SOUTHERN CALIFORNIA PUBLIC RADIO
STATEMENT OF DIVERSITY

Southern California Public Radio (SCPR), through its flagship station KPCC, knows that a diverse workforce, leadership team, Board of Trustees and Regional Advisory Council contribute greatly to our knowledge and understanding of the diverse and underrepresented communities of the greater Los Angeles area. The Mission Statement of Southern California Public Radio corresponds to this, as it states that SCPR aims “to strengthen the civic and cultural bonds that unite Southern California’s diverse communities by providing the highest quality news and information service through radio and other interactive media.” SCPR seeks to serve ethnically and economically diverse audiences, involving the community in discourse about current events and reflecting Southern California’s unique diversity through its coverage. Engaging diverse communities in conversations gives SCPR the opportunity to truly address issues that are underrepresented in the media and, by bringing those to the attention of communities, regions and the nation, help create a society that is more equitable.

At Southern California Public Radio, workplace diversity encompasses all those differences that make us unique including but not limited to race, color, ethnicity, language, nationality, sexual orientation, religion, gender, gender identity, socio-economic status, geography, years of service, age, physical and mental ability. We will create an environment where each person in a diverse workforce feels valued and is able to fully develop their working potential and contribute to the organization's success. We will strive to recruit a broad pool of candidates, enabling us to hire and promote qualified individuals whose personal experiences, characteristics and talents that reasonably reflect the diverse needs and interests of the communities served by KPCC and Southern California Public Radio. The SCPR Board of Trustees, under current Chair Ana Valdez, represents a wide variety of backgrounds (ethnicity, gender, age) that is a true reflection of the mission statement of the company.

SCPR’s continued relevance in a rapidly changing world is dependent upon our ability to listen, translate and act as a communications platform. Our growth depends on our ability to be better listeners, better partners and to be more inclusive. To accomplish this, Southern California Public Radio will continue to explore new opportunities for achieving and promoting this diversity and to monitor and evaluate our success, while ensuring that the company meets the standards of federal and state law, Southern California Public Radio’s Equal Employment Opportunity Policy, and the Corporation for Public Broadcasting’s Diversity Eligibility Criteria.

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