

Diversity Policy Update – The Community Idea Stations August - 2017

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

The Board formally adopted a Diversity Policy in July, 2012

We held Diversity Training for our Staff in 2014

As planned, we held another Diversity Training Session in 2016.

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 FY16...

This past year, we added one new member. The new Board Member is an African-American female.

The appointment was strategic and made to strengthen a skill set on the Board. The individual brings extensive financial experience and will help provide needed expertise on our Finance Committee as the future unfolds.

We also supported intern programs...

We utilized

- A Caucasian Female to assist with our earned revenue initiatives.
- A Caucasian Female to work with our news department to adapt and edit copy.
- A Caucasian Female to work with our Community Engagement team
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- In the Social Media area we utilized five interns at various times from July 2015 through June 2016...

Four were Caucasian Females who worked on various projects and provided day-to-day support.

One was a Caucasian Male who worked on various projects and provided day-to-day support.

We sent a team to Virginia State University to talk about employment opportunities and public media careers. The visit resulted in contact with about 200 students and yielded about 30 on-camera interviews.