

2022

# WYOMING PUBLIC MEDIA

## Diversity Statement

WYOMING PUBLIC MEDIA IS A STATEWIDE SERVICE OF THE UNIVERSITY OF WYOMING.

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**WYOMING PUBLIC MEDIA DIVERSITY STATEMENTS**  
**CORPORATION FOR PUBLIC BROADCASTING COMMUNITY SERVICES DIVERSITY**  
**COMMUNICATIONS ACT REQUIREMENTS**

Wyoming Public Media (WPM) adheres to and champions the tenets and culture of diversity, equity, and inclusion, and practices non-discriminatory rules of engagement in its operation both within professional ranks and among constituents. WPM believes in divergence of thought from a diverse population and does not engage in suppression of information in its journalistic and production units. In all its divisions, WPM espouses objectivity, relying on fairness, transparency, and accuracy as its core pillars.

As of December 2021, WPM meets core criteria for diversity, equity, and inclusion compiled in this At-A-Glance list:

Staff diversification reflects and exceeds population demographics.  
Leadership diversification exceeds population demographics.  
Diversity-oriented content exceeds population demographics.  
Diversified employment and content production are supported by a funding base.  
DEI training is mandatory for all employees. UW and CPB consultants and training materials are used.  
Professional training is available, with emphasis on industry consultants/trainers.  
UW and WPM have public statements supporting DEI principles.  
WPM applies DEI hiring recommendations in its practices.  
Salary ranges are transparent and obtainable from the University.  
Currently all staff are at equity pay for their professional levels.  
WPM has an established bi-weekly staff meeting in place, as well as weekly area staff meetings. Staff meetings and larger area meetings are reflected in Minutes supplied to staff.

WPM works at its DEI values consistently, and this investment has paid off over the years. Increased national attention on DEI values since Memorial Day 2020 offers additional opportunities for growth.

Both core and secondary criteria are described more fully below. Areas for improvement are described and included in the text below and in the two-year plan.

**Diversity Statement requirements set forth respectively in Section 5 of the Television General Provisions and Eligibility Criteria and Section 8 of the Radio General Provisions and Eligibility Criteria.**

## Diversity Statement for CSG Requirements

*The Communications Act requires CPB to support diverse non-commercial educational content for unserved and underserved audiences. CPB's goal, therefore, is to support stations in providing a wide variety of educational, informational, and cultural content that addresses the following elements of diversity: gender, age, race, ethnicity, culture, religion, national origin, and economic status. It is appropriate that Grantees engage in practices designed to reflect such diversity of the populations they serve.*

WPM is comprised of 5 services: Wyoming Public Radio, Wyoming Sounds, Classical Wyoming, Jazz Wyoming, wyomingpublicmedia.org. WPM is a multi-platform service.

WPM is a statewide network, covering 95% of Wyoming and reaching into contiguous states.

WPM serves a Wyoming population of 578, 803 with the following demographics:

White (Non-Hispanic)	92.4%
Hispanic Population	10.6%
Black Population	1.2%
American Indian & Alaska Native (non-Hispanic)	2.8%
Two or More Races (Non-Hispanic)	2.4%

(WY Census - July, 2021)

WPM addresses the elements of diversity listed above in all areas as reflected in the annual Station Activity Reports found on the Regulatory Information page of WPM website. This is a requirement of the federal CPB CSG grant, and in tandem with FCC licensing requirements.

Roughly 30% of WPM's content production across all platforms is associated with elements of diversity and inequity in both current and active forms, as well as in historic frameworks. This content is available on the WPM website at [www.wyomingpublicmedia.org](http://www.wyomingpublicmedia.org) under a variety of tabs.

Addressing specific populations of Hispanic, Black, Indigenous, and Other groups, WPM content produced from January 1, 2021 to December 31, 2021 includes:

Total number of stories and features: 90 of 600 (does not include daily news headlines)

Sample content per Wyoming's major diverse populations:

### Black Populations

February 13, 2021. WPM. Wyoming Public Media Black History Month Specials.

May 5, 2021. Kamila Kudelska. "It's Undeniable These Are Cowboys. They're Real," Black Photographer Dives into Black Rodeo.

June 6, 2021. Paul Boger. As Lawmakers Work To Silence Minden Siren, Community Remains Divided.

### Hispanic Populations

March 5, 2021. Kamila Kudelska. ["The Spanish School:" Mexican Segregation In Northwest Wyoming.](#)

April 16, 2021. Maggie Mullen. [Mountain West In Memoriam: Alonso Frias.](#)

August 23, 2021. Madelyn Beck. [Nevada Judge Strikes Down Laws Detaining Immigrants Over Its Racist Roots.](#)

### Indigenous Populations

February 19, 2021. Taylar Stagnar. [University Of Wyoming Starts Chapter Of American Indian Science And Engineering.](#)

June 8, 2021. Catherine Wheeler. [SAGE Hosting Exhibit By Indigenous Artist Collective.](#)

September 30, 2021. Maggie Mullen. [A Day to Honor The Indigenous Children Who Died At Boarding Schools.](#)

### Asian Population

March 5, 2021. Naina Rao. [Late Japanese Artist's Legacy Reflects Hope Over Dark Times.](#)

April 12, 2021. Naina Rao. [What Anti-Asian Sentiment Looks Like In Smaller, Rural Areas, And Why It Matters.](#)

September 17, 2021. Stephanie Daniel. [Chinese Miners Faced Racism, Violence as Mountain West Sundown Towns Excluded Them](#)

### LGBT Population

June 8, 2021. Robyn Vincent. [Pandemic Has Deepened Mental Health Challenges For LGBTQ Young People](#)

September 28, 2021. Kamila Kudelska. [Statewide Survey Looks To Improve Health Resources For Gay, Bisexual And Pansexual Men](#)

October 27, 2021. Hugh Cook. [The Campbell County Library Board declines to remove books about sex, gender identity, LGBTQ issues from the teen section](#)

*A. Annual Review: Annually review and make any necessary revisions to the station's established diversity goal for its workforce, management and governing boards having governance responsibilities specific to or limited to broadcast stations.*

- WPM undertakes an annual review in conjunction with the Annual CSG Reporting schedule and in conjunction with the University of Wyoming (UW) guidelines. Information is available on the Regulatory Information link on the network's website.
- UW Board of Trustees serves as the governing board, and consists of 7 male and 5 female members. Ex Officio Members include 3 males, 2 females. All Board members are selected by the Governor of Wyoming and approved by the state legislature. Apart from the public recommendation process, WPM has no standing in the selection process at either the gubernatorial or the legislative decision-making junctures. This is congruent with Wyoming law.
- Placeholder for additional info currently being compiled.

B. Diversity Statements and activities supporting Community Act requirements and the Network's diversity goal.

- WPM annually reviews with CPB and Licensee officials the diversity goals, revisions, and practices implemented to fulfill commitment to diversity as per FCC guidelines. This includes current staff diversity statistics as well as hiring procedures as per UW and federal guidelines.
- WPM maintains, reviews, and posts on its website a diversity statement from UW and from WPM management that focuses on multi-culturalism and equity.

Link to University of Wyoming (UW) President Seidel's memo on Diversity (UW official memo). Note that some of these position and personnel changed in 2021. The message and content is still applicable.

September 11, 2020 - UW Welcomes 28th President

Link to President Seidel's interview with the Laramie Daily Boomerang (Newspaper Article)

April 17, 2021 - Seidel envisions UW's connection to DEI

Link to President Seidel's letter to UW Campus Community

April 20, 2021 - A Message from the President: Finding Strength in Diversity, Unity and Community.

April 21, 2021 - Message from Chief Diversity Officer on George Floyd Trial

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November 11, 2020 - UW Diversity as Expressed in the UW Strategic Plan

UW will become more inclusive. Diversity in every dimension, from social and economic backgrounds, to varied ethnicities, different geographies, and a variety of intellectual interests, is necessary for innovation and excellence, while a welcoming environment of inclusion supports and increases success of these diverse groups. As part of our strategic review, we are looking at specific programs that may help support such developments.

Indigenous Land Statement ASUW bill. In late spring of 2020 (mid-pandemic), ASUW passed Senate Bill #2699 for a land acknowledgement to be read at their ASUW meetings and the bill was unanimously passed

"We collectively acknowledge that the University of Wyoming occupies the ancestral and traditional lands of the Cheyenne, Arapaho, Crow, and Shoshone Indigenous peoples along with other Native tribes who call the Great Basin and Rocky Mountain region home. We recognize, support, and advocate alongside Indigenous individuals and communities who live here now, and with those forcibly removed from their Homelands."

-ASUW Senate Bill #2699

## WPM's Diversity Statement from the General Manager:

Diversity, equity, and inclusion are part of Wyoming Public Media's operating philosophy and an underlying commitment reflected in its daily activities and in its monetary investment in programs addressing these areas. As a federally funded broadcast organization licensed to serve the public, WPM addresses issues of diversity, equity, and inclusion within its Wyoming constituencies, shares this information locally, nationally and globally, and educates listeners about the status of these issues as they transpire outside Wyoming. WPM's reporting also includes associative historic aspects of underrepresented groups that are part of the state population. This Statement focuses mainly on these issues as they pertain to CPB's gender, age, race, ethnicity, culture, religion, national origin, sexual orientation, disability, and economic status areas. Another critical aspect of diversity centers around the concept of diversity of thought. Though not directly addressed in this statement, this aspect is an integral part of WPM's operation and part of its ethics guidelines.

As per its license, Wyoming Public Media serves the public of Wyoming, and reflects its culture and demography in daily work. Though Wyoming's non-white population is small (17%), content reflecting the discrete color and ethnic groups within this aggregate is deeply relevant to the state and to the national public. WPM content overrepresents underrepresented constituencies as per Wyoming's demographics, but the network believes there is merit in this disproportionality as it serves to educate and inform, particularly in issues and culture related to the Indigenous group.

WPM realizes that though the state's populations are growing particularly in the Hispanic group, they are unlikely to expand substantially and quickly in areas of color and ethnicity. Hence, WPM lacks the natural advantage of an urban station rich in demographic diversity. This limits the universe of reporting options somewhat. What WPM lacks in population it makes up for in content shared with Wyomingites and national audiences. It is WPM's hope that this content provides a learning experience about diversity in a predominantly white rural state, and how it enriches the national fabric.

Monitoring staffing, production, and administrative functions for points of diversity, equity, and inclusion is ongoing. As of October 2021, WPM's full-time and part-time staff was at the 25% diversification level, compared to Wyoming's 17% of population. In leadership ranks, WPM is at the 33% diversification level by minority count, and at 66% diversification level as per minority and gender combined metric. As a member of National Public Radio, WPM adds national content at approximately 30% diversification level, and 33% diversification level in personnel as expressed by NPR data of August 2020. WPM allocates over 10% of its operating budget (\$300K) to NPR annually. Part of this investment is to obtain content with high level diversification across the factors expressed by CPB and the University of Wyoming. Using national diversity-rich product, NPR brings into the state diversification elements that it does not have and connects listeners to national global issues affecting underserved populations. Regional expression of diversification is also enhanced by content created by the Mountain West News Bureau, a multi-state collaboration of which WPM is a member and financial supporter through CPB funding. This association builds a broader diversity experience and content in specific areas of Black and Hispanic Americans who are more substantially represented in larger urban areas of the West, but comparatively lacking in Wyoming.

To address the global on-going political minority subjugations in areas like Africa and India, for example, WPM devotes 8 hours daily Monday through Friday to BBC world coverage. [We currently don't have data on number of Black, Hispanic, Indigenous, White, Other personnel working in air-time positions at BBC, and thus providing a demographically-rich perspective].

WPM engages in all the CPB articulated elements of diversity through its content and associations. Of these, WPM cites two areas of excellence: 1) content focusing on Indigenous peoples, and 2) professional development for women of all ages. As home to two historically warring tribes, the Arapahoe and the Shoshone, Wyoming brings an unusual aspect to regional and national Indigenous discussion. WPM tracks all stories, features, interviews, and public events/community outreach associated with the Wind River Reservation and posts this information on its website. In addition, a quarterly Wind River Reservation update publication is disseminated to the population and stakeholders. In the past two years, WPM invested over \$70K annually in development of on-site full-time reporting embedded within the Tribal populations. The second area of excellence lies in female representation in the network's ranks, which has grown to over 50% in the last 10 years mainly through hiring into mid-level and executive positions. WPM sought and obtained designated funding earmarked for training and retention of women in various areas of broadcasting. The combined annual investment into these two areas of excellence is \$120K annually. WPM tracks the upward career mobility of personnel who work in both areas as they move into WPM ranks, or into national public broadcasting ranks.

WPM provides equity to all employees both as a legal requirement and as a practice of choice and conscience. The operation is inclusive, and has been cited as a good place to work by its employees and graduates. WPM's past and current employees included people of diverse color, ethnicity, age, gender, and sexual orientation. Within the last 9 years, WPM provided a professional home for one self-identified transitioning transgender employee.

WPM uses the services of UW's Human Services to handle all state and federal equity guidelines associated with recruiting, hiring, onboarding, retaining, and adjudicating work-related issues. In addition, WPM recruits through the following job boards: CPB Jobline, National Association of Black Journalists, The National Association of Hispanic Journalists, National Hispanic Media Coalition, Native American Journalists Association, and the South Asian Journalists Association.

WPM does not meet a desirable level of diversity in its governing board. The UW Board of Trustees serves as the governing board and consists of 7 male and 5 female members. Ex Officio Members include 3 males, 2 females. All Board members are selected by the Governor of Wyoming and approved by the state legislature. Apart from public recommendations, WPM has no standing in the selection process either at the gubernatorial or the legislative decision-making junctures. This is congruent with Wyoming law which stipulates Board makeup is based on geographic representation.

As stated before, as of December 2021, WPM meets and surpasses diversity staffing as a percentage of the state's non-white population. WPM also made strong progress in increasing the content produced reflecting issues and culture of non-white populations in Wyoming. WPM made progress in allocating over \$120K annually to this initiative. The majority of this funding comes from grants and individuals and is specific to the initiative.

[In the next three years, WPM has projected an expanded plan based on NPR diversification recommendations as well as select criteria from the 2020 Public Media For All initiative endorsed by NPR. These include:

- Continue to use census data as accurate criteria to determine the racial makeup of communities within Wyoming and set diversity goals based on equitable representation. The goal is to reach representational levels and surpass them when possible.
- Perform comprehensive pay equity reviews of all staff to ensure that everyone continues to be compensated fairly without racial, gender, and age bias.
- Conduct an anonymous workplace cultural assessment survey of all staff about diversity, equity, and inclusion at WPM. Work with UW HR and public broadcasting entities to create the survey tool to execute this project.
- Continue the current reporting structure that logs all stories, features, interviews, and multi-platform productions about diversity/equity/inclusion issues for all groups articulated in the CPB diversity requirements. Improve accountability in areas that are not currently logged or underperform as a percentage of the aggregate. As of December 2021, these areas may include Hispanic, Asians, Others, Disability, Age, Ethnicity, Religion, Economic Status. WPM's concentration on Indigenous reporting reduced reporting in other areas.
- Affirm that in a country that has been diversifying rapidly, it is critical to diversify programming through content reflecting issues found in minority and underserved communities. To achieve this goal, harness the national power of NPR and other program distributors who feature internationally prominent individuals both as experts and as witnesses to societal inequities. Continue to invest in nationally sourced programs.
- Continue and expand the effort to recruit people of diverse backgrounds. Expand WPM's recruiting tools to include more social media advertisement to groups of people who live through different experiences.

C. Annual Initiative for 2022:

WPM plans to address Item No. 5: Provide diversity training for management and appropriate staff.

Research Wyoming's Black and Hispanic demographic information to identify determinators for success such as income and education, among others.

Produce 3 to 5 features focusing on successful individuals or initiatives within Black, Indigenous, Hispanic, White, Other communities, to provide examples of success and counter the current media culture of focusing largely on failure.

#### D. Recruitment objectives:

WPM will continue to avail itself of the sources enumerated above. In addition, it will expand into social media advertising, thus reaching diverse candidates in optimal environments.

Acknowledging its less-than-favorable position for attracting talent that is more readily drawn to urban locales, WPM will investigate expansion in parallel areas of employment and experience, focusing on Intern programs that attract underserved students and professionals. Though WPM routinely engages students of color, it has not overtly created programs that address these distinctions.

In 2021, WPM found it difficult to fill professional positions, particularly in Journalism-related areas. This hampered the objectives somewhat. In 2022, WPM will continue to seek high-level diversity and hope for a stronger market of candidates.

#### E. Harassment Prevention Training:

WPM recognized that DEI principals work well in a work environment free of negative and/or hostile behaviors. WPM utilizes both the harassment prevention program offered by UW as well as one offered by CPB. All employees undergo training and on-boarding within 30 days of hiring. Long-term employees are routinely required to update their training. Training includes basics related to diversity, equity, inclusiveness. In addition, UW HR offers training in basic workplace rules of engagement including identifying and reporting instances of bullying, shaming, coercing, cancelling, and stigmatizing in both individual and group settings, as well as defining and addressing aggressions related to these instances. Inappropriate or intrusive behavior is subject to UW Employment Regulations, which include termination.