

NEVADA PUBLIC RADIO®

NVPR Governance Committee Thursday, November 29, 2018 **ACTION: Recommended for Approval**
NVPR Board of Directors Meeting Wednesday, December 5, 2018 **ACTION: Approved**

Nevada Public Radio Statement of Diversity

Nevada Public Radio serves a region that is iconic and distinctive. Our geography includes the grandeur of red rocks and the Mohave Desert and the allure of the Las Vegas Strip. More often than not, Nevadans have chosen to make this region home. As of 2017 NVPR continued our expansion to become a statewide broadcaster with the acquisition of FM signal in Reno and Carson City. Our broadcast content now reaches a region defined by the Sierras and Reno's economic renaissance. Reflecting the diversity of our region goes beyond the applicable laws around gender, religious affiliation, sexual orientation, age, veteran status, ability or genetic predisposition. For NVPR it also includes our rural non-urban audiences and those with who seek out our content through non-traditional public media outlets. We are committed to attracting and retaining audiences who are new to public media yet resonate with the core values expressed in the excellence of our content and the independent nature of our media organization.

We will reflect the diversity of the communities we serve and the audiences we attract:

- Through our governing and community advisory boards
- Through our hiring practices, workplace culture and executive leadership; and by:
- The acquisition and creation of content on air, online and in print
- The practice of original journalism and content creation in story selection, sourcing and production
- Creating points of connection in person and online
- Participating in the life of the community and elevating philanthropy by leveraging our public media assets
- Facilitating sustainability and success through corporate partnerships and sponsorship
- Inviting and nurturing individual support from those who choose our media services
- Making business decisions with companies, foundations and organizations aligned with shared values as described above when all other factors are equal
- Using the resources available to us through our local and national affiliations to build on our efforts over time
- Recognizing and celebrating milestones in our efforts

Diversity Goal:

Nevada Public Radio will document and measure annual progress toward the dimensions of diversity outlined in our statement and report to the NVPR Board and to the public in our Annual Report. On October 23, 2014, Nevada Public Radio received a quorum of votes via electronic communication to approve the NVPR Diversity Statement and Goal as written.

**NEVADA PUBLIC RADIO
Diversity Report November 2018**

In 2018, NVPR added three diverse individuals to our Governing Board of Directors. Increasing diversity on the governing board is a priority and is reflected in these appointments.

All positions hired in the last 12 months have received our usual focused attention to recruitment via avenues that will reach diverse candidates. Identification of recruitment efforts are documented in the [2018 FCC EEO report](#) posted on the NVPR website. The chart below shows recruited positions since June 2017:

Position	No. of Interviewees	No. of Positions Hired	Protected Categories
Account Executive	20	1	National Origin, Gender, Age
Development Coordinator	5	2	National Origin, Race, Gender
Development Specialist	5	0	Race, Gender
Donor Relations Manager	5	1	National Origin, Gender, Age
Sales Assistant	7	2	Race, Gender

Diversity is highlighted in our current three year plan (FY17-18 thru FY 19-20) with the following priorities:

- News audience KNPR/Classical: FY16-17 – 25-54 year-olds are 40-45% of our weekly audience. Target for end of TYP: 50%. Grow Cume to 160,000.
- Raise African-American & Hispanic listeners to 30%.
- Grow younger and more diverse audiences through NV89 brand.

In 2016, we reported that we would continue to seek out opportunities to serve a younger and (by definition) more diverse audience. In 2017 NVPR launched NV89 in Reno with a subsequent translator in Carson City. Geographically we now reach 93% of the State’s population increasing our reach to non-urban audiences. After a full year on air we are half way to the goal of a 1 share in the market and we have “rebalanced” our total cumulative audience with younger demographics. We regularly report to the Board of Directors the Nielsen ratings of diversity, % of cumulative audience that is non-white, and % audience “younger than baby boomer.”

For KNPR and Classical 89.7:

- As of September 2017 non-white listeners made up 22.2% of weekly cumulative audience (6 month rolling average).
- As of September 2018 non-white listeners made up 27.6% of weekly cumulative audience (6 month rolling average).

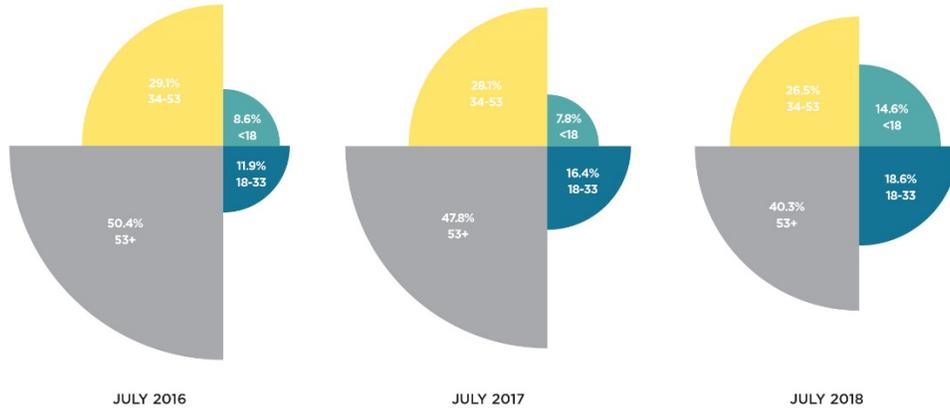
For NV89:

- NV89 is substantially more diverse than KNPR and Classical 89.7 at 38% non-white.

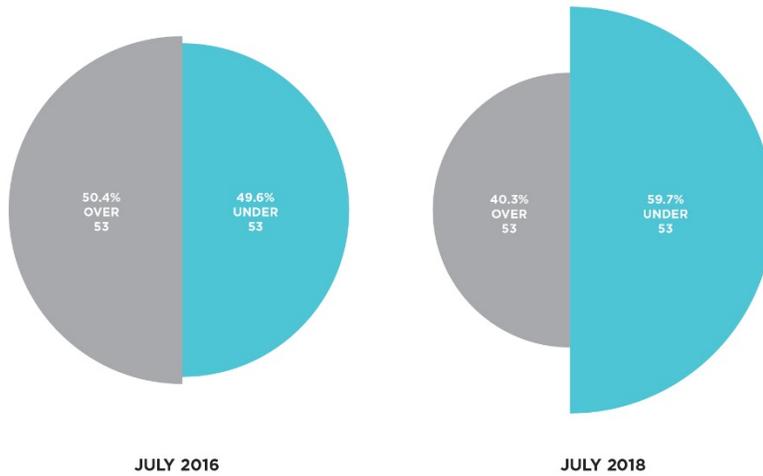
Looking at social media, available demographic information from Facebook shows 50% of our audience is under 45 and increase over 2016 when that was 32%. For NV89, 65% of those reached are under 45.

The charts below show progress on diversifying toward a younger audience mix for the total station portfolio of KNPR, Classical 89.7 and NV89.

NEVADA PUBLIC RADIO IS REACHING ITS TARGET AUDIENCES



OUR UNDER 33 AUDIENCE HAS GROWN BY NEARLY 13%.



OUR UNDER 53 AUDIENCE HAS GROWN BY MORE THAN 10%.

Last year we reported our intent to match NPR in tracking the sourcing of stories albeit with a different methodology. Local broadcast news efforts regularly focus on the challenges faced by diverse communities of all dimensions: race, ethnicity, economic status, urban and rural. News producers are attuned to finding the stories of those populations and getting them told in first person accounts.

During calendar year 2017 we kept track of both topics and guests in our database under a simple “speaks to diversity” check so we can track guest diversity year over year. In 2017 we broadcast 626 conversations on State of Nevada, our daily news/talk program. Of those 626, 210 (33.5%) addressed topics that were of particular interest to diverse audiences, while 277 (44.2%) featured guests with diverse backgrounds (ethnicity, religion, gender, age, language).

Desert Companion events continue to draw a younger more diverse crowd. The annual Focus on Nevada Photo showcase receives more than 1,500 entries annually; and for the 2018 contest, sixteen (50% of the total number of winners including honorable mentions) students/amateurs were awarded honors including the Grand Prize winner.

NV89 is strongly focused on music that is engaging to an 18-34 demographic using the “music discovery format.” Our commitment is to showcase one local artist every hour with holiday weekends set aside for additional exposure. At any given time there are more than 100 Nevada artists on our permanent playlist for rotation on air. We do not gather demographic information specifically, but with staff getting to know these up and coming acts we estimate that at least half represent diverse ethnicities. In addition, students from UNR are involved in producing video for the national VuHaus platform.

Our sales staff are regularly engaged with Chambers of Commerce that serve the diverse communities of our metropolitan and rural coverage area, NVPR is a sponsor of many events that speak to inclusion, education and diverse populations; e.g., The Center’s Annual Honorarium, Hispanic Chamber of Commerce; UNLV’s Education Summit and many others.

Reflecting the community extends to the “thank you” items available through member support. 2018 Artist in Residence designing those items is Fawn Douglas. A member of the Las Vegas Paiute Tribe, Fawn teaches Intro to American Indian-Indigenous Studies at UNLV. Her art reflects her roots in the Moapa Paiute, Cheyenne, Pawnee and Creek Nations.

Previous artists in residence:

2017 Sush Machida

2016 Miguel Rodriquez

2015 Tim Bavington