

**NORTH TEXAS PUBLIC BROADCASTING, INC.  
KERA - TV, KERA – FM, KXT – FM**

**DIVERSITY STATEMENT  
2018 -2019**

KERA is an equal opportunity employer committed to creating and supporting a workplace environment that leverages the potential and diversity of our staff and boards. KERA's mission is to serve North Texans through public television, radio and multimedia resources that educate, engage, inspire, inform and entertain. We believe our mission is best fulfilled when we embrace and promote understanding of the diversity present in our community. To that end, KERA does not discriminate against individuals in hiring, employment or promotion based on ethnicity, race, gender, gender identity, sexual orientation, marital status, age, religion, creed, national origin, citizenship, culture, socioeconomic condition, physical and mental ability, genetics, veteran or military status, political belief and experience. Creating an inclusive workplace that is responsive to our community, where all voices may be heard and considered, is core to our values. We endeavor to promote an environment that embraces equity, fairness and respect for all. We recognize and affirm the importance of reflecting the multiplicity of our community in our workforce and on our governing and advisory boards.

KERA is committed to providing content and services that reflect and meet the needs of the diverse communities we serve, including:

- **Underserved** - Public broadcasting is charged with the mission of addressing the educational and informational needs of underserved communities. KERA is the largest classroom in North Texas, providing trusted, curriculum-based educational programs to all children to help them succeed in school and in life. In addition to providing educational content across multiple platforms, KERA works with community partners to extend the learning through engagement activities in underserved areas. Through its news programming, KERA addresses critical local issues, ranging from the high school dropout crisis and neighborhood food deserts to the lack of affordable health care.
- **Children to Older Adults** - We seek to provide content and services that are important and meaningful to all age groups, from young children to older adults. KERA airs non-commercial, non-violent educational children's programs every weekday on our primary KERA TV channel and on KERA Kids 24/7, our channel dedicated to broadcasting high-quality children's programs 24 hours a day, seven days a week. Additionally, KERA provides a wide array of history, science, nature, public affairs, drama, and arts and cultural programs that contribute to our communities' civic, educational and cultural life. KERA also launched KERA Create, a channel that features the best of public television's how-to programs in cooking, travel, home improvement, gardening and arts and crafts.
- **Women and Diverse Communities** – KERA is dedicated to presenting stories that reflect the voices and experiences of people in our increasingly diverse region, including women, people of color and the LGBTQ community. We explore these and other perspectives across a variety of platforms in projects such as *One Crisis Away*, *American Graduate* and *Breakthroughs*.

**Perspective** - We strive to provide our audiences with the knowledge they need to make informed decisions. *Think* with host Kryss Boyd features thoughtful, in-depth conversations

with prominent guests from a variety of subject areas and diverse viewpoints. KERA journalists report local, regional and state news in a fair and unbiased manner, incorporating multiple voices and perspectives. We encourage civil discourse and a deeper understanding and appreciation of events, ideas, experiences and cultures.

KERA’s goals are to have a diverse representation in all aspects of our organization, including KERA Management, staff, governing Board of Directors and Community Advisory Board in order to facilitate our principles to provide meaningful and balanced programming to our listening and viewing audiences. We affirm that we will participate each year in required initiatives aimed at increasing diversity.

As of September, 2018, our employment statistics for full-time employees are as follows:

EMPLOYMENT STATISTICS							
As of September, 2018							
HEADCOUNT (Full-time)							
80							
						TOTALS	
Male	35	44%	Female	45	56%	80	100%
Minority	8	23%	Minority	17	38%	25	31%
Non-Minority	27	77%	Non-Minority	28	62%	55	69%

**STAFF**

Although KERA’s overall employee population is down slightly from the same reporting period in the prior calendar year (-2) 3%, we anticipate that current open positions will be filled within the calendar year. Since 2017, we have realized a slight increase in our overall minority population from 30% to 31%. This change includes an increase in our male minority staff from 18% to 23%. As a consequence, our minority female group declined slightly from 39% to 38% currently. KERA’s overall female representation remains strong at 56% of staff.

Throughout the last two calendar years, KERA has hired 20 full-time positions, selecting 12 (60%) females and 5 (25%) minorities to join our staff.

**INTERNS**

KERA continues to provide internship/work study opportunities for those seeking to enhance their education by gaining experience in the broadcasting industry. Our internships are always inclusive of females and minorities. Our current fall interns include four females (80%) and three (60%) minority students. Similarly, among the six students serving as interns during the prior semester, five (83%) were female and five (83%) were minority students.

We recently hired a minority candidate and former intern onto our full-time staff. We believe interns are a strategic recruiting source for identifying quality diversity candidates for current and future available positions.

**GOVERNANCE**

KERA’s governing Board of Directors (BOD) and Community Advisory Board (CAB) also include both female and minority membership. The BOD is 47% female and 11% minority. Both the

Committee on Directors and the Denton Nominating Committee of the BOD meets annually to consider nominees for Board service. In that process, the committees review expiring terms and vacancies and seek opportunities for diversification when considering potential candidates. Our CAB membership is both 55% female and 55% minority. Like the BOD, the CAB's membership committee seeks to diversify its representation as they consider applicants to join this advisory board annually. Both the BOD and CAB have maintained and, in some cases, increased female and minority representation in recent years. The governing and advisory boards will continue to consider diversity candidates going forward.

### **RECENT DIVERSITY INITIATIVES**

KERA has generally maintained stability among our female and minority staff and we continue to work toward improving diversity in our workforce. In the past year, KERA has advertised open positions on our website and on websites that target diversity candidates for specific skillsets. Some of those sites included but are not limited to: National Association of Black Journalists (NABJ), National Association of Hispanic Journalists (NAHJ), Asian American Journalist Association (AAJA), South Asian Journalists Association (SAJA), National Lesbian and Gay Journalists Association (NLGJA), as well as several public media and general job sites that reach a large collection of potential applicants locally and nationally.

On March, 21, 2018, KERA participated in the Dallas 18<sup>th</sup> Annual Diversity Employment Day (Job fair) that was held in North Dallas. We have participated in a diversity-related job fair for the past several years.

KERA recruited for a Chief Financial Officer, a senior leadership position, during this year. Both minority and female candidates were among those considered and interviewed for this important role. We determined the most qualified candidate was female, and she will be joining the KERA Management team in the fall.

### **DIVERSITY AND INCLUSION INITIATIVES FOR THE COMING YEAR**

- KERA will continue in our efforts to sustain and further promote diversity in our workplace through our sourcing and hiring practices.
- We will participate in a minority or diversity job fair.
- We will provide diversity and inclusion training/discussions with our staff.
- We will include diversity candidates for our internship opportunities that are designed to provide meaningful professional experience and advance KERA's commitment to education.
- We will continue to hold managers responsible to ensure that all job applicants receive fair and equal treatment and we will endeavor to include qualified diversity candidates for consideration for every open position.
- We continue to promote fair and equal treatment of all employees in regard to consideration for training and growth opportunities.
- Continue our efforts to reach diverse communities with our programing, partnerships, and community engagement activities.

### **ANNUAL COMMITMENT**

- KERA will continue our participation in annual initiatives related to promoting diversity and inclusion, maintaining documentation that specifically indicates this participation.
- We will review and document our commitment to diversity and inclusion each year with KERA management, and amend, if appropriate, our diversity goal(s).

- We will annually present to the BOD our commitment to diversity and inclusion, including our diversity statement, goals, and practices that support this commitment and that further meet applicable FCC equal employment opportunity requirements. This presentation and the adoption of our diversity policy and statement will be noted in the BOD minutes.

### **2018-2019 GOALS**

KERA aspires to maintain or increase our current Board and Advisory Board diversity levels. Our staff is presently 56% female and 31% minority. Our goal is to maintain or increase current levels of overall staff diversity. We will particularly aspire to maintain and grow diversity in the Professional job group, which represents over 50% of our population. This job group is the most likely to have positions available to hire in the next year. Currently, 54% of employees in the Professional group are female and 44% of employees are persons of color.

**THIS DOCUMENT IS AVAILABLE FOR PUBLIC VIEWING  
ON OUR WEBSITE AT KERA.ORG.**