

# 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 2022

### 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 [2022 FCC EEO](#) report posted on the NVPR website. This will showcase positions hired from June 1, 2021-May 31, 2022. Those hired from June 1, 2022-May 31, 2023, will be published in our 2023 FCC EEO report that will be on our website in June 2023.

The below demographics demonstrate our current staff as of November 1, 2022.

Total Employees: 41 (*this includes 5 paid interns*)

### Gender

53.7% Female

46.3% Male

### Ethnicity

53.8% White

14.6% Hispanic

14.6% Asian

12.2% Two or More Races

2.4% Black

2.4% American Indian/Alaskan Native

### Generation

19.5% Baby Boomers

19.5% Generation X

31.7% Millennials

29.3% Gen Z

**Median age: 37**

### Programming

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
  - FY22: News 45.7%
  - Both stations 43.7%
- Total weekly audience
  - FY22: news 77,600; both stations 108,600
- Black & Hispanic audience
  - FY22: KNPR 33.4%
  - both stations 32.0%

## **Marketing**

Since airing our Race and Racism in Nevada series in 2020 we have continued to increase our investment in promotion of journalism and cultural content that offer diverse perspectives on important issues. In 2021, we further diversified content across our digital channels with Native Nevada, our podcast 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 have continued with Exit Spring Mountain, which shares stories by and for the Asian American and Pacific Islander communities in Southern Nevada.

## **News/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 2021-2022**

Total number of segments= 424

Number of segments with diverse topics= 164

Number of segments with diverse guests= 298

Number of segments with both diverse topics and guests= 173

## **To look at this from a percentage perspective:**

39% of segments included diverse topics

70% of segments included diverse guests

41% of segments included both diverse guests and topics

Nevada Public Radio has also expanded its coverage of diversity issues through podcasts and the hiring of an Indigenous Affairs reporter.

The podcast, Exit Spring Mountain, is about the fastest-growing population in Nevada: Asian-Americans and Pacific Islanders. Over two seasons in one year, it has won several awards. The most prominent was the "New America" award from the national Society of Professional Journalists in 2022. The award goes to journalism that explores and exposes issues of importance to immigrant or ethnic communities.

The success of Exit Spring Mountain came on the heels of an award for our first podcast, Native Nevada, which won a 2022 regional Edward R. Murrow award for Excellence in Diversity, Equity and Inclusion.

And with a grant from the San Manuel Band of Mission Indians, Nevada Public Radio has also hired a full-time reporter to cover indigenous affairs in Nevada.

## **Desert Companion**

In 2022, Desert Companion continued its track record of diversifying both its coverage and editorial pool. Numerous flagship feature packages and other human-interest stories published this year reflect this.

With a change in leadership came the need to rebuild a stable of freelancers. In doing so, we devoted special attention to recruiting new (to us) writers, photographers, and interns from the AAPI, BIPOC, disabled, LGBTQ+, and other communities that are traditionally underrepresented in print journalism.

Most of them have continued pitching, writing, and shooting for us following their first experience. They include Nicholas Barnette, Krista Diamond, Jennifer Battisti, Ganny Belloni, Lorraine Blanco Moss, Miles Brady, Brittany Bronson, Soni Brown, Ronda Churchill, Anne Davis, Genevie Durano, Brent Holmes, Zoneil Maharaj, Jana Marquez, Oona Robertson, Gabriela Rodriguez, Beth Schwartz, Sin a Tes Souhairs, Lourdes Trimidal, and Sarah Jane Woodall, all of whose work you can find in our pages in print and online. We are determined to continue being intentional in this regard.

In terms of coverage, a number of stories sought to bring attention to traditionally underserved communities. Here are a few examples.

- A profile of local mushroom cultivators Enrique Gonzalez and EvaSara Luna of Desert Moon Mushrooms (February/March issue)
- A feature about the hologram show An Evening with Whitney Houston, looking at cultural appropriation and artistic ethics as concerns performers of color (February/March)
- A news story about Athletes Unlimited basketball league's attempt to increase the profile and pay of women basketball players (April/May)
- Profiles of woman-owned business Peaks & Pedals and blind skateboarder Justin Bishop (April/May)
- A feature highlighting promising high school athletes, three out of four being young people of color (April/May)
- An essay by a Black mother about taking her son on a Colorado River boating tour, and what it taught her about connecting urban kids with nature (June/July)
- A survey of several recent documentaries about Las Vegas written/directed/produced by POC and women (June/July)
- A profile of Black-owned music recording startup The Gas Station Studios (August/September)
- An in-depth report about period poverty, the mental and physical health effects that being poor can have on people during menstruation, and how local groups are combatting it (August/September)
- A lengthy retrospective of artist Rita Deanin Abbey's work, told through a visit to the new museum dedicated to it (August/September)
- The annual Ones to Watch collection spotlighting the work of up-and-coming artists, all from diverse backgrounds (August/September)
- A profile of the Philippine Nurses Association of Nevada (October/November)
- A political snapshot of Elizabeth Mercedes Kraus, an Indigenous woman running for U.S. Congress (October/November)
- A Q&A with Las Vegas Pride founder and LGBTQ+ historian Dennis McBride, with a sidebar how-to on being an effective ally all year round (October/November)
- A lengthy profile of Max Uballez, a musician now living in Henderson, Nevada, who was an influential figure in L.A.'s 1960s Chicano music movement (October/November)
- A collection of stories about October 1, 2017, shooting survivors (October/November)

The photography accompanying these stories creates a visual reflection, within our pages, of the truly diverse makeup of our community — as it should be! You can also see this in our print cover designs; of the five issues published so far this year, one has an abstract design, one has a nature photo, and another an editorial photo. The remaining two, featuring people, show people of color.

### **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 Anti-Defamation League Nevada's Annual Dinner, The Las Vegas Global Economic Alliance's annual "Perspective" and "Vista" presentations, Junior League of Las Vegas' "Paint the Town Red" gala, Vegas Chamber of Commerce's annual Installation Luncheon, and many others.