NCPR Diversity Statement 2018

We believe that diversity is essential in all areas of our operation: staffing, broadcast and digital content, and advisory board participation.

1. **Staffing.** NCPR is recognized by the federal government as a woman-managed broadcast entity. However, NCPR is always striving to diversify the racial makeup of the staff. This is a challenge because the station is located in a region that has only a one percent measurable permanent population that is non-white. The station does advertise all its nationally posted positions on sites that serve African-American, Latino and Native American journalists and media professionals. Currently on our staff: a majority are women, and we have one Puerto Rican (full-time managerial position). During the summer, we were able to attract a full-time African American project intern.

2. **Broadcast and digital content.** NCPR strives to include a diverse mix of content on all platforms, representing a wide range of perspectives and stories from all walks of life, all economic levels, and a variety of ethnic and racial backgrounds.

3. **Advisory board.** As with staffing, it is a challenge to maintain ethnically/racially diverse membership on our Executive Council. However, the station pays close attention to representing all regions of its coverage area and more than half of the Board members are women.

In recent years, the station has continued to expand the diversity of its program and content offerings, with special programs on the extensive prison population in the North Country, on homelessness, on Akwesasne, and most recently, on the military population based at Fort Drum. This last is of particular interest to the station because of the uncharacteristic (for this region) diversity in the military and military families—predominantly people of color.

Our challenge in the coming year is to expand participation on our Executive Council—reaching out to people who will help improve the representation on the Council of different economic, age and, if possible, ethnic groups. In addition, we are currently hiring for two reporter positions and expect to hire a new station manager and a broadcast/outreach manager—we are proactively seeking diverse candidates for each of these positions.

Our news team has been actively working on covering issues of concern to voters from a diverse group of constituencies including African-Americans, Mohawks, people categorized at or below the poverty level, and Muslims.