DIVERSITY AT KUER

As of September 30, 2022

KUER’s Principles

KUER’s commitment to inclusion, equity and diversity is foundational to its public service mission. Going back to the language of the Public Broadcasting Act of 1967, we believe “it furthers the general welfare to encourage ... expression of diversity and excellence” and that “it is in the public interest to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences.” That means our efforts to reach audiences traditionally unserved by media is central to our success and the trust we have with viewers and each other.

KUER’s Policies

KUER staff are employees of the University of Utah, which is committed to providing equal employment opportunities to everyone. The station also meets all applicable Federal Communication Commission, Equal Employment Opportunity, and Corporation for Public Broadcasting guidelines for diversity, equity, and inclusion. KUER maintains these principles in all employment-related practices and decisions: recruitment, hiring, supervision, promotion, compensation, benefits, and termination.

All KUER managers are required to take fair, timely and proportionate action to assure that employment-related practices and decisions are made without discrimination, harassment, or prejudicial treatment because of race, ethnicity, color, religion, national origin, sex, sexual orientation, gender identity/expression, age, disability, family status or protected veteran’s status. If an employee ever feels they cannot speak to their direct supervisor regarding any kind of misconduct, it can be done through the University here.

KUER supports the training of staff and managers in equity, inclusion, and diversity awareness, as well as job enhancement through attendance at educational training, conferences, seminars, and workshops. All employees are required to complete an online training module addressing discrimination and sexual misconduct each year. A representative from the Equal Opportunity Office and University of Utah Human Resources is invited, also each year, to give a presentation educating staff on current diversity and equal opportunity issues. Additional training opportunities are also regularly available to staff through the University of Utah and public broadcasting affinity groups.

Our Measures of Success

KUER’s staff should reflect the diverse make-up of Utah. We have not reached this goal yet, but we are tracking it based on the employment data available to us.
<table>
<thead>
<tr>
<th>Year</th>
<th>Nonwhite Staff at KUER</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>9%</td>
</tr>
<tr>
<td>2019</td>
<td>17%</td>
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<tr>
<td>2020</td>
<td>22%</td>
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<tr>
<td>2021</td>
<td>24%</td>
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<tr>
<td>2022</td>
<td>26%</td>
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</tbody>
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The current KUER Advisory Board has 25 members. Nine, or 36%, are not white, an increase of 6% since 2021. [https://www.pbsutah.org/about/advisory-board/](https://www.pbsutah.org/about/advisory-board/)

**Recent Accomplishments in Serving and Reflecting our Diverse Communities**

PBS Utah, along with sister station KUER NPR Utah, supports an Inclusion and Diversity Committee. Members include minority community leaders and listeners, advisory board members, and staff. They meet 10 times each year to discuss best practices, community outreach, and educational opportunities. The committee is a sounding board for initiatives and programming, and a source of ongoing education about the communities we serve.

**Ogden Listening Tour:**

To ensure that KUER’s expansion of services meets the needs of the communities we serve, we initiated something new: listening tours. The first conversations were held with a dozen stakeholders in the Northern Utah city of Ogden. The input we received from these community members has informed our local content and has contributed to building valuable partnerships.

One outcome of the Ogden listening tour is the reboot of “Hear Me Now,” a podcast training program with Ogden-area high schoolers in partnership with Nurture the Creative Mind. KUER associate and podcast veteran Trisha Bobeda is leading the project, which will engage eight high school students in story development, narration, timing, and ultimately, in producing their own podcast.

Another product of the Ogden listening tour was a project we titled “Pitch Perfect.” This event brought together local media — journalists, editors, and producers — with local nonprofit
organizations. We provided lunch, gave time for the people from the nonprofits to ask questions about how best to pitch stories and then ended with one-on-one meetings between the media and the nonprofits.

KUER News:

In 2022, KUER News continued its commitment to creating broadcast and digital stories that feature diverse communities. With our Southwest Utah news bureau, we report on communities that are decentralized from the political seat in Salt Lake City. This includes a focus on rural issues such as growth and development. Examples of this work include a lighthearted piece about an iconic Southern Utah landscape, the Coral Pink Sand Dunes State Park and a story of a dangerous water main break in St. George, Utah.

For the second year, KUER News produced “KUER en Español” with original news stories in Spanish on kuer.org. Importantly, this coverage isn’t just about the problems facing underserved communities; it also highlights culture and successes.

The following is a representative sample of coverage:


KUER’s General Assignment reporter moderated the Multicultural Youth Leadership Day, “Pathways to Engagement.” There were two events on March 22 and 31, 2022. The event was hosted by the Utah Division of Multicultural Affairs and discussed pathways to careers with community youth.

KUER implemented a system in 2020 to track and measure our sources so that our local coverage has a diversity of voices. This project measures the demographic make-up of sources based on age, location, gender, and race and ethnicity. We use that information to ensure that the sources in our stories reflect the demographic make-up of Utah.

RadioWest:

KUER’s signature program, RadioWest, regularly featured topics affecting minority and marginalized communities, including Indigenous ways of working with water and Indigenous boarding schools in the US, the classic LGBTQ+ film “The Watermelon Woman,” Utah’s debate over transgender athletes, racism in Utah schools, and more.
KUER served some 2,500 community organizations in fiscal year 2022, including many whose constituents are minorities and underserved populations. We did so through a robust public service announcement broadcast program, exposing our audience of 175,000 weekly listeners to organizations offering services and/or seeking resources so that they may accomplish their missions. We also posted organization’s messages on kuer.org, in our newsletter delivered to 30,000 recipients and in a select number of cases, partnered with organizations on specific publicity campaigns.

KUER personnel attended local and national job fairs to recruit for positions; educate job fair participants regarding the broadcast industry; and discuss application processes. The job fairs were advertised statewide to reach diverse participants.

KUER administrators participated in community and educational events, classes and other online meetings about station activities, the broadcast industry in general and information regarding career opportunities in radio and at KUER. Station leaders also advised students and individuals seeking information regarding careers in the broadcast industry and at KUER.

**Plans for the Coming Year**

- KUER will create key performance indicators to reflect the growth of nonwhite audiences of our broadcast and streaming properties.
- KUER will create key performance indicators to reflect the number of nonwhite interviewees and show guests used in local production.
- KUER will create key performance indicators to reflect the growth of a culture of belonging at the station and becoming a model for inclusive excellence in the public television system.

Approved: Laura Snow  
Senior Advisor, Office of the President, University of Utah  
KUER Licensee Official

Signed: [Signature]  
September 30, 2022