

KBIA Diversity Statement  
October 2019

KBIA is committed to supporting diversity in the mid-Missouri community to become a more inclusive, creative and innovative community. Diversity takes many forms, including gender, race, culture, religion, socio-economic and language to name a few. We encourage community dialogue on a variety of topics through news features, in-depth interviews and special programming.

For years now, KBIA has made coverage of rural Missouri and poverty issues a priority (the KBIA Health & Wealth Desk was created 8 years ago). We have also done outreach in those areas, including public events in the listening area in the last fiscal year. Through partnerships with NPR/CPB Local Journalism Centers like Harvest Public Media and Side Effects Public Media, KBIA has been a leader in innovative coverage from rural areas resulting in high-impact. The most prominent example in the last fiscal year was KBIA's investigation into rural hospitals, which identified questionable practices by a company trying to set up shop in rural areas all across the country.

In addition to reactive coverage, we also have multiple special projects that have been structured to make inclusivity and equity in newsgathering a priority. Missouri Health Talks, the primary function of Rebecca Smith's job, is a conversation-style regular feature (in the style of Story Corps). The project allows the subjects to have a major role in the agenda-setting of the story. The project is also focused on fostering conversations in rural communities, which is another currently underserved area. The Obvious Question was a spin-off of Missouri Health Talks, where a person with a disability co-hosted a program about her personal experiences, and the lessons we can learn from them. That program won a Gracie Award from the Alliance for Women in Media.

Other special projects have included:

“Global Journalist”- a weekly discussion of international news by a panel of journalists from around the world.

“Radio Friends with Paul Pepper” – brings deep connections with the people in the arts and civic life whom make this a great place to live.

Upcoming projects include

Another conversation-based project we are calling “You Don't Say.” Janet Saidi is spearheading the project, which will capture the untold stories of black Columbians as a sort of oral history project. Members of the black community have been involved as sort of co-producers, to again give them agency in the direction of the project.

Working with Freshman Interest Group Students to discuss/participate in diversity events.

Staff to participate in Power Shift Trainings through the Missouri School of Journalism

Diverse programming to reflect the diversity of the Mid-MO community.

As part of the University of Missouri, we fully embrace the University's diversity initiatives. The University students, faculty and staff reflect rich diversity. The mission of the University's Diversity Initiative includes promoting the understanding that diversity is inclusive of a community of people in differing genders, racial-ethnic backgrounds, languages, religious beliefs, sexual orientations, disabilities, national and geographical origins, socio-economic class, veterans' status and political views.