

KCHU Diversity Goal Statement

Terminal Radio, Inc. (TRI), broadcasting as KCHU public radio, serves the diverse and distinctive regions of Prince William Sound and the Copper River basin. Combined, this area is as large as the state of Ohio. From the striking beauty of the Chugach and Wrangell mountains to the salt spray and sea life of small fishing towns Valdez and Cordova to the wide-open caribou tundra of the Interior these regions sustain many Alaskans who have chosen to make their homes here. Despite the varied geography and culture, KCHU represents these rural and non-urban areas and fosters a sense of shared community while informing, enlightening, entertaining, educating, and engaging its listeners. Elements of diversity important to KCHU include gender, age, ethnicity, creed, language, sexual orientation, veteran status, and socio-economic status. KCHU also values the diverse rural and non-urban lifestyles prevalent across the region.

KCHU strives to reflect this diversity in its staff, management style, and advisory and governing bodies. It is also committed to diversity in programming, geographic coverage/representation, and listener membership. KCHU reaches out to listeners through its Board of Directors, with members drawn from across the service area; the recruitment committee, which works to identify and address gaps in representation; and Community Advisory Board (CAB), whose members are also drawn from across the service area. KCHU strives to reflect the diversity of the listener communities through:

- Participating in community events
- Soliciting and aiding production of volunteer radio shows through staff support and, by providing mini-studios to outlying communities for production of volunteer shows
- Hosting a variety of guests on local call-in shows
- Acquiring a wide variety of programming to cover interest areas not met by local options
- Recruiting diverse members for staff, advisory, and governing boards
- Covering news stories in listener communities
- Increasing relationships with local organizations, businesses, and educational institutions
- Reaching out to under-represented listeners
- Conducting listener surveys online and in-person
- Developing financial sustainability via local relationships