



DIVERSITY AT KUOW

As of September 30th 2019

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 which 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

ELEMENTS OF DIVERSITY

It is part of KUOW's mission to help broaden and deepen community dialogue about issues of diversity both locally and nationally. Distinctive categories would be:

- Race and Ethnicity
- Culture (as defined by various but integrated components of national origin, religion, values, behavioral norms, etc.)
- Age/Generational
- Gender
- Sexual orientation/Gender Identity
- Geography
- Ideology
- Socio-Economic Status
- Education Level
- Physicality/Disability
- Mental Health
- Veterans' Affairs

EXTENT TO WHICH STAFF AND GOVERNANCE REFLECT DIVERSITY

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, sex, sexual orientation, age, marital status, disability or status as a disabled veteran, equal employment opportunities and affirmative action.

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

- KUOW (permanent staff) employees range in age from 24 to 70, with a median age of 42.
- 59% of KUOW employees are female, 41% male.
- The racial/ethnic diversity of the KUOW staff consists of 78% white or Caucasian, 8.5% black or African American, 7.5% Asian or Pacific Islander, 5% Hispanic or Latinx and 1% Middle Eastern.
- Of the 12 members of the leadership team, 7 (58%) are female and 5 (42%) are male. Two members (17%) of the leadership team are black or African American, one (8%) is Middle Eastern, the remainder are white or Caucasian.
- Of the 58 content producers, 55% are female and 45% male. 83% are white, 7% black or African American, 7% Asian or Pacific Islander and 3% Hispanic/Latinx.

PROGRESS MADE TO INCREASE DIVERSITY

ANNUAL EMPLOYMENT DATA (from KUOW's mandatory reporting to CPB)

All Full-Time Employees

	2013 As of 1/15/2014		2014 As of 1/10/2015		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	
Female	51	65%	51	59%	50	59%	63%	64%	59	63%	64	62%	61	59%
Male	27	35%	28	33%	29	34%	37%	36%	34	37%	39	38%	43	41%
	78		79		79		85		93		103		104	

African American	5	6%	6	8%	5	6%	6	7%	6	6%	8	8%	9	8.5%
Hispanic/Latino	2	3%	2	3%	2	3%	2	2%	2	2%	4	4%	5	5%
Native American	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Asian/Pacific	4	5%	4	5%	3	4%	4	5%	4	4%	7	7%	8	7.5%
Middle Eastern	1	1%	1	1%	1	1%	1	1%	1	1%	2	2%	1	1%
White/Caucasian	66	85%	66	84%	68	86%	72	85%	80	86%	82	80%	81	78%
	78		79		79		85		93		103		104	

The PSPR Board of Directors consists of 26 total members comprised of 11 (42%) women and 15 (58%) men. Racially and ethnically the Board is made up of a diverse mix with 54% white or Caucasian, 27% African American/Black, 15% Asian/Pacific, and 4% Native American. The Governance Committee regularly surveys the board for inclusion & 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.

KUOW continues to strive for increased diversity amongst its staff and board members.

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 (which inspired organization-wide racial equity training). The team's work is also envisioned to support the Local Content, Community Engagement and Marketing goals of the 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, is working to cultivate a work culture that values equity and diversity, to promote learning and skill

development about access, inclusion and equity, and to aid and support KUOW's leadership in its recruitment and retention of a diverse workforce at all levels.

DIVERSITY ON THE AIR

Below is a sampling of KUOW-produced content that helps people learn more about the richness of our diverse communities.

KUOW has a bilingual (English/Spanish) staff reporter covering immigrant communities in the Puget Sound and beyond.

Race/Ethnicity/ National Origin & Immigrant Issues

- *Preaching for more diversity at the Washington State Fair*, Casey Martin, 9/16/19
- *Race, gender, tennis, and Serena; The Record*, Bill Radke, 9/12/19
- *Behind the locked doors of Washington's immigration detention center*, Esmey Jimenez, 9/12/19
- *Immigrants can now get a free Lyft (or Uber) to immigration interviews*, Esmey Jimenez, 9/10/19
- *Seattle sues Trump administration over threat to 'sanctuary cities'*, Liz Jones and Kara McDermott, 8/29/19
- *How bias-aware people can create better workplaces*. Battle Tactics for Your Sexist Workplace podcast. Jeannie Yandel and Eula Scott Bynoe, 8/20/19
- *3 ways Trump's welfare rule is already terrifying immigrants*, Esmey Jimenez, 8/16/19
- *How black women navigate race in the public eye*, Adwoa Gyimah-Brempong, 3/29/19

Culture

- *How did Seattle become home to a large Sephardic Jewish community?*, Anna Boiko-Weyrauch and Deborah Wang, 8/29/19
- *Native leaders protest Seattle Schools' decision to cut ties with program for indigenous youth*, Ann Dornfeld, 6/15/19

Age/Generational

- *Teddy bears and hope: A Seattle court for kids who cross the border alone*, Esmey Jimenez, 9/3/19
- *Youths grill Seattle area candidates in forum*, Patricia Murphy, 8/24/19
- *These teens are turning guns into gardening tools*, Ann Dornfeld, 7/25/19
- *Wired for Worry series (parents and children who wrestle with anxiety)*, Deborah Wang, Ann Dornfeld and Isolde Raftery, July 2019
- *The kids are not alright. High schools grapple with rising rates of mental illness*, Deborah Wang, 4/17/19
- *Seattle's growth may push out this community of low-income seniors*, Casey Martin, 1/28/19

Gender/Sexual Orientation

- *X may be a gender option on driver's licenses soon. But why is gender being tracked at all?* Adwoa Gyimah-Brempong and Bill Radke, 8/14/19
- *Drag Queen Story Hours come to King County, but not without complaints*, Ann Dornfeld, 6/19/19
- *A straight white guy walks into a queer dinner party...*, Jeffrey Howard, 6/26/19

Physicality/Disability

- *For many Seattleites with disabilities, this snow is impassable*, Adwoa Gyimah-Brempong and Marcie Sillman, 2/12/19

Geography (including diverse neighborhoods)

- *Black flight is not the end of Seattle's Central District's diversity story. "On The Brink" highlights those who are working hard to keep it that way*. Kim Malcolm and Katherine Banwell, 6/7/2019

DIVERSITY PLANS FOR 2019-2020

KUOW is focused on creating content that will help broaden and deepen community dialogue about issues of diversity, both locally and nationally.

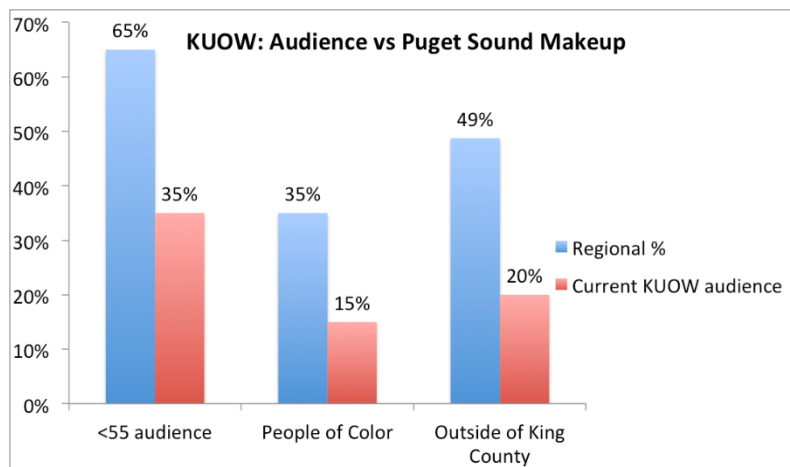
Audience service is at the heart of public radio's purpose and its business¹.

KUOW recognizes that there is work to be done in attracting and serving a diverse audience.

The following is excerpted from the ***KUOW Strategic Business Plan (2017-2021)***.

"KUOW seeks to attract a very broad audience – particularly listeners who are thoughtful, curious and interested in the world at large. However, the actual audience skews heavily toward a narrow demographic.

As the graph below shows, KUOW's audience is extremely under-represented across several key dimensions including race, age and region.



Attracting a diverse audience will require a diversity of voices on the air and in published content. KUOW needs to reflect the diverse community in which we live in the personas and voices it puts on the air and a diversity of perspective in those who make and manage content regardless of platform. The "story of us" has to be the story of all of us to achieve relevance, resonance, and reach into populations heretofore un-served.

¹ Strategic Priorities of NPR[®], adopted May 2014.

Bottom line, as a public news institution, KUOW should be serving its entire community, not just a subset."

The strategic business plan outlines six core initiatives to be addressed over the five years of the plan (2017-2021). One of these core initiatives is focused on community engagement.

"The intent of community engagement is to combine the power of a Town Hall with the bullhorn capacity of KUOW's on-air and digital channels.

This is, by nature, an interactive and more personal engagement with the community; often driven by face-to-face interactions², ongoing relationships, and an active role in facilitating connections and shared understandings. It is radically different from journalism that is 'separate' from the community in which it operates.

Goal 3: *Establish a pervasive KUOW presence in the community through events that enhance mutual understanding and community engagement.*

By more deeply engaging with the diverse cultures in our region, the community engagement team and our reporting organization will be able to:

- *Span political and geographical divides, connecting two or more communities together.*
- *Provide the public with direct exposure to other voices, often without the intermediary perspective of an 'expert'.*
- *Create a space for dialog, actively engaging rather than just witnessing/reporting.*
- *Establish a listening post in the community in order to find powerful voices and stories. Build community connections to KUOW content producers and personalities.*

Summary of Community Engagement and Events in 2019

Curiosity Club

Last January (2019) KUOW launched Curiosity Club with one bold question in mind: Can great food and compelling storytelling transform a group of strangers into a community? After three cohorts, we're seeing exciting evidence that the answer to that question is yes.

Curiosity Club is like a bookless book club or a nerdy supper club. Ten diverse community members are intentionally curated and brought together for a dinner party or series of dinners. A month before each dinner, members are assigned a group of multimedia KUOW stories as "homework." The dinners are festive but informal. There is a facilitator and the journalists who reported the homework stories participate too. The agenda includes time for one-on-one conversations and whole-group discussions. Afterwards, participants (including the reporters) complete a survey and many club members write thoughtful and surprising reflections that we share at KUOW.org/curiosityclub

Thursdays with KUOW

In an effort to counteract the erosion of trust in media, deepen the public's understanding of journalism and ensure our community's voices are reflected in our reporting, KUOW held a series of free public presentations and conversations with KUOW reporters at the University Book Store. Topics included

² Face to Face interactions result in more positive impressions of partners and greater self-other agreement than interactions via computer. [Getting to Know You](#), *Computers in Human Behavior*, January 2011.

'Getting Out of Our Corners: Seeking Dialogue in an Age of Tribalism' (Amy Radil, Reporter), 'Youth and Guns' (Patricia Murphy, Reporter), 'Reporting on Homelessness in Seattle/King County' (Kate Walters, Reporter), 'Our Food, Our Stories' (Ruby de Luna, Reporter), and 'The Challenges Of Reporting On Vaccines' (Isolde Raftery, Online Editor).

Ask A

Throughout 2019 the KUOW community engagement team has continued to host 'Ask A_' events. These person-to-person conversations are an effort to combat polarization by sparking dialogue and sharing different perspectives on populations that are misunderstood. The concept is simple: get eight people from a group that's in the news and set up conversations with eight people who want to know more about the group. Notable events this year are: *Ask A Judge* (Feb 2019) and *Ask A Transgender Person* (June 2019).

Week in Review Live 'Down the Sound' Tour

KUOW launched a new season of 'Week in Review Live' with the show being recorded in front of a live audience in Bellingham (August 2019) and Edmonds (September 2019) and future shows planned for Olympia (October 2019) and Seattle (December 2019). The goal is to meet different Puget Sound communities where they are, listen to their concerns, and provide them with an opportunity to see how a radio show is produced. All Week in Review Live events are free and open to the public.

Race, Gender and Bold Parenting: Jodie Patterson on Raising Her Transgender Son

Thursday, June 6 at 7 p.m. Impact Hub, Seattle

A conversation with Brooklyn based author and activist Jodie Patterson, KUOW's Jeannie Yandel, and local LGBTQ advocate Spencer Bergstedt. The discussion explored race, gender and the complex themes surrounding raising a transgender child.

ANNUAL INITIATIVES

Internships/Work-Study Program

RADIOACTIVE: ENGAGING AND EMPOWERING YOUTH; BRINGING YOUTH VOICES TO THE AIRWAVES

KUOW's youth media program, *RadioActive*, offers intensive and fun introductory and advanced radio journalism workshops for 15-20 year olds throughout the year. Young people discover public radio journalism and gain access to the skills, community and institutional resources that spur their growth as media makers. Through their stories, listeners of all ages gain a deeper understanding of young people whose voices are rarely heard by the greater public.

The goals for the program include youth empowerment, building confidence and communication skills and compelling young people to engage in society and the world around them to tell their stories and those of others like them. RadioActive prioritizes serving and retaining young people from under-resourced communities. To that end the RadioActive staff have successfully introduced, inspired and engaged more than 100 youth in the long-form program and, and close to 1,000 from throughout Puget Sound and Washington State via short-form mobile workshops.

RadioActive has been hugely successful in introducing the core values and storytelling style of public radio to young people as well as bringing diverse youth voices to our listeners.

A sample of RadioActive stories from 2019.

- *Speak English!' Nah, no thanks*, Michelle Aguilar Ramirez & Eriberto Saavedra Felix, 9/3/19
- *The Pink Tax: What you need, they mark up*, Charlotte Engrav, Sonya Sheptunov, Antonio Mendoza-Nevarez & Morgan White, 8/6/19
- *How to be a feminist, and other lessons from my grandma's badass friend*, Lila Shroff, 6/20/19
- *'I think I can still save her.' How one immigrant teen supports her mother and sister*, Kamil Saad, 6/13/19
- *The racist practice of mispronouncing names*, Keya Roy, Zuheera Ali & Medha Kumar, 3/21/19
- *A white woman slapped my mom on a Seattle bus. She picked on the wrong woman*, Kenny Ou, 12/4/18
- *My aunt was 16 when she ran off to join the Eritrean Liberation Front*, Mimi Zekaryas, 11/14/18
- *My uncle has experienced homelessness for decades. He still comes to family dinner at my house*, Acacia Niyogi, 11/7/18
- *I didn't know my mom was non-binary until I started to question my gender identity*, Marceline Flynn, 10/31/18
- *How one transgender dancer challenges the Bollywood binary*, Keya Roy, 10/25/18

Diverse Candidates for PSPR Governing Board

The Governance Committee of the PSPR Board surveys the board annually, at minimum for inclusion and diversity by collecting demographic, geographic, professional and personal expertise and interest affinity data on the board's members. Recruitment priorities and desired attributes for board nominees are set based upon the outcome of the survey and desired skill sets dictated by KUOW's Strategic Business Plan.

Diversity Training for Management & Staff

All supervisors at KUOW are required to take the Strategic Leadership Program offered by the University of Washington. One element of that training discusses diversity awareness, the impact of diversity on organizations and tips for addressing diversity and related challenges within the workplace.

The KUOW Racial Equity Team ensures that KUOW's racial equity, diversity and inclusiveness values are demonstrated in our actions at the station and beyond. KUOW staff are required to take basic Equity training at the beginning of employment. Additionally, KUOW is requiring all staff members to participate in a mandatory racial equity workshop focused on strengthening a culture for achieving racial equity.

Engaging the Community

RECRUITING

KUOW actively seeks diverse candidates during recruitment. A sampling of our recruitment sources include: Facebook, Twitter, Craigslist, The Seattle Times online/NW Source, Washington State Association of Broadcasters, Asian American Journalists Association, National Association of Black Journalists, National Association of Hispanic Journalists, Northwest Center, YMCA of Greater Seattle. More information about our employment sources and efforts can be found in our annual FCC EEO Report.

KUOW continues to seek new recruitment sources which broaden our reach into the community.

KUOW and The University of Washington (the licensee) supports the university's compliance with the law and spirit of equal opportunity and affirmative action as it relates to race, color, creed, religion, national origin, citizenship, sex, age, marital status, sexual orientation, gender identity or expression, disability, or status as a disabled veteran or Vietnam-era veteran or other protected veterans.