Diversity, Equity, Inclusion and Belonging at KCUR

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SRG Presentation
DEI | Planning the Long Arc of Change | Forum 2
December 1, 2020
Staff Breakdown

Full-time: 59
Part-time: 15
Total: 74*

*Does not include freelance and consultants

Newsroom break out*

Full-time: 34
Part-time: 5

*Does not include freelance and consultants
Kansas City - Overland Park Combined Statistical Area Population Demographics

Source: Mid-America Regional Council Data
KCUR 89.3 & 91.1 Classical KC CAB Demographics

All genders, 2020

- Female: 31.8%
- Male: 68.2%

Bar chart showing demographic breakdown for different time periods from Jan 2015 to Jul 2020.
KCUR 89.3 & 91.1 Classical KC Intern Demographics

All genders, 2020

Pie chart showing gender distribution: 66.7% Male, 33.3% Female

Bar charts comparing ethnic demographics across different months:
- Sep 2017: 60% White, 20% Black, 10% Hispanic, 10% Native American, 10% Asian/Pacific
- Sep 2018: 50% White, 30% Black, 20% Hispanic, 10% Native American, 10% Asian/Pacific
- Jul 2020: 40% White, 30% Black, 20% Hispanic, 10% Native American, 10% Asian/Pacific
Defining DEIB For KCUR

Diversity includes all the ways in which people differ, encompassing the different characteristics that make one individual or group different from another. While diversity is often used in reference to race, ethnicity, and gender, we embrace a broader definition of diversity that also includes age, national origin, religion, disability, sexual orientation, socioeconomic status, education, marital status, language, and physical appearance. Our definition also includes diversity of thought: ideas, perspectives, and values. We also recognize that individuals affiliate with multiple identities.

Equity is the fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. Improving equity involves increasing justice and fairness within the procedures and processes of institutions or systems, as well as in their distribution of resources. Tackling equity issues requires an understanding of the root causes of outcome disparities within our society.

Inclusion is the act of creating environments in which any individual or group can be and feel welcomed, respected, supported, and valued to fully participate. An inclusive and welcoming climate embraces differences and offers respect in words and actions for all people. It’s important to note that while an inclusive group is by definition diverse, a diverse group isn’t always inclusive. Increasingly, recognition of unconscious or ‘implicit bias’ helps organizations to be deliberate about addressing issues of inclusivity.

Belonging is the ongoing culture created to have all people feel welcome across difference. Manifested in the relationships, in conversations, physical spaces and the written word.

NonProfit Connect webinar June 2020
DEIB Efforts Prior To 2020

- Through UMKC, created Diversity Action Plan
- NPR Diversity Team workshop (in-person, all staff)
- Funded internship program and started asking for demographic information from hires
- Improved recruiting efforts; diversified staff
- Diversified employment options, adding contract workers and freelancers
- Increased communication about trainings related to diversity, equity and inclusion
- Held a mid-career workshop for journalists interested in learning more about public radio
- Did source audit for baseline and follow up source audits (no goals set, but improvements made)
- Continued to build on success of Generation Listen KC
- Got funding and guidance from CPB through Improving Diversity grant
- Started source tracking work with one talk show team
DEIB Efforts Prior To 2020

The work lacked clear outcomes / goals and resources to complete.

<table>
<thead>
<tr>
<th>UMBC Strategic Outcomes</th>
<th>Actions and Activities</th>
<th>Outcomes/Measurables for Improvement</th>
<th>Target date/responsible party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruiting - UMBC Resources</td>
<td>1. Districts of campus goals with Office of Equity Opportunities/How to from the post can be used to improve diversity, for example, is there a time with conflicting opportunities? 2. Meet and continuosly work with the following to identify effective recruitment resources: - Division of Diversity and Inclusion - Human Resources - Office of Equity Opportunity</td>
<td>1. More comprehensive and effective recruiting process with the goal of increasing the spectrum of diversity among staff. 2. A key benchmark is the comparability demographics of the KC METR Metro site. See UMBC Diversity Dashboard.</td>
<td>1. Data in applicant pool/Manager, Finance &amp; Administration, 6/30/2018</td>
</tr>
</tbody>
</table>

Recruiting - KCUR Philosophy

1. How to manage the recruiting process so that selecting the "best" candidate doesn't screen out a good candidate who represents the diversity that is sought? 2. How to minimize the risk of not having the time, to hire an individual with less experience and develop them up to the preferred level of skill? 3. How to balance the advice with the fact that there are too many experienced candidates in the job market because of the downsizing of newspapers? 1. Shared philosophy among KCUR's senior managers, hiring managers, and recruiting committees. 2. Increased diversity in new hires.

4. How far back into the pipeline do we want to go? 5. We engaged Interns. We have done some work with High Schools, most recently the August and a couple years ago, in service training for Blue Valley Journalism Interns.

Recruiting - At colleges and universities

1. Target school/department of journalism majors, communication and related courses of study. Learn how they contact their students and alumni who the jobs market. Take part in activities that are relevant to public media and provide a meaningful return to on time and effort. 2. Explore virtual fairs, such as Diversity.

CIR grant for Improving Diversity

1. Engage KCUR's journalists and management teams in retouching the goals of the grant and building a model that will be used for future grants. 2. Implement the model built in this grant across all of KCUR's recruiting.

- Continued Increase in the diversity of the staff and portfolio of the newsroom. 1. Director: Content Strategy, General Manager, and Senior Leadership learn from reporting cycles in the grant, starting 1/1/2018. 2. 3/31/2019

Statement of Diversity and EEO on KCUR's website

1. Both the FOG and CPB have requirements related to diversity, EEO, and transparency. KCUR's compliance

- To data compliance and EEO and transparency across all places where KCUR presents information on diversity.
Overview Of 2020 Work To Date

- Formed committee to review previous work and reaccelerate efforts (June)
- Got letter from many staff outlining actions they want to see at KCUR (July)
- Increased attendance to DEI-related trainings through UMKC and other outlets (June-Present)
- Met with 7 small groups of 54 KCUR staff and 3 contractors (July)
- Compiled feedback and organized by themes (July-August)
- Developed six areas of urgency to take our DEIB work to the next level (August)
- Had external review of work to date by board member with relevant background (August)
- Surveyed staff on priorities within the six areas and gauged interest in small team work (August)
- Formed 3 of the 6 small teams to begin work (retention, staffing, onboarding) (September), then 2 (retention and sourcing) in October, will launch one (audience) in Jan
- Joined with Public Media For All and committed to their organizational goals (Oct)
2020 KCUR DEIB Strategy

Engage all staff in identifying work that needs to be done

Engage all staff in priority setting and timeline

Ask staff to lead efforts through small group work

Make room for staff to do work (2-5 hours / weekly)

Empower staff to make decisions and set organizational strategy

Set goals to hold organization accountable
## 2020 DEIB Strategy - Small Groups

### Baseline Data and Goal Setting

<table>
<thead>
<tr>
<th>Setting</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARC demographic data to help set minimum goals for staffing, sourcing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>8</td>
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<tr>
<td>Separate newsroom staff from larger group when measuring success, but not ignore rest of staff</td>
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<td>Share regularly - quarterly or every 6 months</td>
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<tr>
<td>Concern that we will get caught up in numbers and not focus on meaning, broader issues, and future</td>
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### Source Audits

<table>
<thead>
<tr>
<th>Source Audits</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
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</thead>
<tbody>
<tr>
<td>Source-tracking tool that reporters and editors have access to</td>
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<td>3</td>
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<tr>
<td>Data should be aggregated, organized so it can be analyzed by reporter, beat, story type, etc.</td>
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<tr>
<td>All news staff - editors, reporters, producers, hosts - need to be committed to this</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>8</td>
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<tr>
<td>Needs to be a clear system that everyone can follow</td>
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<tr>
<td>Not only quantity but also quality of sources. Variety of sources, not the same over &amp; over.</td>
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<tr>
<td>This should be easy to do. Why don't we just always ask. Who should be my source? Who should be my guest?</td>
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Christian Ellison, Mackenzie Martin, Jed Gittelsohn, Maria Carter, Steve Kraske

This is the letter align well. This is an 800 word document, so let's dive into the letter. Sources: share widely and operationalize ethnic diversity within the newsroom that reflects the diversity of our city and toward that goal, as well as immediate needs. With regard to the outcomes, this baseline so we can come back and and so we can try to get somewhere. Only numbers as progress. That reflects diversity, but without knowing that is actually helpful. Data helps you get a grasp of the goals and reflect ideas. How would we know we achieve this helpful. A truly diverse and antiracist system.

John sign this letter. We have broad issues. Obvious of community pay, etc., that are isn't the right way to look at this. Our staff is to address more systemic issues. You have to start somewhere. There are bigger issues. I agree it has to be a holistic vision of the system.
2020 DEIB Strategy - theme grouping

**Audience**
Build diverse audiences through targeted initiatives
Meet new and diverse audiences where they are with information and stories they need/want
Publish annual public-facing diversity statement (plan for and draft the contents)

**Sourcing**
Track sources for KCUR/Partners/Collaborations/Hub with aggregation capabilities
Establish a source baseline for KCUR and set goals

**Culture/Retention**
Evaluate redundancy/protocol around redundancy
Define KCUR workplace flexibility
Explore mechanisms for feedback loop
Evaluate role of wellness ambassador and update

**Onboarding**
Evaluate new employee onboarding process
Evaluate training opportunities for supervisors/mentorship program
Explore need for ‘Public Radio Training”

**Staffing**
Establish baseline data for staff/contractors/freelance/intern/board
Operationalize staff data tracking
Set goals for staff racial diversity that reflects metro demographic data
Evaluate internship program; create policy/protocol/evaluation

**Recruiting**
Create hiring framework that is not biased towards traditional experience and credentials
Evaluate recruiting responsibilities at the org/department/committee/individual level
Evaluate training programs (mid-career workshop) as tool for recruitment
Evaluate possibility of BIPOC fellowship program
Evaluate hiring process
2020 DEIB Strategy - survey

**Audience**

Build diverse audiences through targeted initiatives

Meet new and diverse audiences where they are with information and stories they need/want

Publish annual public-facing diversity statement (plan for and draft the contents)

Would you like to work on the audience subcommittee?
### 2020 DEIB Strategy - survey

<table>
<thead>
<tr>
<th>Culture &amp; Retention</th>
<th>Staffing</th>
<th>Recruiting</th>
<th>Onboarding</th>
<th>Sourcing</th>
<th>Audience</th>
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<tbody>
<tr>
<td>Yes</td>
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<table>
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<tr>
<th>Total Points</th>
<th>KCUR Staff DEI Survey</th>
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<tbody>
<tr>
<td>177</td>
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DEIB Staff Teams
Where we are now

Teams were formed based on interest indicated on the DEIB Survey and individual employees’ areas of knowledge.

- Launched teams are checking in with DEIB Committee in January
- Audience Team will launch in January
- Presentations with clear goals and timelines to senior staff expected in March
- Organizational implementation expected in April-May
- Quarterly check-ins following implementation
Lead Team DEIB Commitments

1. Integrate DEIB into every meeting & action plan (leadership training)
2. Form diverse recruiting committees for all openings for employment
3. Improve knowledge and skills related to DEIB (external survey + workshop)
4. Create dashboard based on annual demographic data
5. Develop guidelines for freelancers, contract workers and special contracts
6. Develop clear guidelines for interns
7. Develop protocol and resources for coverage audits
8. Engage external experts as the DEIB “coaching staff” for KCUR
9. Establish individual annual goals for DEIB
10. Review salaries for equity
11. Identify financial resources to continue/improve DEIB work
Questions?