



Annual Report on the KTOO Public Media Diversity Policy

October 1, 2020

At KTOO, diversity principles are central to our mission and values:

Mission

*“KTOO provides trusted and independent news; connects our community to a wide range of local, national and global media; promotes civic participation; and **embraces diverse viewpoints and cultures.**”*

Over the past year, the KTOO Public Media Board of Directors’ Board Development Committee has actively recruited people from diverse backgrounds for at least 50% of the seats on the board, including Alaska Native board members. As of 10/1/2020, 75% of board members are women, and 33% of the members are of Alaska Native heritage.

In the period from October 1, 2019 through September 30, 2020, four of five of our job openings were filled by women and/or people of color.

We have included new language encouraging diversity candidates to apply in all of our job postings, and expanded our recruiting outreach to groups which represent diverse candidates. We have committed to interview one or more diversity candidates for every position opening in all departments.

We raised funds for a multiyear diversity initiative which includes all-staff training, an audit of the sources in our news stories and interview programs, and an outreach initiative to diverse communities in Juneau. Board members also participated in the training.

We have created new opportunities and partnerships to improve the diversity of our programming on radio, television and digital platforms. Examples include our work with the IAK youth group, Tlingit language editions of Juneau Afternoon and programs produced and hosted by members of the Juneau Black Awareness Association. On television, we helped produce and broadcast the virtual Celebration event in June of 2020, as well as live broadcasting of the AFN Convention and the Sharing Our Knowledge Clan Conference.

We have formally acknowledged the land KTOO Studios are located on as the ancestral homelands L'eeneidí and the Wooshkeetaan of the Áak'w Khwáan. We give an on-air land acknowledgement daily.

Diversity goals are also prominent in KTOO’s strategic plans.

This year, the Board adopted a new five-year plan that highlights diversity. One of the plan’s five top priorities is as follows:

PRIORITY: Be more fully engaged with our many communities – more people feel “at home” with KTOO news and arts and culture programming

- By 2025, the conversation about diversity has moved from the board table and is an understood part of our service and offerings. This is no longer *needed* as a discrete goal because it's built so deeply in the organizational culture.
- The voices and experiences of community members are reflected in our content and events
- Continue to highlight the significant focus on incorporating Tlingit and other Alaska Native languages in programming
- Determine what diversity goals look like for KTOO, developing policies necessary to achieve those goals
 - Include programming that better reflects the make-up of our community
 - Continue to monitor our progress with tools such as the source audit
- Examine our recruitment and hiring practices and design job descriptions and roles that will result in a diverse and inclusive staff

From the news plan:

- **Work to improve the diversity of our news coverage, our stories and our staffing.**
- Actively seek out more **diverse voices and perspectives in our news stories**, including everyday people with no affiliation or voice.
- Seek and hire **journalists with diverse backgrounds** to work in our newsroom.
- Work with journalism organizations that connect us with resources that **promote diversity**.
- Create a system to **track diversity** in the sources we use in news stories, and check on the diversity of sources in the editing process.

And from the arts plan:

- Cultivate relationships with **AK Native entities** to produce content
- Target and schedule eight **diverse stakeholders on KXXL and Juneau Afternoon**, cultivate some to be regular volunteers
- Connect with **diverse community groups**
- Recruit and train **diverse volunteers**

Diversity in hiring is also a FCC legal requirement, and a requirement to receive federal funding. We have a formal EEO program, which was recently audited and approved by the FCC, and we always recruit through sources that reach diverse audiences. We have a formal diversity policy that the board reviews annually. We post our annual EEO report, the diversity policy and the board's review on the website:

We track the effectiveness of each recruiting source. In addition to recruiting through channels that are known to reach minority candidates, we widely disseminate job postings to the staff, board and all the public media stations in Alaska, so that they can reach candidates by word of mouth.