

2019 KUMD Corporation for Public Broadcasting (CPB) Diversity Initiatives

The following are the Diversity Policy Guidelines for KUMD and its licensee, University of Minnesota.

Equal Employment Opportunity Statement

Required by its licensee, the University of Minnesota, KUMD is to provide equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression.

KUMD management is kept up to date on the University of Minnesota's EEO programs and procedures through regular communication with Human Resources. The University has established targets for hiring women and minorities in every job classification, and KUMD takes these into account whenever full-time hiring occurs.

Review of Station Practices

As further suggested by the CPB Policy Guidelines and consistent with past practice, KUMD ensures that the diversity goals as outlined above are adhered to in all hiring matters. Additionally, station management reviews internal practices to ensure continuing compliance with applicable FCC guidelines on an annual basis.

KUMD places an emphasis on training community volunteers to produce shows that benefit the entire community through educational, informative and entertainment programs. [FCC guidelines (47 C.F.R. § 73.2080)(v)]

KUMD invests time, funds and personnel to recruit, train, and utilize both community members and UMD students for on-air announcing, programming and marketing, thus allowing for individual educational and career opportunities for both students and community members.

KUMD continues working closely with its licensee to offer paid student internships and work-study opportunities in all aspects of running a radio station. Last year, KUMD was able to employ 16 students who have shown great promise in this industry. [FCC guidelines (47 C.F.R. § 73.2080) (vii)]

Diversity Statement

KUMD welcomes people of all faiths, backgrounds, race, gender identification, ethnicity, culture, country of origin and economic status to participate in the community efforts and broadcasting. KUMD provides a wide variety of educational, informational, and cultural programming that addresses the following elements of diversity.

KUMD strives to provide educational, informative and entertaining programs that enhance and benefit our community and to meet the needs of the under-served audiences in Northeastern Minnesota. Women feature prominently in KUMD's programming and staffing, and the stations

honors the people of the African Diaspora and Native American heritage through music and programming. We also share stories featuring marginalized people like immigrants, minority youth, homeless, Native American women, African American men, juvenile delinquents and the incarcerated. KUMD's intent is to reach the diverse audiences through inclusive programming goals, which embrace/include:

- **Ojibwe and Minnesota Native American Culture:** KUMD produces two Native American Health programs which alternate in a weekly slot, "In the Spirit of Medicine" and "Journey to Wellness in Indian Country." Weekdays we air National Native News, Minnesota Native News and overnight music from Native Voice One. KUMD also airs additional programming covering Native American topics, including Veterans Voices: Native Warriors, Value Our Traditions: Reclaiming Traditional Native American Tobacco, and a special broadcast of The Northern Lights podcast. In the past year we've covered Native American authors, artists, and activists as part of our regular cultural features.
- **Marginalized Peoples:** KUMD aired programs interviews and stories about women, the LBGTQ community, violence, human trafficking, sex trafficking, homelessness and policing. We did a series on mental health. These are people who do not have a voice in mainstream media news coverage, but find their voices heard on KUMD.
- **Women:** We air a weekly four-hour community show featuring music entirely featuring women *Women's Music Program*, produce special features for Women's History Month, and highlight female musical artists in our daily AAA mix. Also, 3 of our 4 full-time show hosts are women.
- **African American Culture:** We honor the major contributions of African Americans to the American Music tradition, as around 50% of our daily mix includes R & B, Soul, Blues, Jazz, Hip-Hop, Reggae with a specialty shows in each of these genres as well. KUMD also celebrates Black History Month and Martin Luther King Jr Day with specials.
- **International:** We include music and stories cultures from around the world in our broadcast schedule including: *Celtic Connections*, *The Latin Alternative*, *Putumayo World Music Hour*, *Caribbean Roots* and more. We also air a daily international news program *Democracy Now: The War and Peace report*. We air public affairs programs that cover a wide variety of international issues.

As a community radio station KUMD strives to serve its audience by also connecting it to diverse area events. Each year KUMD partners with area non-profits and event organizers to help them reach the KUMD audience both on-air and online. In July KUMD partners with The Bayfront Reggae and World Music Festival, a full-day celebrating music and culture of the Caribbean. KUMD takes part promoting the events with on-air announcements, online coverage, social media coverage, tabling and ticket giveaways. This year we also partnered with the Native American organization Honor the Earth on their Water is Life festival.

KUMD recognizes that a diverse workforce, including management, contributes greatly to our knowledge and understanding of the community and to our ability to deliver content and services that will help us attract, grow and engage audiences and help them to achieve their full potential. KUMD supports staff in accessing University trainings and events to expand understanding of issues surrounding equity, diversity, social justice and creating an inclusive work environment. The station endeavors to recruit from a wide range of candidates enabling it to hire and promote qualified candidates with a variety of cultural and ethnic backgrounds.

Currently the station has:

- Paid professional staff: 4 full time (2 female, 2 male)
- Paid part time staff: 2 (2 male)
- Paid work-study and interns: 16 (within the last year)
- Volunteer Student and Community Staff: 120+ (within the last year)
- Community Advisory Board: 4 female, 2 male
- Licensee Board: (12) 3 female, 9 male
- Station Manager: female

KUMD has set the following diversity goals for the next 2-3 years:

- To place an emphasis on producing shows that benefits the entire community through diverse educational, informative and entertainment programs, serving both daytime listeners (35-65 age range) and the younger evening/night audience (18-34 age range), and the diverse audience we currently work to include and reach.
- Continue to train KUMD staff in equity, diversity and social justice understanding.
- To continue recruiting and retaining a diverse workforce that is representative of our service area, recognizing that equity and diversity are central to the station's and its licensee's accomplishment of its educational, research and outreach mission. KUMD agrees that search committees are an important mechanism for achieving equity and diversity.
- To interview at least one qualified diversity candidate for each senior leadership position hire.
- To assist in developing a more diverse future workforce with professional skills in broadcasting/media industry by recruiting diverse candidates for KUMD internship and work-study opportunities. To ensure this, KUMD will participate in on-campus job and volunteer fairs, attracting a wide variety of candidates for its open positions.
- To continue providing and encouraging all KUMD employees to participate in diversity training for management and appropriate staff through the University of Minnesota EOAA educational programming on issues related to discrimination, harassment, sexual violence, bullying, religious discrimination, and the hiring process.
- To adhere to all FCC rules and regulations related to Equal Employment Opportunity requirements.

For more information on KUMD's EEO Outreach and Activities please visit the station's EEO report at: http://mediad.publicbroadcasting.net/p/kumd/files/eo_report_11-30-18.pdf

KUMD will continue to explore opportunities for achieving and promoting this diversity and evaluate our success. This means KUMD will always meet the standards of federal and state law, University of Minnesota Equal Opportunity Policy and the Corporation for Public Broadcasting's Diversity Eligibility Criteria.