

# KCRW Pledge for Equity

*Updated February 2021*

## Our goals:

1. Build a diverse workforce and audience that reflects the racial, ethnic, LGBTQIA and gender make-up of Los Angeles
2. Foster an anti-racist culture within KCRW

## Jan-March 2021 Progress Update:

### **DEI Trainings for All Staff**

- We held 5 DEI education workshops for staff in 2020 on Unconscious Bias
- We have engaged Gamal Palmer from Conscious Builders as a facilitator to lead quarterly workshops in 2021 and work with the two task forces to execute community action plans for KCRW.
- Annual DEI workshops and trainings for all staff will be committed to our budget going forward.

### **Task Forces**

#### **Language and Framing Task Force: Content diversity**

- The task force has created a sub-committee which will receive and respond to queries, flagged issues, complaints, and praise.
- The subcommittee will design a process for how to handle flagged issues that involves how teams are consulted and how to routinely report back to the larger group. And to potentially revise a style guide entry or provide guidance. An update on this process will be shared at the March staff meeting.
- The task force is brainstorming new media subscriptions for KCRW to subscribe to that could broaden the research and sources that our producers use for daily story pitches.
- We are also looking at compiling a 'best practices' memo for how to use translations and voice over in audio pieces. We will build off the best practices of others in the industry.
- The task force also brainstormed ways for all staff to feel more comfortable bringing up story ideas or sending along pitches to the content teams. We gave an explainer at the Feb 9, 2021 staff meeting on how to reach out to the newsroom with an idea, and to welcome that input.

#### **Workplace Diversity Task Force**

- We built relationships with representative groups to help diversify our pool of applicants, including:
  - National Association of Latino Arts and Cultures

- PRADO
- Latino Journalists of California
- Latino Multimedia Communicators FB Page
- Young Black Journalists FB Page
- Journalists of Color in Public Media Slack Page
- Diverse Social Media Editors & Digital Journalists FB Page
- National Association of Hispanic Journalists
- National Association of Black Journalists
- Professional Diversity Network
- CA diversity
- We implemented Jobvite as our applicant tracking system to track the sources/representative groups through which candidates were referred to KCRW in order to ensure, to the best of our ability and before moving forward, the candidate pool for all jobs is representative of diversity
- We share all job opportunities internally first
- We are continuing to implement improvements to our hiring processes to promote conscious inclusion and ensure an equitable candidate experience
- Each team, led by their manager, created a roadmap with goals to contribute to the diversity and inclusion of KCRW.

#### **Source tracking**

- As of Tuesday Jan 26, a diversity tracker was rolled out for use by Press Play, Greater LA, Morning Edition, All Things Considered, and Left Right & Center.
- We gave a tutorial to those news teams during the week of February 1 to help provide language tips and best practices.
- The task force has made changes to the tracker and will continue to make tweaks and use this data as they continue to set diversity goals. A summary of the initial data was shared at the February Staff Meeting including a geographic map of stories covered on Greater LA.

#### **Pay equity study**

- KCRW hired an independent third party to conduct a pay equity study, a statistical analysis of pay to evaluate pay equity across race and sex, controlling for seniority, education level, number of direct reports and job groupings.
- In the regression and rank-sum analysis, no statistically significant disparities were identified for race or sex.
- Race was analyzed both by white/non-white, as well as by race classes African American, American Indian, Asian or Pacific Islander, Hispanic or two or more races.
- While the analysis results were statistically neutral, KCRW further reviewed the regression outliers and made adjustments to two individuals.
- KCRW commits to performing equity audits every two years.

### **Updates to Style Guide**

- The KCRW Style Guide is a living document that is updated as issues arise, as language evolves, and as NPR and AP change their own guidance.
- The guide was overhauled in June 2020 and can be found on the Intranet.
- News staff use the style guide when editing issues arise.
- The Language and Framing Task force will play a support role in identifying possible revisions or additions. Significant updates, like urging the avoidance of a term or phrase, will be sent out to content teams via email and/or Chat room threads.

### **Fellowship/Training diversity of voices**

#### **Internships**

- KCRW News is excited to welcome two new interns for remote internships this season, as of Feb 1.
- This program continues to enlist journalism students and young professionals from diverse backgrounds who can learn what we do on newscasts and news programs, as well as teach us and become future public radio leaders.
- The USC-Luminary Fellowship is also back for a second year. This program pairs a graduate from USC-Annenberg with KCRW shows and podcasts.

#### **Trainings for Report LA Fellows**

- Established two, full time, paid, two year long fellowships to train new journalists of color in public radio reporting and producing
- Created opportunities to do breaking news reporting that turned into a substantial, on-air Q&A segments (not just a soundbite for newscasts);
- Utilized *Hearken*, a listener engagement software that allows easy solicitation of feedback and outreach to respondents. This is being used to create a fast, responsive segment on-air and digitally;
- Ongoing work on strong first-draft writing: polished, dynamic, well-organized and writing to time;
- Learning daily show production, working in-studio and remotely with the Greater LA team to produce interviews on deadline.

### **New Opportunities**

- Completed two audience engagement/listening sessions with the Snap Foundation's Youth Advisory Committee. Bringing young diverse voices to the table for active engagement on KCRW's content and platforms.
- Forming partnerships with diverse private and corporate foundations, as well as city agencies.

### **Engage with SMC's diverse community**

- SMC's Center of Media & Design (CMD) campus Dean and discipline leaders will convene a roundtable with KCRW to integrate KCRW into their curriculum in Spring and Fall 2021.
- KCRW will hold two open houses designed around specific job areas to show the diverse student body what kinds of career opportunities exist at KCRW and how to prepare for employment in those job types.

### **Diversify our audience**

- Our goal is for our total audience to reflect the demographics of Los Angeles.
- We are in the process of collecting all audience data on audience -- radio, streaming, socials, podcasts - and identifying audience where we can.
- These quarterly metrics will be contained in a dashboard for us to track.
- We will build audience research into our FY22 budget that includes surveys and other information gathering to understand the habits of the audience we are lacking.
- This process will take a few quarters to both establish a baseline and then a re-survey period.
- Next steps are to quantify our budget for this and then identify and choose a vendor to work with.
- In the meantime, as detailed above, our content department is collecting information on who we give the mic to, what stories we feature and which part of Los Angeles we talk about. We are collecting this in a map and the Source Tracker, a tool being rolled out to each program this year.

### **Quarterly Reporting on Pledge for Equity**

- To ensure accountability, KCRW will provide progress reports quarterly to our staff