2022 KCUR and Classical KC
Demographics Report to the Community

May 27, 2022
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Introduction

KCUR 89.3, Kansas City’s NPR member station, first broadcast in 1957. A charter member of NPR, KCUR holds itself to the highest journalistic standards in service to the citizens of Kansas, Missouri, the broader Midwest, and the nation. For more than 60 years, we’ve worked to report on and share information on the news and experiences of our region through the voices of the people living those stories. As Kansas City’s public media service, KCUR strives to represent the diversity of our region in our staffing, audiences, sources and reporting. But we must do more.

We acknowledge that our organization has not always embraced or advanced diverse voices. Black people and other people of color have been under-represented on our staff, our governance and on our airwaves. We had not been intentional in tracking and reviewing sources to ensure a diversity of voices in our programming. We are committed to and have invested in taking bold steps to improve in all of these areas.

KCUR and our sister station, Classical KC, have spent more than two years on intensive work to address concerns about diversity, equity, inclusion and belonging (DEIB). Like media organizations throughout the country, our journalists were on the front lines of the protests and unrest in the summer of 2020 following violence on Black Americans including George Floyd, Breonna Taylor, Ahmaud Arbery and others. Through their reporting, they examined the frustrations, desperation, heartache and hope coming from all corners of the Kansas City metro.

We did not shy away from examining those same frustrations within the walls of KCUR. That summer, many members of KCUR’s staff raised concerns that the organization’s diversity, equity and inclusion efforts had been insufficient. In the following weeks, all KCUR staff had the opportunity to participate in small group discussions to elaborate on those concerns and help a newly formed DEIB team organize and prioritize their efforts. While we know we have yet to solve some of our most difficult challenges, we are proud of the work we have undertaken.

- KCUR was among the first stations to sign on to the Public Media for All pledge as a partner station in October 2020, taking specific actions to correct “the negative effects of a lack of diversity, equity and inclusion in public media, and sharing solutions for individuals and organizations.”

- We formed task forces to review and make recommendations for improving our policies and culture. All staff have participated in DEIB trainings led by local and national leaders in the field.

- KCUR is a member of the Kansas City REDI (Race, Equity, Diversity and Inclusion) Community of Practice, composed of 20 area organizations committed to serving as key drivers of change, an effort supported by the Ewing Marion Kauffman Foundation.
● We have commissioned a comprehensive pay equity salary study, which will be completed later this year.

● An independent national expert has been hired to conduct an evaluation of our progress thus far, facilitate discussion among staff, our advisory board and community members, and to recommend next steps. That work will be completed later this summer.

● Our newsroom implemented new methods for tracking the diversity of our sources, so that the voices in our stories and on our air accurately represent the communities we serve. For Classical KC, we are making concerted efforts to ensure that the shows and voices on the air better reflect the Kansas City region we serve.

● We have made comprehensive changes to our onboarding process and work flexibility policies, as well as changes to our hiring practices, to ensure all applicants and new employees are treated equitably.

● BIPOC staffers now hold meetings to provide space for conversations about experiences, discuss issues of concern and to foster a sense of belonging.

As Kansas City’s public radio station, we are accountable to our community. In this report, we provide a baseline of the demographics of our staff, governance and sources. One hundred percent of our staff and one hundred percent of our Community Advisory Board shared the information provided in this report.

This report will serve as one metric against which we will measure our progress in advancing diversity internally and externally. We share this report because we believe that transparency and honesty are critical to advancing the work and holding ourselves accountable for doing so. This report will be updated annually.

We know this is only a beginning, and that this work is not the type that can ever truly end. We continue to seek diverse perspectives that are representative of our community. We are implementing policies and strategies that advance these efforts, and committed to applying our own values of integrity, curiosity and credibility to this work.

Sarah Morris
General Manager
KCUR 89.3 and 91.9 Classical KC
www.kcur.org | www.classicalkc.org
Our Community

KCUR 89.3 and 91.9 Classical KC are public radio stations based in Kansas City, Missouri. 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 approximately 100 miles 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 2020 American Community Survey (ACS) census data of the 22-county Kansas City region.

KC-metro census data:
- Total population: 2,144,129
- Race and ethnicity:
  - Asian: 2.9%
  - Black/African American: 12%
  - Hispanic: 9.2%
  - Native American/Pacific Islander: .5%
  - Multi-racial/two+: 3.1%
  - White/Non-Hispanic: 72%
  - Other: .3%

Race & Ethnicity

- Gender:
  - Female: 50.9%
  - Male: 49.1%

Census data: ACS 2020 5-year unless noted.

NOTE: This data 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.
KCUR and Classical KC Workforce

At the time of the survey (March 2022), there were 64 full- and part-time staff at KCUR and Classical KC across all levels of the organization. This report includes all who responded to the survey (100%); it does not include contractors, who sometimes contribute to online, on-air and/or digital content, nor does it include interns or fellows.

Q: Which of the following best describes your race/ethnicity?

- Asian/Pacific Islander: 3%
- Black/African American: 8%
- Hispanic/Latino: 8%
- Multiracial/Biracial: 8%
- White/Caucasian: 70%
- Other Not Listed: 2%

Q: To which gender do you most identify?

- Female: 56%
- Male: 44%
- Transgender Male: 0%
- Transgender Female: 0%
- Not Listed: 0%
KCUR and Classical KC Leadership

The leadership at KCUR and Classical KC fall into two categories: the Lead Team of seven employees who are direct reports to the General Manager (all of whom supervise at least one employee), and 15 managers who supervise one or more employees. In some cases, these groups overlap.

Managers’ demographics:

Q: Which of the following best describes your race/ethnicity?

- Asian/Pacific Islander: 0%
- Black/African American: 6%
- Hispanic/Latino: 7%
- Multiracial/Biracial: 7%
- White/Caucasian: 80%
- Other Not Listed: 0%

Q: To which gender do you most identify?

- Female: 60%
- Male: 40%
- Transgender Male: 0%
- Transgender Female: 0%
- Not Listed: 0%
KCUR’s Content Services

KCUR’s content services include our Kansas City-based newsroom, on-air announcers, the daily talk show Up To Date, editors, producers, hosts, community engagement, 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.

KCUR’s content team comprise 67% of the station’s total staff (43 individuals). The remaining staff conduct administrative, financial, marketing, development and management functions, or work for our sister station, Classical KC.

Content team demographics:

Q: Which of the following best describes your race/ethnicity?

- Asian/Pacific Islander 5%
- Black/African American 12%
- Hispanic/Latino 9%
- Multiracial/Biracial 7%
- White/Caucasian 65%
- Other Not Listed 2%

Q: To which gender do you most identify?

- Female 47%
- Male 53%
- Transgender Male 0%
- Transgender Female 0%
- Not Listed 0%
Tracking the Diversity of Our Sources

In July 2020, KCUR staff set forth a number of priorities related to DEIB, including 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.

A task force convened to begin building a source tracking strategy and tool, with a goal that everyone responsible for creating content would track 100% of their sources. KCUR committed part of one staff person’s time to managing the database.

Our intent is to make vividly clear 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.

After a period of research and prototyping, we implemented a new diversity tracking system (using Google’s Data Studio tool) on May 31, 2021. Work is underway to ensure consistent and complete tracking by all who create content for KCUR.

Of 2,669 sources tracked for the period May 31, 2021 through May 15, 2022:

Q: Which of the following best describes your race/ethnicity?

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian/Alaska Native</td>
<td>1.2%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>3%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>19.7%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>4.8%</td>
</tr>
<tr>
<td>Multiracial or Biracial</td>
<td>4%</td>
</tr>
<tr>
<td>White or Caucasian</td>
<td>49.8%</td>
</tr>
<tr>
<td>A race/ethnicity not listed here</td>
<td>.4%</td>
</tr>
<tr>
<td>Null/not tracked</td>
<td>16.4%</td>
</tr>
</tbody>
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### Q: To which gender do you most identify?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>37.1%</td>
</tr>
<tr>
<td>Male</td>
<td>48.6%</td>
</tr>
<tr>
<td>Transgender Male</td>
<td>.2%</td>
</tr>
<tr>
<td>Transgender Female</td>
<td>.1%</td>
</tr>
<tr>
<td>Non-binary/Gender Non-Conforming</td>
<td>.9%</td>
</tr>
<tr>
<td>Prefer not to share</td>
<td>.4</td>
</tr>
<tr>
<td>Null/not tracked</td>
<td>12.6%</td>
</tr>
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*Note: Slightly more than 65% of tracked KCUR sources lived in zip codes within the Kansas City metropolitan area.*
The 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.

CAB Guidelines stipulate that, “The Board shall be comprised so as to reasonably reflect the needs, interests, and diversity of the communities served by the station. All members of the Board shall be collaboratively appointed by the General Manager and by UMKC through MCOM, which has administrative responsibility for KCUR and its management. The Board shall consist of at least fifteen and no more than twenty-five persons appointed for their ability to reflect the needs, interests, and diversity of the communities served by UMKC’s public radio station.” Each member is appointed to a three-year term, with the possibility of a second three-year term immediately following the first term. All members serve without remuneration. The General Manager of KCUR serves as ex-officio.

One hundred percent of the CAB completed the survey when it was conducted in January 2022 (20 individuals).

Community Advisory Board demographics

Q: Which of the following best describes your race/ethnicity?

- Asian/Pacific Islander: 0%
- Black/African American: 14%
- Hispanic/Latino: 10%
- Multiracial/Biracial: 5%
- White/Caucasian: 71%
- Other Not Listed: 0%
Q: To which gender do you most identify?

Female 65%
Male 35%
Transgender Male 0%
Transgender Female 0%
Not Listed 0%
What’s next

KCUR and Classical KC are in the midst of work with a DEIB consultant to conduct strategic planning and next phase mapping to prioritize our next steps. In addition, a salary parity survey is underway as part of our Public Media for All commitment. The strategic plan will be made publicly available later this summer.

As we begin our next fiscal year on July 1, 2022, KCUR and Classical KC remain steadfast in our commitment to advancing our goals toward greater diversity, equity and inclusion to benefit our staff, leadership, donors, audiences and our community.

This report is an important next step on our path forward and will be updated and made public on an annual basis. We will use this data alongside our strategic planning processes to inform our work, make progress toward our goals and remain accountable to the public. This data is neither exhaustive nor indicative of the scope of the work ahead. We honor the work that has been done thus far, acknowledge there is much more work to do, and challenge ourselves to meaningful and transparent progress.

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