

KUED FISCAL YEAR 2019 DIVERSITY STATEMENT

KUED complies with the University of Utah's diversity policy, which is committed to providing equal employment opportunities for all persons and adhering to the University of Utah status as an "Equal Opportunity Employer." KUED is fully committed 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. Executive, administrative, and supervisory officers exercising employee management responsibilities are required to take vigorous and appropriate 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 or protected veteran's status. [KUED Diversity policy.pdf](#)

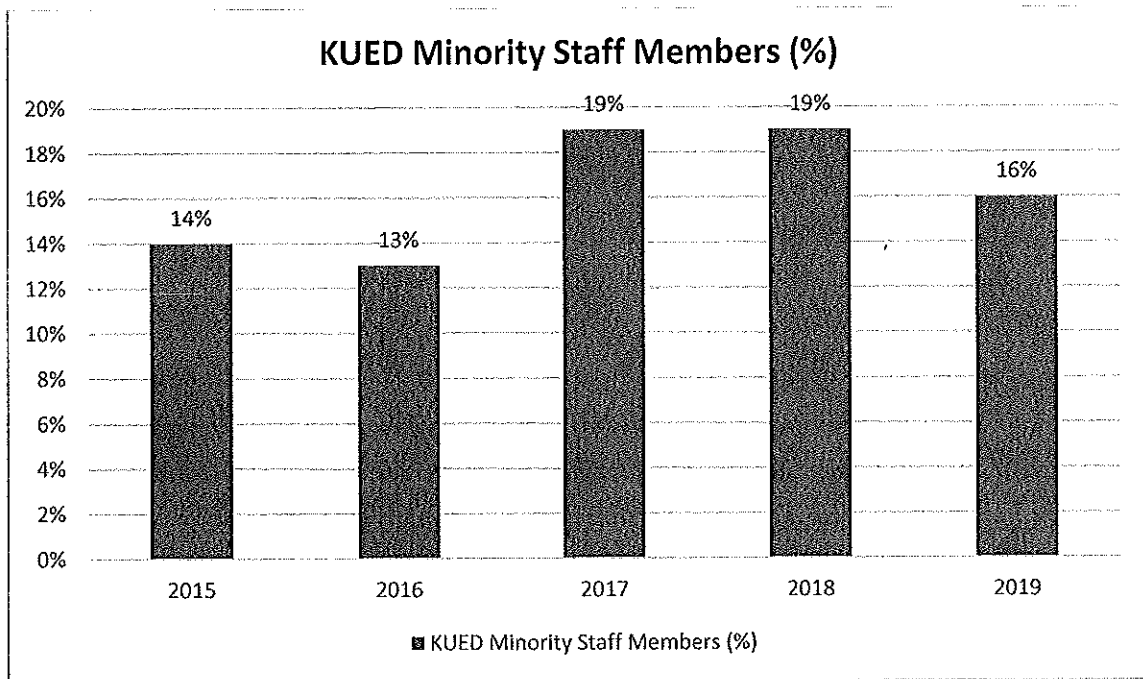
KUED's fiscal year **2020** annual diversity goals are:

- As a result of board turnover, KUED is need of increased Latinx representation on the advisory board. We are taking the following action to remedy this problem in 2020:
 - Establishment of a board committee to specifically assigned to provide Latinx referrals to the nominating committee.
 - Outreach by the General Manager to Latinx leaders in Utah for referrals.
 - Continued membership in the Salt Lake Hispanic Chamber.
 - Consideration of Spanish language on air interstitials to better connect with the Latinx community.
- As a licensee of the University of Utah, we operate on the principle and practice of equal opportunity in employment.
- KUED participates in a number of job fairs to spread the word about public broadcasting opportunities among diverse groups. We are also constantly looking for internship candidates in close coordination with the University of Utah.
- At industry meetings, part of the job of the General Manager is to constantly network to new individuals to public broadcasting and identify potential future employees of color.
- Establishment of a new ad hoc staff committee to discuss better ways to reach minority communities with our outreach efforts.

Fiscal Year **2019** Accomplishments:

- Membership in the Utah Hispanic Chamber of Commerce.
- Renewed membership in the Salt Lake Chamber of Commerce.
- Outreach to the new Salt Lake County Mayor offering a KUED presence on committees.

The percentage of KUED minority staff members for the fiscal years 2015, 2016, 2017, 2018 and 2019 is 14%, 13%, 19%, 19% and 16% respectively.



KUED works with the University Of Utah’s Human Resources and Equal Employment Opportunity departments to implement its hiring, employee, and EEO policies. The station is required to follow University hiring guidelines and procedures. Open positions are advertised through the University Human Resources office and the World Wide Web.

Positions posted on the University of Utah Career Portal automatically filter to other agency websites such as the Utah Workforce Services job bank, which makes postings available to Workforce Services agencies throughout the state of Utah, Career Services at the University of Utah, HigherEd.jobs, and the KUED website. Job sites such as Indeed, Glassdoor, Myjobs.com, Rocky Mountain Consortium, etc. scrape job notices off the University of Utah Human Resources webpage. In addition, announcements regarding full-time positions are distributed to a large mailing list maintained internally. The list includes community agencies and educational institutions that refer job seekers, and private individuals seeking information regarding job opportunities.

KUED supports the increased training of staff and managers in diversity awareness as well as job enhancement through attendance at educational training, conferences, seminars, and workshops. A representative from the Equal Opportunity Office and University of Utah Human Resources are invited each year to give a presentation educating staff on diversity and equal opportunity issues. Training opportunities are also available to staff through the University of Utah.

KUED administrative personnel attend job fairs to recruit for positions, educate job fair participants regarding the broadcast industry, and discuss the application processes. Job fairs are advertised



statewide in order to reach diverse populations. Additionally, the University of Utah recruiter frequently attends community and educational job fairs to inform visitors about open positions at the University and discuss career opportunities. KUED positions are included in the information disbursed to job fair guests. The recruiter notifies KUED HR if attendees indicate an interest in broadcasting or station opportunities specifically.

KUED personnel participate in community and educational events. This includes giving presentations regarding station activities, discussing the broadcast industry in general, and providing information or answering questions regarding career opportunities in television and at KUED.

A regular activity from year to year, KUED's General Manager meets with community organizations, educational institutions, and individuals regarding station activities, the broadcast industry in general, and shares information regarding career opportunities in television and KUED. The General Manager gives presentations, and counsels with students and individuals seeking information regarding a career path in the broadcast industry. Since 2015, he began an internal promotional plan for entry level personnel, thus creating the opportunity for upward mobility in the organization.

KUED reports information regarding the diversity of its employees each year with the annual CPB SAS survey and submits the annual FCC Equal Opportunity Report. The FCC report includes information regarding the broad recruitment of full-time positions and a description of the many outreach efforts performed by station personnel during the year. Some highlights from the FY 2019 FCC Equal Opportunity Report include:

- KUED continues to participate in a Virtual Career Fair hosted by Current. Careers in Broadcasting were discussed during the fair and questions were answered about career paths. This fair gave Directors an opportunity to chat one-on-one with a diverse group of qualified public media professionals.
- KUED participates in the annual Utah Broadcaster's Association job fair. The fair was focused on educating the public regarding careers in broadcasting. The station advertised on-air and through the web to notify a diverse public.
- The University of Utah Training Manager annually leads a Diversity Training for station personnel on "Unconscious Bias and Owning Your Internal Culture" and gave insights into how to better manage staff by being aware of, and more clearly understand differences.
- Annually, a representative from the University of Utah Equal Opportunity Office conducts a presentation for Staff and Managers on ADA, Illegal Discrimination, and Sexual Harassment.
- The KUED Chief Audio Engineer led two groups of students on station tours.
- KUED set up a table at Utah's 65th Annual State History Conference at the Utah Cultural Celebration Center. Station broadcasting career fliers were made available to visitors.



- Working with area schools, KUED's Education Coordinator and a Spanish language consultant held Family nights for thousands of kids and their parents, distributing free books and conducting interactive learning activities at Head Start and Title 1 Schools. KUED also participates in the PBS Ready To Learn program, and provides free resources, books and workshops in Spanish to children and families with limited English proficiency.
- The KUED Outreach and Education Coordinators serve as the Community Outreach team for KUED. They regularly represent KUED at community, education, and government events, often establishing booths to discuss KUED programs and services with visitors and guests. These events help promote the station and cards describing broadcasting careers are made available to the public. They participated in forty-eight events this past year.
- KUED added a "Station Tour" page to the website. <https://www.kued.org/about> Community agencies, groups, or private individuals can request a tour through this link.

KUED FISCAL YEAR 2019 DIVERSITY STATISTICS

The current Advisory Board is comprised of 12 women and 10 men. We are currently at 27% minority representation, which is a decrease of 1% from 2018.

FY 2019 KUED Advisory Board

	Utah	KUED Advisory Board
Latino	14%	4%
Black	1%	18%
Asian	3%	4%
Female	50%	54%
Non White	9%	27%

FY 2019 KUED Employees

	Full-time Employees	Part-time Employees	Interns
Male	30	12	0
Female	33	11	1
Minority	10	4	0
Unknown	3	2	0
Disability	0	0	0



KUED FISCAL YEAR 2019 LOCAL PRODUCTION, EDUCATION, AND COMMUNITY ENGAGEMENT DIVERSITY ACTIVITIES

KUED's Book Club in a Box has a purpose to engage small, private book clubs with big questions surrounding issues important to Utahans. In FY19 the Book Club covered topics relating to civil rights, white privilege, and women's rights. Books included *Invisible Man* by Ralph Ellison and *The Invention of Wings* by Sue Monk Kidd. Films included **American Masters: Ralph Ellison and Martha Hughes Cannon**, a KUED original. The entire project reached 900 Utahans making up 80 individual book clubs in Utah.

KUED engaged with Utah's diverse communities as a whole by inviting individual community leaders from diverse communities to share their programs and events on Contact, a nightly interview program. We had 18 individuals representing a variety of cultures and promoting services to minority and marginalized communities. Our Billboards on the weekends aired a total of 13 events throughout the year promoting events and programs surrounding support and representation of diverse populations.

KUED engaged with Utah's Native American population in several ways:

We purchased a table at the Native American Summit in Orem in July, promoting our Native American Heritage programming with a focus on **Battle over Bears Ears** and pushed the PBS series **Native America**.

As part of our Great American Read campaign and promotion, we collected dozens of books from community members as donations and purchased books by local authors. We donated many of these books to two different reservations in Utah that no longer receive book services from the State Library's Bookmobile program.

In September, our Education Program and Community Engagement program collaborated to bring an all-day event to Monument Valley. We held a teacher training for educators and a special screening of **Native America**, concert and reception at Monument Valley High School featuring the new PBS program **Native America**. We invited the Navajo royalty to perform as well as Nino Reyos.

In November, we premiered **Battle Over Bears Ears** at Broadway Centre Cinemas and showed additional screenings in Logan and Monticello. Each screening included a Q&A or panel discussion with the filmmaker and/or individuals featured in the film.

KUED engaged with Utah's Pacific Islander population in a couple ways:

KUED purchased a table at the Pacific Islander Heritage Month Kickoff where we gave away free books to all the kids who came as well as promoted **The Great American Read** series on PBS.



KUED held a kickoff for **The Great American Read** where we recruited Pacific Islander Michelle Tago-Tu-itupou to speak to the audience about her book *Person of Shadows*. We purchased 1000 copies of her book to give away to everyone who attended the event. We gave the remaining (about 700 to the State Library's bookmobile that reaches rural populations and we sent the rest to native reservations that no longer receive services from the bookmobile.

2018 FALL LITERACY FAMILY NIGHT

(September 1, 2018 – December 5, 2018)

KUED hosted literacy themed family nights at 26 Salt Lake Valley Title 1 elementary schools and SLCAP Head Start preschools. In total KUED reached 7,018 participants through its Fall Literacy Family Nights (3,576 children, 2,217 adults, and 587 volunteers). Demographics of the student population served by this program are as follows: 79% of students are economically disadvantaged, 66% of students are of racial/ethnic minority, 39% are English language learners, and 11% are students with disabilities. Family Nights help Title I funded elementary schools meet their requirement of implementing parental involvement activities to ensure continued funding. Demographics of the population served by this program are 76% are below 100% of Federal Poverty Line (FPL) which equates to \$24,600 or less annually for a family of 4, 95% of those served are below 80% Area Median Income (AMI), 94% receive free or reduced lunch, 48% of students are of racial/ethnic minority, 4% are refugees, 51% age 0-3, and 49% age 4-5.

2019 SPRING STEAM FAMILY NIGHT

(February 1, 2019 – April 30, 2019)

KUED hosted STEAM (Science, Technology, Engineering, Art, and Math) themed family nights at 26 Salt Lake Valley Title 1 elementary schools and SLCAP Head Start preschools. In total KUED reached 7,501 participants through its Spring STEAM Family Nights with activity stations for children and their families (3,099 children, 1,939 adults, and 489 volunteers). Demographics of the student population served by this program are as follows: 79% of students are economically disadvantaged, 66% of students are of racial/ethnic minority, 39% are English language learners, and 11% are students with disabilities.

KUED Kids held the 26th Annual Reading Marathon Kickoff at The City Library, partnering with 30 community organizations to coordinate STEM focused activities to engage the kids and get them excited about learning. There was even a real life astronaut who took time to talk to the kids individually and sign an autograph for them! With attendance of over 1400 people, participants represented a far more diverse cross section of the population due to the city center location. At check-in, volunteers gave each child a reading log, bookmark, and bag. Then the kids moved onto a book table where they each got to pick out a book to take home.

KUED's Education Coordinator presented at the Utah Early Childhood Conference in partnership with The City Library on Social Emotional Health and Well Being with Daniel Tiger. The hour and a half presentation included PBS LearningMedia resources on Daniel Tiger's Neighborhood that align with Utah's Early Childhood Standards, a story telling workshop, an activity for the educators to recreate with their children/students, and a book on social emotional health for the educators to take home. 30 early childhood educators from around the state participated in the workshop.



KUED was a media sponsor of the online film screening of Roadtrip Nation, a one hour episode on alternative career pathways. We reached 100 high school students, parents, and educators around the state. KUED and UEN hosted an online event for families and educators using OVEE, a virtual theatre. The virtual event kicked off with an episode of Roadtrip Nation, then our local expert, Travis Cook - Work-Based Learning Specialist, Utah State Board of Education, answered audience questions about alternative career pathways in Utah.

Every year, KUED Kids is proud to hold the annual Writers and Illustrators Contest, as it underscores commitment to the success of Utah children. The process of creative writing is proven to improve a child's academic skills, as well as self-confidence, creativity, and imagination. One May 18, a celebration was held for the winners at the Utah Museum of Natural History for the top three winners in grades Kindergarten through 6th. Breakfast was served to all of the winners and their invited guests. Then each winner was recognized with a certificate and gift bag filled with various prizes. Prizes included donations from local organizations like Utah's Hogle Zoo, Discovery Gateway, Red Butte Gardens, Salt Lake Bees, Seaquest Aquarium and more. The winners and their guests were also invited to spend the rest of the day at the museum following the awards celebration.

KUED's Education Manager hosted a training for 47 educators on Native American Classroom Resources. To prepare for this training, KUED updated its Native Heritage website to include all KUED's locally produced documentaries on Utah's indigenous populations and the newly produced curriculum. We collaborated with education professors from Westminster College and indigenous educators from Provo School District's Title VI: Indian Education Program to produce curriculum that aligns with the KUED documentaries "Battle Over Bears Ears" and "Unspoken: America's Native American Boarding Schools." Educators received children's and high school books written by indigenous authors, two curriculum guides, KUED documentaries, and KUED swag. The day closed with a special hoop dance performance, presented by some of our own educators.

More than 500 children and their families joined KUED Kids at Discovery Gateway Children's Museum for a sensory-inclusive afternoon of play. This event included free admission and was open to families of all abilities. Kids enjoyed hands-on activities that engaged the senses, and the museum turned down the lights and reduced background noise. KUED Kids handed out stickers, books, stickers, Dinosaur Train goodies. Children watched an episode of Dinosaur Train featuring Dennis, a dinosaur with autism. Parents also learned about the KUED documentary, On the Spectrum, and met the assistant producer. Information about developmental milestones from PBS Parents was also distributed.

Book Donations:

- KUED Kids joined Utah Community Action – Head Start for their Fall Family Fest. We set up a table where we gave each child a book to encourage reading and let them make Daniel Tiger masks. All of the kids were super excited to visit our table and pick out a book to take home with them.
- KUED Kids donated Curious George books, stickers, bookmarks and crowns for Easter baskets for the children living at the House of Hope, a non-profit organization providing substance use disorders treatment for women and mothers throughout Utah since 1946.

- Daniel Tiger visited West Kearns Elementary, a Title I School in Granite District, to bring books and KUED Kids bookmarks to the 850 students and meet every child. This school is working to build the at home book collection of each child to improve reading skills and scores in each grade.
- We setup "Book Corners" at these homeless resource centers: Road Home, Family Promise of Salt Lake, and Children's Services Society. Bookshelves, seating, and 200 books were donated to each organization. The Road Home plans to use their book corner as a place where children can sit quietly and read while their parents are checking in at intake.
- KUED Kids was a media sponsor of the Dream Night event at Utah's Hogle Zoo. Each year, Hogle Zoo partners with Shriners Hospitals for Children, Primary Children's Medical Center and the National Ability Center to invite physically challenged, chronically ill or special-needs children and their families to enjoy a complimentary evening at the Zoo. . We donated books to each child, and brought Clifford the Big Red Dog for photo-ops.
- KUED Kids donated 600 hundred books to the annual Santa Flight Mission through the Ready To Learn program. This is the 18th year that Angel Flight West's Utah Wing has sponsored the Santa Flight for different Title 1 schools. The school chosen this year was Enoch Elementary School. Boy Scouts also took part in the program by collecting and donating toys and school supplies. With the collaboration of all entities, over 500 kids underprivileged kids received books, toys and supplies as Santa stepped off the airplane this year. Students lined up outside a hangar at the Cedar City Regional Airport to greet him.

Approved: Bill Warren
Chief Marketing & Communications Officer

Signature: _____

Date: 9-18-14