

North Texas Public Broadcasting, Inc.
KERA-TV, KERA-FM & KXT-FM
Organizational Diversity

2016

Policy

We believe that the diversity of North Texas Public Broadcasting (NTPB) dba KERA/KXT is a fundamental strength of our organization. Our mission is best fulfilled when we embrace and promote understanding of the diversity in our community as a value and a practice. For NTPB, diversity includes four distinct attributes:

- Inclusiveness – It is essential that we embody a diversity that reflects our community, including ethnicity, race, religion, national origin, gender, sexual orientation, ability and socio-economic background.
- Perspective – We articulate and analyze different perspectives so our viewers, listeners and users can make up their own minds. We always encourage a civic and civil dialogue.
- Geography – It is important to note that our name is North Texas Public Broadcasting. Our viewers, listeners and users are found throughout North Texas. And with today’s expanding digital media, our community can be served anywhere in the world.
- Age – Our viewers, listeners and users range in age from young children to seniors. We recognize and build on this age diversity, finding new and exciting ways to preserve our existing audience while attracting new audiences.

At NTPB, management, employees, board members and community advisory board members are recruited from and reflect diversity in all four attributes. Everyone contributes to the organization’s diversity and the unique skills and experiences of each individual are leveraged to help the organization fulfill its mission.

Summary

NTPB treats all people with respect and dignity. We create and foster a supportive and understanding environment in which all individuals realize their maximum potential within the organization. We are committed to employing the best people to do the best job possible. We recognize and affirm the importance of reflecting the diversity of our community in our workforce and on our governing and advisory boards.

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Initiatives Undertaken by North Texas Public Broadcasting (“NTPB” or “KERA”) to Satisfy the CPB Requirements for Diversity of Staff and Boards for the Reporting Period October 1, 2015 through September 30, 2016

To meet CPB’s diversity requirements, NTPB has implemented the following initiatives during this reporting period:

I. Review with the station’s governing board or licensee official those practices that are designed to fulfill the station’s commitment to diversity and to meet the applicable FCC guidelines

The NTPB Diversity Policy and Initiatives were reviewed with and approved by the organization’s Board of Directors at a meeting of the Board in September 2012. Since that date, our commitment to diversity has continued and includes our staff, governing Board of Directors (BOD) and advisory board. As of Sept, 2016, our staff composition has increased, and with that increase we maintained our ratios of 55% female and 30% minority. Excluding Honorary Life Directors, our 2016 BOD consists of 43 members that are 51% female and 18% minority. Our Community Advisory Board (CAB) for this year is has 43 members made up of 53% female and 44% minority individuals. The CAB enlists representatives of our broad North Texas viewing and listening areas including Dallas County, Tarrant County, Denton County and Collin County. Whenever we consider adding or replacing staff, BOD or CAB members, diversity is always a consideration.

NTPB operates under the Federal Communications Commission’s (FCC’s) Equal Employment Opportunity regulations which are incorporated into NTPB’s search process for every position for which we recruit. Our commitment to Equal Employment Opportunity appears on every job posting/advertisement and on every job application. Our position as an Equal Opportunity Employer is clearly stated in the jobs section of the KERA/KXT website. In addition, radio announcements “spots” inviting individuals to review our website for employment opportunities, and further declaring our position as an equal opportunity employer, are aired regularly over our two radio stations. A copy of the most recent FCC EEO report is available to the public on the KERA/KXT website.

2. Complete an annual report of the organization’s hiring goals, guidelines, employment statistics, and actions undertaken to satisfy the Diversity Eligibility Policy and post the report on the station’s website.

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This document, along with our FCC EEO report serves as NTPB's annual report of the organization's hiring goals, guidelines, employment statistics, and actions taken to satisfy the Diversity Eligibility Policy. This report is posted on the KERA/KXT website.

3. Implement formal diversity training programs for management and appropriate staff

Management and staff involved in hiring are aware of our interest in and commitment to diversity in our hiring, training and promotion practices and consider diversity in these decisions. In addition, Diversity training is offered to all staff periodically. For 2016 we have scheduled a training session for all employees that emphasizes NTPB's commitment to diversity and respect for all people in our business and our community.

4. Participate in a minority or other diversity job fair

We selectively participate in job fairs that provide both a recognized service to the community and that promote diversity. In particular during this period, we participated in a student job fair with El Centro College in Sept 2016. As a consequence of that participation, we offered two minority students opportunity to work with our canvassing group.

NTPB maintains documentation of its Diversity Policy and related initiatives at the organization's corporate offices in Dallas, Texas. Such documentation will be maintained for each year and for no less than ten years. Questions about our diversity practices may be directed to the Vice President of Human Resources and Administration.

**Employment Statistics
As of September 30, 2016**

HEADCOUNT (FT) - 78

						TOTALS	
MALE	35	45%	FEMALE	43	55%	78	100%
MINORITY	6	24%	MINORITY	19	44%	25	30%
NON-MINORITY	29	55%	NON-MINORITY	24	56%	53	70%