



Diversifying your station

DEIB Module Brainstorm
Sept. 13, 2023

THE **EQUITY**
PROJECT
EQUITY. REDEFINED. ACTUALIZED.

Age/Generation

Programming

Add music and talk programming to reach younger audience 24-55; having a host in this age range will assist

Allow pre-recorded shows or content so it's easier to work around younger working people schedules.

Team up volunteers multigenerationally

Create podcast that address concerns of the young professionals

People

Schedule Volunteer Hours/ Info Sessions during non working hours

diversify media sources! kids know streaming not vinyl

Ask current younger volunteers to help recruit.

after school/summer programs teaching broadcasting skills

have young people run workshops and trainings for other young people

Put younger staff and interns in charge of projects.

Partner with local university to create a "college station" show (rotating DJs)

Volunteering for groups/friends as activities to do together- we live in an age of isolation and many young people want community but are anxious to try alone.

Engage younger audience at station hosted community engagement events

Continue to seek diversity in filling open board seats.

Create a space for student government reporting for local HS.

Providing music to appeal to a younger audience

Create a space for the local high school government to participate in programming.

Tabling at community events and concerts

Internship program

Create a series focusing on common health issues (physical or mental) that are found in certain age groups.

Continue to add new younger programs hosts

Engage advanced audio level students at the university

Race, Ethnicity, Tribal Membership/Affiliation

Programming

Include BIPOC & diverse organizations

Provide programming targeting a specific ethnic/cultural group

Offer programming in languages other than English that are spoken in your community.

Air National Native News as part of your programming

Create History of Hip Hop Feature with Hip Hop Congress

partner with racial justice orgs to produce programming

Make sure to share the voices of these groups and not just report.

Provide Coverage in Spanish during emergencies

When reaching out for news guests ask for BIPOC or Queer folks

Book BIPOC artists for concerts and events

Do your homework. Understand the culture.

Do not ask the "native person you know" to take on the emotional labor of writing your land acknowledgment.

Take the next step after your land acknowledgement; support local indigenous people in concrete ways through your station - programming, news coverage, etc.

Don't bury diversity programming in your schedule.

When hiring artists, contractors, temps etc - Prioritize BIPOC folks.

Be consistent with messaging. This may look like visiting the local indigenous NPO board meeting for months to reinforce the station as a resource.

People

Work with the local tribes to develop programs of interest

Give preference to BIPOC and Queer folks as interns or hire specifically for that purpose.

Appeal to Asian communities by reaching out to whom we personally know.

Budget for and pay BIPOC people

Partner with Community Beyond Bias Org on Event

Representation on staff, in volunteer base

LGBTQIA+

Programming

Have queer talk shows or invite queer identified folx as guests

Promote LGBTQ+ meetups and cultural events on air through promos and PSAs

Celebrate PRIDE

Provide a LGBTQ calendar of events as a website and social media posts

Use pronouns more often in meetings and on-air

Create a public affairs program by and for LGBTQIA+ community, with affiliated groups forming an advisory group to work with

Promote existing shows that feature LGBTQ+ voices

People

Reach out to the local LGBTQIA+ Organization and connect with them about making your station a welcoming space,

encourage straight/allied volunteers & staff to work on LGBTQIA+ projects & outreach

Use pronouns more often in meetings and on-air

Propagate AWARENESS of use of pronouns

Do the Drag Queen Brunch Event again - Partner with Nevada County Pride again on the event

Representation on staff, in volunteer base

Recruit representation on the board

Give preference to queer interns or hire specifically for that purpose.

Class

Programming

More programming about housing solutions

Financial Literacy series

Have labor-focused public affairs programming.

Highlight Caregivers

Review underwriting target demographics from materials and remove language that highlights income and education.

People

Offer ways to connect that don't require internet/smartphones

Have social services table, do outreach at your events.

Offer training / onboarding at a variety of times to be accessible for work schedules

Provide food/daycare at meetings

Live Remote Workshop for younger generation of DJs

Be conscious of where board meetings or social meetups are held. A million dollar home is a nice setting, but may make others feel uncomfortable.

offer programs and workshops at affordable housing projects

Be thoughtful with your volunteer application and how it might be limiting.

accessibility (physical & neuro.)

Programming

Show notes & transcripts for talk programs

representation on the air from people with disabilities.

Recently had a request from a deaf person to add transcripts of news stories and captions for emergency messages on our website

Provide board operators for DJs needing assistance. Train up producers to help folks of differing abilities

People

accessible training materials

Adapt studio console with braille labels.

Make an area in your station that is sensory friendly and without as much stimuli.

Recruit volunteers to serve as assistants for other volunteers with physical challenges that could prevent them from hosting a program.

normalize & relax judgment around neurodiverse modes of working/concentrating (stimming, fidgets, body breaks, etc)

gender

Programming

encourage use of pronouns on-air in all programming

Examine how gender roles and expectations play out within your staff/volunteers.

Have a identified place/person where people can address issues/ ask questions

Dedicate schedule space for programs featuring women's music, information, and stories.

People

recruit and support women/gender-expansive people in leadership roles

Be cognizant of how meetings/ gatherings can have gendered expectations and work on looking at group dynamics not individuals.

Concentrate on having gender diversity on your board of directors. Recruit for this.

Proactive Steps for Inclusion

Set goals

Be mindful to focus on this in creating our Strategic Framework

Avoid exclusive/insider language in all aspects of outreach and broadcasting.

Utilize governance and feedback models that solicit wide input from lots of different identities.

Discuss and gain buy-in from board and staff

Empower younger staff members to lead projects.

Put pride stickers on your windows and have a clear statement of welcome on your website and on air

Seek input from groups that are marginalized - with the intent to not put emotional labor on said groups. Focus groups, surveys, board reps, volunteers: good places to start