

NEVADA PUBLIC RADIO®

NVPR Governance Committee Thursday, November 21, 2019 **ACTION: Recommended for Approval**
NVPR Board of Directors Meeting Wednesday, December 4, 2019 **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 2019

Human Resources

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 2019 FCC EEO report posted on the NVPR website.

As of November 19, 2019, there are 40 full time employees of Nevada Public Radio.

52.5% male
47.50% female
67.50% white
32.50% racially or ethnically diverse
Median age: 43

27.5% Baby Boomers
32.5% Generation X
40% Millennials

News

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

- FY17: 25-54 year-olds are 41.9% of our weekly audience. Target for end of TYP: 50%.
 - FY19: 25-54 listeners are 44.4% of audience.
- FY17: total weekly audience is 135,100. Target for end of TYP: 160,000.
 - FY19 weekly audience: 181,500
- FY17: African-American & Hispanic listeners are 26.1% of weekly listeners. Target for end of TYP: 30%.
 - FY19: 26.7% (*NOTE: while the percentage of African American/Hispanic audience has not grown significantly since FY17, that is a direct result of total audience growth; from FY17 to FY19 African American/Hispanic audience grew by 37.1%, a slightly higher rate than overall audience growth. A high percentage of overall audience growth, while desirable, actually makes this target **harder** to reach.*)

Increasing diversity in listenership is also evident in younger audience demographics, which have seen slightly greater rates of growth than older listeners. From FY17 to FY19:

Weekly listeners of all ages have increased 34.3%.
Weekly African American & Hispanic listeners have increased 37.1%.
Weekly listeners under age 35 have increased 37.8%.
Weekly listeners under age 54 (i.e., younger than “Baby Boomers”) have increased 46.4%.

Marketing

Nevada Public Radio’s efforts to reach new, younger audiences has been successful across our social media channels since implementing new strategies at the end of 2016, when only 32% of our Facebook, Twitter and Instagram audience were under 45 years of age. As of November 2019, that number has increased to 54%.

State of Nevada

Las Vegas is one of the most diverse cities in the country, one that will likely become one of the first minority-majority cities in the country. It's important that Nevada Public Radio needs to move in a way reflective of the city's demographics.

In Fiscal Year 2018-19:

We recorded 540 interviews during those 12 months. Those were used to cover 52 weeks, 50 minutes each work day for 15,100 minutes of broadcasting.

Of those 540 interviews, 209 of those were about topics related to diversity and/or protected classes. That comes to 39%. 210 of those were with guests considered diverse or in protected classes (ethnicity, religion, gender, age).

Desert Companion

In the past year, Desert Companion has taken considerable steps to embrace diversity in its coverage, particularly by expanding its pool of freelancers to include those in touch with traditionally under-covered parts of the community. Thus, 2019 saw Desert Companion venturing into cultural coverage that not only introduced our readers to unfamiliar facets of Las Vegas, but also held the promise of attracting new readers. Examples include Frank Johnson's August profile of Adja's African Hair Braiding Salon (a story about the how the salon operates as a community hub for the African American community), Zoneil Maharaj's June profile of rap music producer Pat Hundley; and Maharaj's November issue story about the North Las Vegas hip-hop scene and the sense of civic identity and pride rappers express in the music, and award-winning contributor Kim Foster's July food feature, "How to Eat a City," reflected many distinct communities of Las Vegas as she prepared and ate meals with a range of Southern Nevada families who immigrated from elsewhere — including Mongolia, Ethiopia, and Iraq. Beyond specific stories, diversity is a recurring key process element in conceiving, discussing, assigning, and producing Desert Companion feature packages. In features that rely largely on profiles — such as our artist profiles in the Fall Culture Guide or our home design profiles in our April issue — reflecting Southern Nevada's diverse community in terms of race, culture, gender, and geography as a guiding principle.

Finally, Desert Companion's internship program has proved promising as a driver of newsroom diversity, particularly in encouraging young women in pursuing journalism careers. In 2019, the magazine took on five interns, four of whom were female. Interns work closely with the Desert Companion staff — attending editorial meetings, pitching, researching, and writing enterprise stories — and are paid for published work.

Underwriting

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 Gay and Lesbian Center's Annual Honorarium, Hispanic Chamber of Commerce; UNLV's Education Summit and many others.

Artist in Residence

Reflecting the community extends to the "thank you" items available through member support. 2019 Artist in Residence designing those items is Kristina Collantes. Kristina was born in Cabiao Nueva Ecija, Philippines and currently resides in Las Vegas and is actively working with in the community.

Previous artists in residence:

2018 Fawn Douglas

2017 Sush Machida

2016 Miguel Rodriguez

2015 Tim Bavington