

Diversity Statement

Sunrise Communications (KZUM) makes every effort to employ individuals in staff and volunteer positions who are the most qualified and capable of serving directly or indirectly for our listeners. We also provide resources and opportunities to strengthen and advance diversity, equity, inclusion and accessibility throughout the organization while cultivating a volunteer base that draws from the full diversity of our community.

As an employer, Sunrise Communications has a zero-tolerance policy against discrimination, dictating that any allegations are taken seriously and handled confidentially.

Diversity in the context of the Sunrise Communication organization, includes individuals who belong to communities of color, such as Black and African American, Hispanic and Latino, Native American, Alaska Native and Indigenous, Asian American, Native Hawaiian and Pacific Islander, Middle Eastern, and North African persons. It also includes individuals who belong to communities that face discrimination based on sex, sexual orientation, and gender identity including lesbian, gay, bisexual, transgender, queer, gender non-conforming, and non-binary (LGBTQ+) persons as well as persons who face discrimination based on pregnancy or pregnancy-related conditions, parents and caregivers. It also includes individuals who belong to communities that face discrimination based on their religion or disability, individuals with limited English proficiency, immigrants, individuals who belong to communities that may face employment barriers based on older age or former incarceration, persons who live in rural areas, veterans and persons otherwise adversely affected by discrimination or inequality. We recognize that individuals may belong to more than one underserved community and face intersecting barriers.

Inclusion in the context of the Sunrise Communications organization means the recognition, appreciation and use of talents and skills of staff and volunteers of all backgrounds. KZUM is committed to fostering a safe environment free of bullying and harassment of any kind. It includes building an environment where employee, volunteer and programmer differences are valued, all are empowered and all are encouraged to contribute their unique perspectives and capabilities.

Accessibility in the context of the Sunrise Communication organization means the design, construction, development and maintenance of facilities, information and communication technology, programs and services so that all people, including persons with disabilities, can fully and independently use them. Accessibility includes the provision of accommodations and modifications to ensure equal access to staff, volunteer and programmer participation in activities for persons with disabilities, the reduction or elimination of physical and attitudinal barriers to equitable opportunities, a commitment to ensuring that persons with disabilities can independently access every outward-facing and internal activity or electronic space and the pursuit of best practices such as universal design.

Equal opportunity extends to all aspects of employment and volunteer relationships, including recruitment, hiring, promotions, training, working conditions, compensation and benefits. As a community radio station, KZUM ensures its employees, programmers, volunteers, listeners, and other stakeholders are treated with dignity and respect.

Diversity Goal

Sunrise Communications Inc. will seek locally and nationally produced programming to enable KZUM-FM to faithfully serve the diverse community in our broadcast area.

Our staff, Boards of Directors, and volunteer on air hosts will understand and embrace our commitment to diversity.

We strive to ensure on-air programming and those individuals that deliver that product will reflect our commitment to be inclusive and respectful of the diverse nature of the area which we serve.

Diversity Practices and Initiatives for KZUM-FM

Diversity as outlined in the US Census Bureau data that follows is a composite of ages, cultural backgrounds, gender, and geographic locations. KZUM ensures our commitment to serving this diverse community by utilizing the following practices:

Post employment and volunteer opportunities to a variety of media and organizations.

Broadcast programming that reflects the demographic and geographic nature of our audience.

Provide community outreach to a variety of geographic areas, with on-air programming and on-site presence when practical.

Deliberate outreach to all geographic areas of our service, and culturally diverse organizations for news gathering, public affairs, podcast, and music programming.

Outreach to community organizations for public service announcements.

Internship training for students.

Participation in local cultural and support organizations, arts and music centers and groups, Chambers of Commerce.

Staff and management, as well as station volunteers and Board of Director members serve on various community and educational committees and boards to provide outreach and strength to service organizations throughout the KZUM service area.

Partner with several area arts, educational, historical and cultural organizations to provide feature stories, on-air and online content, co-sponsorship of events, and on-site broadcasts.

Dedication to local cultural news and issues coverage and participation in events.

Engage listeners, Community Advisory Board, staff and volunteers to provide input and feedback to help continuously improve our commitment to diversity.

Seek out and participate in Staff and Board of Directors diversity, equity and inclusion training.