

DIVERSITY AT PBS UTAH

As of September 30, 2020

PBS Utah's Inclusion and Equity Principles

PBS Utah is part of the important examination of inequity inside public media throughout our system. We know that how we respond now will impact PBS Utah's future, our viability as a public service, and the trust compact we have with listeners and with one another.

PBS Utah is fully committed to promoting inclusion, diversity and equity. It is essential for an organization to be capable of innovation, creativity and solid decision-making. PBS Utah is working towards a staff and advisory board that reflect the diversity of the community we serve, and an organizational culture that is inclusive and equitable for everyone.

We echo the words of PBS President Paula Kerger, who said we are "a media system that serves *every person* in America." As we seek to serve every person in Utah, with special attention to those who have historically been underserved, here are our current measures of diversity, our recent accomplishments in serving diverse communities and our goals for the coming year.

Measures of Diversity on PBS Utah's Advisory Board and Staff

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 diversity guidelines. 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 bias or other misconduct, it can be done through the University [here](#).

PBS Utah is determined to become a reflection of the diverse make-up of Utah. Here are some measures of progress so far:

PBS Utah Staff on September 16, 2020

	Full-time Employees	Part-time Employees
Male	32	10
Female	35	10
Nonwhite	9	3

	Nonwhite Staff at PBS Utah Over Time
2015	14%
2016	13%
2017	19%
2018	19%
2019	16%
2020	14%

PBS Utah has an active internship program. By September 2020, the station’s only intern was a female student of color.

The current Advisory Board is composed of 9 women and 11 men. The board has 25% minority representation, which is a decrease of 2% from 2019. The Utah minority percentages in the chart below are taken from the most recent United States Census:

PBS Utah Advisory Board on September 16, 2020

	Utah	PBS Utah Advisory Board
Latino	14%	5%
Black	2%	15%
Asian	3%	5%
Female	50%	45%
Nonwhite	23%	25%

Recent Accomplishments in Serving and Reflecting our Diverse Communities

PBS Utah, along with sister station KUER NPR Utah, support an Inclusion and Diversity Committee. Members, including staff, minority community leaders and listeners, met monthly to discuss best practices, community outreach and educational opportunities. The committee reached an important milestone in late summer 2020. Station 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.

PBS Utah 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. In the summer of 2020, Station Directors also received a two-hour training through the [Power Shift Project's Workplace Integrity program](#). Training opportunities are also available to staff through the University of Utah.

PROGRAMMING AND PRODUCTION

PBS Utah featured a wide range of programs featuring diverse communities across our four channels and our digital platforms in 2020. Series such as [Pacific Heartbeat](#),

[Voces](#), and [AfroPop](#) aired new series and specials during heritage months, and PBS' "Trailblazers" initiative cast a spotlight on women's history and issues with programs like [The Vote: American Experience](#), [Unladylike 2020: American Masters](#), and [And She Could Be Next](#) on POV. The killing of George Floyd and the protests that followed raised the level and urgency of the conversation around race in Utah, and PBS Utah responded by broadcasting several specials, such as [Race Matters: America in Crisis: A PBS NewsHour Special](#), [America in Black and Blue 2020](#), and [I Am Not Your Negro](#) from Independent Lens. We also made a collection of these films and other resources on race and racism available on our website here: <https://www.pbsutah.org/race-and-racism>

In addition to the nationally-produced titles above, PBS Utah produced or rebroadcast several local programs featuring diverse communities during this year, including our digital series Let's Talk, which gives parents tips and tools on how to have conversations about race with their children. Links to many of these programs are below:

- [Let's Talk](#)
- [Martha Hughes Cannon](#)
- [Utah Insight: How Diversity Shapes State Dynamics](#)
- [Utah Insight: Female Legislators Rise Up](#)
- [This Is Utah: Celebrating Our Heritage](#)
- [This Is Utah: It Takes a Village](#)
- [This Is Utah: All the World's A Stage](#)
- [This Is Utah: NexGen](#)

The PBS Editorial Standards define inclusiveness as content that reflects "the view of people from different backgrounds, such as geographic areas, ethnicities, genders, age groups, religious beliefs, political viewpoints, and income levels." With this standard as a guide, PBS Utah launched a new local production, *Utah Insight*, with a firm commitment to inclusivity. We found guests from Utah's Cache County to the North to the Navajo Reservation in Southeastern Utah. We interviewed Native American, Latinx, Black and Asian guests.

STATION ENGAGEMENT

PBS Utah's Book Club in a Box engages small, private book clubs with big questions surrounding issues important to Utahans. In FY20 the program engaged participants with topics relating to civil rights, autism, gender identity, cultural preservation. Books included

The Curious Incident of the Dog in the Night-time, by Mark Haddon, *Cheyenne Again* by Eve Bunting and *Coming of Age in Mississippi* by Anne Moody, and *Dear Evan Hansen* by Val Emmich. Films included **Utah's Freedom Riders**, **On the Spectrum**, **Hope Lives**, and **Unspoken**.

The Book Club program attracted 158 book clubs in Utah and reached 1,981 individuals throughout the state of Utah, engaging them in discussions on topics of equality, civil rights, respect for differences, and how to be an ally.

PBS Utah engaged with Utah's diverse communities by inviting individual leaders from diverse communities to share their programs and events on Contact, a nightly interview program. We had 43 individuals representing a variety of cultures and promoting services to minority and marginalized communities (up 59% from FY19). Our Billboards on the weekends aired a total of 47 events throughout the year promoting events and programs surrounding support and representation of diverse populations (down 2% from FY19).

PBS Utah engaged with Utah's Native American population:

- We engaged the Office of Indian Affairs as a partner for Book Club in a Box
- We sponsored the annual Native American Summit in Orem, Utah and gave a presentation to those in attendance about our Book Club in a Box program and our film **Unspoken: America's Native American Boarding Schools**.

PBS Utah engaged with conversations surrounding anti-Semitism:

- We partnered with the Salt Lake Jewish Community Center on a virtual screening and panel discussion of **Viral: Antisemitism in Four Mutations** which examines the rise of antisemitism traveling through four countries. We were fortunate enough to have the filmmaker, Andrew Goldberg available for a Q&A afterwards via Zoom at his home in New York City. The moderator was Dr. Jay Jacobson in Utah. We had 60 in attendance.

PBS Utah engaged with Utah's efforts for Civil Rights for Black Americans:

- We partnered with the MLK Commission to curate a Book Club in a Box on Civil Rights and engaged their board members Emma Houston and Dr. Karen Johnson to put together the box and promote it throughout Utah.

- We hosted a “King Conversation” at the Eccles Broadcast Center with the Office of Multicultural Affairs facilitated by Dr. Karen Johnson where we discussed the book *Coming of Age in Mississippi* and our local film **Utah’s Freedom Riders**.
- We partnered with the Nora Eccles Harrison Museum of Art in Logan to screen the film **Utah’s Freedom Riders** and engage the visitors in a discussion about the film, and the book *Coming of Age in Mississippi* led by Professor Scott Bushman.
- We partnered with the Nora Eccles Harrison Museum of Art in Logan to screen the film *Martha Hughes Cannon* and engage the visitors in a discussion about the film, and the book *The Invention of Wings*, by Sue Monk Kidd – a book about abolitionists and women paving the way for equality.

EDUCATION

Ready To Learn uses PBS children’s television programs as a springboard to bolster emergent literacy and encourage parent involvement in children’s education. Through the initiative’s signature portfolio program, Family Nights, as well as numerous additional community engagement activities, the initiative provides resources and services to involve parents, teachers, and caregivers as learning partners. (Note: On November 25, in alignment with KUED’s rebrand to PBS Utah, KUED Kids rebranded to PBS KIDS Utah.)

Annual Events

Reading Marathon

On November 2, PBS Utah held the 27th Annual Reading Marathon Kickoff at The City Library in Salt Lake City. Over 1600 people attended the event. PBS Utah’s Education team worked with 30 community partners to coordinate STEM focused activities designed to engage children and get them excited about learning. From shooting off rocket ships, to practicing yoga, the kids had over 30 activities to choose from and they were all free!

At check-in, volunteers gave each child a reading log, bookmark, and bag. Each child then got to pick out a book of their choice to take home. Daniel Tiger, Word Girl and Super Why made appearances, and the kids were so excited to see their favorite PBS KIDS characters. PBS Utah also had a 50th Anniversary Sesame Street photo booth and member information table. Breakfast was provided to all the volunteers and community partners in the morning.

5005 children and 2725 parents participated in the 2019 Reading Marathon.

PBS Utah also provided 32 mini-grants to schools and organizations throughout Utah to facilitate their own Mini Reading Marathons, from Tooele to Monument Valley, from Logan to Bullfrog. These mini-grants expanded the Reading Marathon's reach by an additional 3004 kids.

Writers and Illustrators Contest

In Spring 2020, PBS KIDS Utah's Writers & Illustrators Contest celebrated its 19th year with the theme "Explore the Outdoors." This annual contest underscores PBS Utah's 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. The contest, in partnership with the Natural History Museum of Utah, is open to children in kindergarten through sixth grade.

Because of the pandemic, submissions were down, most likely due in part to the fact that schools were closed and in the past teachers had their students submit as part of a class project. However, PBS Utah felt strongly that a creative outlet for children was more important than ever, especially since this was during a time when people were staying home. To allow kids more time, PBS Utah extended the deadline. We received 119 submissions, and they were wonderful stories of adventure!

Other events

Boo Fest at Discovery Gateway, Salt Lake City

October 31, 2019

PBS KIDS Utah joined Discovery Gateway in the Kem and Carolyn Gardner Theater, just outside of the children's museum, to celebrate Boo Fest. Most of the attendees were of pre-K age and were with their parents. Each child received a book, stickers, a reading log for PBS Utah's 26th Annual Reading Marathon, and a trick or treat bag that they could color. There were five stations set up where the kids could do a project and trick or treat. Super Why also made an appearance. Most of the kids showed up in costume and were very excited to participate in all of the activities. 415 people were reached by this event (250 kids and 165 parents). PBS KIDS Utah gave away 250 books.

ZooLights at Hogle Zoo, Salt Lake City

December 10, 2019

On December 10, PBS Kids Utah teamed up with Hogle Zoo for ZooLights. Children that visited the PBS KIDS Utah received a free Curious George book to encourage reading. They all anxiously waited to pick out their book and were excited to see that they were about Curious George. They also got to pick a pair of reindeer antlers and a candy cane to take home. Clifford the Big Red Dog was also there and the kids were excited to get a picture taken with him. Members who showed their member card received free hot chocolate vouchers and adults received copies of the current SEVEN guide. 399 people were reached at this event (399 kids, 99 parents). PBS KIDS Utah gave away 300 books.

PBS Utah Station Tour, Salt Lake City

As part of PBS KIDS Utah's Reading Marathon Adventure Pass, the station teamed up with KUER to invite kids and their families to take part in a station tour of Eccles Broadcast Center. Parents brought their kids for a continental breakfast and tour of the PBS Utah and KUER studios. There were a variety of activities for kids to do while they were waiting for their tour times, including a tangram, bracelet making, and Daniel Tiger mask making. Feedback on this event was so positive that we hope to continue facilitating these tours once the pandemic is over.

PBS KIDS Utah started a new Educator Box program in 2019, offered through PBS. These boxes are filled with educational materials and resources that educators can use to tie into curriculum as a fun and engaging way to educate kids. Educators can request a box online. The target audience is educators in rural communities who have limited teaching resources. There are three options to choose from: Social/Emotional, Math, and Summer Camp.

Each box includes a variation of lesson plans, classroom activities, supplies, at home activities, Daniel Tiger or Peg + Cat DVD, children's book, PBS Playtime Pad, headphones, and PBS Kids app card. So far the feedback for this project is extremely positive.

Between July and September, PBS KIDS Utah sent out 33 total Educator Boxes to educators in Tooele, Santaquin, Orangeville, Bullfrog, Smithfield, Monument Valley, Ephraim, Minersville, Stansbury Park, St. George, West Jordan, Elmo, Nephi, Salina, Fayette, Tremonton, Sandy, Randolph, Castle Dale, Orangeville, Salem, Nibley, Logan, and Providence. PBS Utah received very positive feedback from the educators.

Family Nights

2019 Fall Literacy Family Nights (September– December 2019)

PBS KIDS Utah hosted literacy themed family nights at 26 Salt Lake Valley Title 1 elementary schools and SLCAP Head Start preschools. In total reaching 7,233 participants through its Fall Literacy Family Nights (4,084 children, 2,560 adults, and 589 volunteers). PBS KIDS Utah gave away 4,100 books.

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.

Book and other donations

PBS KIDS Utah donated books and bookmarks to Tracy Aviary for Bookworm Day. In exchange for the donation, the aviary offered free admission to SNAP recipients, of which 10 families took part.

PBS KIDS Utah donated straw rockets that were left over from Family Nights to Utah Community Action for the Head Start Preschool. The mission of Utah Community Action is to empower individuals, strengthen families and build communities through self-sufficiency and education programs. The mission of Head Start is to provide health, education and promote self-sufficiency for children and families facing adversity.

PBS KIDS Utah donated items for a gift basket for Utah Youth Village's fall fundraising gala. This event is held each year to change the lives of troubled children and families.

PBS KIDS Utah donated 500 books for the annual Stuff the Backpack event. The backpacks are given to underprivileged children.

PBS KIDS Utah donated 50 books, stickers, bookmarks, and dinosaur goodies to go to 39 kids at Head Start Preschool.

PBS KIDS Utah donated a PBS UTAH Kids gift basket for the silent auction at Discovery Gateway's annual Bumble Bee Bash. This event is held every year to help raise funds for the museum's programs and exhibits.

PBS KIDS Utah supported the Annual Head Start Bloom Fundraiser as a media sponsor, providing promotion on air, online, and at the event. PBS Utah also donated a PBS KIDS Utah gift basket and represented PBS KIDS Utah with a table at the event. The Bloom Gala is held every year to raise money for Head Start Preschool.

PBS KIDS Utah supported Tooele City Library's Daniel Tiger Family Week event by donating 400 bookmarks, stickers, lunchbox notes, a Daniel Tiger book, DVD, and worksheets/printables.

PBS KIDS Utah supported Rich County Library's Daniel Tiger Family Week event by donating bookmarks, stickers, lunchbox notes, a Daniel Tiger book, DVD, and worksheets/printables.

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 in order to reach diverse participants.

PBS Utah administrators participated in community and educational events, classes, and other online meetings about station activities, the broadcast industry in general, and information regarding career opportunities in TV and PBS Utah. Station leaders also advised students and individuals seeking information regarding careers in the broadcast industry and at PBS Utah.

Plans for the Coming Year

- Between now and fall 2021, every employee of PBS Utah -- -- including interns and work study employees -- will receive training through the [Power Shift Project's Workplace Integrity program](#). Updated curriculum will include racial and gender bias and involve case studies and role playing applicable to media organizations like PBS Utah.
- In October, 2020, PBS Utah will launch our first original podcast uncovering serious challenges facing Utah women and how all of us, regardless of gender,

can change them. More Than Half will share the stories of women dealing with topics such as work-life-family balance, motherhood, and how to lead in a state that's been deemed the worst for women's equality three years in a row. Through an intersectional lens, we will look to trailblazers in the state to see how they're changing perspectives and creating new spaces.

- PBS Utah will focus on nominating more advisory board members of color, specifically to better reflect Utah's Latinx community. In making our nominating efforts more consistent and more robust, each month, current members of the advisory board or the board's executive committee will discuss the cultivation of diverse nominees and other station supporters.
- Monthly, staff and board members will participate in the station's inclusion and diversity committee, seeking feedback on programming, outreach plans and other station initiatives from traditionally underrepresented communities.
- In coordination with our colleagues at KUER, PBS Utah will formalize a method for tracking the diversity of PBS Utah productions, paying special attention to the racial and ethnic diversity of our interview subjects and guests.

Approved: Bill Warren
Chief Marketing & Communications Officer

Signature:

A handwritten signature in black ink, consisting of a large, stylized initial 'B' followed by a series of loops and a trailing line, positioned above a horizontal line.

Date: 9/29/2020
