

## *KUOW'S STATEMENT OF DIVERSITY & RACIAL EQUITY PRINCIPLES*

KUOW and its Board of Directors (“KUOW”) are committed to diversity, racial equity and inclusiveness.

**Diversity** refers to individual and group differences based on race, ethnicity, gender, sexual orientation, age, physical ability, class and religion. KUOW seeks to promote understanding and appreciation of these differences in order to address racism, bigotry, unconscious bias and other forms of intolerance in places we can impact.

Achieving **racial equity** and diversity is an ongoing process that KUOW believes will lead to an inclusive and high performance culture, fulfilling our mission to create and serve a more informed public.

KUOW understands that success in achieving racial equity requires commitment from the leadership of our organization at both the board and staff levels. This commitment must extend over time, with an understanding that there are no “quick fixes” to systemic inequity, but there are actions we can take as an organization to progress forward.

These problems are complex, and we strive to be courageous; and guided by our values, we strive for a culture in which all can participate, prosper and reach their full potential.

KUOW promotes diversity within our organization in order to:

- Reflect the racial, ethnic, and other characteristics of the communities we serve
- Promote greater understanding of and respect for the diversity within these communities
- Recognize and amplify these communities’ voices
- Build on the strengths of diverse backgrounds to develop strong leadership
- Achieve the highest level of effectiveness and well-informed decision-making

KUOW will advance these goals by:

- Living our core values
- Recruiting diverse staff and board members
- Committing to develop cultural competence
- Funding training programs that deal with race relations and culture

## *KUOW VALUES*

*EARN TRUST*

*ACT IN SERVICE*

*BE CURIOUS*

*DEMAND INTEGRITY*

*HAVE COURAGE*

*ALWAYS GROW*

*VALUE DIVERSITY*

*COLLABORATE*



*BE INCLUSIVE AND EQUITABLE. SEEK A MULTITUDE OF PERSPECTIVES AND EXPERIENCES. PRACTICE FAIRNESS. IT IS IMPERATIVE TO OUR JOURNALISM, THE DECISIONS WE MAKE AND THE CULTURE WE CREATE*

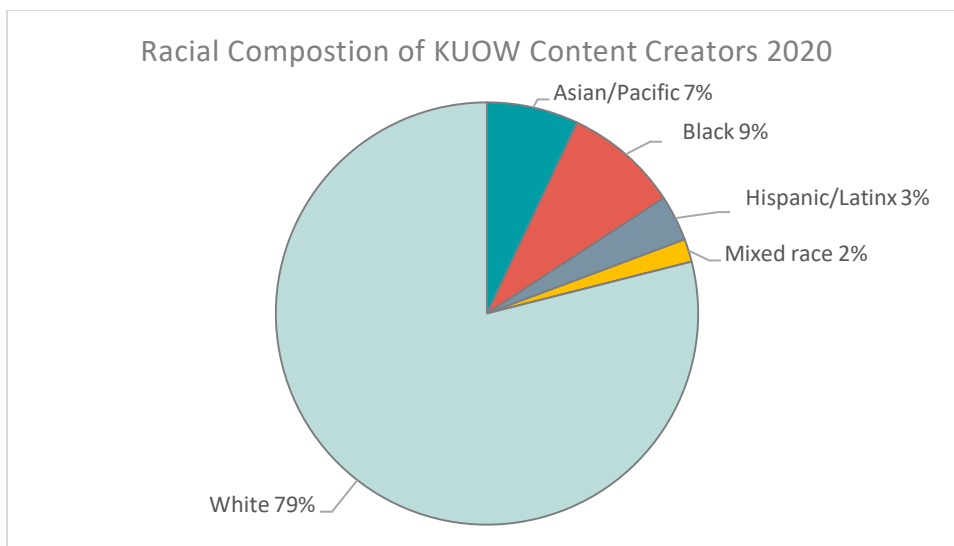
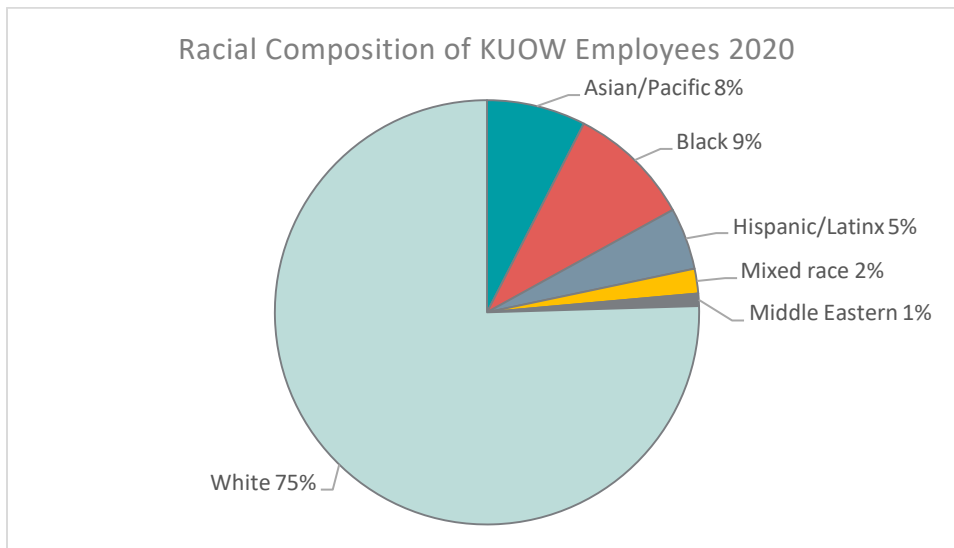
## EXTENT TO WHICH STAFF AND GOVERNANCE REFLECT DIVERSITY

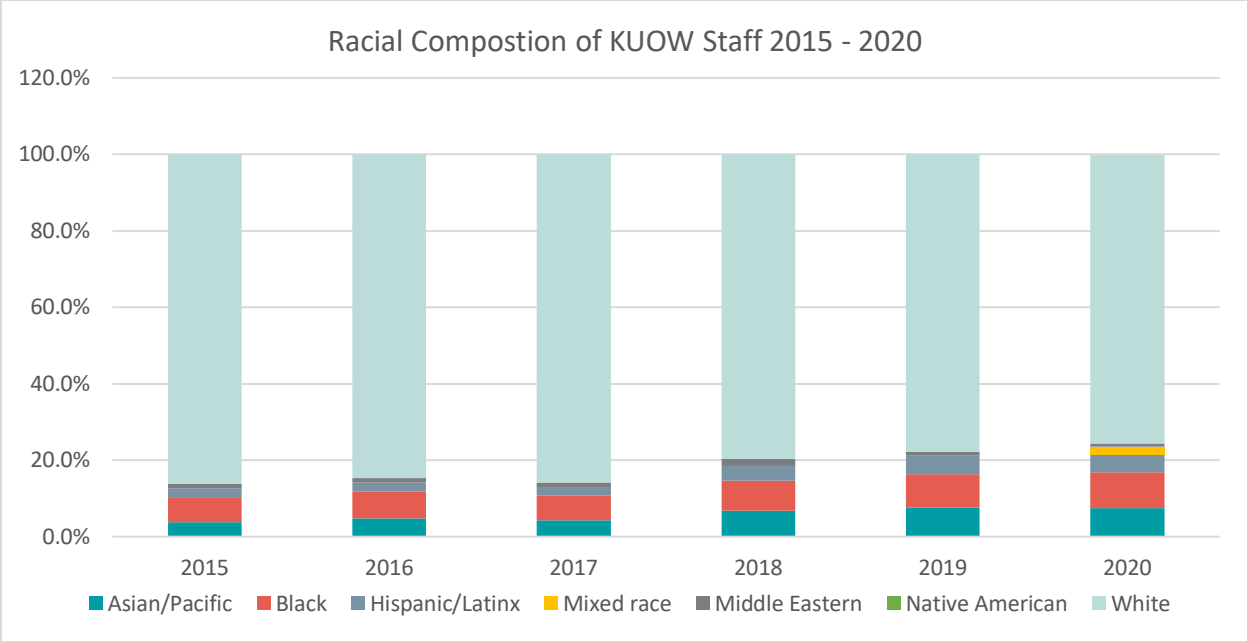
KUOW sowed the seeds of our racial equity and diversity efforts in our five-year strategic business plan (published summer 2016).

*“Establish **vastly improved methods for attracting and hiring diverse staff members** by evaluating leading diversity practices from throughout the country and across industries.”*

KUOW staff are employees of the University of Washington. The University of Washington and KUOW are committed to full and positive compliance with all applicable federal, state and University of Washington laws and policies regarding discrimination on the basis of race, color, creed, religion, national origin, citizenship, sex, pregnancy, age, marital status, sexual orientation, gender identity or expression, genetic information, disability, or veteran status.

KUOW strives to be a reflection of the diverse cultural, ethnic and socio-economic make-up of the Puget Sound region.





### KUOW Annual Employment Data 2015 - 2020

	2015 As of 1/15/2016		2016 As of 1/15/2017		2017 As of 1/15/2018		2018 As of 1/15/2019		2019 As of 9/30/2019		2020 As of 9/30/2020	
Female	50	59%	63	64%	59	63%	64	62%	61	59%	65	61%
Male	29	34%	37	36%	34	37%	39	38%	43	41%	41	39%
	79		85		93		103		104		106	

Asian/Pacific	3	4%	4	5%	4	4%	7	7%	8	7.5%	8	7.5%
Black	5	6%	6	7%	6	6%	8	8%	9	8.5%	10	9.5%
Hispanic/Latinx	2	3%	2	2%	2	2%	4	4%	5	5%	5	4.5%
Mixed race	0	0%	0	0%	0	0%	0	0%	0	0%	2	2%
Middle Eastern	1	1%	1	1%	1	1%	2	2%	1	1%	1	1%
Native American	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
White	68	86%	72	85%	80	86%	82	80%	81	78%	80	75.5%
	79		85		93		103		104		106	

Over the 5-year period from 2015 to 2020 we have seen an overall improvement in staff diversity. During the 36-month period from 10/1/2017 to 9/30/2020, KUOW has increased the percentage of people of color hired in each year from 30% to 38%, achieved through a focus on recruitment and hiring practices.

The PSPR Board of Directors consists of 28 total members with 43% women and 57% men and 43% Black, Indigenous, and People of Color (BIPOC). The Governance Committee regularly surveys the board for inclusion and diversity by collecting demographic, geographic, professional and personal expertise and interest affinity data on the board’s members. Recruitment priorities are set based upon the outcome of the survey.

## COMMITMENT TO DIVERSITY AND RACIAL EQUITY

*“As a public institution, we must serve the entire community, not just a subset.”*

KUOW Strategic Business Plan  
(2017-2021)

### RACIAL EQUITY TEAM

KUOW’s Racial Equity Team is an advisory body to the Office of the President and General Manager seeking to institutionalize an organizational framework that is anti-oppressive and racially equitable. The concept for this team originates with the Organizational Excellence goal of KUOW’s Strategic Business Plan.

*Racial Equity Team Vision: For KUOW to be known as an organization committed to racial equity, diversity, and inclusion.*

*Racial Equity Team Mission: To ensure that KUOW’s values supporting racial equity, diversity and inclusiveness are demonstrated in our actions.*

The team, which is comprised of representatives from each major functional department of KUOW and facilitated by an outside consultant, is working to cultivate a work culture that values equity and diversity. Additionally the team promotes learning and skill development about access, inclusion and equity, and aids and supports KUOW’s leadership in its recruitment and retention of a diverse workforce at all levels.

### TRAINING

*Promote learning and skill development for racial equity.*

- Our racial equity consultant assisted in the development of a Racial Equity Toolkit to operationalize racially equitable decision-making processes throughout the station.
- All staff and board members complete our *Leading with a Racial Equity Lens for Organizational Transformation* training, with more continuous trainings offered throughout the year including sessions on implicit bias, managing for a diverse workplace and more.
- We have instituted a Diversity, Equity and Inclusion (DEI) speaker and training series for the general staff, along with specific speakers for the news department.

### HIRING

*Recruit, nurture, and retain a diverse workforce at all levels.*

- KUOW developed a hiring managers’ toolkit that standardizes our recruitment-to-hiring process – beginning with screening out job descriptions and job postings for language bias and exclusionary requirements, and standardizing interviewing protocols to eliminate bias.
- KUOW participates in the Virtual Career Fairs and Public Radio Village national recruitment platforms. In addition, we are building our own diversity networks and mailing lists for recruitment. Hiring managers are also encouraged to utilize professional networks for recruitment referrals.

## MEASUREMENT

*Assess quantitative progress towards racial equity and diversity.*

- KUOW has added diversity of news sources as a goal on our strategic dashboard. As of FY20, sourcing diversity in our newsroom approached 40%.
- KUOW is launching a yearly Transforming Organization Culture Assessment (TOCA) to establish a baseline and monitor trends in staff perception of our workplace culture.
- The KUOW leadership team reports monthly on their progress toward racial equity.
- KUOW launched an effort to analyze all internal documents and public-facing collateral to ensure alignment with our diversity goals.

## CONTENT

*Raise awareness of perceived trends and blind spots in KUOW sources and voices.*

- KUOW tracks diversity of sourcing (who we interview) to reflect our commitment to put racial equity and diversity at the forefront of everything we do. We set annual goals for percentage of sources that are people of color for every project. Discrete tracking of different production units heightens accountability.
- KUOW developed a Narrative Screening document with foundational questions to help us decenter whiteness in our coverage and contribute to shifting the narrative around race and racism.
- Our events and community engagement teams have set benchmarks for diverse panels and a compensation structure for contributors, with the goal of authentically supporting and amplifying people of color in our events and community activities.
- KUOW collaborated with independent BIPOC journalists to enhance our perspectives of the Black Lives Matter protests.
- Newsroom leadership is reviewing our Ethics Policy to take a critical look at our policies around “objectivity” and “fairness”.
- KUOW’s RadioActive Youth Media program amplifies diverse youth voices in media by giving young people the opportunity to discover public radio journalism and gain access to the skills, community and institutional resources that can spur their growth as media makers and civic leaders.
- KUOW regularly airs stories and content created by the participants of the RadioActive Youth Media program, some of which have gained national recognition through awards and national programming. Many of the stories produced by our youth journalists cover issues of race, ethnicity, gender, sexual orientation and physical and mental ability.

*“...attracting a **diverse audience will require a diversity of voices**....KUOW needs to reflect the diverse community in which we live.”*

KUOW Strategic Business Plan (2017-2021)

## CULTURE

*Cultivate a work culture that values equity and diversity. Develop processes for KUOW staff to surface concerns and opportunities.*

- The Culture Subcommittee of KUOW’s Racial Equity Team (RET) has been instrumental in helping management institute resources like a wellness/prayer room for staff.
- RET leadership has also pressed on LGBTQ+ issues such as prioritizing building a gender-neutral, single occupancy restroom on station premises. KUOW leadership has committed to this restroom as the next capital project once funds are available.
- The RET has piloted a “buddy program” as part of onboarding new employees, especially those from traditionally marginalized communities to help acclimate to Seattle and “find community” and connectedness for themselves.
- A staff member started a Race Media & Conversation Club. Formed in late 2019, the club meets approximately twice a month and is open to all staff members.

*“KUOW has embraced the reality that Racial Equity in the workplace goes WAY beyond ‘a plan’. It is a comprehensive process that requires transformation in ways of thinking, ways of doing, and accountability”*

Caryn Mathes, KUOW President and  
General Manager