KUER FISCAL YEAR 2019 DIVERSITY STATEMENT

KUER complies with the diversity policy of its licensee, the University of Utah, which is committed to providing equal employment opportunities for all persons and adhering to the University’s status as an Equal Opportunity Employer. The station also meets all applicable FCC and EEO diversity guidelines. But beyond these requirements, KUER is fully committed to promoting inclusion and diversity, because doing so builds an organization capable of innovation, creativity, solid decision making and problem solving.

KUER adheres 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. KUER managers will interview a diverse candidate pool for all open positions. All KUER employees tasked with exercising employee management responsibilities are required to take fair, timely and proportionate 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, family status or protected veteran’s status. If an employee feels they cannot speak to their direct supervisor, reporting sexual assault, sexual misconduct, physical violence, or bias can be done through the University here: https://safeu.utah.edu/how-do-i-report/

Augmenting KUER’s diversity efforts, the University maintains online materials that provide hiring managers with tools and resources for the identification and recruitment of diverse applicant pools for all staff positions.

In January 2019, KUER created a committee of its advisory board tasked specifically with these goals. They have been meeting monthly to discuss best practices, community outreach and educational opportunities.

In 2019 the KUER news team broadcast stories featuring diverse communities. Specifically, they expanded into Southwest and Southeast Utah with new bureaus, bringing more consistent coverage to small towns, county and local government and the Navajo Nation. Here is a representative sample of coverage:


The news team also sponsored training on coverage of native communities by High Country News Reporter Graham Lee Brewer.
RadioWest partnered with United Way of Salt Lake for speaker-series on equity including scholar Geoffrey Canada, cultural critic Wesley Morris and Activist Brittany Packnett. These three candid and focused discussions were held in front of a live audience and then rebroadcast to all KUER listeners. https://www.kuer.org/post/sold-out-august-28-geoffrey-canada-kuer-united-way-speakers-series#stream/0

In late 2018, KUER worked with journalist Andrea Smardon on a project about inherent bias and cultural division. Next Door Strangers (https://www.kuer.org/programs/next-door-strangers#stream/0) was a podcast with six episodes that included a challenge for the listener at the end of each.

In 2018, KUER brought back Latino USA, an NPR radio journal of news and culture which airs on Monday nights at 9:00 pm.

KUER’s community outreach team represented KUER at community, education and civic events where they discussed KUER programs and services with visitors and guests. Attendees were able to ask staff members about their jobs at KUER and employment opportunities in the broadcast industry. Staff members distributed printed material with information about the station and current job openings. Specifically, KUER’s news department teamed up with the station’s events and community engagement staff to create Somos Utah, outreach specific to Utah’s Latinx communities. They tabled at various fairs and arts events through the summer and fall of 2019.

Throughout 2019, KUER served more than 2,500 community organizations, including many whose constituents are minorities and underserved populations. We did so through a robust public service announcement broadcast program, exposing our audience of 185,000 weekly listeners to organizations offering services and/or seeking resources so that they may accomplish their missions. We also posted organization’s messages on our web site, in our newsletter and in a select number of cases, partnered with organizations on specific publicity campaigns.

KUER administrative personnel attended local and national job fairs to recruit for positions, educate job fair participants regarding the broadcast industry, and discuss application processes. The job fairs were advertised statewide in order to reach all diverse populations. Many KUER administrators participated in community and educational events, classes, etc., often giving presentations regarding station activities, the broadcast industry in general, and information regarding career opportunities in radio and at KUER. Station personnel also advised students and individuals seeking information regarding a career path in the broadcast industry and at KUER.

In 2019 the Community Advisory Board consisted of 10 men and 8 women, with a minority percentage of 11%.

The percentage of KUER minority staff members for the fiscal years 2015, 2016, 2017, 2018 and 2019 is 7%, 9%, 7%, 9% and 17% respectively.
KUER had an active internship and work study program in 2019. By September of 2019, five of seven interns were female students and the percentage of minority interns and work study students was 43%.

### FY 2019 KUER Employees

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<th>Full-time Employees</th>
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**KUER's fiscal year 2020 diversity goals are:**

- To strengthen the Inclusion and Diversity Committee of the station's Advisory Board through monthly meetings and regular initiatives.
- To seek candidates for KUER's Community Advisory Board – through a nominating committee process – that represent the geographically and demographically diverse composition of the many communities we serve.
- To recruit and retain a diverse workforce that is also representative of our service area.
- To provide equal opportunity in employment.
- To educate our management and staff annually in best practices for maintaining an inclusive and diverse environment for all persons through regular, in-person training and conversations.
- To assist in developing a more diverse future workforce with professional skills in the broadcasting/media industry by recruiting diverse candidates for KUER's internship opportunities and by participating in minority or other diversity job fairs.

Approved: Bill Warren  
Chief Marketing & Communications Officer

Signature: [Signature]

Date: 9-18-19