

NEVADA PUBLIC RADIO®

Nevada Public Radio Statement of Diversity

Nevada Public Radio serves a region that is iconic and distinctive. Our geography includes the grandeur of red rocks and the Mohave Desert and the allure of the Las Vegas Strip. More often than not, Nevadans have chosen to make this region home. As of 2017 NVPR continued our expansion to become a statewide broadcaster with the acquisition of FM signal in Reno and Carson City. Our broadcast content now reaches a region defined by the Sierras and Reno's economic renaissance. Reflecting the diversity of our region goes beyond the applicable laws around gender, religious affiliation, sexual orientation, age, veteran status, ability, or genetic predisposition. For NVPR it also includes our rural non-urban audiences and those with who seek out our content through non-traditional public media outlets. We are committed to attracting and retaining audiences who are new to public media yet resonate with the core values expressed in the excellence of our content and the independent nature of our media organization.

We will reflect the diversity of the communities we serve and the audiences we attract:

- Through our governing and community advisory boards
- Through our hiring practices, workplace culture and executive leadership; and by:
- The acquisition and creation of content on air, online and in print
- The practice of original journalism and content creation in story selection, sourcing, and production
- Creating points of connection in person and online
- Participating in the life of the community and elevating philanthropy by leveraging our public media assets
- Facilitating sustainability and success through corporate partnerships and sponsorship
- Inviting and nurturing individual support from those who choose our media services
- Making business decisions with companies, foundations and organizations aligned with shared values as described above when all other factors are equal
- Using the resources available to us through our local and national affiliations to build on our efforts over time
- Recognizing and celebrating milestones in our efforts

Diversity Goal:

Nevada Public Radio will document and measure annual progress toward the dimensions of diversity outlined in our statement and report to the NVPR Board and to the public in our Annual Report. On October 23, 2014, Nevada Public Radio received a quorum of votes via electronic communication to approve the NVPR Diversity Statement and Goal as written.

NEVADA PUBLIC RADIO

Diversity Report 2023

Human Resources

All positions hired in the last 12 months have received our usual focused attention to recruitment via avenues that will reach diverse candidates. Identification of recruitment efforts are documented in the [2023 FCC EEO](#) report posted on the NVPR website. This will showcase positions hired from June 1, 2022-May 31, 2023. Those hired from June 1, 2023-May 31, 2024, will be published in our 2024 FCC EEO report that will be on our website in June 2024.

The below demographics demonstrate our current staff as of November 1, 2023.

Total Employees: 32 (*this include 1 part-time employee*)

Gender

53.1% Female

46.9% Male

Ethnicity

62.5% White

15.6% Hispanic

9.4% Two or More Races

6.3% Asian

6.3% Black

Generation

34.4% Millennials

21.9% Baby Boomers

21.9% Generation X

21.9% Gen Z

Median age: 43

Programming – FY 2022-2023

Building diversity in our broadcast audience has been a challenging process during the COVID-19 pandemic, as standard patterns of radio listening have only slowly been coming back. We've also seen a general trend away from listening to radio news/talk; *all* news/talk radio stations in Las Vegas have lost audience since the onset of the pandemic. The following audience statistics (for news and classical music combined) are presented with that in mind.

- 25-54 year-old listeners
 - FY22: News 37.7%
 - Both stations 37.8%
- Total weekly audience
 - FY22: news 71,300; both stations 102,000
- Black & Hispanic audience
 - FY22: KNPR 37.4%
 - both stations 38.1%

News/State of Nevada FY 2022-2023

Las Vegas is one of the most diverse cities in the country, one of the first minority-majority cities in the U.S. Our program State of Nevada is moving in a way reflective of the city's demographics.

In Fiscal 2022-2023

Total number of segments= 328

Total segments with diverse guests, topics or both = 271

Number of segments with diverse topics= 172

Number of segments with diverse guests= 239

Number of segments with both diverse topics and guests= 152

To look at this from a percentage perspective:

52% of segments included diverse topics

73% of segments included diverse guests

46% of segments included both diverse guests and topics

83% of segments included diverse guests, topics or both

Desert Companion FY 2022-2023

In 2022-23, Desert Companion has continued in its mission of diversifying both its content and contributors. Numerous stories published this year reflect this intention.

The following stories sought to bring attention to traditionally marginalized and underserved communities:

- A profile of the Philippino Nurses' Association (October 2022 issue)
- A profile of political candidate Elizabeth Mercedes Krause (Oct. 2022)
- A Q&A with Pride founder Dennis McBride (Oct. 2022)
- A how-to on being a good LGBTQ+ ally (Oct. 2022)
- A profile of barrier-breaking Chicano musician Max Uballez (Oct. 2022)
- A sports story including sports group Luz y Fuerza (October)
- A feature including profiles of Tas Upright (Philipino) ,Kimberly King (LatinX), and Dr. Deborah Kuhls (female) (Oct. 2022)
- A report on a Story Corps project about a woman with autism (December 2022 issue)
- A book review of Juan Martinez's *Extended Stay* (Dec. 2022)
- A dining section on mom-and-pop eateries featuring pieces on Mexican- and AAPI-owned restaurants (Dec. 2022)
- A feature on the particular risks that climate change poses to unhoused individuals (Dec. 2022)
- A review of an art exhibit about Black architect Paul Revere Williams (February 2023 issue)
- A reported story about Black ski clubs (Feb. 2023)
- A Q&A with Curtis Stuckey, a Black foster parent for many years (Feb. 2023)
- A profile of LatinX electric company owner Andrea Vigil (Feb. 2023)
- A profile of Black caterer Atavia Jackson (Feb. 2023)
- A fashion story about trans style icon Elliott Puckett (Feb. 2023)

- A full-length feature about Indigenous rock art (Feb. 2023)
- A news story about the designation of Avi Kwa Ame National Monument, an Indigenous landmark (April 2023 issue)
- A commentary on Black TikTok creator Keith Lee (Apr. 2023)
- A profile of a barbershop that serves people with autism and is owned and staffed by people of color (June 2023 issue)
- A Q&A with female filmmaker Brenda Daly (June 2023)
- A profile of a female KJ (June 2023)
- An op-ed about the Supreme Court case on Brackeen v. Haaland by Indigenous writer Richard Boland (June 2023)
- A photo essay of the Gathering of Nations Powwow by Indigenous reporter Miles Brady (June 2023)
- A feature about women sommeliers (June 2023)
- A roundtable discussion with people of color using film in their photography (June 2023)
- A book review of a story about a Black woman's journey with her hair (June 2023)
- A fashion profile of Dr. Audrey Cruz (Aug. 2023 issue)
- An op-ed about the Indigenous ancestral lands located at Thacker Pass, where a mining company wants to drill for lithium (Aug. 2023)
- A reported story about community gardens in underserved communities (Aug. 2023)
- A food story about boba culture and its Taiwanese history (Aug. 2023)
- A book review of Jae Lee and Kelvin Mao's comic series (Aug. 2023)
- A book review of Justine Chan's poetry collection (Aug. 2023)
- An essay about natural refuges as safe Black spaces (Aug. 2023)

Contributors from diverse communities include: Lille Allen, Nicholas Barnette, Jennifer Battisti, Meg Bernhard, Lorraine Blanco-Moss, Miles Brady, Soni Brown, Sarah Bun, Sarah Rose Cadorette, Anne Davis, Kristen DeSilva, Krista Diamond, Eric Duran-Valle, Genevie Durano, Yvette Fernandez, Brent Holmes, Zoneil Maharaj, Jana Marquez, Reannon Muth, Heidi Knapp Rinella, Oona Robertson, Lissa Townsend Rodgers, Gab Rodriguez, Lourdes Trimidal, Todd Witcher

Underwriting FY 2022-2023

Our corporate support team regularly engages with local Chambers of Commerce that serve the diverse communities of our metropolitan and rural coverage area. NVPR is a sponsor of many events that speak to inclusion, education, and diverse populations, including: the Anti-Defamation League Nevada's Annual Dinner, The Las Vegas Global Economic Alliance's annual "Perspective" and "Annual Awards" presentations, Junior League of Las Vegas' "Paint the Town Red" gala, Vegas Chamber of Commerce's annual Installation Luncheon, The Gay & Lesbian Center's "Honorarium 2023", and many others.