

NEVADA PUBLIC RADIO®

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 2021

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 2021 FCC EEO report posted on the NVPR website. This will showcase positions hired from June 1, 2020-May 31, 2021. Those hired from June 1, 2021-May 30, 2022 will be published in our 2022 FCC EEO report that will be on our website in June 2022.

As of November 2021 NVPR, total employees = 38

52.6% Male
47.4% Female
65.7% White
13.2% Hispanic
10.5% Two or More Races
5.3% Black
5.3% Asian
Median age: 40

21.1% Baby Boomers
26.3% Generation X
39.5% Millennials
13.1% Gen Z

News

Building diversity in our broadcast audience has been a challenging process during the COVID-19 pandemic, as standard patterns of radio listening have only slowly been coming back. We've also seen a general trend away from listening to radio news/talk; **all** news/talk radio stations in Las Vegas have lost audience since the onset of the pandemic. The following audience statistics (for news and classical music combined) are presented with that in mind.

- 25-54 year-old listeners
 - FY20: 46.6% of our audience.
 - Target year end goal: 50%
 - FY21: News 46.4%
 - both stations 44.4%
- Total weekly audience goal by end of FY20: 160,000.
 - FY21: news 94,100; both stations 117,000
- Black & Hispanic audience goal: 30% of total audience.
 - FY20: 25.8%
 - FY21: KNPR 29.5%
 - both stations 29.7%

It continues to be the case that the COVID-19 pandemic has rendered all but meaningless the audience goals we put into place beginning four+ years ago.

Marketing

Since airing our Race and Racism in Nevada series in 2020 we have continued to increase our investment in marketing and promotion of journalism and cultural content that offer diverse perspectives on important issues. We further diversified content across our digital channels with Native Nevada, our series on the perseverance of Nevada's Indigenous Peoples, which included an awareness campaign that involved reaching out directly to many of Nevada's reservations, bands, colonies, and community councils. Those efforts will continue with Exit Spring Mountain, which shares stories by and for the Asian American and Pacific Islander communities in Southern Nevada. NPR-produced content, including Snap Judgment, It's Been A Minute With Sam Sanders, Code Switch, and Louder Than A Riot all offer diverse voices and storytelling and continue to be an essential part of our digital and social media content plan in 2022.

State of Nevada

Las Vegas is one of the most diverse cities in the country, one of the first minority-majority cities in the U.S. Our program State of Nevada is moving in a way reflective of the city's demographics.

In Fiscal 2020-2021:

Total number of segments= 420

Number of segments with diverse topics= 197

Number of segments with diverse guests= 257

Number of segments with both diverse topics and guests= 147

To look at this from a percentage perspective:

47% of segments included diverse topics

64% of segments included diverse guests

36% of segments included both diverse guests and topics

Desert Companion

In 2021, Desert Companion strove to build on its earlier efforts to diversify both its coverage and its editorial pool. Numerous flagship feature packages and other human-interest stories published in 2021 reflect this. In terms of coverage, a number of stories sought to bring attention to communities that have typically been undercovered in local print journalism. In our Spring 2021 issue, we profiled Emily Matview, a punk music scene impresario and trans woman who operates a popular website; the story sensitively explored the tensions and dynamics between the aggressive punk rock culture she grew up in and contemporary sensibilities about tolerance and acceptance of trans people. The story's reporting and language was informed by guidelines set out by organizations such as the Trans Journalists Association, the Columbia Journalism Review, and the Nieman Journalism Lab.

Other stories, written in tandem with "KNPR's State of Nevada" podcast "Native Nevada" covering Indigenous peoples, brought attention to Indigenous communities in Nevada. Our Spring 2021 story "River Justice" was about a river cleanup program in the Sparks/Reno area led by area Indigenous tribes. However, we also ensured a certain sensitivity and depth of cover by enlisting an Indigenous writer and photographer to report the story. The story's writer, Avory Wyatt, is Wašiw and Numu, and grew up on the Hungry Valley Reservation in Sparks. He's a land defender, water protector, and social justice activist

who has worked closely with both Indigenous and non-Indigenous communities. Photographer Jarrette Werk is A'aniih and Nakoda from Fort Belknap, Montana, and has been living in Northern Nevada since 2014. He's an independent journalist and photographer who focuses on rewriting the narrative of Indigenous Peoples within the media. Wyatt and Werk also served as assistant producers for KNPR's Native Nevada podcast.

The cover feature of the Spring 2021 highlighted the winners of our "Focus on Nevada" photo contest. The contest is open to everyone, from student photographers to professionals, and this year we were pleased that roughly 50 percent of the honorees entered as students/amateurs, which is a positive reflection of our continued outreach to younger readers. The Spring 2021 issue also included a robust survey of the drag scene in Las Vegas, and how its increasing popularity reflects increasing tolerance of the LGBTQ community.

Our Fall 2021 issue is our Fall Culture Guide in which we highlight the fall season's numerous cultural events and also feature promising artists, musicians, dancers, writers, and filmmakers in the Las Vegas Valley whose rising profiles make them "ones to watch." This year, we were particularly cognizant of reflecting the city's diversity, and the package included artists from the trans community, the Black community, and the Asian community.

Finally, our newly published Winter 2021 issue features a lengthy interview with Elena Brokaw, whose work reflects on her father, a political activist in Guatemala who was murdered by the government. In an interview with writer José Roach Orduña (who himself has written extensively on the immigrant experience in America), the story explored not just the function of art as memorial but also shined a spotlight the often tragic backstories that immigrants from Latin America must incorporate into their personal narratives and identities as Americans.

Underwriting

Our corporate support team regularly engages with local 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, including: The Gay and Lesbian Center's Annual Honorary, The Las Vegas Global Economic Alliance's annual "Perspective" and "Vista" presentations, UNLV's Education Summit, Human Rights Campaign Annual Gala, Vegas Chamber of Commerce's annual Installation Luncheon, and many others.