



**YOU  
ALREADY  
BELONG.**

**KCRW**

**KCRW.COM**

**PLEDGE FOR  
EQUITY**

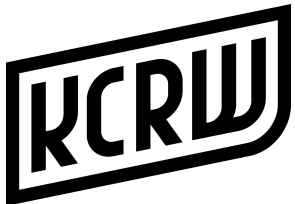
**COMMUNITY REPORT**

**JUNE 2023**

# KCRW PLEDGE FOR EQUITY

KCRW creates and curates a unique mix of content centered around music discovery, NPR news, cultural exploration, and informed public affairs.

KCRW is driven by the spirit of Los Angeles and delivers in innovative ways — on the radio, digitally, and in person — to diverse, curious communities around the corner and around the world. A community service of Santa Monica College, KCRW can be found on the air in LA, Santa Barbara, Ventura, Mojave, Palm Springs, San Luis Obispo, via smart phone app, and online at [kcrw.com](http://kcrw.com)



I am delighted to present to you our report on diversity, equity, and inclusion. This comprehensive document highlights our unwavering dedication and tangible steps taken to foster an organization that embraces inclusivity.

We persistently strive to embody diversity and inclusion throughout every facet of our organization, both through the representation of KCRW and the individuals we serve through our programming. Our commitment to this mission is ongoing, as we recognize that there is always more work to be done. The following overview provides a glimpse into our current initiatives and endeavors.



Jennifer Ferro  
KCRW President



# COMMUNITY REPORT

- Our Commitment
- Education and Training
- Diversity of Voices
- Community Outreach
- Our Culture



# KCRW COMMITMENT

**We are deeply committed to fostering a workplace that values and celebrates diversity, equity, and inclusion.** We believe that a diverse workforce brings a multitude of perspectives, experiences, and ideas, which fuel innovation, creativity, and a sense of belonging.

**We are dedicated to creating an environment where every individual feels respected, valued, and empowered to contribute their unique talents and perspectives.** We strive to cultivate a culture that embraces differences in race, ethnicity, gender, age, sexual orientation, gender identity, religion, ability, and socioeconomic background.

**Our commitment to diversity, equity, and inclusion is not just a statement, it is an ongoing journey that requires the collective effort of our entire team.** By embracing diversity and fostering an inclusive environment, we aim to create a workplace that reflects and respects the world we live in — a place where everyone can thrive and contribute to their fullest potential.

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# KCRW DEI GOALS

In pursuit of our commitment to DEI, we pledge to:

## Foster an Inclusive Culture:

We will create an inclusive culture where all employees feel a sense of belonging, where their voices are heard, and their contributions are recognized and celebrated.

## Educate and Develop:

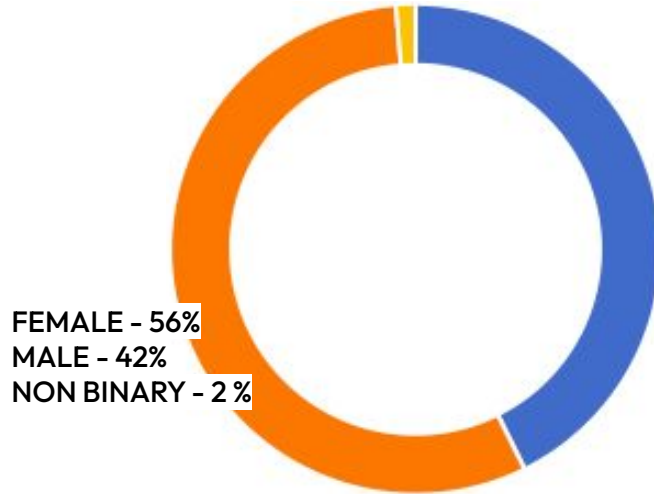
We will encourage ongoing learning and dialogue among our employees to foster greater understanding and empathy.

## Diversify our Talent Pool:

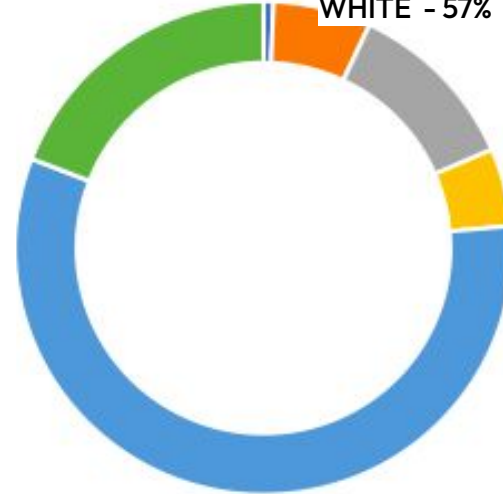
We will actively seek to attract, recruit, and retain diverse talent at all levels of our organization.

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# KCRW WORKFORCE DEMOGRAPHICS



FEMALE - 56%  
MALE - 42%  
NON BINARY - 2%

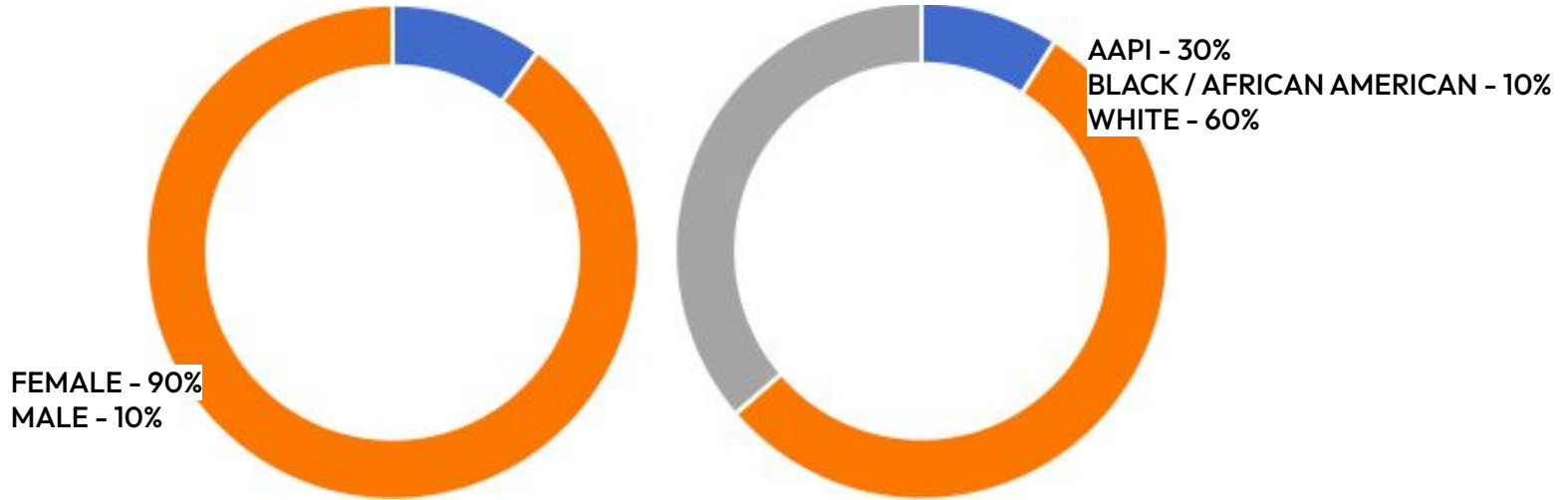


AAPI - 6%  
BLACK / AFRICAN AMERICAN - 12%  
HISPANIC OR LATINA/O/X - 19%  
NATIVE AMERICAN OR ALASKA NATIVE - 1%  
TWO OR MORE RACES - 5%  
WHITE - 57%



Demographic information is collected by voluntary reporting

# KCRW SENIOR LEADERSHIP DEMOGRAPHICS

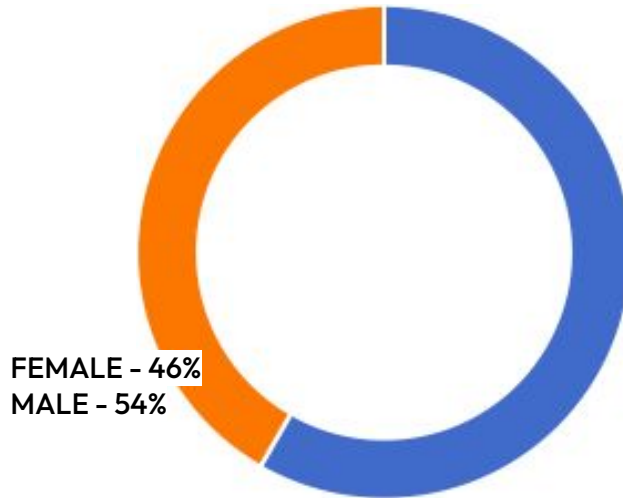


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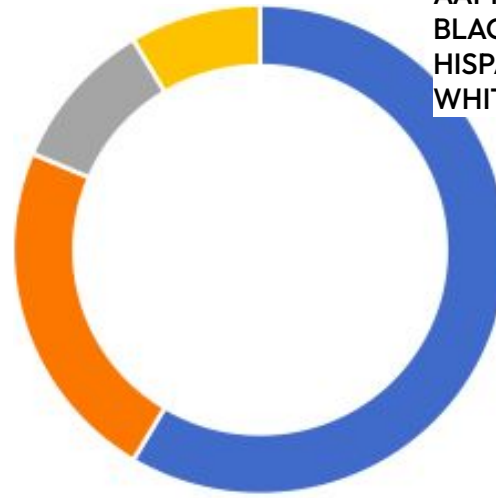
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# KCRW BOARD DEMOGRAPHICS



FEMALE - 46%  
MALE - 54%



AAPI - 18%  
BLACK / AFRICAN AMERICAN- 3%  
HISPANIC / LATINA/O/X- 5%  
WHITE - 74%



Demographic information is collected by voluntary reporting



# DEI TRAINING & EDUCATION

We engaged in a yearlong series of topical workshops and training sessions focused on both our people leaders and our organization at large.

# TRAINING & EDUCATION

	Session 1	Session 2	Session 3
Org Wide Topical Training	Objectivity, Subjectivity, Accountability	Addressing and Responding to Cultural Appropriation	Navigating DEI Terminology with Care
Leadership Training	Understand that a sense of belonging is critical to retention of top talent and reducing organizational risks.	Identify opportunities as managers to create inclusive work environments.	Align on managerial responsibilities for courageous accountability. Demonstrable behaviors that can be applied to situations of high emotion, conflict or tension.
eLearning	Part 1 Intro to Social Identities: Race/Ethnicity/Nationality, Gender/Sex/Sexual Orientation	Part 2 Intro to Social Identities: Social Class, Religion, Disability, Neurodiversity	Part 3 Illustrating Belonging, Privilege in the Context of DEI Work, Shifting from Allyship to Working in Solidarity Towards Inclusion



# LANGUAGE & FRAMING TASKFORCE

KCRW holds regular meetings of a staff task force to consider issues of diversity, equity, and inclusion in our content, including the impact of how we frame stories and what language we use. We also hold seminars multiple times a year with Kelly McBride of the Poynter Institute, who guides thought-provoking seminars on journalism ethics that are open to our whole staff.



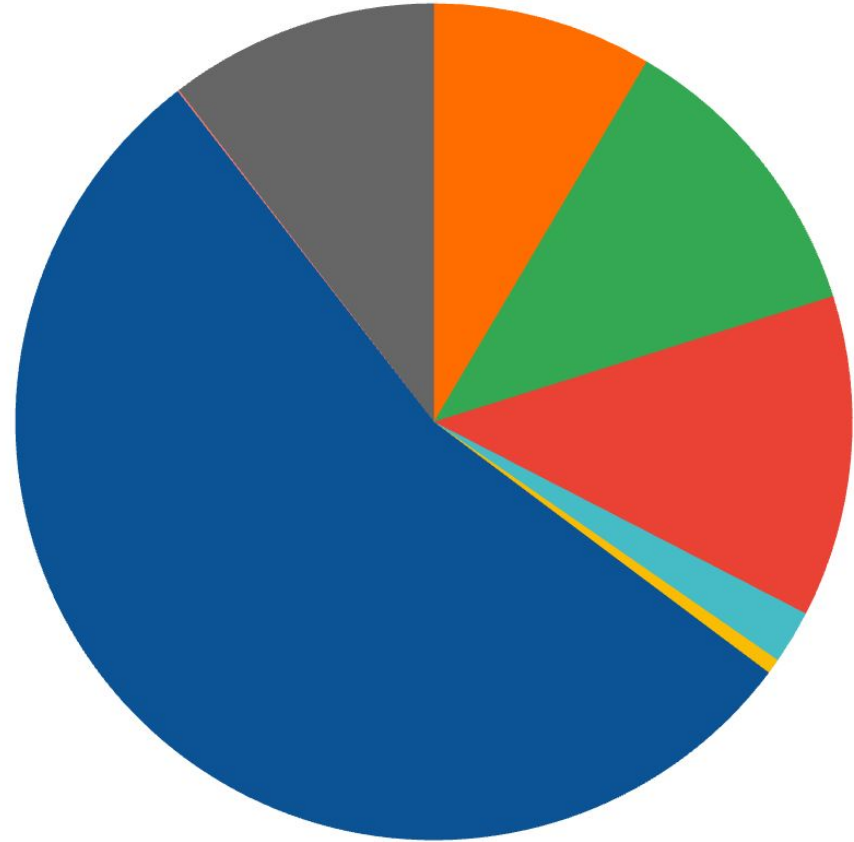
# DEX TRACKING OUR SOURCES:

We now use DEX, which is the proprietary source tracker created by NPR as part of Newsflex, the network's content management system.

Using DEX we track the key demographic information for sources in stories and show segments, including but not limited to: age range, race/ethnicity, gender identity, and geographic location.

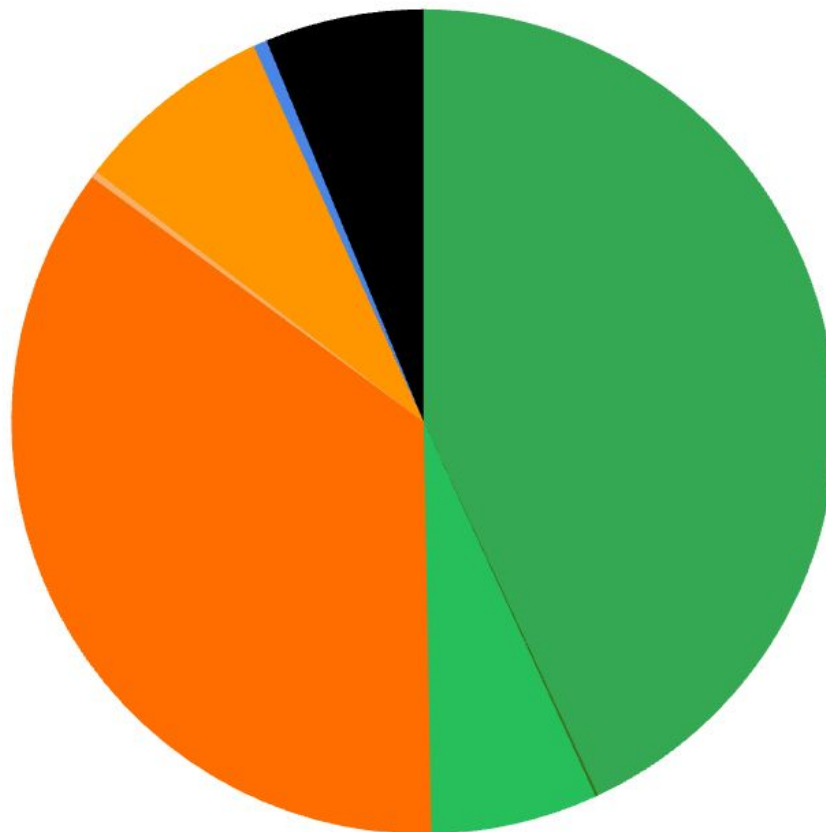
## KCRW Source Diversity FY23: Race/Ethnicity

- Asian or Asian American: 9%
- Black or African American: 12%
- Hispanic or Latina/o/x: 12%
- Middle Eastern or North African: 2%
- Native American, American Indian or Alaska Native: 1%
- White: 54%
- Mixed race: <1%
- Declined to answer/no value/other: 10%



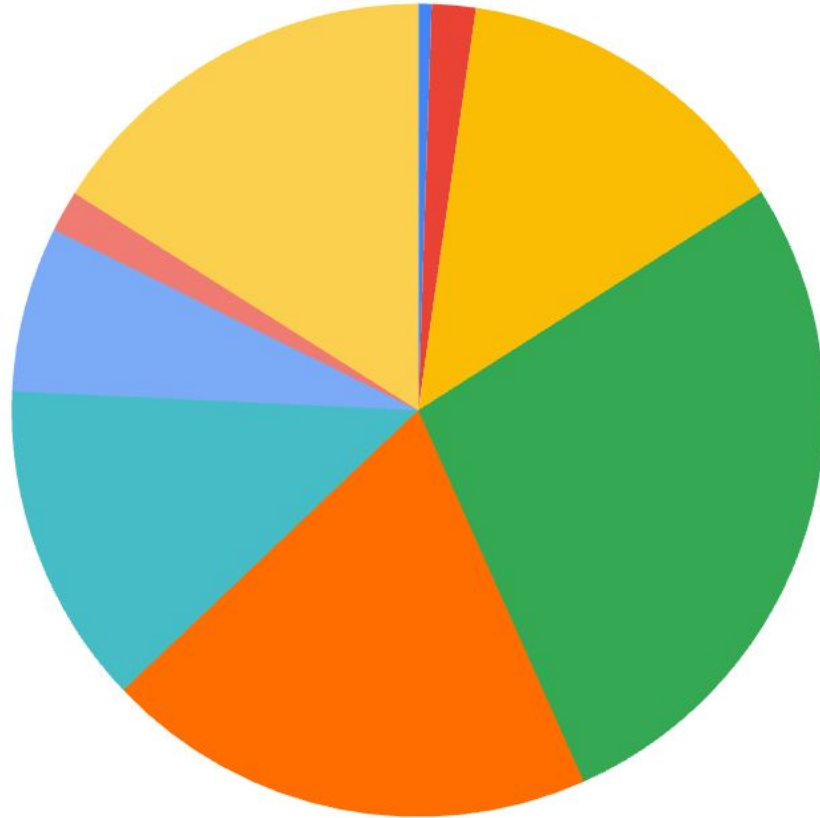
# KCRW Source Diversity FY23: Gender

- Man: 43%
- Transgender man: <1%
- Cisgender man: 7%
- Woman: 35%
- Transgender woman: <1%
- Cisgender woman: 8%
- Genderqueer or nonbinary: 1%
- Declined/Unknown: 6%



# KCRW Source Diversity FY23: Age

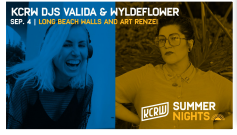
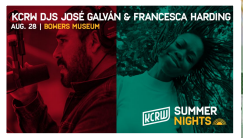
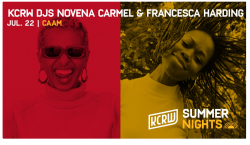
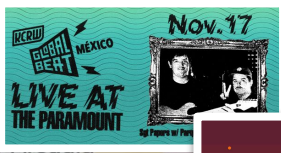
- Under 18: 1%
- 18-24: 2%
- 25-34: 14%
- 35-44: 27%
- 45-54: 20%
- 55-64: 13%
- 65-74: 7%
- 75+: 2%
- Unknown/No Value/Declined





# NEIGHBORHOOD STRATEGY

Using listening and membership data, we did a comprehensive study of the geography of KCRW listeners so we can build meaningful community connections. We created a map of the result of these efforts.



**GOAL: Place a minimum of two KCRW-produced events per year within the following geographic areas identified as having strong affinity for KCRW offerings.**

**East Los Angeles**

**Inglewood/Crenshaw**

**Long Beach**

**Central OC**

# OUTREACH



Through our community outreach projects, we aim to create a welcoming environment at KCRW and expand the scope of our community service mission. We strive to foster a space that encourages authentic storytelling while also enhancing our pathways to meaningful career opportunities.

Our objective is to provide an inclusive platform where individuals can share their stories genuinely and to establish robust avenues for personal and professional growth.

# YOUNG CREATORS PROJECT

In 2023, we collected submissions in art, journalism, and music from young creatives in the greater LA area under 21.

We selected 12 Young Creators to spotlight across all of our channels.

KCRW  
PRESENTS

**YOUNG CREATORS PROJECT**

**KCRW IS CALLING ALL VISUAL ARTISTS,  
JOURNALISTS, AND MUSICIANS UNDER 21**

**SHOW US WHAT YOU'VE GOT, LA!**

*Always on Ill*  
89.9FM

**KCRW 89.9 FM**  
NATIONAL PUBLIC RADIO

[www.kcrw.com](http://www.kcrw.com)

# YOUNG CREATORS PROJECT: PHOTOGRAPHY

## Jade Carrera Johely

“I was born and raised in East Hollywood, California. I’m currently attending John Marshall High School as a senior. I started getting into art at the age of 4 because of my neighbor Seko who would teach me how to “tag” (graffiti) while he helped me with my homework. I started my photography journey in 2019 when I noticed the changes in my community due to gentrification. Since then, the main focus of my photos is my community, the people, and the stories untold. Besides photography, I enjoy making collages, drawings, and film.”



# YOUNG CREATORS PROJECT: MUSIC

## Forsythia

“We all grew up in LA! Eli and Namika are childhood friends, and met Riley through our arts high school. Although we are all passionate about music, each of us go to school to study different art mediums. Eli is pursuing film while Namika studies visual arts, and Riley is a part of the musical theatre conservatory. Each of our unique interests contribute to a different aspect of our band. For example, Eli shoots our music videos, Nami designs and makes our merchandise, and Riley's stage presence helps to engage our audience both onstage and off. “



# YOUNG CREATORS PROJECT: JOURNALISM

## Adrian Casillas

“I'm currently a senior about to graduate from Mendez High School. I grew up in the Boyle Heights/East LA area my whole life. I first got into journalism and reporting when I joined Boyle Heights Beat (BHB) during my junior year. I joined because I enjoyed writing and wanted to keep engaging with it outside of school. As someone who's somewhat timid I felt hesitant doing interviews when I first joined the BHB Youth Reporters program, but after I'd done a couple, I felt much more comfortable expressing myself and interviewing others. Aside from journalism, some of my interests include reading and playing board games with friends and family.”



# PODCAST BOOTCAMP

The KCRW Podcast Bootcamp is for aspiring podcasters who want to take their storytelling to the next level.

Participants get an overview of the podcasting business from leaders who know the field intimately. From the inner workings of the business to building a show and marketing it, this is a crash course in podcasting for the community.

June 2023 Bootcamp included:

- Hrishikesh Hirway of *Song Exploder*
- Kristin Myers of United Talent Agency
- Mala and Diosa from *Locatora Radio*
- Willa Seidenberg from USC Annenberg





# REPORT LA FELLOWSHIP

We are now embarking on our third cohort of our reporting fellowship.

The Report LA Fellowship program provides professional development through hands-on experiences, access to networking opportunities, and mentorship from some of our top professionals on staff.

Fellows contribute to KCRW's news coverage from day one and learn every aspect of public radio journalism including news and culture show production, audio field recording, reporting news stories, and digital writing.

Through our 18-month Report LA Fellowship program we look to diversify public media newsrooms of the future and grow the next generation of journalistic talent.



# USC LUMINARY FELLOWSHIP

Recent alumni of USC Annenberg undergraduate and graduate programs who identify with communities that are underrepresented in public radio newsrooms may apply for the fellowship every Spring.

At KCRW, the selected Luminary fellow will build upon their USC Annenberg coursework with professional experience in researching, writing, and producing podcast journalism in a real-world setting.



# PUBLIC RADIO ENGINEER APPRENTICE PROGRAM

The Public Radio Engineer Apprentice Program aims to address the growing need of radio engineers by providing hands-on, paid training to develop the engineers of tomorrow.

The program provides an 18-month apprenticeship program with education from the Society of Broadcast Engineers and NPR, plus direct and daily work experience with existing KCRW engineers.



The inaugural public radio engineer apprentices



# USC BOVARD SCHOLARS 2022 COHORT



“Thank you, KCRW, for allowing us to see the inside of your operations and answering our constant questions! I was a little hesitant about my career direction before this visit. However, because of this visit, my faith in my intended career became solidified, and I'm now going to college to study public relations!”

- **Beamlak Tesfaye, USC Bovard Scholar, Cohort 6**

“Thank you, KCRW, for providing my fellow Bovard Scholars and me a pleasant and informative experience. Navigating the radio station's many rooms, I witnessed firsthand the skilled work of journalists and sound engineers committed to their complex craft. The panel of five journalists that the radio station organized for our visit was an especially memorable moment as it allowed me to appreciate their daily work fully. The forces that motivate their work, including, above all else, a commitment to their local community, made me realize that journalism is meant to be a helpful asset to the public.”

- **Eric Parrilla, USC Bovard Scholar, Cohort 6**

“Thank you again to KCRW for providing such a warm welcome and introduction to the world of media production! As an incoming freshman at Columbia University, I especially appreciated the panelists' explanations of their academic journey and how they found themselves in media production because the variety of responses allowed me to envision my own college major and journey into media.”

- **Obse Abebe, USC Bovard Scholar, Cohort 6**

# KCRW CULTURE



“At our core, we are an organization driven by a profound mission: to deliver meaningful, pertinent, and stimulating content to our audience. This can only be achieved by fully embracing the diversity within our community and celebrating the multitude of unique voices it encompasses.

We are resolute in our commitment to cultivating an inclusive environment at KCRW, where differences are cherished and creative expression is nurtured, enriched by the richness of traditions and heritage. The culture we foster at KCRW not only aligns with our deeply held values but also unifies our purpose, enabling us to provide an even more authentic and dedicated service to our community.”

Sistina Smith  
KCRW Head of People



**THANK YOU!**

