

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

**DIVERSITY STATEMENT
2019 -2020**

KERA is an equal opportunity employer committed to creating and supporting a workplace environment that leverages the potential and diversity 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.

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 KERA Kids channel is 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 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.
- **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, 2019, our employment statistics for full-time employees are as follows:

EMPLOYMENT STATISTICS							
As of September, 2019							
HEADCOUNT (Full-time)							
85							
						TOTALS	
Male	32	38%	Female	53	62%	85	100%
Persons of color	7	22%	Persons of color	22	42%	29	34%
Non-color	25	78%	Non-color	31	58%	56	66%

STAFF

KERA’s overall employee population of regular full-time employees increased from 80 to 85 (6%) for the same reporting period in the prior year. As of this writing, we have 8 full-time open positions. Since 2018, we have realized an increase in our overall employment of persons of color from 31% to 34%. KERA’s female representation, already strong, increased from 56% to 64%, with females of color increasing from 38% to 42% of staff.

For calendar years 2017, 2018 and to date, KERA has hired 20 full-time positions, selecting 14 (70%) females and 6 (30%) persons of color to join our staff.

INTERNS

KERA continues to provide unpaid 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. For the semesters from January 2019 – September 2019 (spring, summer, fall) we mentored 16 interns including 9 female (56%) and 7 male (44%). Those interns included 8 (50%) students of color. It is our goals to support these individuals not only with their studies, but as they graduate and seek employment.

During this reporting period we hired a former intern, a female person of color, to join our full-time staff, working on our signature show, *Think*. 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 females and persons of color among the membership. The BOD is 56% female and 21%

persons of color, an increase from 47% female and 11% 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 56% female and 64% persons of color, an increase from 55% female and 55% persons of color during the previous period. Both the BOD and CAB have recognized the value in diversification and have increased the female and persons of color representation in recent years. The governing and advisory boards will continue to consider diversity candidates going forward.

RECENT DIVERSITY INITIATIVES

KERA has maintained stability among our female and staff of color and we continue 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 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, such as *Current and* CPB (Corporation of Public Broadcasting) that reach a large collection of potential applicants locally and nationally.

On March, 20, 2019, KERA participated in the Dallas 19th 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.

Of particular note during this period, KERA recruited for and hired a new Controller who is a black female. We also added to the diversity of the News staff in recruiting a black female to fill the important and new Digital News Editor position. She will be joining the KERA News team in October. We promoted a black female from an administrative into a management role, and also promoted a Hispanic male from an administrative to a professional position. Finally, we added our first female employee to the IT/Engineering department.

DIVERSITY AND INCLUSION INITIATIVES FOR THE COMING YEAR

- KERA will continue in our efforts to sustain and further promote inclusion and diversity in our workplace through our sourcing, hiring and promotion practices.
- We will participate in a diversity job fair annually.
- 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.
- We will continue our efforts to reach diverse communities with our programming, partnerships, and community engagement activities.

ANNUAL COMMITMENT

- KERA will continue our participation in annual initiatives related to promoting diversity and inclusion, and maintaining documentation that specifically records 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.

2019-2020 GOALS

KERA aspires to maintain or increase our current Board and Advisory Board diversity levels. Our staff is presently 56% female and 31% persons of color. 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.

Results Summary:

Overall, KERA realized progress toward increasing diversity within the organization. Staff increased from 56% to 62% female. Our overall population of persons of color grew from 31% to 34%. For the period September 1, 2018- September 30, 2019, 14 individuals were hired at KERA. Among those new hires, 5 or 36% are persons of color. In addition, all persons of color hired filled professional level positions in keeping with the goals established last period.

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