 2023, *'We are here': New mural to showcase Mexican-American heritage in Jackson.*

Indigenous Populations: July 7, 2023, Emma VandenEinde, *Behavioral health and wellness program expanded for tribal students and staff.* July 31, 2023, Hannah Habermann, *Indigenous women's motorcycle group comes to Riverton and Worland, bringing attention to the missing and murdered crisis.* August 27, 2023, Emma VandenEinde, *Census Bureau's 'My Tribal Area' tool is helpful to some, incomplete to others.*

Asian Population: September 8, 2023, Jordan Uplinger, *Compelled into History against his will, a survivor of Japanese-American internment shares his story.* March 1, 2023, Kamila Kudelska, *Heart Mountain parallels Japanese American incarceration and the Holocaust through the story of two men.* February 7, 2023, Nicole Dillon, *Taiwan has a cultural exchange program with Wyoming schools.*

LGBT Population: December 1, 2023, Jeff Victor, *From Sheridan to Casper to Laramie, queer Wyomingites live in different worlds.* September 1, 2023, Jeff Victor, *Misgendering as legal misconduct? A legal scholar weighs in on a recent Wyoming trend.* February 27, 2023, Jeff Victor, *Wyoming's "Don't Say Gay" bill dies in the House.*



Core Requirements:

A

Annual Review: Annually review and make any necessary revisions to the station's established diversity goals for its workforce, management and governing boards having governance responsibilities specific to or limited to broadcast stations.

WPM undertakes an annual review in conjunction with the Annual CSG Reporting schedule and in conjunction with the University of Wyoming (UW) guidelines. Information is available on the Regulatory Information link on the network's website.

UW Board of Trustees serves as the governing board, and consists of 7 male and 5 female members. Ex Officio Members include 2 males, 3 females. All Board members are selected by the Governor of Wyoming and approved by the state legislature. Apart from the public recommendation process, WPM has no standing in the selection process at either the gubernatorial or the legislative decision-making junctures. This is congruent with Wyoming law.

B

Diversity Statements and activities supporting Community Act requirements and the Network's diversity goal.

WPM annually reviews with CPB and Licensee officials the diversity goals, revisions, and practices implemented to fulfill commitment to diversity as per FCC guidelines. This includes current staff diversity statistics as well as hiring procedures as per UW and federal guidelines.

Indigenous Land Statement ASUW bill. In late spring of 2020 (mid-pandemic), ASUW passed Senate Bill #2699 for a land acknowledgement to be read at their ASUW meetings and the bill was unanimously passed.

"We collectively acknowledge that the University of Wyoming occupies the ancestral and traditional lands of the Cheyenne, Arapaho, Crow, and Shoshone Indigenous peoples along with other Native tribes who call the Great Basin and Rocky Mountain region home. We recognize, support, and advocate alongside Indigenous individuals and communities who live here now, and with those forcibly removed from their Homelands." - ASUW Senate Bill #2699

WPM'S COMMUNITY REPRESENTATION STATEMENT FROM THE GENERAL MANAGER:

Reflecting our communities and serving their needs is the core of WPM's mission. When we reflect our communities, we bring to light the diversity within Wyoming's population and highlight both their differences and commonalities.



As per its license, Wyoming Public Media serves the public of Wyoming, and reflects its culture and demography in its daily work. Though Wyoming's non-white population is small (17%), content reflecting the discrete color and ethnic groups within this aggregate is deeply relevant to the state and to the national public.

WPM realizes that though the state's populations are growing particularly in the Hispanic group, they are unlikely to expand substantially and quickly in areas of color and ethnicity. Hence, WPM lacks the natural advantage of an urban station rich in demographic diversity. This limits the universe of reporting and program production options somewhat. What WPM lacks in demographic makeup it compensates with content production focusing on Indigenous tribes living within the state and playing a pivotal role in shaping the state's economy and public service. It is WPM's intent that this content provides a learning experience about diversity in a predominantly white rural state, and how it enriches the national fabric.

Monitoring staffing, production, and administrative functions for points of diversity, equity, and inclusion is ongoing. As of October 2022, WPM's full-time and part-time staff were at the 25% diversification level, compared to Wyoming's 17% of population. In leadership ranks, WPM is at the 66% diversification level by gender/ethnicity qualifying count. As a member of National Public Radio, WPM adds national content at approximately 30% diversification level, and 33% diversification level in personnel as expressed by NPR data of August 2020. WPM allocates over 10% of its operating budget (\$300K) to NPR annually. Part of this investment is to obtain content with high level diversification across the factors expressed by CPB and the University of Wyoming. Using national diversity-rich



product, NPR brings into the state diversification elements that it does not have and connects listeners to national global issues affecting underserved populations. Regional expression of diversification is also enhanced by content created by the Mountain West News Bureau, a multi-state collaboration of which WPM is a member and financial supporter through CPB funding. This association builds a broader diversity experience and content in specific areas of Black and Hispanic Americans who are more substantially represented in larger urban areas of the West, but comparatively lacking in Wyoming.

Addressing global perspectives from African countries and India, for example, WPM devotes 8 hours daily Monday through Friday to BBC world coverage. [WPM does not have current data on number of Black, Hispanic, Indigenous, White, Other personnel working in air-time positions at BBC and contributing to the demographically-rich perspective].

WPM engages in all the CPB articulated elements of diversity through its content and associations. Of these, WPM cites two areas of excellence: 1) content focusing on Indigenous peoples, and 2) professional development for women of all ages. As home to two historically warring tribes, the Arapahoe and the Shoshone, Wyoming brings an unusual aspect to regional and national Indigenous discussion. WPM tracks all stories, features, interviews, and public events/community outreach associated with the Wind River Reservation and posts this information on its website. In addition, a quarterly Wind River Reservation update publication is disseminated to the population and stakeholders. In the past three years, WPM invested over \$70K annually in development of on-site full-time reporting embedded within the Tribal populations. The second area of excellence lies in female representation in the network's ranks, which has grown to over 50% in the last 10 years mainly through hiring into mid-level and executive positions. WPM sought and obtained designated funding earmarked for training and retention of women in various areas of broadcasting. The combined annual investment into these two areas of excellence is \$120K annually. WPM tracks the upward career mobility of personnel who work in both areas as they move into WPM ranks, or into national public broadcasting ranks.

WPM provides equity to all employees both as a legal requirement and as a practice of choice and conscience which has been in place for several decades. The operation is inclusive and has been cited as a good place to work by its employees



and graduates. WPM's past and current employees included people of diverse color, ethnicity, age, gender, and sexual orientation.

WPM uses the services of UW's Human Services to handle all state and federal equity guidelines associated with recruiting, hiring, onboarding, retaining, and adjudicating work-related issues. In addition, WPM recruits through the following job boards: the University of Wyoming jobs site, Wyoming Public Media Employment page, the Corporation for Public Broadcasting site, Current, the Casper Star Tribune, and participating Wyoming Press Association newspapers. Information is emailed to the National Educational Telecommunications Association and National Hispanic Media Coalition.

The UW Board of Trustees serves as the governing board and consists of 7 male and 5 female members. Ex Officio Members include 3 males, 2 females. All Board members are selected by the Governor of Wyoming and approved by the state legislature. Apart from public recommendations, WPM has no standing in the selection process either at the gubernatorial or the legislative decision-making junctures. This is congruent with Wyoming law which stipulates Board makeup is based on geographic representation.



Future Directions

As stated before, as of December 2021, WPM meets and surpasses diversity staffing as a percentage of the state's non-white population. WPM also made strong progress in increasing the content produced reflecting issues and culture of non-white populations in Wyoming. WPM made progress in allocating over \$120K annually to this initiative. The majority of this funding comes from grants and individuals and is specific to the initiative.

[In the next three years, WPM has projected an expanded plan based on NPR diversification recommendations as well as select criteria from the 2020 Public Media For All initiative endorsed by NPR. These include:

- Continue to use census data as accurate criteria to determine the racial makeup of communities within Wyoming and set diversity goals based on equitable representation. The goal is to reach representational levels and surpass them when possible.
- Perform comprehensive pay equity reviews of all staff to ensure that everyone continues to be compensated fairly without racial, gender, and age bias.
- Continue the current reporting structure that logs all stories, features, interviews, and multi-platform productions about diversity/equity/inclusion issues for all groups articulated in the CPB diversity requirements. Improve accountability in areas that are not currently logged or underperform as a percentage of the aggregate. As of December 2021, these areas may include Hispanic, Asians, Others, Disability, Age, Ethnicity, Religion, Economic Status. WPM's concentration on Indigenous reporting reduced reporting in other areas.
- Affirm that in a country that has been diversifying rapidly, it is critical to diversify programming through content reflecting issues found in minority and underserved communities. To achieve this goal, harness the national power of NPR and other program distributors who feature internationally prominent individuals both as experts and as witnesses to societal inequities. Continue to invest in nationally sourced programs.
- Continue and expand the effort to recruit people of diverse backgrounds. Expand WPM's recruiting tools to include more social media advertisement to groups of people who live through different experiences.



C

Annual Initiative for 2023:

WPM plans to address Item No. 5: Provide diversity training for management and appropriate staff.

Research Wyoming's Black and Hispanic demographic information to identify determinators for success such as income and education, among others.

Produce 3 to 5 features focusing on successful individuals or initiatives within Black, Indigenous, Hispanic, White, Other communities, to provide examples of success and counter the current media culture of focusing largely on failure.

D

Recruitment objectives:

WPM will continue to avail itself of the sources enumerated above. In addition, it will expand into social media advertising, thus reaching diverse candidates in optimal environments.

Acknowledging its less-than-favorable position for attracting talent that is more readily drawn to urban locales, WPM will investigate expansion in parallel areas of employment and experience, focusing on Intern programs that attract underserved students and professionals. Though WPM routinely engages students of color, it has not overtly created programs that address these distinctions.

In 2023, WPM found it difficult to fill professional positions, particularly in Journalism-related areas. This hampered the objectives somewhat. In 2024, WPM will continue to seek high-level diversity and hope for a stronger market of candidates.

E

Harassment Prevention Training:

WPM recognized that DEI principals work well in a work environment free of negative and/or hostile behaviors. WPM utilizes both the harassment prevention



program offered by UW as well as one offered by CPB. All employees undergo training and on-boarding within 30 days of hiring. Long-term employees are routinely required to update their training. Training includes basics related to diversity, equity, inclusiveness. In addition, UW HR offers training in basic workplace rules of engagement including identifying and reporting instances of bullying, shaming, coercing, cancelling, and stigmatizing in both individual and group settings, as well defining and addressing aggressions related to these instances. Inappropriate or intrusive behavior is subject to UW Employment Regulations, which include termination.