

DIVERSITY AT PBS UTAH

As of September 30, 2022

PBS Utah's Principles

PBS Utah's commitment to inclusion, equity and diversity is foundational to its public service mission. Going back to the language of the Public Broadcasting Act of 1967, we believe "it furthers the general welfare to encourage ... expression of diversity and excellence" and that "it is in the public interest to encourage the development of programming that involves creative risks and that addresses the needs of unserved and underserved audiences." That means our efforts to reach audiences traditionally unserved by media is central to our success and the trust we have with viewers and each other.

PBS Utah's Policies

PBS Utah staff are employees of the University of Utah, which is committed to providing equal employment opportunities to everyone. The station also meets all applicable Federal Communication Commission, Equal Employment Opportunity and Corporation for Public Broadcasting guidelines for diversity, equity and inclusion. PBS Utah maintains these principles in all employment-related practices and decisions: recruitment, hiring, supervision, promotion, compensation, benefits, and termination.

All PBS Utah managers are required to take fair, timely and proportionate action to assure that employment-related practices and decisions are made without discrimination, harassment, or prejudicial treatment because of race, ethnicity, color, religion, national origin, sex, sexual orientation, gender identity/expression, age, disability, family status or protected veteran's status. If an employee ever feels they cannot speak to their direct supervisor regarding any kind of misconduct, it can be done through the University [here](#).

PBS Utah supports the training of staff and managers in equity, inclusion, and diversity awareness, as well as job enhancement through attendance at educational training, conferences, seminars, and workshops. All employees are required to complete an online training module addressing discrimination and sexual misconduct each year. A representative from the Equal Opportunity Office and University of Utah Human Resources is invited, also each year, to give a presentation educating staff on current diversity and equal opportunity issues. Additional training opportunities are also regularly available to staff through the University of Utah and public broadcasting affinity groups.

Our Measures of Success

PBS Utah's staff should reflect the diverse make-up of Utah. We have not reached this goal yet, but we are tracking it based on the employment data available to us.

Nonwhite Staff at PBS Utah Over Time	
2018	19%
2019	16%
2020	14%
2021	19%
2022	16%

The current PBS Utah Advisory Board has 23 members. Six, or 26%, are not white, a decrease of three percent since 2021. This year the board doubled its representation of Utah’s Latinx community and added its first Asian American board member in many years.

<https://www.pbsutah.org/about/advisory-board/>

Recent Accomplishments in Serving and Reflecting our Diverse Communities

PBS Utah, along with sister station KUER NPR Utah, supports an Inclusion and Diversity Committee. Members include minority community leaders and listeners, advisory board members and staff. They meet 10 times each year to discuss best practices, community outreach and educational opportunities. The committee is a sounding board for initiatives and programming, and a source of ongoing education about the communities we serve.

PROGRAMMING AND PRODUCTION:

PBS Utah featured a wide range of programs produced by and featuring diverse communities across our four channels and digital platforms. In addition to ongoing series such as Finding Your Roots and documentaries such as American Masters highlighting significant individuals from diverse backgrounds, PBS Kids continues to offer series for children with consultants from diverse communities to give them credibility and relevance. Shows such as Molly of Denali and Alma’s Way are just the beginning of children’s programming. We will see to ensure that all children see themselves in the characters on the screen. Our food and travel programs also enlist a diverse group of chefs and hosts to provide our audience with a rich, cultural experience. Here are some highlights from the many offerings over the year:

- Muhammad Ali, a film by Ken Burns (Oct 2021)
- Alma’s Way – PBS Kids (Premiered Oct 2021)

- Fruits of Labor (Oct 2021)
- Cured (Oct 2021)
- 34th Annual Hispanic Heritage Awards (Oct 21)
- American Masters: Rita Moreno (Oct 21)
- La Frontera with Pati Jinich (Oct 21)
- Battle Over Bears Ears (Nov 21)
- Healing the Warrior's Heart (Nov 21)
- Home from School (Nov 21)
- Molly of Denali
- Finding Your Roots (new season in Jan 22)
- American Experience: Ailey (Jan 22)
- American Masters: Marian Anderson (Feb 22)
- American Experience: The American Diplomat (Feb 22)
- Frontline: American Reckoning (Feb 22)
- America ReFramed: Fanny Lou Hamer's America (Feb 22)
- John Lewis: Get in the Way (Feb 22)
- Bring Her Home (March 22)
- Try Harder (May 22)
- American Masters: Waterman (May 22)
- American Masters: Tyrus Wong (May 22)
- Plague at the Golden Gate (May 22)
- Pacific Heartbeat (May 22)
- Scenes from the Glittering World (May 22)
- Weekend in Havana (Sept 22)
- Roots of Latin Jazz (Sept 22)
- Ukrainian Freedom Orchestra at the Kennedy Center (Sept 22)

In addition to the nationally-produced titles above, PBS Utah produced or rebroadcast several local programs featuring diverse communities during this year, including [Roots, Race & Culture](#), a 6-episode series that invited viewers into open, honest conversations on identity and culture, centered around the experiences of Black and POC communities in Utah. We also created a series of short videos for Instagram on the topic of mental health in [underserved communities](#). The third season of [Utah Insight](#) continued its commitment to inclusivity with episodes on the school-to-prison pipeline, evictions and rental assistance programs, and missing and murdered indigenous women. Links to these and other local programs are below:

- [Roots, Race & Culture](#)
- [Utah Insight: Dismantling the School-to-Prison Pipeline](#)
- [Utah Insight: Missing and Murdered Indigenous Women](#)
- [Utah Insight: Evictions and Rental Assistance Programs](#)
- [Utah Insight: Future of the Death Penalty](#)
- [LGBTQIA+ Mental Health Series](#)

- Modern Gardener: Connection Through Gardening

STATION ENGAGEMENT:

PBS Utah's Book Club in a Box Program

Book Club in a Box engages small, private book clubs with big questions surrounding issues important to Utahns. FY21 marked our third year of this program. We introduced a new box that explored the refugee experience. Pairing the local film *Battle Over Bears Ears* with *Finders Keepers*, book club participants discussed who decides how land and heritage is protected, and how do we all try to keep our past alive? We also commissioned a Navajo artist to create some artwork to go on blank greeting cards that we gave to all the book club participants as a gift for discussion of this important topic.

Contact & Billboard: Community Events Promotion

PBS Utah engaged with Utah's diverse communities by inviting individual leaders from diverse communities to share their programs and events on Contact, a nightly interview program. We had **31 individuals** representing organizations that represent or serve diverse cultures. Our Billboards on the weekends aired a total of **51 events** throughout the year promoting events and programs surrounding support and representation of diverse populations.

EVENTS:

PBS Utah highlighted the Native American population in Utah

October 20, 2021 Culture Conversation: Jingle Dresses and Eugene Tapahe

PBS Utah collaborated with the Utah Cultural Alliance on a virtual "Culture Conversation" featuring Eugene Tapahe who presented his Jingle Dress Project to the group and took questions about the project and the healing effects it has had on their community and the land they hold sacred. It was a beautiful conversation that invited people to talk about the healing that is needed in the world today and how art is a great catalyst for change and healing.

November 10, 2021 Book club event on Native American Boarding Schools

PBS Utah utilized one of its older book clubs from a previous year that features the classic KUED documentary, *Unspoken*. In partnership with the Nora Eccles Harrison Museum of Art in Logan, we watched clips from the film and talked about the artwork created by the children at the boarding schools and the lessons it teaches us about isolation, courage, and perseverance.

PBS Utah collaborated with several organizations including Utah's Black Community to shed light in issues important to them

January 18, 2022 Shots Fired

Using the Frontline film Shots Fired as a launching pad for discussion, PBS Utah invited journalists from the Salt Lake Tribune, a former police chief, Rae Duckworth from Black Lives Matter Utah, and Representative Angela Romero to talk to a virtual audience about the practice of police training in Utah and the biases that exist when it comes to marginalized communities.

August 2, 2022 Roots, Race & Culture LIVE!

PBS Utah hosted a live event in celebration of our newest series, Roots, Race & Culture. Hosts Danor Gerald and Lonzo Liggins took the stage to talk about the beginnings of their new PBS Utah show and why they thought it was important. They invited key members from their community to talk about the importance of learning about Black American history in Utah and how we can cultivate that education in schools. They invited Robert Burch from Sema Hadithi, Darlene McDonald, and performing artists Salt Lake Capoeira took the stage to play music, dance, and tell the fascinating history of capoeira.

PBS Utah created space for young women of color to learn more about careers in politics and community organizing.

April - May, 2022 Why Local Civics Matter

During the spring, PBS Utah engaged with the PBS NewsHour Student Reporting Lab to recruit two young women of color to interview from other women of color who are currently leaders in the Utah community. The collaboration was meant to provide an opportunity for young journalists to talk to successful women like them and learn about the opportunities and successes awaiting them as they graduate and become civically engaged. Those interviews can be seen here:

<https://www.youtube.com/watch?v=iM3fgFruy4&t=41s>

<https://www.youtube.com/watch?v=-RtGPr-cF78&t=4s>

PBS Utah celebrated the LGBTQ+ Community at the Utah Pride Festival

June 4 – 5, 2022 PBS Utah booth at the Utah Pride Festival

PBS Utah sponsored the Pride Festival and bought two booth spaces at Washington Square Park in Salt Lake City to talk about our LGBTQ+ programming, including a new digital series on Instagram in partnership with Encircle that focuses on mental health for queer teens who are just entering the realm of their realized identity and how to deal with the big emotions and challenges that come with that. We also had a table dedicated to PBS Kids that focused on creating a space of inclusion and belonging for our friends and we helped kids create rainbow bracelets and decorate crowns.

PBS Utah personnel attended local and national job fairs (mostly online because of COVID-19) to recruit for positions, educate job fair participants regarding the broadcast industry, and discuss application processes. The job fairs were advertised statewide to reach diverse participants.

EDUCATION AND PBS KIDS UTAH:

PBS Utah is a vital part of Utah's educational, cultural, artistic, historical, and civic landscape. We are passionate about the station's legacy as storytellers who provide audiences with a vehicle for lifelong learning, engaged and informed citizenry, and a safe place for children to grow and learn.

Reading Marathon

In November of 2021, 19,016 statewide readers participated in PBS Utah's annual Reading Marathon reading challenge, clocking a total of 14,650,718 total minutes read. Additionally, PBS Utah provided funding to support Mini Reading Marathons beyond the Wasatch Front – at libraries, schools and non-profit organizations located in small communities 100 miles or more from Salt Lake County. Support ranged from \$100-\$500 and was used for organizations to host their own Mini Reading Marathon and reading celebration. For the November 2021 Reading Marathon, twenty-eight (28) organizations received funding support for this purpose.

Call of the Canyon: Zion National Park and Nature Cat Tour: May 12-13, 2022

PBS Utah partnered with Nature Cat to share PBS Utah's 2022 documentary, Call of the Canyon: Zion National Park with children and families in rural Utah in a fun and relevant way. The tour highlighted Nature Cat, an animated PBS KIDS series designed to encourage children ages 3-8 to explore and develop connections with the natural world. Each event included a costumed character appearance, Nature Cat activity stations, and a book giveaway.

Three Falls, La Verkin, & Hurricane Elementary Schools, May 12-13, 2022

PBS KIDS Utah visited three schools and 22 classrooms. Over 570 Kindergarten, 1st, and 2nd grade students participated in hands-on nature-and STEM-themed activities, and were visited by Nature Cat himself. PBS Kids Utah distributed over 1,900 books to the enrolled Kindergarten-6th grade students in each school.

Hurricane Rec Center, May 13, 2022 7:30pm

PBS Utah and PBS KIDS Utah hosted an outdoor screening of Call of the Canyon: Zion National Park in Hurricane, Utah at the Hurricane Rec Center. The event included book distribution to children attending, giveaways, VR Experiences, Star Gazing, and appearance by Nature Cat. Over 100 people attended the event and received a free meal catered by Suns Out Buns Out Meals.

Bilingual PBS KIDS Utah Bus Campaign


In March and April 2022, PBS Utah ran a bilingual (English and Spanish) campaign promoting the PBS KIDS Video and Games Apps on the exterior and interior of UTA buses in the Salt Lake Valley. The campaign ran on a total of 9 exteriors, and 15 interiors

PBS Utah administrators participated in community and educational events, classes, and other online meetings about station activities, the broadcast industry in general, and information regarding career opportunities in TV and PBS Utah. Station leaders also advised students and individuals seeking information regarding careers in the broadcast industry and at PBS Utah.

Plans for the Coming Year

- PBS Utah will create key performance indicators to reflect the growth of nonwhite audiences of our broadcast and streaming properties.
- PBS Utah will create key performance indicators to reflect the number of nonwhite interviewees and show guests used in local production
- PBS Utah will create key performance indicators to reflect the growth of a culture of belonging at the station and becoming a model for inclusive excellence in the public television system.

Approved: Laura Snow
Senior Advisor, Office of the President, University of Utah
PBS Utah Licensee Official

Signed: 
September 30, 2022

