INTRODUCTION

It is my pleasure to provide this 2023 Demographics Report to the community on behalf of Kansas City Public Media (KCPM). Our work this year has focused across three broad areas:

ALIGNMENT

Through focus groups, internal staff committees, and research, we aligned our efforts to advance DEIB across all areas of the organization.

MEASUREMENT

Work groups established initial goals, tactics and strategies to address areas of opportunity and areas of concerns.

PROGRESS

As KCPM continues on its journey toward being a more justice-seeking organization, we acknowledge there is still a long way to go.
DEMOGRAPHICS REPORT
The Kansas City Metro

KCUR 89.3 and 91.9 Classical KC are public radio stations based in Kansas City, Missouri, and collectively referred to as Kansas City Public Media (KCPM). Both are editorially independent services of the University of Missouri-Kansas City. The stations serve the Kansas City metropolitan area, which spans many counties across the states of Missouri and Kansas. The service area for KCUR extends beyond this, encompassing an approximately 50-mile radius from the station’s broadcasting tower.

Both stations serve listeners beyond the metro via streaming and on-demand programs available at kcur.org and classicalkc.org. For the purposes of this report, we will focus on the 2021 American Community Survey (ACS) census data for the 22-county Kansas City region:

- **Increase in population from 2020 Census**: 2.6%
- **Identify as female, 49% male, consistent with 2020**: 51%
- **People of color/BIPOC, consistent with 2020**: 30%
KC-metro census data:
Total population: 2,199,544

Race & Ethnicity

NOTE: This data set did not include questions about sexual orientation or gender identity. Phase 2.3 of the U.S. Census does include these questions; however, results had not been published at the time of this report.
DEMOGRAPHICS REPORT
Kansas City Public Media

At the time of the survey (April 2023), there were 72 full- and part-time staff at KCPM across all levels of the organization.

This report includes all who responded to the survey; it does not include contractors or freelance employees, who sometimes contribute to online, on-air and/or digital content, nor does it include interns or fellows.

For information about KCPM’s 2022 Demographics Report, please visit kcur.org/about-us.

100% Staff who participated in the 2023 survey

57% Identify as female, 41% male, higher than the KC Metro average

31% People of color/BIPOC, higher than in 2022 and the KC Metro average
Q1: All KCPM Staff
Which of the following best describes your race/ethnicity?

- Asian or Pacific... 4% (3 people)
- Black or African... 10% (7 people)
- Hispanic or Latino 7% (5 people)
- Native American or... 0% (0 people)
- White or Caucasian 69% (50 people)
- Multiracial or Biracial 10% (7 people)
- A race/ethnicity... 0% (0 people)
Q2: All KCPM Staff
To which gender do you most identify?

- Female: 57% (41 people)
- Male: 41% (29 people)
- Transgender Female: 0% (0 people)
- Transgender Male: 0% (0 people)
- Gender Variant/Nonb...: 1% (1 person)
- Not listed: 0% (0 people)
The leadership staff at KCPM fall into two categories:

1. The "lead team" that includes the General Manager, executive assistant and eight employees who are direct reports to the General Manager, and
2. Nineteen managers who supervise one or more employees.

In some cases, these groups overlap.

- **25%** of managers identify as female, 47% male, higher than the KC Metro average, lower than in our 2022 report
- **53%** manage at least one or more staff member
- **26%** of managers identify as persons of color, lower than the KC Metro average, and higher than in 2022
KCUR’s content services include our Kansas City-based newsroom, on-air announcers, the daily talk show Up To Date, editors, producers, hosts, the community engagement team, and KCUR Studios, which creates and distributes our podcasts.

For the purposes of this report, we are providing demographic information for the voices our audiences hear on-air and on-demand, and read through our digital content at kcur.org.

KCUR is also the home to three multi-station collaboratives: Harvest Public Media, the Kansas News Service, and the NPR Midwest Newsroom. We also participate in the local Kansas City Media Collective with other nonprofit media outlets. Only KCUR-based employees were surveyed for this report.

60% Of all staff are content creators *

45% Identify as female, 55% as male, slightly lower than in 2022

43% Identify as persons of color, higher than last year’s 35%

* The remaining staff conduct administrative, financial, marketing, development and management functions, or work for KCUR’s sister station, 91.9 Classical KC.
Q2: Content Creators (KCUR)
Which of the following best describes your race/ethnicity?
DEMOGRAPHICS REPORT
KCUR Sources

As detailed in the 2022 Demographics Report, KCUR established priorities related to sources who contribute to our coverage. Specifically, that KCUR would set a goal for racial and ethnic diversity of sources that reflects the diversity of our city, and lay out a plan for carrying this out.

After more than a year of experimentation with open source tracking tools, KCUR implemented a tool from NPR in spring 2023 to assist with tracking. The goal remains that every person responsible for creating content should track 100% of their sources.

We remain intent on ensuring that our conscious and unconscious decisions about who gets an opportunity to share their lived experience (race/ethnicity, gender, and geography) and move each of us as individuals — and an organization — towards greater equity in the stories we share.

- 32% Of tracked sources identify as persons of color/BIPOC
- 43% Of tracked sources identify as female
Race/Ethnicity of the 2,061 sources tracked
(March 1, 2022 - February 28, 2023):

<table>
<thead>
<tr>
<th>Race &amp; Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian or Alaska Native</td>
<td>1.50%</td>
</tr>
<tr>
<td>Asian</td>
<td>2.30%</td>
</tr>
<tr>
<td>Black Canadian</td>
<td>0.10%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>18.60%</td>
</tr>
<tr>
<td>English</td>
<td>0.10%</td>
</tr>
<tr>
<td>French</td>
<td>0.10%</td>
</tr>
<tr>
<td>Latina American</td>
<td>0.20%</td>
</tr>
<tr>
<td>Latino/a/x or Hispanic</td>
<td>4.30%</td>
</tr>
<tr>
<td>Middle Eastern/Arab-American</td>
<td>0.50%</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>0.10%</td>
</tr>
<tr>
<td>Prefer not to share race or ethnicity</td>
<td>0.40%</td>
</tr>
<tr>
<td>Two or more races and/or ethnicities</td>
<td>3.90%</td>
</tr>
<tr>
<td>White</td>
<td>68.00%</td>
</tr>
</tbody>
</table>
Gender identity of the 2,061 sources tracked
(March 1, 2022 - February 28, 2023):

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>43.40%</td>
</tr>
<tr>
<td>Male</td>
<td>55.00%</td>
</tr>
<tr>
<td>Male &amp; Female</td>
<td>0.10%</td>
</tr>
<tr>
<td>Non-binary/Gender non-conforming</td>
<td>1.10%</td>
</tr>
<tr>
<td>Prefer not to share gender</td>
<td>0.10%</td>
</tr>
<tr>
<td>Transgender Female</td>
<td>0.30%</td>
</tr>
<tr>
<td>Transgender Male</td>
<td>0.10%</td>
</tr>
</tbody>
</table>
DEMOGRAPHICS
KCUR Community Advisory Board

KCUR’s Federal Communications Commission FM Broadcast Station License is held by the Curators of the University of Missouri. The Board of Curators is KCUR’s governing body. The purpose of the KCUR Community Advisory Board (CAB) is to provide KCUR with information and insight on what the community is thinking regarding significant issues, problems, and needs; to act as a sounding board and provide advice for station initiatives, promotion, programming, and development plans; to assist the station with raising funds to implement such plans; and to advocate on KCUR’s behalf with the University.

A list of current CAB members can be found on our website: https://www.kcur.org/governance.

One hundred percent of active CAB members in April 2023 completed the survey.

- 50% Of CAB members identify as persons of color/BIPOC
- 60% Of CAB members identify as female
Q1: Community Advisory Board
Which of the following best describes your race/ethnicity?

- Asian or Pacific...: 5% (1 person)
- Black or African...: 20% (4 people)
- Hispanic or Latino: 25% (5 people)
- Native American on...: 0% (0 people)
- White or Caucasian: 50% (10 people)
- Multiracial or Biracial: 0% (0 people)
- A race/ethnicity...: 0% (0 people)
Q2: KCUR Community Advisory Board
To which gender do you most identify?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer not to answer</td>
<td>0%</td>
<td>0 people</td>
</tr>
<tr>
<td>Female</td>
<td>60%</td>
<td>12 people</td>
</tr>
<tr>
<td>Male</td>
<td>40%</td>
<td>8 people</td>
</tr>
<tr>
<td>Transgender Female</td>
<td>0%</td>
<td>0 people</td>
</tr>
<tr>
<td>Transgender Male</td>
<td>0%</td>
<td>0 people</td>
</tr>
<tr>
<td>Gender Variant/Nonbinary</td>
<td>0%</td>
<td>0 people</td>
</tr>
<tr>
<td>Not listed</td>
<td>0%</td>
<td>0 people</td>
</tr>
</tbody>
</table>
KCPM worked with Dr. Kevin Sansberry and his team at KERVA Consulting to assist the leadership team and DEIB committees with a multi-pronged strategic working plan from May-September of 2022:
As part of the plan's recommendations, five working staff committees were formed. These committees worked alongside the DEIB committee on tactics designed to center diversity, equity, inclusion and belonging across all of the work of KCPM. All full-time staff elected to serve on at least once committee. Interns and part-time staff are invited to participate.
Key outputs from these working committees include:

- The recommendation for a comprehensive salary study, currently underway.
- Research on and sharing of mental health resources.
- Development of new Ethics and Social Media guidelines.
- Increased onboarding materials and training for interns.
- DEIB goals for every staff person implemented as part of annual review.
- New source tracking tool implemented.
- Expanded recruiting tools and hiring committee diversity.
- 2023 demographics survey conducted; results are in this report.

![The KCPM Maturity Curve. Progress is not linear!](image-url)
The work is evolving

Kansas City Public Media was created to serve the public by reporting on and sharing information about local governments, politics, education, healthcare, arts, and culture through the voices of the people living those stories. This directive has strengthened our belief that quality news and information for all is an integral part of a flourishing society.

KCPM is a beloved community institution. That is why we take the responsibility of ensuring our internal workings reflect our values and center diversity, equity, inclusion, and belonging. We thank our community for constantly pushing KCPM to reflect deeply on our purpose and impact.

By understanding the wants and needs of the individuals who make up our community - including our own staff and advisory board - we continue to hone a collective vision, where a more just, more diverse, and more justice-seeking Kansas City Public Media will continue to emerge.
What's Next

Work on a number of key strategies identified in the 2022 DEIB Strategic Report has started but is not yet complete, including:

- A tool to track and analyze retention and promotion rates by race and gender.
- Finalizing equitable staff redundancy guidelines based on realistic capacity allocations.
- Implementing a trauma/stress mitigation strategy with comprehensive resources, tools and training.

Some additional goals were identified by the DEIB committee as well as by staff at the May 15, 2023 retreat:

- Establishing more specific committee goals and guidelines.
- Launching new committees related to communications, Spanish-language translation, and audience.
- Re-establishing affinity groups/mentorship structures.

We also collectively acknowledge that our work will never be complete. Continued persistence, transparency and honesty must combine with our organizational core values of trust, diversity and civility to advance our DEIB work. This annual report is just one metric by which we measure ourselves, and is integrated with other strategies as we work toward our justice seeking future.

Contact: 816-235-2551 or info@kcur.org