

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

**DIVERSITY STATEMENT  
2020 -2021**

KERA is an equal opportunity employer committed to creating and supporting a workplace environment that leverages the skills and diverse perspectives of our staff and board members. 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 inclusion 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 practices 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. Diversity, Equity and Inclusion (DEI) are a critical part of our organization's values and culture as we serve the needs and interests of increasingly diverse audiences.

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 and educational programming, KERA addresses critical local issues, such as mental health, safety in schools and communities, and concerns related to immigration and racism.
- **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. Our KERA Kids channel is dedicated to broadcasting high-quality children's programs 24 hours a day, seven days a week. Additionally, KERA TV 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. During the COVID-19 pandemic of 2020, KERA partnered with the Dallas Independent School District (DISD) to provide specific educational programs to children. KERA TV broadcast DISD teachers presenting lessons to children who were not able to be in person in a classroom while schools were closed. KERA also broadcasts 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 that appeal to our adult and family audiences

- **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 - KERA FM, KERA TV and digital. Our local reporting and projects such as *One Crisis Away*, *On Our Minds* and *Vital Signs* all inform audiences regarding critical issues that impact lives in the communities we serve.

**Perspective** - We strive to provide our audiences with the knowledge they need to make informed decisions. *Think* with host Krys Boyd features thoughtful, in-depth conversations with prominent guests from a wide 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 diverse 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 and in the content we deliver 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 2020, our employment statistics for full-time employees are as follows:

<b>EMPLOYMENT STATISTICS</b>							
<b>As of September 2, 2020</b>							
HEADCOUNT (Full-time)							
98							
						TOTALS	
Male	38	39%	Female	60	61%	98	100%
Persons of color	8	21%	Persons of color	27	45%	35	36%
White	30	79%	White	33	55%	63	64%

### **STAFF**

KERA's overall employee population of regular full-time employees is currently 98, a net increase of 15% since September 2019. As of this writing, we have 2 full-time open positions. Since 2019, we have realized an increase in our overall employment of persons of color from 34% to 36%. KERA's female representation remained strong despite a change from 64% to 61%, during this period.

For calendar years 2018, 2019 and 2020 to date, KERA has hired 31 full-time positions, selecting 22 (71%) females and 11 (36%) persons of color to join our staff.

### **INTERNS**

KERA supports internship/work study opportunities for those seeking to enhance their education by gaining experience in the broadcasting industry. KERA began this period by providing unpaid internships for students. Recognizing the benefits of expanding our program to attract a broader and more diverse pool of interested candidates, the organization enhanced our program in the summer of 2020 and adopted a policy of paying interns. Our internship program is inclusive of females and persons of color. For the semesters from September 2019 –

September 2020 (winter, spring, summer, fall) we mentored 9 interns including 8 female (89%) students and 4 (44%) students of color. Of note, due to the COVID -19 pandemic, several students continued their internships for a total of 2 semesters. It is our goal to support these students not only by providing them with relevant work experience to enhance their field of study, but also to extend support as they graduate and seek employment. We believe interns are a strategic recruiting source for identifying quality candidates with diverse perspectives for current and future available positions within KERA.

## **GOVERNANCE**

KERA's governing Board of Directors (BOD) and Community Advisory Board (CAB) also include females and persons of color among the membership. The BOD is 60% female and 24% persons of color, an increase from 56% female and 21% persons of color from the previous reporting period. The Committee on Directors and the Denton Nominating Committee, subcommittees of the BOD, meet 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. Like the BOD, the CAB's membership committee seeks to diversify its representation as they consider applicants to join this advisory board annually. Our current CAB membership composition is 55% female and 75% persons of color, with female representation remaining stable at 55% and persons of color increasing from 64% during the previous period. Both the BOD and CAB have recognized the value of diverse perspectives on each of these boards. The governing and advisory boards will continue to consider DEI as they expand and change membership going forward.

## **RECENT DIVERSITY INITIATIVES**

KERA continues to work toward improving inclusion and 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 Journalists Association (AAJA), South Asian Journalists Association (SAJA), National Lesbian and Gay Journalists Association (NLGJA), as well as several public media and general job sites, such as *Current and CPB* (Corporation of Public Broadcasting) that reach a large collection of potential applicants locally and nationally. We have participated in diversity-focused job fairs for the past several years. In March 2020, KERA was again scheduled to participate in the Dallas 20<sup>th</sup> Annual Diversity Employment Day (job fair). However, due to the Coronavirus pandemic, that event was cancelled by the organizer. Other job fair opportunities have also been cancelled to date.

During this reporting period, among the diverse staff members that KERA recruited, 8 persons of color were hired for professional positions spanning several departments including digital media, digital news, news and public affairs, marketing and membership. Our leadership of The Texas Newsroom has also allowed a number of our reporters to share diverse perspectives not only locally, but also regionally and nationally.

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

- KERA will continue in our efforts to sustain and further promote diversity, equity and inclusion in our workplace through our employment practices, sourcing of information for our content, and in reaching more diverse audiences in our community.
- We will establish an internal DEI Advisory Council composed of staff with diverse perspectives who will address DEI matters in our workplace.
- KERA will provide additional resources to our HR function and increase HR's focus on supporting and advocating for staff members, increasing transparency and developing new policies.

- We intend to enhance our DEI messaging and visibility on our website – both externally and internally.
- We will participate annually in a job fair specifically aimed at attracting a diverse pool of potential candidates.
- We will provide staff training for all employees around diversity, equity and inclusion and workplace culture.
- We will continue to include a diverse pool of 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 equitable treatment and we will ensure inclusion of diverse perspectives within the candidate pool considered for every open position.
- We will continue to promote fair, equitable and inclusive treatment of all employees in regard to consideration for professional training and growth opportunities.
- We will continue our efforts to reach diverse communities with our programming, partnerships, and community engagement activities.
- 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 or will receive the approval of the Chair of the BOD.

## **2020-2021 GOALS**

KERA aspires to maintain or increase diversity among our current Board of Directors and Community Advisory Board. We will seek to increase diversity among our staff. Our organization is presently 61% female and 36% persons of color. We will particularly aspire to maintain and grow diversity in the professional job group, which represents over 50% of our jobs. The professional job group is the most likely to have positions available to hire in the next year. In addition, we are focused on expanding training and development opportunities for our staff and positioning our current employees who represent diverse perspectives for promotional opportunities as they become available. Every manager and every employee has adopted a professional DEI goal as a part of their general performance goals going forward.

### **Results Summary:**

**Overall, KERA realized progress toward increasing diversity within the organization. Our staff is currently 61% female, and 36% persons of color, an increase of 2% from the prior period. From September 2019- September 2020, 18 individuals were hired at KERA. Among the 18 selected for hire, 12 (67%) are female and 10 (56%) are persons of color. In addition, 8 persons of color filled professional level positions in keeping with our prior and current goals.**

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