

## DIVERSITY POLICY

Texas Public Radio respects and celebrates the rich diversity of our listening and viewing community, comprised of San Antonio, the Hill Country, the Highland Lakes and the Big Country. Virtually every type of diversity, including, but not limited to, cultural, ethnic, socio-economic, gender, race, age, and disability is represented in our 29 county community. The purpose of this policy is to establish a formal goal of diversity for Texas Public Radio. TPR is committed to reflecting the multifaceted diversity of our community in our programs, our workforce and management, our Board of Directors and Community Advisory Board and our events and initiatives.

TPR produces several programs that reflect the diversity of our community. The state-wide news program *Texas Matters* discusses issues and culture of Texas for a half hour each week. Listeners in the greater San Antonio area can connect with in-studio guests and the city-wide audience on *The Source*, a four day a week call-in program. Issues raised on *The Source* often are the springboard for future local reporting. *Fronteras* is a collaborative regional news project that explores the changing Southwest, bringing emphasis to Latino and Native American life and border issues. Music from around the world is featured on the weekly two-hour *World Music with Deidre Saravia*.

Our long-standing emphasis on diversity is codified in many places, including the Board of Directors Code of Ethics in which “we pledge to have a diverse board and staff in terms of expertise, ethnic background, gender and community connections.” It is our vision “to be a leading source of high quality, national programming that emphasizes the multicultural character of its geographic area.” Our expressed values form the framework in which we operate and include our obligations to “respect diverse points of view” and “facilitate civil and constructive discourse.”

To continuously improve diversity, TPR engages in many processes and practices, including the following:

- Reviews with the Board of Directors its practices that are designed to fulfill the commitment to diversity and to meet applicable FCC guidelines regarding EEO obligations.
- Formalized our historical goal of diversity by adopting this policy.
- Maintains a formal process to nominate candidates for the Board of Directors, and ensures diversity is part of that process in order to ensure a pool of candidates that is representative of the community.
- Includes local, state and national organizations that promote diverse candidates in its employee recruitment efforts.
- Prepares and posts to the website an annual EEO public file report identifying broad outreach and initiatives, positions posted and the recruitment sources used to interview and to fill each position.
- Attends college and community internship and job fairs with the goal of meeting and learning about diverse job and internship candidates.
- Regularly participates in events sponsored by community groups interested in broadcast employment issues (5 in FY 2014).
- Established a Texas Public Radio Scholarship in association with the Radio-Television-Film program at San Antonio College (2013).
- Trains management in equal employment opportunity laws, most recently in February 2014.
- Collaborated with the San Antonio Association of Hispanic Journalists and the National Association of Hispanic Journalists on its 2014 annual convention.
- Presented Camp KPAC Radio Production Summer Camp to six area high school student with the opportunity for hands-on learning of basic techniques for music recording, editing and production, highlighting employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.
- Sponsors Silver Solutions Resource Fair for San Antonio seniors and their caregivers, providing information pertaining to health, living resources, and independence (On-going since 2011)

- Serves as lead media partner to AccessAbility Fest, a celebration of all the things people with disabilities can do and providing support for their caregivers (On-going since 2007).
- Hosts *Views and Brews*, a series of live events to promote discussions of topics of interest to the community in a casual setting.

The diversity of the Board of Directors, the Community Advisory Board and full-time employees of Texas Public Radio in certain defined categories of the U.S. Census databases compared to the diversity of our listening and viewing community is contained in Exhibit A to this Diversity Policy.

It is the plan of TPR to maintain and improve the above in FY 15, as appropriate to community needs and available resources. In addition, TPR will undertake one of the following initiatives annually:

- Include diverse individuals in its scholarship, internship or work-study programs, such as the Texas Public Radio Scholarship, to reflect the diversity of the community and to further public broadcasting's commitment to education
- Continue to include diverse candidates in any slate of candidates for its Board of Directors
- Implement a diversity training program for the Board of Directors
- Continue to participate in minority or other diversity job fairs
- Implement formal diversity training programs for management and appropriate staff

If TPR has a job posting for a senior leadership position, it will make every effort to include at least one qualified diversity candidate in the interview process.

## Exhibit A

Using 2010 census data, the listeners and viewers in our 29 county community are identified as:

49 % male

51 % female

24% racially or ethnically diverse

76% white\*

Median age = 35

\*54% answered “yes” to the question “Are you of Hispanic, Latino or Spanish descent?” Currently the Census Bureau views this as a culture, not a category of race.

The Texas Public Radio Board of Directors has 19 members, including the CEO, and is:

61% male

39% female

5% racially or ethnically diverse

95% white\*

Median age = 61

\*11% are of Hispanic, Latino or Spanish descent.

The Texas Public Radio Community Advisory Board has 36 members, and is:

45% male

55% female

70% racially or ethnically diverse

90% white\*

Median age = 37

\*45% are of Hispanic, Latino or Spanish descent.

There are 32 full time employees of Texas Public Radio, including the CEO, which are:

44% male

56% female

3% racially or ethnically diverse

97% white\*

Median age = 48

\*25% are of Hispanic, Latino or Spanish descent.

In addition to these demographic markers of diversity, which are categories in the US Census data reports, the following types of diversity have been observed or reported through appropriate channels as existing among the Board of Directors, the Community Advisory Board and the employees of Texas Public Radio:

Socio-economic status

Language and culture

Geography

Marital or family status

Religion, faith or spirituality

Disability

Veteran status