

DIVERSITY STATEMENT
2017
KDUR- COMMUNITY RADIO AT FORT LEWIS COLLEGE
DURANGO COLORADO

The following statement is in response to the request by the Corporation for Public Broadcasting for a brief statement of the diversity goals of KDUR, Fort Lewis College and Durango Community Radio, a CPB Community Service Grant (CSG) recipient. KDUR will elaborate on the following points.

- Elements of diversity that KDUR finds important to its broadcast and outreach in La Plata County Colorado.
- How the KDUR staff and station governance reflects such diversity.
- The steps KDUR has made to increase its diversity in the last two to three years and its plans in the coming period.

Elements of diversity important to KDUR’s broadcast and outreach

KDUR’s broadcast prides itself on providing the soundtrack to the community. Equal representation of all the ethnic groups in Southwest Colorado is important; giving voice to the diverse groups that make up our region assists us in furthering our mission.

KDUR’S signal reaches all of La Plata County Colorado, and roughly 10 miles into Northern New Mexico. Public Affairs Programs produced in house regularly invite representatives from the communities to speak on various issues, while the music programming reflects the interests of the citizens of this area. If someone is under-represented KDUR reaches out for involvement.

Regular tours through the KDUR facility by student groups and organizations result in new volunteers at KDUR. Staff has seen this at the high school and college level.

How the staff and station governance reflects such diversity

The table below shows the diversity of the people in the KDUR broadcast area, as well as the diversity of the Board of Directors and staff of the Organization. Staff includes the 3 FTE, one .5 FTE and 4 student workers. During the rare hiring times of new employees at KDUR search committees have sought after candidates that will expand the diversity of the staff; KDUR’S last two hires were Hispanic and Native American females.

Category	Service Area La Plata County	Service Area Fort Lewis College	Board of Directors	Staff
Gender				
Male	51%	51%	54%	62.5%

Female	49%	49%	46%	37.5%
Race/Ethnicity				
White/Anglo	85.1%	57%	91%	75%
Hispanic	12.3%	9%	4.5%	
Native American	6.3%	22%		25%
Asian	0.8%	1%		
African American	.06%	1%	4.5%	
Non Resident Alien		2%		
Other	3.0%	8%		
	Service Area La Plata County	Service Area Fort Lewis College	Board of Directors	Staff
Geographic Location				
Colorado	80%	20%	100%	100%

Progress

KDUR has focused on promoting diversity since its inception, and has swaying success in acquiring a diverse membership on its boards, volunteers and staff. Being a station consisting of up to 100 students and volunteers per semester, the turnover of people coming in and out of the station is high.

Aside from airing programs like This Way Out, Latino U.S.A. and the former Independent Native News, KDUR continues to seek out local groups in the Durango and La Plata County area, in addition to the Fort Lewis College Community to produce and promote programs giving a voice to the diversity of Southwest Colorado. These shows include Spanish speaking music and news programs, including “Centro-vision,” which is a 10 minute module made in conjunction with Fort Lewis College’s El Centro organization, as well as music shows focusing on traditional Native American music and public affairs issues.

Board of Directors

- Staff will continue to the recruitment of diversity candidates to its board of directors.

Staff

- KDUR will continue to recruit programmers that represent the diverse community of Fort Lewis College and KDUR. Staff members recently participated in the program

“Common Ground”- a program that facilitates diversity activities through the Fort Lewis Colleges Coordinator of Diversity Programming.

Volunteers

- The D.J. meetings hosted by KDUR staff 3 times a year bring a diverse amount of community members. Diverse representation of the community is always at heart when revamping the KDUR volunteer programmer schedule.

KDUR will continue to diversify its Board of Directors, Volunteer base and staff. This will be achieved through the recruitment and outreach conducted by KDUR staff throughout the year. KDUR management will also work with staff and the Board of Directors to establish diversity goals for its broadcast schedule and volunteer pool. Staff will continue to participate in the aforementioned “Common Ground” program. KDUR will also continue, when necessary, to promote new employment opportunities at the facility so as to reach qualified candidates.