

Diversity Policy Update – The Community Idea Stations August - 2018

Background

The Corporation for Public Broadcasting has stipulated that every station that receives a Television Community Service Grant must comply with CPB Diversity Criteria.

Stations that do not adhere to this practice may not receive a Television Community Service Grant.

Requirements

A Diversity Policy, approved by the Board, should be in place that applies to workforce, management and boards. The policy should have three required actions: a formal goal that is self-defined, an annual report posted on the station web site, and diversity training for management and appropriate staff. The policy should also have one optional action from the following list: 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, and participate in minority or other diversity job fairs.

Our Compliance

Our Employee Handbook has a clear Equal Employment Opportunity statement.

We are required to widely distribute information on any job opening. 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.

The Board formally adopted a Diversity Policy in July 2012 and continues to adopt a new policy annually.

We held Diversity Training for our Staff in November of 2016. We will have another another Diversity Training Session in the fall of 2018.

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 FY 2017

This past year, we added 2 new members to the CPBC Board. One new Board member is an African-American male who brings extensive legal experience in mergers, acquisitions, and contract negotiations to the board. The other Board member is a Caucasian male who brings extensive marketing, branding, and digital production experience to the board.

Optional Action Compliance

We have a robust internship program that includes diverse groups. In FY 2017, our interns included:

- A Caucasian female to assist with our TV production advertising and marketing.
- 3 Caucasian females, 1 African American female, and one female who identifies as two or more races to work with our news department to adapt and edit copy and produce news spots.
- A Caucasian Female to work with our Community Engagement team
- Four Caucasian females and a Caucasian male to work with our Digital team to provide social media and digital project support.

Our Human Resources Director attended a career fair at Virginia State University in September 2017 to talk about employment opportunities and public media careers. The visit resulted in contact with about 300 students.