

KUED FISCAL YEAR 2017 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 2018 annual diversity goals are:

- As KUED appears to be approximating *direct* parity with the ethnic make-up of our community, we will endeavor to maintain this level of diversity.
- As a licensee of the University of Utah, we operate on the principle and practice of equal opportunity in employment.
- KUED is proactively engaged in inclusivity and diversity in recruiting for all vacant positions.
- KUED's Community Advisory Board has increased its ethnic diversity over the last 3 years. We endeavor to maintain this diversity as we recruit new members.
- Diversity on our Community Advisory Board Nominating Committee has increased in the past year. This will allow us to have a more inclusive process in recruiting new board members.
- KUED participates in a number of job fairs to spread the word about public broadcasting opportunities among diverse groups. We are also constantly looking for internship candidates in close coordination with the University of Utah.
- At industry meetings, part of the job of the General Manager is to constantly network to new individuals to public broadcasting and identify potential future employees of color.

Fiscal Year 2017 Accomplishments:

- Election of a person of color to the chairmanship of the Board.
- Election of a person of color to the Nominating Committee of the Board
- Creation of a "bench" for recruiting diverse individuals that is regularly updated.
- Membership in the Utah Hispanic Chamber of Commerce
- Renewed membership in the Salt Lake Chamber of Commerce
- Involvement in Salt Lake City's Homeless efforts
- Involvement in Salt Lake City's strategic planning process on urban growth and plans for the downtown library

The percentage of KUED minority staff members for the fiscal years 2013, 2014, 2015, 2016 and 2017 is 11%, 14%, 14%, 13% and 19%, respectively.

KUED has an active summer internship program. One student female and one student male were selected. The internship provided an immersive experiences for pre-professional students, providing 200 hours of direct mentoring and professional exposure. The percentage of minority interns for the fiscal years 2013, 2014, 2015, 2016 and 2017 is 21%, 25%, 25%, 40% and 0%, respectively.

KUED works with the University's Human Resources and Equal Employment Opportunity office to implement 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. Positions posted on the University of Utah Career Portal automatically filter to other agency websites such as the Utah Workforce Services job bank, which makes postings available to Workforce Services agencies throughout the state of Utah, Career Services at the University of Utah, HigherEd.jobs, and the KUED website. Postings on the University site may also be cross-posted to other sites such as Indeed.com, glassdoor, and others. 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. Additionally, the University of Utah recruiter attended over 20 community and educational job fairs or events to inform visitors about open positions at the University and discuss career opportunities. KUED positions are included in the information disbursed to job fair guests. The recruiter notifies KUED HR regarding attendees interested in broadcasting opportunities specifically. Job fairs are advertised statewide in order to reach all diverse populations.

KUED personnel participate in community and educational events. This includes giving presentations regarding station activities, discussing the broadcast industry in general, and providing information or answering questions regarding career opportunities in television and at KUED. KUED's General Manager taught a 6 week class at the University of Utah about Producing for the non-professional.

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 2017 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.
- The University of Utah Training Manager led a Diversity Training for station personnel on "Unconscious Bias and Owning Your Internal Culture" and gave insights into how to better manage staff by being aware of, and more clearly understand differences.
- A representative from the University of Utah Equal Opportunity Office did a presentation for Staff and Managers on ADA, Illegal Discrimination, and Sexual Harassment.
- KUED'S Creative Services Director was a presenter to the Journalists Practicum Class at the University of Utah. She covered questions about career possibilities, future of broadcasting.

- Working with area schools, KUED’s Education Coordinator and a Spanish language consultant held Family nights for thousands of kids and their 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. Employment cards with information about the station and careers are usually displayed at community events.
- KUED staff members lead tours of the station with groups. The Creative Services Director conducted a tour for young women from Taylorsville Middle School.
- The Community Outreach Coordinator posts station job openings on the Facebook group, “Aspiring Mormon Women”, which is focused on women and education/employment.
- KUED’s General Manager represents the station in the community. He reaches out to civic and community organizations to make himself available for speaking engagements.

KUED FISCAL YEAR 2017 DIVERSITY STATISTICS

In 2017, KUED’s slate of potential Advisory Board candidates included 4 people of color, one of which is currently considering our request to join the board. The current Advisory Board is comprised of 11 women and 10 men. We are currently at 19% minority representation, which is an increase of 3% from 2016.

FY 2017 KUED Employees

	FT Employees	PT Employees	Interns
Male	33	24	1
Female	29	12	1
Minority	8	5	0
Unknown	2	1	0
Disability	2	1	0

KUED FISCAL YEAR 2017 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 continued our Independent Film Series at the Sorensen Community Center, which serves a diverse audience. We screened films and conducted community discussions on: **America by the Numbers: The New Deciders**, about the rising influence of Hispanic voters; **Black America Since MLK**, about the progress that has – and has not been made; and **Maya Angelou: And Still I Rise**, about the poet/writer/activist.

During the Month of February, Black History Month, we held weekly screenings at the U of U Olpin Union Theatre of **Maya Angelou: And Still I Rise; The Black Panthers**, and **Black America Since MLK Parts 1 and 2**. In conjunction with Holocaust Memorial Day, we held a screening, performance and lecture around the film, **Violins of Hope: Strings of the Holocaust**, about violins recovered from Holocaust victims and restored. We partnered with a new library on the west side to hold a screening and discussion of **Healing the Warrior's Heart**, about Native American ways of overcoming Post Traumatic Stress Disorder.

We continue to use our documentary **Finding Home: Utah's Refugee Story**, with refugee groups and community service organizations around the state. We also continue to receive requests from educators and community groups for screening copies of **Unspoken: America's Native American Boarding Schools**. 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 and a media sponsor and participant at the Asian Festival, highlighting the state's diverse Asian population.

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.

Approved: Fred Esplin, Vice President for University Advancement:

Date:


8/18/17