

## **Diversity Policy – The Community Idea Stations Reviewed with the Board of Directors on July 16, 2015**

### **Background...**

- The Corporation for Public Broadcasting has stipulated that every station that receives a Television Community Service Grant must be in compliance with CPB Diversity Criteria.
- Stations that do not adhere to this practice may not receive a Television Community Service Grant
- Requirements include...
  - A Diversity Policy – approved by the Board – that applies to workforce, management and boards
  - Three required actions...
    - Formal goal that is self-defined
    - Annual report posted on the station web site
    - Diversity training for management and appropriate staff
  - One optional action...
    - Include people from diverse groups in intern programs
    - Include qualified, diverse candidates in any slate of governing boards
    - Implement diversity training for the Board of Directors
    - Participate in minority or other diversity job fairs

### **Current Situation...**

- Our Employee Handbook has a clear statement related to Equal Employment Opportunity
- We are required to post any outside position using at least eight different venues. We document this and post an annual report on our web site.
- We are required to provide EEO reports to the FCC on a regular basis

- We held Diversity Training for our Staff in October, 2014
- We plan to hold another Diversity Training session for appropriate Staff during the 2016 Fiscal Year
- The Board formally adopted a Diversity Policy in July, 2012

### **Board Policy**

- With regard to Board-level appointments, the Company is committed to adding the best person for the role. In selecting new Directors, the Company will carefully consider the skills, experience, and perspectives represented on the Board and will seek to identify potential "gaps" based on the current and future activities of the group. The Board will look towards appropriate geographic, gender, age, and ethnic representation when considering possible candidates.
- The Board endorses the corporate policy that the organization will provide equal opportunity in employment for all persons and will avoid discrimination in employment because of race, color, religion, ancestry, sex, disability, veteran status, age, or citizenship.

### **Report related to Board Policy for FY15...**

- This past year, we added four members. Three of the new Board Members are a male Caucasian, the other is female African-American
- The appointments were strategic and made to create inclusiveness and also fill some skill gaps on the Board...
  - One individual helps provide perspective from the Charlottesville market
  - One individual brings valuable public relations and communications skills to the Board
  - One individual brings valuable insights regarding Science Education
  - One individual brings considerable non-profit Board and stewardship experience

### **We also supported intern programs...**

- Throughout this reporting period, our organization hosted two interns to assist with Science Matters ("SM") programming initiatives. Supervised by our SM Project Manager, our SM interns researched and wrote articles for the SM website, promoted SM and SM's Facebook page through social media and served as SM ambassadors at community events.

- During the Fall/Winter 2014-2015 our organization hosted a student from James River High School who was mentored by our Reporter/FM Producer, FM Public Affairs Associate, and our FM Producer of our VA Currents show. The FM Producer worked with the intern who produced a radio feature-length story about "Living in a Food Desert".
- Students from the Virginia Commonwealth University(VCU) school of Communications and the VCU Capital News Service also trained with our Capital News Bureau this school year.
- During Winter/Spring 2014-2015, our organization hosted a student from Virginia Commonwealth University, who worked with our TV production team. He observed and assisted with the production of the live and taped studio shows in our Sesame Street studio and our Capital Studio locations.