PLEDGE FOR EQUITY
COMMUNITY REPORT

06.30.2022

KCRW

LETTER TO OUR COMMUNITY

Thank you for reading this community report, which is part of our annual commitment to KCRW's Pledge for Equity.

We continue to strive to reflect diversity and inclusion in every aspect of our organization – with, by and for those who represent KCRW and with, by and for those whom we serve with our programming. The work we are doing will never be done. What follows is a snapshot of our current efforts.

**Jennifer Ferro
KCRW President**

KCRW'S PLAN

This report highlights our four main areas of DEIA focus:

- Who is KCRW – our staff, Board and leadership.
- How we approach staffing, education, training, and outreach.
- Who gets the mic.
- What stories do we tell.

KCRW CULTURE

As a mission-driven organization, our purpose is to bring our audience meaningful, relevant, and thought-provoking content. The only way this is possible is through the embodiment of our diverse community and the embrace of unique voices. We are committed to fostering an environment at KCRW that values our differences and encourages creative expression, enriched by traditions and heritage. At KCRW, our culture aligns with our values, it unifies our purpose and it makes us stronger.

**Sistina Smith,
KCRW Head of People**

STAFFING & HIRING

- DEIA Education consists of quarterly staff-wide seminars with a DEIA expert.

- DEIA Staff Task Force meets to discuss staff-related education, policies and issues.

- Language & Framing Task Force works with outside consultants to provide our team with insights on how to cover and frame stories.

- KCRW built a team to oversee HR practices and strengthen our staff and hiring processes.

PEOPLE TEAM

L to R: Sistina Smith, Kerry Prince, Lisa Ines

KCRW tripled our HR/People team to include an HR Manager to focus on staff experience and a Recruiter to develop diverse sources for open positions.

Kerry Prince, *HR Manager*
Kerry has more than 8 years of experience as an HR Professional. He is skilled in employee relations, performance management, recruiting, onboarding and benefits administration.

Lisa Ines, *Recruiter*
Lisa has more than 5 years of experience in people management, recruiting, and HR coordinating. She is passionate about and professionally trained in DEIA methods and practices. Lisa is experienced in utilizing a robust set of strategies to attract, hire, and retain top talent.

Sistina Smith, *Head of People*
Sistina has more than 15 years of progressive knowledge augmented by strong experience in employee relations, performance management, organizational design, trauma/resilience, and DEIA. Sistina is skilled in leading and developing teams toward achieving organizational objectives.

KCRW WORKFORCE
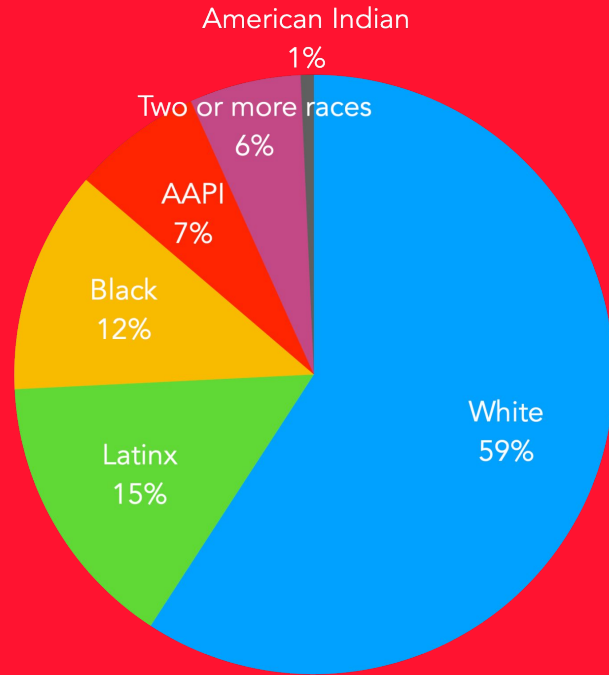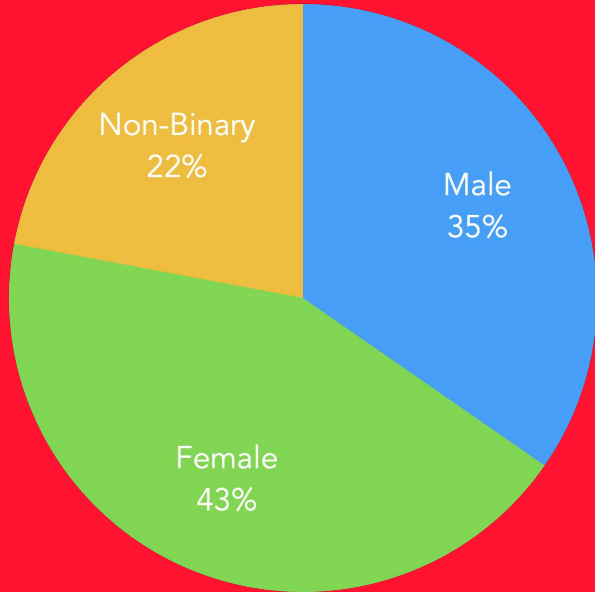
Demographic information is collected by a voluntary, anonymous survey for full and part-time staff.

KCRW SENIOR LEADERSHIP
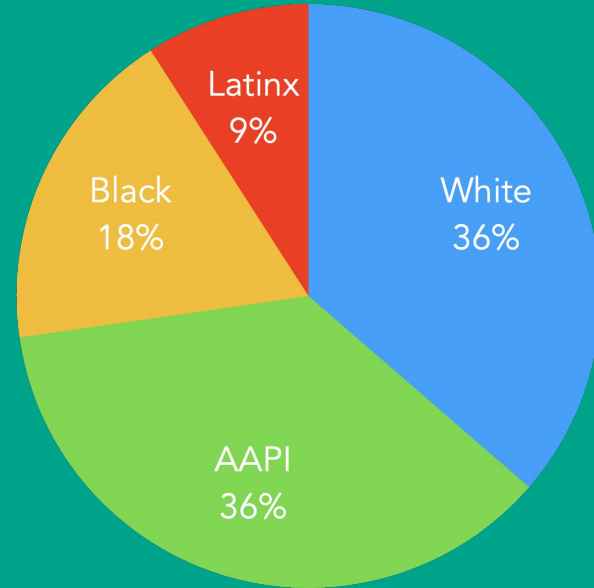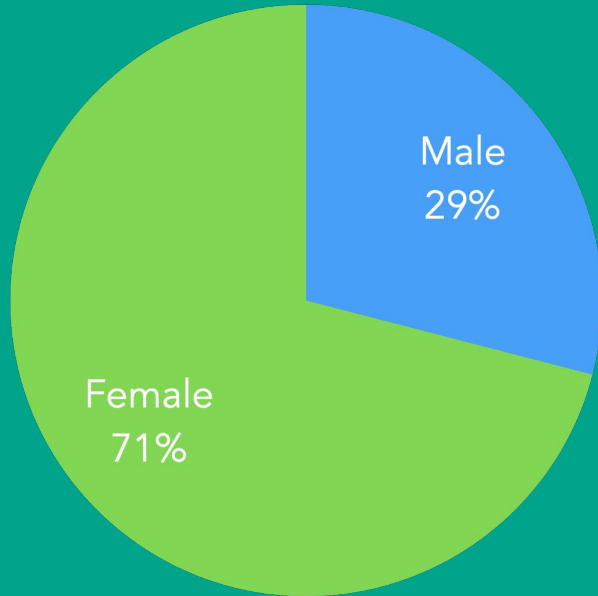
Male
29%

Female
71%

Latinx
9%

Black
18%

White
36%

AAPI
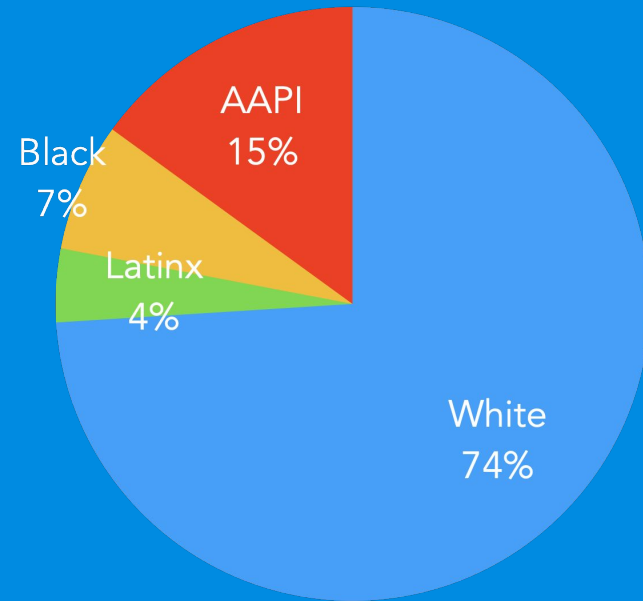36%

Demographic information is collected by a voluntary, anonymous survey for full and part-time staff.

KCRW FOUNDATION BOARD

The KCRW Foundation Board is composed of community volunteers and members of the Santa Monica College leadership.

Female 44%
Male 56%

AAPI 15%
Black 7%
Latinx 4%
White 74%
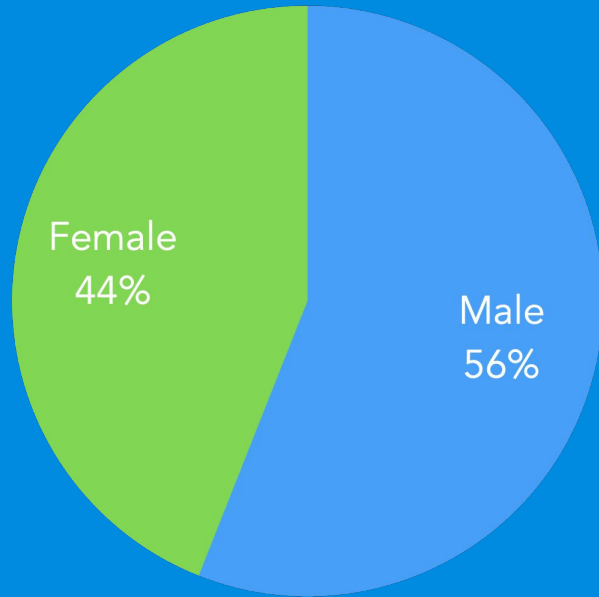
DIVERSITY OF VOICES

The more diverse and inclusive our team of hosts, DJs, reporters, editors and creators is; the better able we are to represent the rich tapestry of Los Angeles communities across all of KCRW's content channels. These efforts are then amplified by internal trainings that improve both our culture and our coverage.

DEIA STAFF TASK FORCE

The KCRW DEIA Staff Task Force is composed of a diverse group of team members from various departments of the organization. The team is dedicated to ensuring the embodiment of KCRW's core values and serves as ambassadors for KCRW's DEIA efforts.

What We Do
We help foster an environment at KCRW that accepts, respects, and values the ways that diverse traditions, heritages, experiences enrich our organization and the content that we create.

How We Accomplish This
Plan DEIA learning and engagement workshops to build connections among staff.
Assess and suggest the use of tools to keep us on track with DEIA goals and objectives.
Assist with all DEIA implementations and rollouts.
Serve as the conduit for all things DEIA.

Next Steps
We continue to build the muscles within the organization for ensuring an inclusive work environment and serving as a culturally responsive media organization. We are committed to developing training efforts through quarterly topical workshops. We dive into topics such as objectivity, subjectivity, and accountability, as well as addressing and responding to cultural appropriation.

STAFF TRAINING & EDUCATION

In an effort to continue creating an intentional culture of diversity, equity, and inclusion at KCRW, we facilitated a series of all-staff and manager trainings. In these sessions, we explored topics such as unconscious bias, privilege, and cultural awareness. Through training, we intend to equip our staff and leadership team to acknowledge and mitigate blind spots.

Workshop #1 Diversity Gym

Mined our identity stories and explored how they inform our personal and professional perspectives.
Delved into our capacity to increase access to empathy as a skill set.
Unpacked how participants are responsible for shaping workplace culture.

Workshop #2 What's culture got to do with It?

Explored how power, privilege and position work on a fundamental level in an organization.
Learned about the difference between intent and impact.
Explored how intent and impact get mixed up, resulting in microaggressions.

Workshop #3 Let's Talk About Bias

Learned about bias and the different types of bias that exist.
Explored how bias plays out in our day-to-day lives.
Learned how to reduce harm when our bias has an impact on others.

LANGUAGE & FRAMING TASK FORCE

KCRW holds semi-regular learning seminars with ethics and other experts on covering diverse communities, focusing especially on how we frame stories and what language we use when we report. The Poynter Institute's, Kelly McBride, hosts compelling talks on journalism ethics.

SEMINAR

Sensationalizing crime and how to avoid being a platform for law enforcement.

SEMINAR

How to cover abortion without using politicized language.

LISTENING SESSION

Listening to colleague's work with a critical ear.

KCRW FOUNDATION BOARD DEIA COMMITTEE

The KCRW Foundation Board's DEIA Committee expanded their regular meeting into a weekend intensive focused on outlining best practices for public media, and ensuring a diverse, inclusive, equitable, and accessible organization.

Staff reporting, education, and additional frameworks will continue to hold the organization and the Board accountable.

TRACKING OUR SOURCES: WHO GETS THE MIC?

This year, KCRW content teams transitioned to an improved Diversity Source Tracker to better analyze the diversity of voices and sources on shows and in stories. We now use DEX, which is the proprietary source tracker created by NPR as part of Newsflex, the network's content management system.
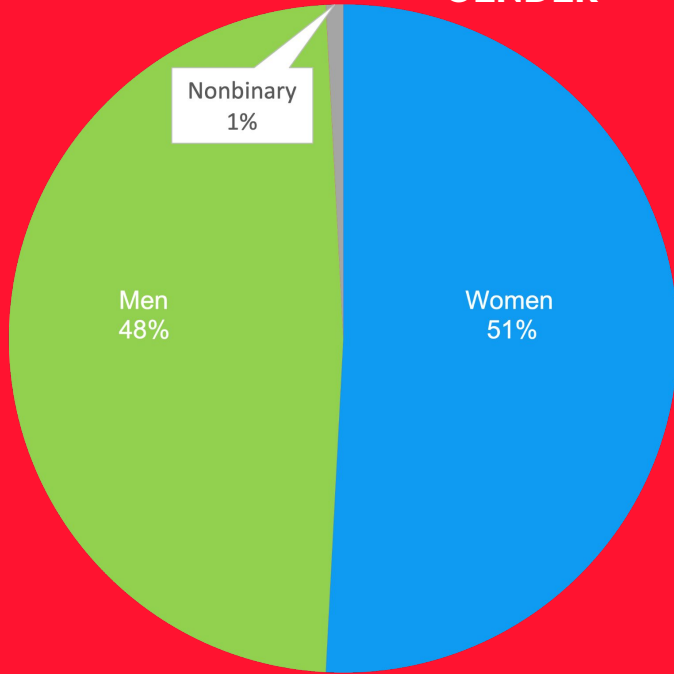
In Fall of 2021, the KCRW Language & Framing Task Force engaged in conversations with possible partners to create a source tracker, ultimately choosing to partner with NPR.

In Winter of 2021, we onboarded 40+ staffers across three KCRW departments onto NPR's system and held a series of trainings to learn the platform.
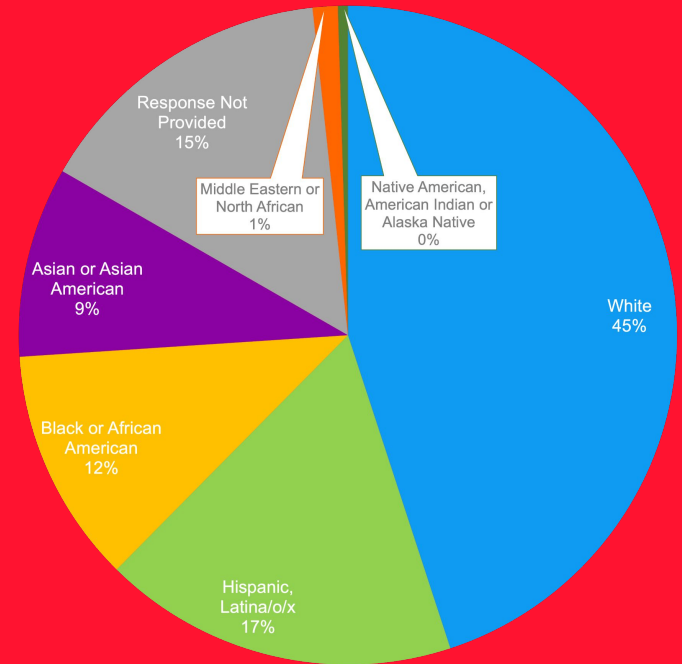
Starting in January 2022, all daily news teams had access to DEX and by February, all daily news teams were using DEX to track the key demographic information for sources in stories and show segments, including but not limited to: age range, race/ethnicity, gender identity, and geographic location.

SOURCES

GENDER

- Nonbinary 1%
- Men 48%
- Women 51%

RACE & ETHNICITY

- Response Not Provided 15%
- Middle Eastern or North African 1%
- Native American, American Indian or Alaska Native 0%
- White 45%
- Hispanic, Latina/o/x 17%
- Black or African American 12%
- Asian or Asian American 9%

TRACKING OUR STORIES: WHERE DO WE FOCUS?

GEOGRAPHIC STORY MAP

Continuing one of last year's initiatives, KCRW created a geographic story map for one of our marquee programs, *Greater LA*. This tool enables our team to track which geographical areas are getting a disproportionate share of our news coverage, and who may be underrepresented in our reporting as a result.
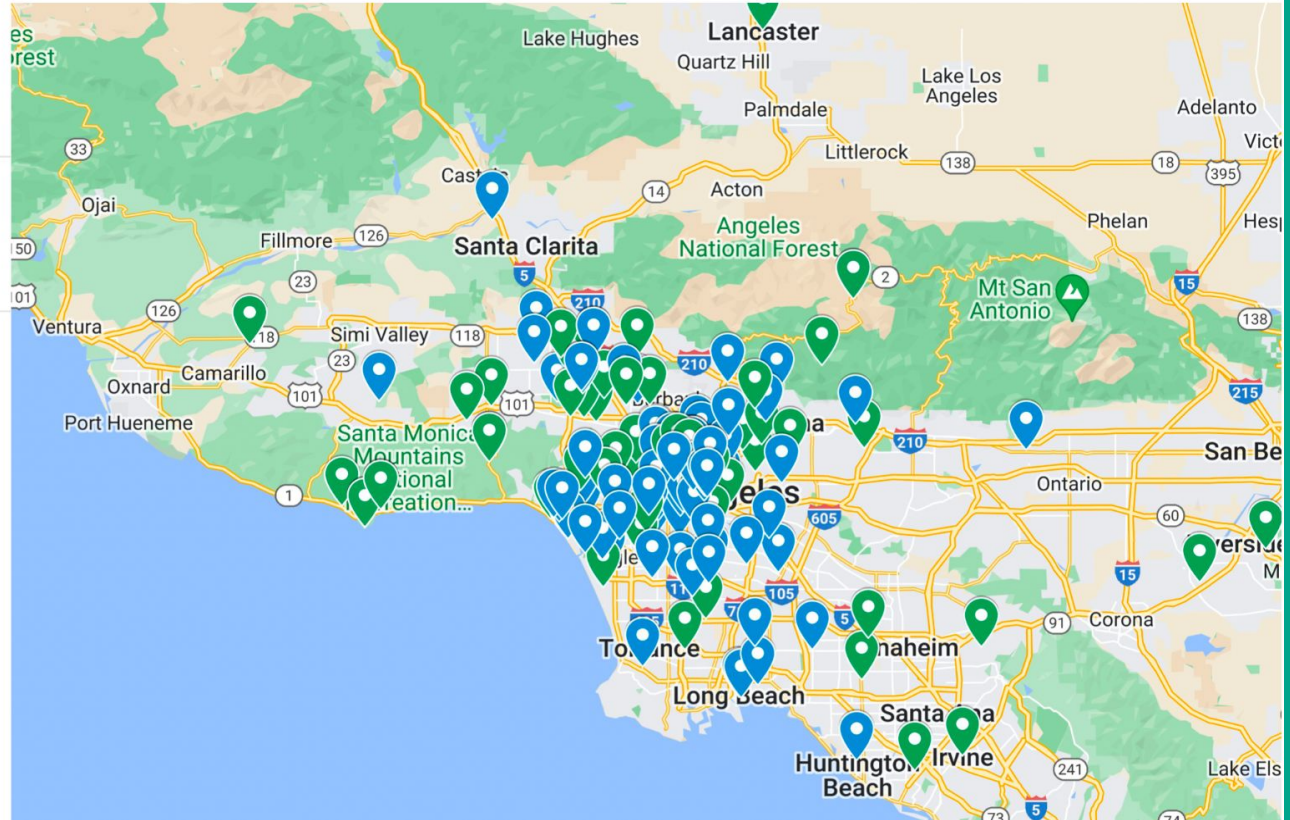
GLA Content Audit Jan - June 2021

All items

GLA Content Audit July - Dec 2021

All items

KCRW's "Greater LA" map of reporters' onsite reporting across the LA Metropolitan Area (sometimes beyond)

Report compiled by Jose Chamu Santana.

OUTREACH INITIATIVES

Our community outreach projects are designed to welcome people to KCRW and to broaden our community service mission.

Our goal is to make a space for authentic storytelling, as well as strengthen our pipelines through meaningful career opportunities.

YOUNG CREATORS PROJECT

KCRW invited visual artists, musicians and storytellers ages 14-20 to step forward and share their work. We connected these young artists with a panel of experts to talk about building their careers and showcasing their talent. A selection of artists from each discipline was featured on the airwaves, socials and on our site. We concluded the project with a free, live performance event in Hollywood.

YOUNG CREATORS PROJECT:
VISUAL ARTIST SPOTLIGHT

Sixteen-year-olds, Josue Monterroso, Jose Lopez, and Solomont Lytle-Hernandez, known as JSJ Photo Collective, have been taking photographs together since 9th grade, often focusing their lens on Koreatown.

JSJ is passionate about human rights, and as people of color, they dedicate their photo practice to documenting the Latinx community that works in their neighborhood. Their photographs not only tell stories of subjects that often go untold, but they also act as icebreakers to meaningful conversations about community and belonging.

"America has a reputation of forgetting or simply ignoring the needs of colored people like ourselves ... We all have the same goal of thriving in this country." — JSJ Photo Collective

Photo courtesy of Josue Monterroso, Jose Lopez, and Solomont Lytle-Hernandez.

YOUNG CREATORS PROJECT:
POET SPOTLIGHT

Salome Agbaroji, a student at Gahr High School in Artesia, crafts poetry that urges social change and community action, focusing on themes of racism, oppression, femininity, Christianity and inclusion.

She has written and performed spoken word poetry for the Golden Globes, NFL Rams, Los Angeles Mayor Eric Garcetti, Black Lives Matter Founder Patrisse Cullors, Mrs. Tina Lawson, and many more.

"My art is my voice, and I'm eager to share it with the world. The adrenaline from the competition and the camaraderie from sharing a space with seven other extremely talented poets from all demographics and ages worked in tandem to create a memorable experience."
— Salome Agbaroji

YOUNG CREATORS PROJECT:
MUSICIAN SPOTLIGHT

Shame on anyone who ever said, "Yeah, you're pretty good … for girls." The dynamic Simi Valley punk trio <u>Madam Bombs</u> are here to put them in their place.

Claire FitzGerald, 16, Marlowe Shachory, 17, and Samara Ellis, 17, have been playing raucous shows together for more than two years. Their favorite gig was a prom in Santa Paula last May for teens who missed their proms due to COVID.

Madam Bombs changed their lineup earlier this year. The group explored a shift in style, as they've started writing more songs and meshing their varied tastes into "kind-of an alternative rock."

PODCAST BOOTCAMP

This project attracts a wide range of talented voices, using community outreach strategies. Our goal is to give participants the skills and the means to make their own stories and to share them widely. We look forward to expanding this project in 2023.

KCRW's Podcast BOOTCAMP

KCRW's Podcast Bootcamp

The KCRW Podcast Bootcamp is for aspiring podcasters who want to take their storytelling to the next level. If you've wanted to start a podcast but didn't know how, this camp is for you. If you have a podcast but you want to further develop your skills, this camp is for you. This program is designed for members of groups underrepresented in public media including but not limited to individuals of African American, Asian, Latino/Hispanic, Native American, or Pacific Islander descent.

Taking place November 5-7 the KCRW team will lead a three-day virtual boot camp for those interested in exploring storytelling through podcasting. We're looking for people whose voices can enhance the public media landscape.

Apply Here

Apply here for this free opportunity. Applications due by September 20th.

During this virtual weekend, you'll learn the basics of interview techniques, developing your concept, story structure, recording audio, and creating a podcast pitch. You'll leave the Bootcamp with a promo teaser for your podcast that showcases your voice and story. Plus you'll leave with a community of makers who are ready to help you create your vision.

CAREER INITIATIVES

REPORT LA FELLOWSHIP

Now serving its second cohort, the Report LA Fellowship provides two early-career journalists from underrepresented communities a paid 18-month program of extensive training and mentorship in all aspects of public media storytelling and journalism.

USC LUMINARY FELLOW

In partnership with USC's Annenberg School for Communications and Journalism, these paid fellowships focus on podcast production and storytelling.

STORIES OF IMPACT

THE BLACKER THE CHERRY

Intrigued by a piece of fruit at a local farmers' market, KCRW DJ Tyler Boudreaux traced the history of a cherry's name — The Black Republican — to abolition, the Underground Railroad and the birth of the Pacific fruit industry.

STORIES OF IMPACT

SHERMAN INDIAN HIGH SCHOOL

Reporter Megan Jamerson tells the story of a boarding school in Riverside, CA, where Native American students from across the country earn high school diplomas, while also maintaining their tribal traditions and language.

This update reaffirms our Pledge for Equity, as we turn DEIA into our DNA.

Thank you for reading this report and for participating in holding our organization accountable to our values and goals.

THANK YOU!