Diversity, Equity, & Inclusion Report 2024

Our community needs local journalism that listens as intently as it informs, that uplifts voices and builds a more engaged, empathetic, and empowered society. For audiences across our region, understanding starts with the news and programs they hear on St. Louis Public Radio.

To provide the best public service, we must reflect the communities we serve, with diverse staff at all levels and an inclusive and equitable organizational culture and operations. This report describes the strategies and activities we are taking to improve our work.

Our values

| Putting Our Audience First
| Trust and Accountability
| Equity and Respect
| Innovation and Creativity
| Discovery and Joy

Demographic Summary

Demographics of our coverage area:

Age:
According to the U.S. Census, the St. Louis metropolitan area in Missouri and Illinois has a median age of 40. The population aged 20-29 is 12%, age 30-39 is 14%. In our 2025-2028 strategic plan, our targeted age range for our audience growth is 25-34. Currently our broadcast audience skews older than the metro area population while the website audience skews younger.

Race and Ethnicity, US Census:

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Black</th>
<th>Two or more</th>
<th>Asian</th>
<th>Hispanic</th>
<th>Native</th>
<th>Islander</th>
</tr>
</thead>
<tbody>
<tr>
<td>STL Metro</td>
<td>71%</td>
<td>17%</td>
<td>6%</td>
<td>3%</td>
<td>3%</td>
<td>0%*</td>
<td>0%*</td>
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<tr>
<td>Quincy</td>
<td>87%</td>
<td>6%</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>0%*</td>
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</tbody>
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St. Louis Public Radio is a listener-supported service of the University of Missouri-St. Louis
Our work in Fiscal Year 2024

Diversity, Equity, Inclusion, and Belonging work is central to the values and mission of St. Louis Public Radio. Led by CEO Tina Pamintuan and the full Leadership Team, DEIB work is carried out by staff at all levels, with direction from the staff DEI working group and the DEI committee of the Friends of St. Louis Public Radio Advisory Board.

Major DEI activities for the year:

**Leadership & Strategic Planning**
- Development of a DEI Action Plan as part of the strategic planning process, with consultation from Brevity & Wit.

**Talent Cultivation**
- Partnering with NPR’s Next Gen Radio Project, to train diverse audio storytellers and add to the pipeline of diverse journalists in public media.
- Continuing our paid internship program, which hosts more than a dozen interns per year. This program has been paid for over a decade.
- Continuing access to inclusive hiring training (“Hiring for Inclusive Excellence”) through UMSL for any members of hiring teams.

**Culture & Belonging**
- Talking Across Difference workshops with NPR’s Chief Diversity Officer.
- The Art of Listening with UMSL’s Director of Conflict Resolution & Mediation Services (to continue in FY25).
- Annual *Discrimination Prevention and Title IX* online training from our university as well as regular training about effective management and team building.
Community Engagement

- For the fourth year we invited teens from throughout our listening area to participate in our Teen Photojournalist Prize competition.
- In-person engagement and media sponsorships in the community at events including the Urban League’s back-to-school fair, Frizz Fest, University of Missouri St. Louis’s Martin Luther King Day event, Webster University’s Diversity Equity and Inclusion Conference, The Black Rep, Cinema St. Louis’s Q Fest, Legal Services of Eastern Missouri, the Red Cross, and many more.
- We held 30 events in FY24, including a discussion of “HBCU Made” with Ayesha Roscoe and “The Exvangelicals” with Sarah McCammon, plus our Theatre Showcase, featuring performances from 12 diverse theater groups, and StoryCollider events featuring diverse storytellers with a focus on science. We also visited farmers’ markets around the region, with a particular focus on areas where we have fewer listeners.
- STLPR’s chief of staff presented to the attendees of the UMSL Succeed Program’s Voc Expo 2024, planned by UMSL’s OIPE office. The Office of Inclusive Post Secondary Education (OIPE) is “dedicated to empowering students with intellectual and developmental disabilities by providing inclusive opportunities and fostering self-determination skills.” STLPR’s presentation included an overview of STLPR’s service and the accessible ways the station provides content across multiple platforms for different audiences and types of learners, the station’s paid internship program and the types of jobs available at a public media organization. This opportunity fostered a connection with the Succeed Program that will encourage future collaborations.

Journalism & Broadcast Programs

- We partner with two local newspapers to reach new audiences. The St. Louis American is a historically Black newspaper that we have a content-sharing agreement with. We often work with them to program debates and other discussions. The Belleville News-Democrat is a newspaper that serves the Metro East portion of our listening area. We have a content sharing agreement with the paper and a reporter who focuses coverage on the Metro East community and often works with the newspaper’s reporters to produce in-depth stories.
- The St. Louis on the Air talk show team spent significant time conducting community listening sessions to ascertain information needs among different demographic groups. The sessions prompted the team to consider producing segments about community events and issues raised in the listening sessions. It also shaped how the team considered show topics, giving more weight to a focus of a topic than the “time peg” of an issue.
- We continued “STLPR en Español,” an initiative we started in 2021 to publish Spanish-language translations of select news stories in order to better serve our region’s growing Hispanic and Spanish-speaking populations.
- Our newsroom provides accurate local journalism, with diverse beats including politics, issues, and law & order; education; health, science & environment; arts, culture & history; race, identity & faith; and the economy.
- Our new Broadcast Operations Manager position allowed us to create over 50 educational spots about Black history and women’s history.
Plans for Fiscal Year 2025

Our DEI Action plan, as part of our three-year strategic plan, is near completion and will be posted to our site before the fiscal year begins.