

KUER Narrative Statement

The Employment Unit (also referred to as “KUER”) has demonstrated broad and inclusive outreach over the last two years. As employees, we know that how we treat each other and our audience will impact KUER’s future, our viability as a public service, and the trust we seek to preserve with our listeners. As we serve Utahns, with special attention to those who have historically been underserved, here are our current measures of diversity and our recent accomplishments in serving all our Utah communities.

Measures of Diversity on KUER’s Advisory Board and Staff

KUER staff are employees of the University of Utah, which is committed to providing equal employment opportunities to everyone. The Employment Unit also meets all applicable Federal Communication Commission, Equal Employment Opportunity and Corporation for Public Broadcasting diversity guidelines. KUER maintains these principles in all employment-related practices and decisions: recruitment, hiring, supervision, promotion, compensation, benefits, and termination.

All KUER managers are required to take fair, timely and proportionate action 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. If an employee ever feels they cannot speak to their direct supervisor regarding bias or other misconduct, it can be done through the University [here](#).

KUER is determined to become a reflection of the diverse make-up of Utah. Here are some measures of progress so far. We tally them each September.

KUER Staff on September 16, 2020

	Full-time Employees	Part-time Employees
Male	12	7
Female	20	2

Nonwhite	3	6
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	Nonwhite Staff at KUER Over Time
2015	7%
2016	9%
2017	7%
2018	9%
2019	17%
2020	22%

KUER has an active internship and work study program. In September 2020, both interns were female students of color.

The current Advisory Board is composed of 10 women and 10 men. The board has 30% minority representation, which is an increase of 19% from 2019. The Utah minority percentages in the chart below are taken from the most recent United States Census:

KUER Advisory Board on September 16, 2020

	Utah	KUER Advisory Board
Latino	14%	10%
Black	2%	10%

Asian	3%	10%
Female	50%	50%
Nonwhite	23%	30%

Recent Accomplishments in Serving and Reflecting our Diverse Communities

Building on the first year of an Inclusion and Diversity Committee, KUER continued to nurture the work of this committee in 2020 and 2021. Members -- including staff, minority community leaders and listeners -- met monthly to discuss best practices, community outreach and educational opportunities. In late summer 2020, the committee reached an important milestone. KUER departments began bringing projects to the committee for feedback, and members of the committee spoke with new candor and constructive criticism. The committee is now a sounding board for initiatives and programming both at KUER and PBS Utah.

With support from this committee, in July of 2020, KUER hosted the first ever virtual session of NPR's Next Generation Radio, a week-long program created to build out a pipeline of diverse journalists. Not only were we able to award four student journalists of varied backgrounds the opportunity for one-on-one mentorship throughout the program, but they each reported on stories that touched different communities in Utah. From international student perspectives in the wake of policy changes, to refugee perspectives on healing and Black Lives Matter, these four journalists were able to help uplift marginalized voices in the Utah community. Those projects can be seen [here](#).

From 2019-2021, every full and part-time employee -- including interns and work study employees -- received training through the [Power Shift Project's Workplace Integrity program](#).

Training for any employee who supervisors even one other employee was day-long in duration. The curriculum focused on harassment and discrimination, but also incivility. It reflected current events, including the Me Too movement, and involved case studies and role playing applicable to media organizations like KUER.

Additional training opportunities in management, communication and bias are always available to staff through the University of Utah.

KUER News continues its commitment to broadcast and digital stories featuring diverse communities. With our Southwest and Southeast Utah news bureaus, we report on communities that are decentralized from the political seat in Salt Lake City. This includes a focus on rural issues such as growth and development and on the Navajo Nation.

Additionally, as the national conversation has turned to police reform, KUER reporters have broadened the stations' coverage of racially diverse communities in both the urban center and in rural communities. In 2020, we also hired a political reporter with an eye toward covering social justice issues – elevating the voices of minority and economically disadvantaged communities.

KUER served some 2,700 community organizations in 2020, including many whose constituents are minorities and underserved populations. We did so through a robust public service announcement broadcast program, exposing our audience of 146,000 weekly listeners to organizations offering services and/or seeking resources so that they may accomplish their missions. We also posted organization's messages on kuer.org, in our newsletter delivered to 30,000 recipients and in a select number of cases, partnered with organizations on specific publicity campaigns.

KUER personnel attended local and national job fairs (mostly online because of COVID-19) 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 diverse participants.

KUER administrators participated in community and educational events, classes, and other online meetings about the stations' activities, the broadcast industry in general, and information regarding career opportunities in radio and at KUER. KUER leaders also advised students and individuals seeking information regarding careers in the broadcast industry and at KUER.

Finally, during the two-year period prior to filing the renewal application, KUER provided notification of each full-time job opening to a large and varied array of sources. The sources include: the Utah Department of Workforce Services and its various workforce service centers; colleges and educational institutions, such as Salt Lake Community College, Southern Utah University, Weber State University, BYU School of Communication; and several community organizations, such as the Indian Training & Education Center, NAACP, LDS Employment Resource Services, Catholic Community Services of Utah Job Developer, and SLC Mayor's Office of Diversity & Inclusion.



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KUER
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