

## **KUER FISCAL YEAR 2017 DIVERSITY GOALS AND FISCAL YEAR 2016 DIVERSITY STATEMENT**

KUER 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." KUER 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.

KUER's 2017 annual diversity goals are:

- To recruit and retain a diverse workforce that is representative of our service area.
- To provide equal opportunity in employment.
- To educate our management and staff annually in best practices for maintaining an inclusive and diverse environment for all persons.
- To seek candidates for KUER's Community Advisory Board that represent the geographically and demographically diverse composition of the many communities we serve.
- Seek diverse candidates for our Community Advisory Board through the Nominating Committee process.
- To assist in developing a more diverse future workforce with professional skills in the broadcasting/media industry by recruiting diverse candidates for KUER's internship opportunities and/or by participating in minority or other diversity job fairs.

Fiscal Year 2016 Accomplishments:

The station has a strategy in place for recruitment of a diverse profile of Advisory Board members. Using a Nominating Committee that is well connected in the community, a recruitment bench has been created that is constantly updated and used periodically as Board seats become available. With an eye to creating a board that is representative of the community, in direct parity, the Nominating Committee assists management in seeking diversity with regard to gender, ethnicity, race and geography.

In 2016 the Community Advisory Board consisted of 15 men and 5 women, with a minority percentage of 10%.

In 2016 the KUER News Team broadcast several stories featuring minority communities:

- Investigative pieces on proposed immigration reform in Congress from a local and state perspective with stories that included the struggles of non-legal immigrants in Utah trying to go to college and get jobs that pay a living wage.
- Native American youth trying to enter college to end a cycle of poverty that has been present for generations in their community
- Extensive stories for both local and national air on Utah's unique non-discrimination law that saw leaders from both the state's gay community and The Church of Jesus Christ of Latter-day Saints

come together to formulate legislation to protect LGBT individuals from discrimination in employment and housing

- Provided on-going local and national coverage of the fight for marriage equality in Utah and the court battle that ultimately brought down Amendment 3, Utah’s law banning same-sex marriage.

KUER’s Community Outreach team represented KUER at community, education, and government events, with booths to discuss KUER programs and services with visitors and guests. These events had specific themes and helped promote the station’s resources. People often asked KUER personnel about KUER jobs at community events and they discussed their work during community outreach for the station. Flyers about KUER and available jobs were displayed at community events.

During 2016, KUER served a total of 3,020 community organizations, including many that serve minority and underserved populations. We did so through a robust public service announcement broadcast program, exposing our audience of 165,000 weekly listeners to organizations offering services and/or seeking resources so that they may accomplish their missions. We also posted organization’s messages on our web site, included emergency or high priority needs in KUER e-blasts sent to thousands of our members, and in a select number of cases, partnered with organizations in mission or campaign specific publicity campaigns.

The percentage of KUER minority staff members for the fiscal years 2014, 2015 and 2016 is 6%, 7% and 9%, respectively.

KUER had an active internship program in 2016. The percentage of minority interns for the fiscal year 2016 is 25%.

### **FY 2016 KUER Employees**

	<b>FT Employees</b>	<b>PT Employees</b>	<b>Interns</b>
<b>Male</b>	10	4	2
<b>Female</b>	11	8	2
<b>Minority</b>	2	1	1
<b>Disability</b>	0	0	0

KUER administrative personnel attended four job fairs 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 all diverse populations. Many KUER administrators participated in community and educational events, classes, etc., often giving presentations regarding station activities, the broadcast industry in general, and information regarding career opportunities in radio and at KUER. Station Personnel also advised students and individuals seeking information regarding a career path in the broadcast industry and at KUER.