

## KVPR/KPRX DIVERSITY POLICY AND 2016 DIVERSITY REPORT

### **2016 Diversity Report**

The Public Telecommunications Act of 1988 requires the Corporation for Public Broadcasting (“CPB”) to report annually on the provision of services to minority and diverse audiences by public broadcasting agencies. As a Community Service Grant recipient from the CPB, Valley Public Radio (“VPR”) (KVPR AND KPRX) affirms its policy and goals relating to diversity and reports on its progress in increasing diversity in its personnel and programming during the past two to three years.

### **VPR’s Diversity Vision**

VPR is committed to its mission to expand the listener’s world through voices and sounds that inspire and inform and is focused on its vision to bridge artistic expression and diverse perspectives of our entire community in the San Joaquin Valley. For VPR diversity is the cornerstone of a democratic media society where authentic voices are our greatest strength and asset and are essential to creating a more inclusive climate that fosters cross-cultural understanding. Dialogue is critical for finding common ground, redressing misinformation and building bridges. VPR has developed and supports digital platforms to build dialogue and civil engagement with the many audiences in the valley.

### **Elements of Diversity Important to VPR’s Public Media Work**

At VPR diversity embraces not only racial and ethnic minorities but also all the protected classes prescribed by federal and state law, which are listed below. In addition, VPR has expanded the reach of its diversity policy to include underserved populations in the San Joaquin Valley, including children, migrants, and low income households in the many agricultural and rural communities.

### **Current Diversity of the Staff and Governance of VPR**

As of September 2016, 43% of the Board of Advisors, 58% of the Citizens Advisory Board, 50% of full-time staff are female. As of September 2016, 21% of the Board of Advisors, 31% of Citizens Advisory Board, 33% of full-time staff identify with Hispanic, Asian or other ethnicities.

### **Equal Employment Policy**

In its recruitment, hiring and promotion of staff, VPR is firmly committed to a policy and practice of promoting equal employment opportunity without regard to race, color, national origin, religion, age, sex (including pregnancy, childbirth, and related medical conditions), disability, age, citizenship status, genetic information, marital status, sexual orientation and identity, AIDS/HIV, medical condition, political activities or affiliations, military or veteran status, status as a victim of domestic violence, assault, or stalking, or other classes that may be defined by federal law, state law, or local ordinance. VPR prohibits discrimination or harassment based on these classifications and conducts a continuing program to exclude all unlawful form of prejudice and discrimination in our personnel policies, practices, and working conditions.

To make this policy effective and to ensure compliance with the Rules and Regulations of the Federal Communications Commission and the California Department of Fair Employment and

Housing, VPR developed an Equal Employment Opportunity Program, which can be found at <http://kvpr.org/eo-policy>.

### **Projects that Demonstrate VPR's Commitment to Diversity**

A sampling of projects follows that demonstrates VPR's strong ongoing commitment to diversity programming and partnerships that broaden the reach of VPR and allow greater opportunities for underrepresented groups in the community to have a voice.

1. VPR has, for a number of years, partnered with the annual Reel Pride Film Festival, a film festival that celebrates LGBT cinema.
2. VPR partners with Zocalo Public Square when events originate in the San Joaquin Valley. Topics have included rural health care and public art.
3. The station broadcasts a weekly bilingual Spanish/English classical music program, "Concierto", and features the weekly news magazine program, Latino USA.
4. The San Joaquin Valley has a number of residents who are of Middle Eastern origin. The station has focused on including that group in our leadership, advisory councils and staff.
5. VPR for several years has been expanding its offering of local news stories in Valley Edition, Morning Edition and All Things Considered including: *Modern Medicine Saved Their Lives as Kids-Now It's Failing Them as Adults*, *Punjabi Californians Say Voting Materials Needed In Their Own Language*, *Project Rebound Helps Former Inmates Adjust to College Life*, and *How Burning Man's Trash Is One Kern County City's Treasure*. This is a sampling of the most recent stories and reports.
6. The station has produced a series on Veterans and the LGBT community gaining access to medical care in rural areas.
7. "Be Public Live" is a town hall panel discussion held at the station, and has focused on the doctor shortage in Fresno County and its impacts on residents in rural communities; and the Affordable Healthcare Act and its impact on San Joaquin Valley residents.
8. VPR has developed and maintains digital platforms online that make available its programming to facilitate dialogue and engagement with diverse audiences at <http://kvpr.org>.

### **Planning for Future Progress**

VPR is firmly committed to continuing its policies and efforts to ensure that the climate for diversity continues to evolve not only within the station in its personnel and programming but also through community engagement and technology. At a minimum VPR is committed to undertaking at least one of the following diversity activities annually:

1. Include diverse individuals in internships or work-study for professional level experience.
2. Include qualified diverse candidates in its elected governing board.
3. Implement diversity training for the board of directors.
4. Participate in minority or diversity fairs.
5. Implement diversity training for staff members.