

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

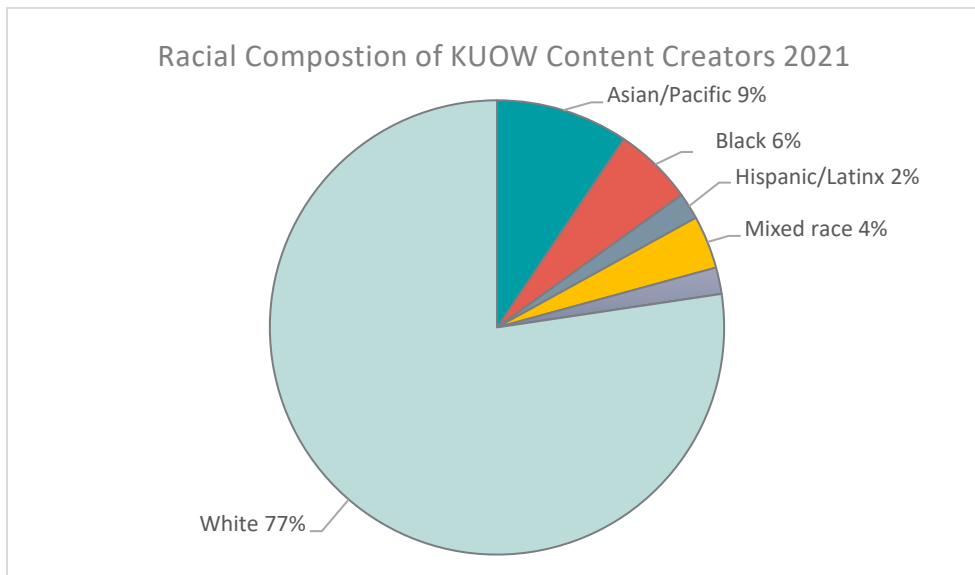
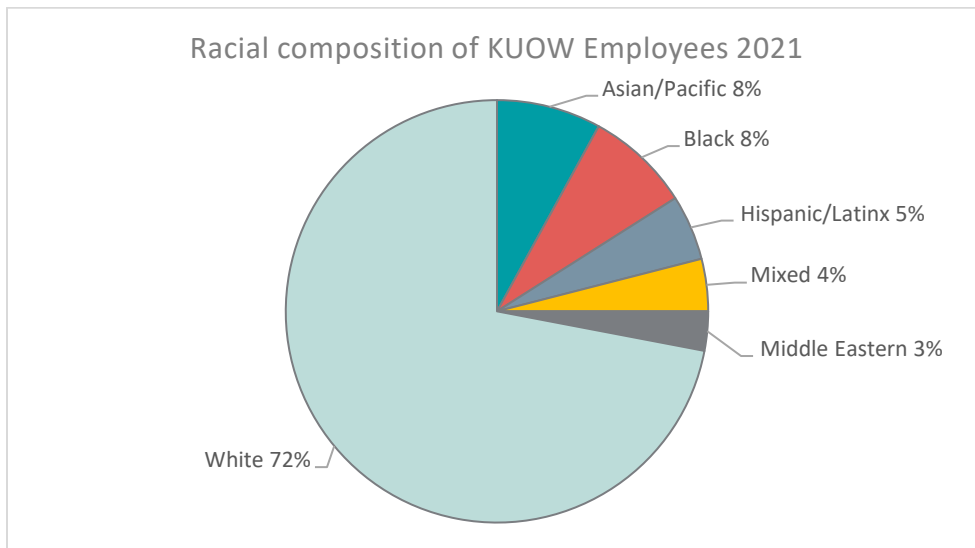


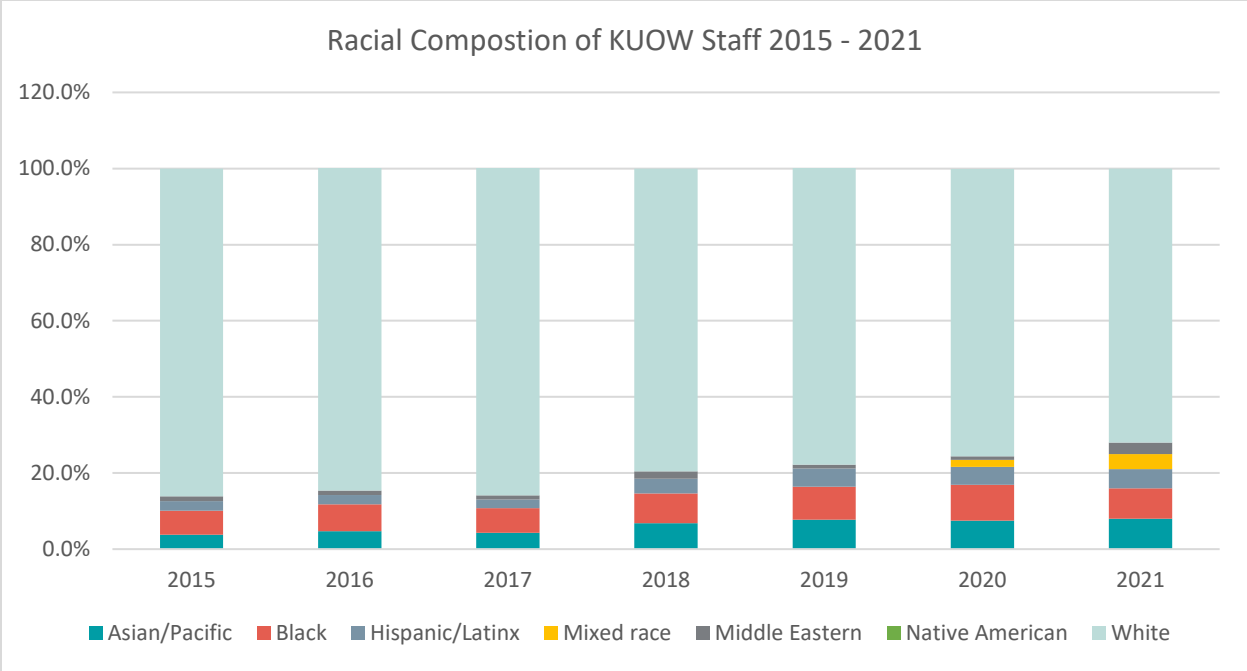
BE INCLUSIVE AND EQUITABLE. SEEK A MULTITUDE OF PERSPECTIVES AND EXPERIENCES. PRACTICE FAIRNESS. IT IS IMPERATIVE TO OUR JOURNALISM, THE DECISIONS WE MAKE AND THE CULTURE WE CREATE

EXTENT TO WHICH STAFF AND GOVERNANCE REFLECT DIVERSITY

KUOW 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 – 2021

	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		2021 As of 9/30/2021	
Female	50	59%	63%	64%	59	63%	64	62%	61	59%	65	61%	56	56%
Male	29	34%	37%	36%	34	37%	39	38%	43	41%	41	39%	44	44%
	79		85		93		103		104		106		100	

Asian/Pacific	3	4%	4	5%	4	4%	7	7%	8	7.5%	8	7.5%	8	8%
Black	5	6%	6	7%	6	6%	8	8%	9	8.5%	10	9.5%	8	8%
Hispanic/Latinx	2	3%	2	2%	2	2%	4	4%	5	5%	5	4.5%	5	5%
Mixed race	0	0%	0	0%	0	0%	0	0%	0	0%	2	2%	4	4%
Middle Eastern	1	1%	1	1%	1	1%	2	2%	1	1%	1	1%	3	3%
Native American	0	0%	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%	72	72%
	79		85		93		103		104		106		100	

Over the 6-year period from 2015 to 2021 we have seen an overall improvement in staff diversity. During the 4 year period from 10/1/2017 to 9/30/2021, KUOW has increased the percentage of people of color hired in each year from 30% to 36%, achieved through a focus on recruitment and hiring practices.

The PSPR Board of Directors consists of 23 total members with 43% women and 57% men and 35% 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.

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.

- **Narrative Screening:** The Racial Equity Team has developed a Narrative Screening document with foundational questions to ensure reporters and editors ground our reporting in the context of systemic racism, center the voices of communities of color, challenge — not perpetuate — racist narratives or stereotypes, and offer solutions led by communities of color.
- **Partnerships and Fellowships:** KUOW has regularly hosted Next Generation Radio training projects and has recruited and hired graduates of the program. In addition, we have piloted a Fellowship in our newsroom to recruit and train diverse next-gen journalists. Finally, we have and will continue to establish partnerships with independent BIPOC journalists to enhance our coverage.
- **Ethics Policy:** Our newsroom leadership has begun a review of our Ethics Policy to take a critical look at our policies around "objectivity" and "fairness."

TRAINING

Promote learning and skill development for racial equity.

- **Racial Equity Toolkit:** Our racial equity consultant assisted in the development of a Racial Equity Toolkit to operationalize racially equitable decision-making processes throughout the station.
- **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 the general staff, along with speakers for specific departments, covering topics such as journalistic objectivity, 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 Leadership has committed to this restroom as the next-in-line capital project once we accumulate funds. 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.

- **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.

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