

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

KUOW and our Board of Directors are committed to racial equity, modeling diversity, inclusion and equity, and best practices.

**Diversity** is about a collective or a group. A person isn't diverse — they're unique. Those differences are unique perspectives and how individuals bring diversity to a group. In a workforce these differences typically refer to identity like race and gender, ethnicity, religion, nationality and sexual orientation. KUOW believes diversity also includes age, geographics, neighborhoods and communities.

**Inclusion** has to do with people with different identities feeling and/or being valued, leveraged and welcomed within a given setting. Inclusion is not a result of diversity, you have to be given access and you have to feel welcomed.

**Equity** recognizes that we don't all start from the same place because advantages and barriers exist. KUOW understands that Diversity and Inclusions are outcomes, Equity is not. Equity is just, opportunity and fair inclusion in a society in which all can participate to reach their full potential.

Achieving **racial equity** and diversity is an ongoing process. It's the presence of systems that ensure fairness and justice. Our organization has developed a roadmap to design practices specifically to transform our workplace culture that represents our full community. KUOW believes the outcome will lead to an inclusive and high developed, 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 for diverse perspectives and multicultural backgrounds
- Hiring, contracting and partnering with Black, Indigenous, People of Color
- 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*

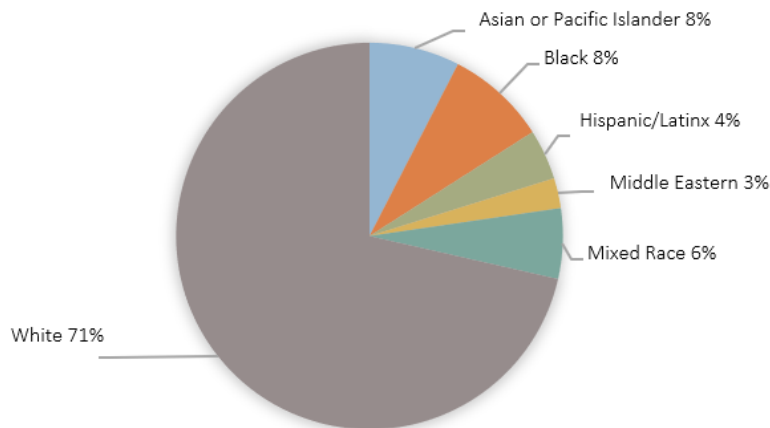
BE INCLUSIVE AND EQUITABLE. SEEK A MULTITUDE OF PERSPECTIVES AND EXPERIENCES. PRACTICE FAIRNESS. IT IS IMPERATIVE TO OUR JOURNALISM, THE DECISIONS WE MAKE AND THE CULTURE WE CREATE

## EXTENT TO WHICH STAFF AND GOVERNANCE REFLECT DIVERSITY

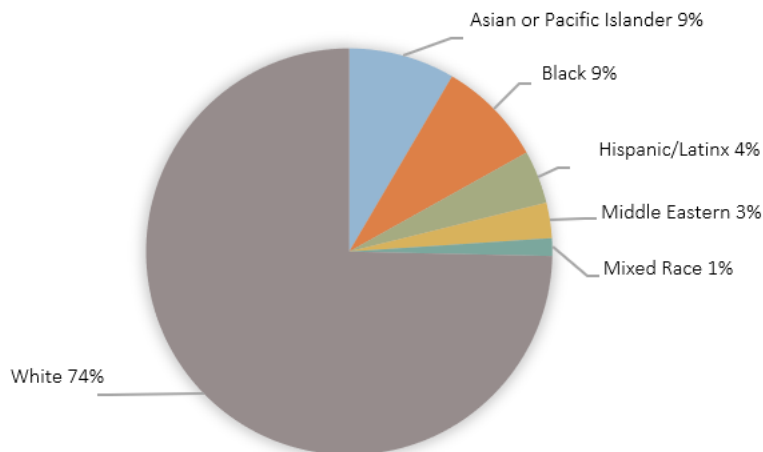
KUOW staff are employees of the University of Washington. The University of Washington and KUOW are committed to full and positive compliance with all applicable federal, state and University of Washington laws and policies regarding discrimination on the basis of race, color, creed, religion, national 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.

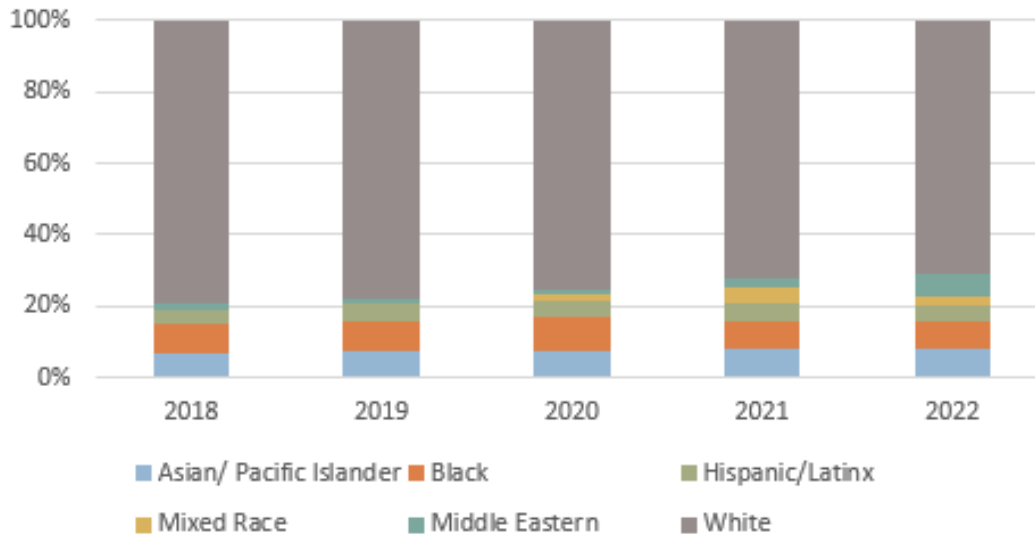
RACIAL COMPOSITION OF KUOW STAFF 2022



RACIAL COMPOSITION OF KUOW CONTENT CREATORS 2022



## Racial Composition of KUOW Staff 2022



## KUOW Annual Employment Data 2018–2022

	2018 (#)	2018 (%)	2019 (#)	2019 (%)	2020 (#)	2020(%)	2021(#)	2021 (%)	2022 (#)	2022 (%)
Female	64	62%	61	59%	65	61%	56	56%	68	57%
Male	39	38%	43	41%	41	39%	44	44%	49	41%
Non BINARY	NA	NA	NA	NA	NA	NA	NA	NA	2	2%

	2018 (#)	2018 (%)	2019 (#)	2019 (%)	2020 (#)	2020 (%)	2021 (#)	2021(%)	2022 (#)	2022(%)
Asian/ Pacific Islander	7	7%	8	8%	8	7.5%	8	8%	9	8%
Black	8	8%	9	9%	10	9.5%	8	8%	10	8%
Hispanic/Latinx	4	4%	5	5%	5	4.5%	5	5%	5	4%
Mixed Race	0	0%	0	0%	2	2%	4	4%	3	3%
Middle Eastern	2	2%	1	1%	1	1%	3	3%	7	6%
Native American	0	0%	0	0%	0	0%	0	0%	0	0%
White	82	80%	81	78%	80	75.5%	72	72%	85	71%

Over the 5 year period from 2018 to 2022 we have seen an overall improvement in staff diversity. During the 5 year period from 9/30/2018 to 9/30/2022, KUOW has increased the 71.4% of people of color hired in each year from 20.4 % to 28.6 %, achieved through a focus on recruitment and hiring practices.

The PSPR Board of Directors consists of 22 total members with 45% women and 55% men and 50% 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 is dedicated to building a culturally and ethnically diverse staff and creating a working environment that promotes racial equity and inclusiveness. We believe attracting and retaining diverse staff is crucial to serving our community and fulfilling our mission. Women, Black, Indigenous and people of color (BIPOC), LGBTQ+ individuals, people with disabilities and veterans are highly encouraged to apply to all job openings.

### *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

### *HIRING*

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

- **Staff Diversity:** Improving staff diversity across all levels of the organization is a key performance goal for the President and General Manager. We will report our staff diversity numbers each year as part of our commitment to transparency
- **Standardized Hiring Process:** Starting in 2019, KUOW launched a project to transform our hiring process to support our goal of recruiting, hiring and retaining a diverse staff. We have now instituted a multitude of equity-focused changes to our standard recruitment, candidate screening, interview and hiring processes.
- **Compensation:** KUOW completes compensation studies every four years to ensure our compensation is equitable across staff members and competitive in our industry. We have used this data to guide annual adjustments in compensation across teams

### *CONTENT AND PROGRAMMING*

*Prioritize the inclusion of diverse voices and perspectives on our platform.*

- **Diversity of Sources:** Since 2015, we have tracked the diversity of sources for our local broadcast features and of guests on our midday show *The Record*. This year, we are working to expand source tracking into more kinds of stories to gain a deeper picture of our source diversity across platforms.

- **Staff Training:** 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.
- **Monthly Speaker Series:** We've instituted a Diversity, Equity and Inclusion (DEI) speaker and training series for staff and leadership, along with speakers for specific departments, covering topics such as journalistic objectivity, ethics, implicit bias, inclusive language and decentering whiteness in storytelling, as well as in policy and practices.
- **RadioActive Youth Media:** KUOW's RadioActive program seeks to break down barriers that keep marginalized people out of newsrooms. RadioActive engages youth from across the spectrum of class, culture and identity, while prioritizing the needs of youth who are underrepresented in media including youth of color, LGBTQIA+, financially insecure, immigrants, and/or religious minorities. RadioActive actively seeks partners who serve youth from communities historically marginalized by media institutions.

## ORGANIZATIONAL CULTURE

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

- **Office Building:** The Racial Equity Team has also pressed on LGBTQIA+ issues such as prioritizing building a gender-neutral, single occupancy restroom on station premises. KUOW has designated a Wellness/Prayer and Lactation room for staff.
- **Employee Wellness:** We have made time available for staff wellness needs, cultural needs and mental health time, including in a virtual work setting. Our employee engagement software allows KUOW to quickly address workplace safety issues by querying the staff when necessary and keeping a pulse on safety in our culture.
- **Staff Feedback:** In 2020, KUOW launched an annual Transforming Organizational Culture Assessment (TOCA) to establish a better baseline and monitor trends in staff perception of our workplace culture. In addition, we use Gallup surveys and a micro-survey/feedback tool to give staff anonymous means of sharing feedback with leadership. We do demographic breakouts of our survey results to assess if racial groups are experiencing KUOW's workplace culture differently.
- **Performance Goals:** Every month, our leadership team must report on their progress in committed racial equity work. In addition, racial equity work is considered in performance reviews for all supervisors. Using our workplace engagement tool, every supervisor has 1 on 1 meetings where employee individual and team tasks are tracked and roll-up to the organizations overall goals.

## COMMUNITY ACCOUNTABILITY

*Bring our community in as a stakeholder in our work, inviting conversation, being open and transparent and holding ourselves accountable.*

- **Community Engagement:** Our Community Engagement team ensures that KUOW has a meaningful and interactive relationship with the dynamic communities of the Puget Sound region and beyond. The team is committed to diversity and intersectionality, and to amplifying BIPOC voices, listening to their feedback and ideas, and creating innovative opportunities to connect them to our newsroom. New efforts include providing opportunities for real-time feedback on our coverage, by text, email or phone. Another is through Curiosity Club, which

connects diverse community members directly to our newsroom editors and reporters by discussing KUOW stories over dinner. Each cohort is intentionally curated with the aim of bringing together community members who reflect the racial, cultural, political and gender diversity of our surrounding community. The majority of participants are people of color and/or members of our LGBTQIA+ community and range in age from 20s to 60s.

- **Community Feedback:** In addition to our Community Engagement team's work, KUOW has instituted annual audience surveys to gain a better understanding of our current audience and gaps in our coverage. We also have and will continue to hold meetings with community groups to listen to their feedback on our coverage and its impacts.
- **Transparency:** Again, we will be publicly sharing our progress in our anti-racist work, source diversity and staffing diversity as a way to hold ourselves accountable to the community we serve
- **Investments:** KUOW is aligning our investment portfolios with our values. We have begun moving our investment funds towards companies with demonstrated behavior toward positive societal impact, as well as organizational practices aimed at diversity, equity and inclusion.
- **Vendor Selection:** KUOW's racial equity lens extends to vendor and contractor selection, and we are committed to prioritizing doing business with organizations led and owned by Black, Indigenous, and people of color, women, and members of the LGBTQIA+ community.

*“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