

KNDA Public Media Diversity Statement for 2023

Response to Attachment C: Diversity Statement Questionnaire

6a. KDNA Public Media seeks to serve our increasingly diverse coverage area with high-quality public radio programming, both on-air and online, that reflects and explains issues impacting various individuals and communities.

Most of this programming is focused on news, educational and informational shows that touch upon topics of interest impacting an audience of various racial and ethnic backgrounds; genders; religions; age ranges; sexual orientations; and education and income levels.

6a. One of the goals of KDNA Public Media has been to strengthen our coverage and awareness of our region's growing immigrant communities. Our staff has worked to establish contacts within those communities that serve as ways for us to learn about issues, challenges, and programs related to these groups.

Diversity goals are reviewed annually at the first meeting (January) of the Governing Board.

Diversity Goals

6b. KDNA Public Media seeks to accomplish the following items as part of our commitment to diversity in 2023:

*Increase the employment of male and disabled Hispanic/Latinx that are bilingual (Spanish/English) at Radio KDNA as members of minority communities. This will allow staff to enhance their knowledge and awareness of the diverse nature of our listening area, issues of importance to those communities, and organizations that support those diverse groups. (See staff list)

The statistics for staff diversity at KDNA in 2022 were as follows: Female representation = 71%; Male representation = 29%; Disabled = 0% and Ethnic Representation-Latinx/Hispanic = 100%

Diversity Progress

6c. From 2022 to 2023, the KDNA Public Radio newsroom continued to enhance its efforts to recruit Latinx males and individuals with disabilities to open positions at KDNA. We have made progress in our

efforts. The new statistics for staff diversity at KDNA are as follows: Female representation = 60%; Male Representation = 40%; Disabled = 5%; and Ethnic Representation-Latinx/Hispanic = 100%.

Diversity statistics for the SeaMar Board of Directors is as follows:

- In 2019 there were 10 board members, six identified as Hispanic, 1 as Native American, 1 as Asian/Pacific, and 2 as White/Non-Hispanic.
- For 2022, there are 8 board members. There are two open positions. The diversity of the Board is: 6 are Hispanic, 1 is Asian/Pacific, 1 is White/Non-Hispanic.

Diversity Initiative for 2023-2024

6d. In 2024, KDNA Public Media will continue producing content reflecting our communities' diverse nature. We will also feature stories covering the contributions made by, and challenges facing, Hispanic/Latinx immigrants and refugees and the potential impacts of the newly increased federal refugee resettlement cap on our region and state. (Please see the attached: Quarterly Issues Program Report)