

## **KUED FISCAL YEAR 2016 DIVERSITY STATEMENT**

KUED complies with the University of Utah's diversity policy, which is committed to providing equal employment opportunities for all persons and adhering to the University of Utah status as an "Equal Opportunity Employer." KUED is fully committed to the principle of nondiscrimination in all employment-related practices and decisions, including, but not limited to, recruitment, hiring, supervision, promotion, compensation, benefits, termination, and all other practices and decisions affecting University employment status, rights, and privileges. Executive, administrative, and supervisory officers exercising employee management responsibilities are required to take vigorous and appropriate action to assure that all employment-related practices and decisions are made without discrimination, harassment, or prejudicial treatment because of race, ethnicity, color, religion, national origin, sex, sexual orientation, gender identity/expression, age, disability or protected veteran's status. [KUED Diversity policy.pdf](#)

KUED's fiscal year 2017 annual diversity goals are:

- To maintain our diverse workforce that is representative of our service area.
- To provide equal opportunity in employment.
- To monitor recruitment best practices for maintaining an inclusive and diverse environment for all persons.
- Maintain the diversity of KUED's Community Advisory Board with regard to gender, racial and geographic representation.
- Continue to seek a balance our Community Advisory Board through the Nominating Committee process.
- To assist in developing a more diverse future workforce with professional skills in the broadcasting/media industry by recruiting diverse candidates for KUED internship opportunities and/or by participating in minority or other diversity job fairs.

Fiscal Year 2016 Accomplishments:

KUED feels that it has achieved diversity in parity with the community we serve through consistent and persistent strategic efforts. The station continues to have a strategy in place for recruitment of a diverse profile of Advisory Board members. Using a Nominating Committee that is well connected in the community, a recruitment bench has been created that is constantly updated and used periodically as board seats become available. The Nominating Committee assists management in seeking diversity with regard to gender, ethnicity, race, and geography. In fiscal year 2016, KUED added a person of color to the Executive Committee of the Advisory Board and he was elected Vice Chair. A representative from the Legacy Board was added to the Advisory Board as suggested by CPB.

The percentage of KUED minority staff members for the fiscal years 2013, 2014, 2015 and 2016 is 11%, 14%, 14% and 13%, respectively.

KUED has an active internship program. The percentage of minority interns for the fiscal years 2013, 2014, 2015 and 2016 is 21%, 25%, 25% and 40%, respectively.

KUED works with the University's Human Resources office and Equal Employment Opportunity office in implementing its hiring, employee, and EEO policies. The station is required to follow University hiring guidelines and processes. Open positions are advertised through the University Human Resources office and the World Wide Web. The University job opportunities bulletin is distributed to community and workforce agencies each week to target a broad population. In addition, announcements regarding full-time positions are distributed to a large mailing list maintained internally. The list includes community agencies, educational institutions and individuals seeking information on job opportunities.

KUED supports the increased training of staff and managers in diversity awareness as well as job enhancement through attendance at educational training, conferences, seminars, and workshops. A representative from the Equal Opportunity Office and/or Human Resources is invited to the Eccles Broadcast Center each year to give a presentation educating staff on diversity issues. Many training opportunities are also available to staff through the University of Utah.

KUED administrative personnel attended four job fairs to recruit for positions, educate job fair participants regarding the broadcast industry, and discuss application processes. The job fairs are advertised statewide in order to reach all diverse populations. Many KUED administrators participate in community and educational events, classes, etc., often giving presentations regarding station activities, the broadcast industry in general, and information regarding career opportunities in television and at KUED. Station Personnel also advise students and individuals seeking information regarding a career path in the broadcast industry.

KUED reports information regarding the diversity of its employees each year with the annual CPB SAS survey and submits the FCC Equal Opportunity Report. The FCC report includes information regarding the broad recruitment of full-time positions and a description of the many outreach efforts performed by station personnel during the year. Some highlights from the FY 2016 FCC Equal Opportunity Report include:

- KUED's Diverse Voices campaign is a multi-faceted project that encompasses programming and activities about diverse populations, cultures, and topics. The Diverse Voices campaign uses key PBS and KUED productions as a springboard for open dialogue and meaningful action in the community.
- KUED's Sr. Producer is very actively involved in community and educational events throughout the city and state. Some examples for this year include: Guadalupe Early Childhood Education Center, Voices for Utah Children Annual Awards Ceremony; MC, Annual Awards Ceremony for Boys and Girls Clubs of Utah, Guest speaker for the Utah "Steam" Educational Symposium, Adjunct Instructor in the Communication Department at the University of Utah, etc.
- Several staff members represented KUED at the Annual Convention for the Utah Hispanic Chamber of Commerce. The event is an opportunity to meet the people who are doing important things in the Hispanic community that KUED can potentially partner with.
- A representative from the University of Utah Equal Opportunity Office did a presentation for Staff and Managers on ADA, Illegal Discrimination, and Sexual Harassment. An additional training on Diversity Awareness was also presented.
- KUED's Creative Services Director, Mary Dickson, speaks to several communication classes a year and the question of job opportunities frequently arises. Mary is also a tutor for several international students. Mary spoke to a University of Utah Theatre class on political theater and gave students information on emerging and current careers in radio, television, print, on line and other platforms.
- KUED screened and then presented Unspoken to Native Americans at the Urban Indian Center. John Howe, Sr. Producer, was a panel member.
- Human Resources Officer attended a Safe Zone training which focuses on understanding Gender Identity, Expression and Sexual Orientation

- Working with area schools, Elise Peterson and a Spanish language consultant held Family nights for 8000 kids and their 6000 parents, distributing free books and conducting interactive learning activities at Head Start and Title 1 Schools. KUED also participates in the PBS Ready To Learn program, and provides free resources, books and workshops in Spanish to children and families with limited English proficiency.
- The Education and Outreach Coordinator serve as the Community Outreach team for KUED. They regularly represent KUED at community, education, and government events, often establishing booths to discuss KUED programs and services with visitors and guests. These events had specific themes and helped promote the station’s resources. People often ask Rachelle and Elise about KUED jobs at community events and they discuss their work during community outreach for the station. Flyers about KUED and available jobs are often displayed at our community events.
- KUED carries the VME Spanish language channel on our digital channel 7.2 Educational cultural and informational content of public television is available in the native language of more than a quarter million residents. Correspondence includes the statement: visit our website at [www.kued.org/jobs](http://www.kued.org/jobs) for information about job opportunities at KUED. This exposure to the minority community brings attention to our website which includes a job reference link and awareness of our interest in a diverse environment.
- KUED staff members lead tours of the station with groups that often include students from various diverse backgrounds as well as international groups from developing countries.
- General Manager, James Morgese, approached minority individuals to participate on KUED’s Community Advisory Board and personally recruited a minority woman, to the production manager job search.

### **KUED FISCALYEAR 2016 DIVERSITY STATISTICS**

The slate of candidates for new KUED Advisory Board members in FY 2016 included two minorities and both candidates accepted invitations to join the Board. The Board consists of 24 members - 12 women and 12 men. 16% of the members are minorities.

#### **FY 2016 KUED Employees**

	<b>FT Employees</b>	<b>PT Employees</b>	<b>Interns</b>
<b>Male</b>	35	23	2
<b>Female</b>	30	12	3
<b>Minority</b>	8	5	2
<b>Disability</b>	2	1	0

### **KUED FISCAL YEAR 2016 LOCAL PRODUCTION AND OUTREACH DIVERSITY ACTIVITIES**

KUED local productions, outreach, and educational programs focus on issues of diversity, from gender to socioeconomic status and ethnicity. Diverse Voices, our long-standing, multi-faceted initiative

encompasses programming and activities about diverse populations, cultures, and topics. The campaign uses key PBS and KUED productions as a springboard to foster understanding and awareness in the community.

We have initiated an Independent Film Series at the Sorensen Community Center, which serves a diverse audience. We screened films and conducted community discussions on: Latino Americans in Vietnam who fought for their country and faced prejudice at home; the Black Panthers who became the vanguard of a revolution that remains relevant today; In Football We Trust about the role of football is giving young Polynesian men a way out of poverty. We also partnered with Nashville Public Television and Independent Lens on a virtual screening of In Football We Trust about how football has become a way out for young Polynesians. The screening featured the filmmakers and a football player who was featured in the film.

We continue to use our documentary Finding Home: Utah's Refugee Story, with refugee groups and community service organizations around the state. We partnered with the Indian Urban Center for a screening and panel discussion of our documentary, Unspoken: America's Native American Boarding Schools, about how the schools altered Native American culture. The film continues to be used by groups around the state and the Intermountain West. We were a media sponsor and participant in the Living Traditions Festival that highlights Salt Lake City's rich ethnic cultures. We held a screening and discussion of Peace Officer, a film about the increasing militarization of the police force.

Our commitment to diversity is further underscored by the many non-profit groups interviewed on Contact, our week-night public service segment. Guests have included the Polynesian Cultural Center, Utah refugee organizations, Martin Luther King, Jr. week, the UVU Women Speaker and Dialogue Series, U of U Days of Remembrance, Jewish Community Center, Adopt a Native Elder, Department of Veteran Affairs, the Living Traditions Festival, the Inclusion Center for Community and Justice, among many others.

In addition, our educational outreach reached 38,000 at-risk students and their parents and caregivers through our Family Nights conducted in partnership with Title 1 schools. The Family Nights give them tools to help them achieve academic success through engagement in a variety of STEAM and literacy related activities. As part of the program we distribute 15,000 books to the children.