

## **Diversity Goals for Spokane Public Radio (Updated 3-6-2023)**

### **Summary**

Spokane Public Radio is committed to ensuring that the station's workforce, governing board, and community advisory board reflect the diversity found in the communities we serve. SPR recognizes the power of diversity to enhance and enliven the cultural life and civic discourse of our listening areas and to inform our own values and service.

SPR is an equal opportunity employer, in full and positive compliance with all applicable federal and state 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.

As a matter of documented policy, SPR explicitly forbids discrimination or harassment on the basis of race, color, national origin, religion, sex or orientation, age, disability, and marital status.

### **Reach, Demographics, and Challenges**

SPR serves about 1.25 MM people in 750 communities across 20,000 square miles of the Inland Northwest. Much of our service area is rural, and the service area is 85% white and 15% BIPOC (2020 census data). As the demographics of our region, state, and country continue to change, so too shall our listeners. SPR therefore seeks a diverse workforce and boards across race, age, gender and other demographic lines. For most of SPR's existence (est. 1980), the station has historically employed a small staff (currently 11 FT, 12 PT), and historically SPR has experienced very slow staff turnover. When openings do occur, SPR routinely advertises open positions in a variety of media outlets. Examples include:

*The Spokesman Review* (daily newspaper) / Spokane Public Radio Website  
Employment/Internship Opportunities Pages ([www.spokanepublicradio.org](http://www.spokanepublicradio.org)) / Facebook -  
Multiple postings on social media / Current (<https://jobs.current.org/>) / CPB  
(<https://www.cpb.org/jobline>) / National Association of Black Journalists  
(<https://nabjonline.org/>) / National Association of Hispanic Journalists (<https://nahj.org/>) /  
Native American Journalists Association (<https://najanewsroom.com/about/>) / Black Lens  
News / National Asian American Telecommunications Association / Pacific Islanders in  
Communications / American Women In Radio and Television, Inc. / Asian American Journalists  
Association / and many more.

A complete extensive list of these media outlets with contact information may be found in our annual CPB EEO reports on the SPR website. ([www.spokanepublicradio.org](http://www.spokanepublicradio.org)).

### **Progress Increasing Station Diversity**

- **Staff:**
  - SPR employees range in age from 21 to 84.

- 52% of SPR employees are female, 48% male.
  - The racial/ethnic diversity of the SPR staff currently (as of this document) consists of 96% white or Caucasian, and 4% BIPOC.
  - There has been as substantial reduction in the ratio of BIPOC to white employees over the past three years due to one death and two departures in BIPOC staff. A change of even a single staff member represents a major shift in SPR's employment ratios. Of the six employees that make up the senior management team, three (50%) are female and three (50%) are male. All are white/Caucasian at this point, and two are under 50 years of age.
- **Board of Directors**
    - As of this date, our governing board of directors consists of nine members (with the President and GM ex-officio). Of these, four are female, five are male and all are white. Two recent members of Latino/Hispanic descent, have termed out and left the board, and one of Middle Eastern descent has left but migrated to our Community Advisory Board.
    - In the last year alone, three women and one man have left as their term limits were up. One replacement (male Caucasian) was added to the board who helps represent geographic diversity from a small rural community. Three more were recently added: one woman and two men (one under 40).
    - Two openings are anticipated in 2023-24. SPR hopes to fill these openings with qualified and resourceful members dedicated to the station with an eye toward diversity across several categories.
- **Community Advisory Board (CAB)**

The Community Advisory Board (CAB) began as a committee of loyal station supporters who were primarily white and older.

    - Currently, the CAB makeup is two white males, one under 50; and seven women of which three are of BIPOC backgrounds.
    - Recent additions include one female Spokane Tribe member, one female of Asian descent, and one of Middle Eastern descent (migration from the governing board).
    - The average age has decreased substantially with younger members added. The CAB is a place where future governing board members might well be recruited as well.

## **Programming**

SPR takes programming for diverse communities to heart. But as one staff member put it, “it’s one thing to write *about* a population or demographic—but it’s quite another to write *for* them—or better still, from that perspective. With this in mind, SPR looks for ways to let people speak for themselves. A recent special series of programs in partnership with KUOW Seattle, Northwest Public Broadcasting (Pullman), and Humanities Washington include *(Re)Building Democracy* about finding bridges of communication in an increasingly polarized nation and among disenfranchised demographics) and *On Asian America* about violence and hurtful misinformation committed upon Asian Americans. News features on our airwaves routinely

cover issues such as tribal concerns in our coverage area of 20,000 square miles, issues of universal concern across demographics such as environment, land and water use, employment, and education; and issues of culture, music, art, and historic preservation.

## **Conclusion**

Diversity, Equity, and Inclusion (DEI) issues are a priority of Spokane Public Radio's new (2022) strategic plan. This overlaps with succession planning and an eye toward replacing retiring or departing staff, building a more diverse staff and board membership, and also looking at programming, service, sustainability, and growth over the next five years.