COMMUNITY REPRESENTATION STATEMENT
PBS Utah, KUER and Avanza 88.3
As of September 30, 2024

Our Principles

PBS Utah, KUER and Avanza 88.3 share a commitment to make all Utah communities feel appreciated and connected. This commitment is foundational to our public service missions. Going back to the language of the Public Broadcasting Act of 1967, “It is in the public interest to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences.” That means reaching everyone in the state is central to our success and the trust we have with Utahns.

Our Policies

Staff of PBS Utah, KUER and Avanza 88.3 are all employees of the University of Utah, which is committed to providing equal employment opportunities for everyone. The stations also meet all applicable Federal Communication Commission, Equal Employment Opportunity and Corporation for Public Broadcasting guidelines. PBS Utah, KUER and Avanza 88.3 maintain these principles in all employment-related practices and decisions: recruitment, hiring, supervision, promotion, compensation, benefits and termination. All managers are required to assure that 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, family status or protected veteran's status.

Serving and Reflecting All of Utah

Advisory Boards
The stations’ governing board is the University of Utah Board of Trustees, and PBS Utah, KUER and Avanza 88.3 also seek guidance from a board of community advisors who represent a broad range of community interests. They meet five times each year for a rigorous discussion about the stations’ ongoing commitment to educational, informational and cultural content that meets the needs of all Utahns.

Communities Committee

The Communities Committee, a subcommittee of the stations' advisory board, meets with station leadership five additional times each year to discuss best practices in representative media and public service. This board is creating its own community of Utahns committed to greater accountability in all media, especially in communities traditionally underserved. It is also a sounding board for initiatives and programming ;a source of ongoing education for the stations' staff; and a support in all the stations' goals.

Avanza 88.3
Avanza 88.3 is a direct result of the Communities Committee. In January of 2024, PBS Utah, KUER and the University of Utah jointly acquired the 88.3 frequency to meet the specific needs of bilingual and bicultural Latinos in Utah. The state's fastest growing ethnic community is not currently served by a radio station offering programs in two languages. PBS Utah, KUER and the University of Utah have invested collectively in the success of Avanza 88.3 and the community it serves.

Webber Fund
With seed money provided by a long-time donor and former chair of PBS Utah's advisory board, PBS Utah is launching a new local content initiative in 2025. The station will promote a request for submissions or ideas, open to individuals from any community who have an idea to showcase local art, culture, history and issues through performance, documentary or critical thought expressed through other digital media. This is an investment in making local content *with* Utah communities and not just about them.

Approved: Laura Snow
Senior Advisor, Office of the President, University of Utah
KUER Licensee Official

Signed: Signed by: LAURA SNOW 5F786C0808C3457...

September 30, 2024