

## DIVERSITY AT PBS UTAH

*As of September 30, 2023*

### **PBS Utah's Principles**

PBS Utah's commitment to inclusion, equity and diversity is foundational to its public service mission. Going back to the language of the Public Broadcasting Act of 1967, we believe "it furthers the general welfare to encourage ... expression of diversity and excellence" and that "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 our efforts to reach audiences traditionally unserved by media is central to our success and the trust we have with viewers and each other.

### **PBS Utah's Policies**

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

All PBS Utah 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 any kind of misconduct, it can be done through the University [here](#).

PBS Utah supports the training of staff and managers in equity, inclusion, and diversity awareness, as well as job enhancement through attendance at educational training, conferences, seminars, and workshops. All employees are required to complete an online training module addressing discrimination and sexual misconduct each year. A representative from the Equal Opportunity Office and University of Utah Human Resources is invited, also each year, to give a presentation educating staff on current diversity and equal opportunity issues. Additional training opportunities are also regularly available to staff through the University of Utah and public broadcasting affinity groups.

### **Our Measures of Success**

PBS Utah's staff should reflect the diverse make-up of Utah. We have not reached this goal yet, but we are tracking it based on the employment data available to us. We recognize the

limitations of these numbers, both because of how the University of Utah tracks diversity and because numbers do not tell a full story of a diverse workplace. PBS Utah has also implemented policies and practices regarding the writing, posting, and advertising of open positions to help us attract a more diverse pool of qualified candidates. In 2023, PBS Utah saw a significant increase in nonwhite staff, bringing the total percentage of nonwhite employees to 24%.

### **Recent Accomplishments in Serving and Reflecting our Diverse Communities**

PBS Utah, along with sister station KUER NPR Utah, supports an Inclusion and Diversity Committee. Members include minority community leaders and listeners, advisory board members and staff. A working group of that committee meets monthly to discuss best practices, community outreach and educational opportunities. The full committee meets once a quarter. The committee is a sounding board for initiatives and programming, and a source of ongoing education about the communities we serve.

### **PROGRAMMING AND PRODUCTION:**

PBS Utah featured a wide range of programs produced by and featuring diverse communities across our four channels and digital platforms. In addition to ongoing series such as [Finding Your Roots](#) and documentaries such as [American Masters](#) highlighting significant individuals from diverse backgrounds, [PBS Kids](#) continues to offer series for children with consultants from diverse communities to give them credibility and relevance. We will ensure that all children see themselves in the characters on the screen. Our food and travel programs also enlist a diverse group of chefs and hosts to provide our audience with a rich, cultural experience. Here are some highlights from the many offerings over the year:

- Harriet Tubman: Visions of Freedom (Oct. 4, '22)
- POV: The Last Out (Oct 5, '22)
- However Wide the Sky: Places of Power (Nov. 3)
- American Masters: Buffy Sainte-Marie (Nov. 22)
- American Experience: Zora Neale Hurston: Claiming a Space (Jan 17)
- Independent Lens: Outta the Muck (premiered on Feb. 7)
- NOVA: Star Chasers of Senegal (premiered Feb. 8)
- Great Performances: The Magic of Spirituals (premiered Fri. Feb 24)
- Black Broadway: A Proud History, a Limitless Future (premiered on Feb 28)
- Making Black America: Through the Grapevine (premiered Feb 3)
- Fight the Power: How Hip Hop Changed the World (premiered Feb 14)
- American Stories: Ida B. Wells (March 23)
- Independent Lens: Hidden Letters (March 28)
- American Masters: Roberta Flack (March 31)

- Iconic America: Our Symbols and Stories (began April 26)
- La Frontera with Pati Jinich (April 3)
- Independent Lens: Free Chol Soo Lee (April 24)
- Independent Lens: The Donut King (May 30)
- American Masters: Ballerina Boys (June 13)
- Prideland (June 20)
- Independent Lens: Mama Bears (June 20)
- POV: The Gospel of Eureka (June 20)
- American Experience: Casa Susanna (June 27)
- POV: Liquor Store Dreams (July 11)
- POV: While We Watched (Sept 5)
- POV: Fruits of Labor (Sept 12)
- POV: Bulls and Saints (Sept 19)
- Becoming Frida Kahlo (Began Sept 19)
- POV: While We Watched (Sept 5)
- 36th Annual Hispanic Heritage Awards (Sept 29)
- American Masters: A Song for Cesar (Sept 29)

In addition to the nationally-produced titles above, PBS Utah produced or rebroadcast several local programs featuring diverse communities during this year, including [Roots, Race & Culture](#), a series that invites viewers into open, honest conversations on identity and culture, centered around the experiences of Black and POC communities in Utah. PBS Utah also ensured that a diversity of experiences, perspectives, cultures, and abilities were presented in the fourth season of our flagship series [This Is Utah](#). Sample segments from this series include:

- [Utah Black History on Wheels](#)
- [Teaching Mariachi - Los Mariachitos](#)
- [Finding Fencing](#)
- [Krishna Temple](#)
- [Designing Tradition](#)
- [Honey Teahive](#)
- [Song of the Paiute Native Youth Group](#)

#### **STATION ENGAGEMENT:**

##### **PBS Utah's Book Club in a Box Program**

PBS Utah's Book Club in a Box program curated two new boxes for and about BIPOC audiences including the books *Rest is Resistance* by Tricia Hersey (paired with PBS Utah's digital series [Let's Talk](#)) and *Wake the Others* by Willy Palomo (paired with the People of the Pacific films we

worked on with Polynesian students). More info on these boxes and the content can be found at [www.pbsutah.org/bookclub](http://www.pbsutah.org/bookclub)

### **Contact & Billboard: Community Events Promotion**

PBS Utah engaged with Utah's diverse communities by inviting individual leaders from diverse communities to share their programs and events on **Contact with Mary Dickson**, a nightly interview program. We had 47 individuals representing organizations that represent or serve diverse cultures. Our **Billboards** on the weekends aired a total of 66 events throughout the year promoting events and programs surrounding support and representation of diverse populations.

### **EVENTS:**

PBS Utah targeted communities that are traditionally marginalized or underrepresented in the state of Utah to engage them in conversations about their stories and stories they would like to see from us.

#### **October 12, 2022 Bring Her Home**

PBS Utah collaborated with Restoring Ancestral Winds and the Urban Indian Center to provide a screening and panel discussion surrounding the film Bring Her Home about missing and murdered indigenous women.

#### **November 2, 2022 Legacy of Leadership (She Votes Utah campaign)**

PBS Utah and Better Days worked together to honor the legacy of Martha Hughes Cannon and celebrate her statue's new home in National Statuary Hall in Washington, D.C. As the first female state senator in the United States, Martha paved the path for women today. We invited former Utah legislator and U.S. Senate Candidate Becky Edwards, Nancy Green (PBS Utah producer) and Nevaeh Parker (Roy High School senior and Black Lives Matter activist).

#### **February 6, 2023 Roots, Race, & Culture Showcase**

PBS Utah partnered with Ogden Contemporary Arts to celebrate the launch of Season 2 of Roots, Race & Culture with a showcase featuring artists Wynter Storm & Avery Franklin in conversation with hosts Danor Gerald & Lonzo Liggins as they explored art & activism. Special guest, Bomba Marilé, took part in the discussion and also performed at the event. Catering was provided by local black businesses Les BBQ Sandwiches and James Gourmet Pies.

**May 20, 2023 Living Traditions Festival**

PBS Utah had a booth at this year's Living Traditions Festival. We had a lot of kids visit the booth and the bracelet making was a huge hit! The PBS Utah Education team provided a book full of different flags from all over the world for kids to refer to for their creative bracelet-making inspiration! We had well over 400 attendees visit our booth and engage with our team about kids programming, Book Club in a Box, This is Utah, & Roots Race and Culture.

**June 3-4, 2023 Pride Festival**

PBS Utah shared a booth space with KUER at the 2023 Utah Pride Festival. We promoted our June Fanbox and gave away rainbow sunglasses to everyone that entered to win. We also handed out LGBTQ Mental Health flyers and PBS Utah Kids crowns that the kids got to decorate with a lot of fun stickers! We also gave away Sesame Street books "We're Different, We're the Same" to those who signed up to receive the monthly parent newsletter.

**July 11, 2023 Partners in the Park**

PBS Utah worked with KUER to host a table at the Partners in the Park event run by Neighborhood Partners at the University of Utah. This series of park stops targets communities on the "west side" of the Greater Salt Lake Area – communities that don't typically engage with our content. These residents also make up a good portion of our Latino/Hispanic audience. We brought a translator to help us with conversations in Spanish and we handed out dozens of children's books written in Spanish.

**July 11, 2023 Latino Conservation Week**

PBS Utah worked with Tracy Aviary in Salt Lake and participated in the national conservation week. We hosted a table at the Aviary, brought a translator and talked to the visitors about what they'd like to see on PBS Utah regarding their culture and conservation.

**August 30, 2023 Iconic Utah Celebration Event**

PBS Utah received the **Iconic America** grant and focused on untold stories in Utah – particularly those from people of color. We worked with Brighton High School's People of the Pacific Class to create three short films about Rugby and Iosepa – iconic topics to Pacific Islanders that don't get the recognition they deserve in the larger media landscape. We also invited the Black History Museum (currently housed in a souped-up school bus) to display its collection at the Salt Lake City Public Library where we held our screening event. Both Rae Duckworth (Museum Director) and Christine Yee (Brighton High School teacher) served on a panel moderated by Danor Gerald and Lonzo Liggins from PBS Utah's **Roots, Race, & Culture**.

PBS Utah 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 to reach diverse participants.

## **EDUCATION AND PBS KIDS UTAH**

PBS Utah is a vital part of Utah's educational, cultural, artistic, historical, and civic landscape. We are passionate about the station's legacy as storytellers who provide audiences with a vehicle for lifelong learning, engaged and informed citizenry, and a safe place for children to grow and learn.

### **Reading Marathon**

In November of 2022, PBS Utah held the 30<sup>th</sup> Annual Reading Marathon. The Salt Lake City Library hosted the return of the kickoff celebration, after canceling for two years due to the Covid pandemic. The kickoff party had over 600 people in attendance with participation from 17 educational organizations leading literacy and STEM activities for children and families. Statewide, a record 25,612 student readers participated in the reading challenge, clocking in over 20,000,000 total minutes read. This is nearly double the number of participants from just two years prior.

Additionally, PBS Utah provided funding to support Mini Reading Marathons beyond the Wasatch Front – at libraries, schools, and non-profit organizations located in small communities 100 miles or more from Salt Lake County. Support ranged from \$100-\$500 and was used for organizations to host their own Mini Reading Marathon and reading celebration. For the November 2022 Reading Marathon, thirty-one (31) organizations received funding support for this purpose. Mini Grant organizations were located in Cache, Carbon, Emery, Garfield, Iron, Mohave, Piute, Sanpete, Uintah, Utah, and Washington Counties.

### **School, Community, Educator Support**

PBS Utah distributed almost 13,000 books to Utah children in both English and Spanish in Title I schools, family support centers, and programs serving refugee students. Organizations supported include Thanksgiving Point Museum of Curiosity, Triumph in Tech, United Way Utah/Salt Lake/Tooele Counties, Family Engagement Centers Granite School District, Utah Community Action (throughout the Wasatch Front and Wendover), Utah Presents, St. George Arts Festival, Living Traditions Festival, Utah Pride Festival, World Refugee Day, Girl Scouts of Utah, Postpartum Support International, The Children's Center, 4<sup>th</sup> Street Clinic, Utah's STEM Fest, UEN, Orange

Shirt Native American Boarding School Awareness Campaign, the Utah Afro Festival, and First Lady Abby Cox's Show Up For Teachers expo.

PBS Utah participated in statewide conferences and facilitated training sessions with the Utah State Board of Education preschool specialists, Utah Educational Library Media Association, Utah Association for the Education of Young Children, Care About Childcare Southern Utah Conference, Utah Civics Educators field trip, and the Utah Career and Technical Education Conference. PBS Utah supported United Way Utah County and Help Me Grow with parent community classes in Monticello, Provo, Orem, Heber, Lehi, and Salem.

### **The U.S. and the Holocaust Grant**

PBS Utah partnered with The Salt Lake Jewish Community Center's Afterschool Program with a grant encouraging children to build communities of belonging. The Education Department supported 65 students ages 5-12 with curriculum instruction around the documentary, *The U.S. and the Holocaust*; a film by Ken Burns, Lynn Novick, and Sarah Botstein. Children had discussions around the PBS KIDS series, *Let's Talk About*, with lessons and art activities about family, friendship, race and racism, feelings and emotions, belonging, and standing up for yourself and others. The 6-week program ended with a Hanukkah celebration and unveiling of the children's art projects and a Belonging Bench, gifted to the Jewish Community Center.

### **Iconic America Grant**

The Education Department collaborated with the Community Engagement and Production Departments with a grant celebrating David Rubenstein's documentary series, *Iconic America*. Together, the departments facilitated PBS Student Reporting Lab discussions with both the Journalism and People of the Pacific classes at Brighton High School in Sandy, Utah. Students identified important icons and symbols that they felt were representative of their unique experiences as teenagers with deep cultural ties to the Pacific Islands as well as Utah. Together, students created 3 short films; *Sistership Girls Rugby*, *Mana Boys Rugby*, and *Aloha Iosepa*. *Aloha Iosepa* honored the sacred home of over 200 Polynesian members of the Church of Jesus Christ of Latter-Day Saints, who were relocated from Salt Lake City to Iosepa in Tooele County, seeking refuge from discrimination, and cultural and language differences. Students celebrated their heritage and families expressing that they honor their ancestors through remembrance and taking care of one another in their diverse community. These films were screened at a community film festival celebration.




### Plans for the Coming Year

- PBS Utah will observe the growth in service to racially and ethnically diverse communities with a key performance indicator in Nielsen data about our linear audience. It is not a perfect measurement, but in the coming year we will track it and regularly share the data with staff and advisory boards.
- PBS Utah has developed a database to track demographic information about subjects/sources, collected voluntarily at the end of interviews or shows. The data will be shared as a key performance indicator of our success in diversifying the communities reflected in our local programs.
- PBS Utah will continue to cultivate a culture of belonging at the station. We will encourage genuine feedback in an annual, anonymous workplace culture survey, with goals for progressively higher participation. We will “show our work,” by returning to the staff with action plans based on their feedback.

Approved: Laura Snow

Senior Advisor, University of Utah

PBS Utah Licensee Official

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September 30, 2022