

Lakeland Public Television

Organizational Diversity Report - FY2015

At LPTV's September board meeting, the following diversity policy and goals were reviewed and reaffirmed:

Diversity Policy Statement and Goals

Diversity and inclusiveness throughout Lakeland Public Television (LPTV) is important for the success of our organization. We are stronger, more credible, and more effective when our board of directors, community advisory council, management and staff includes qualified individuals with backgrounds, cultures and traditions that are varied and reflect our region's diversity.

LPTV will strive to have its board of directors, community advisory council, management and staff reflect the diversity of the communities we serve.

When choosing to fill board, community advisory council, management, or staff positions, LPTV will consider its current organizational makeup regarding diversity.

For any opening, LPTV will actively seek and encourage qualified individuals, including women and minorities, to apply for the opening.

LPTV includes diversity in its selection criteria in evaluating potential board, staff, and community advisory council members.

Annually in the fall, and this year at LPTV's September 2015 board meeting, the board discussed the diversity of the organization. CEO, Bill Sanford provided the following report to the board regarding diversity of the board, CAC, and staff:

The LPTV board consists of 15 board members, of which 12 are male and three are female. Currently we have only one minority serving on the board. This person is a Native American female. Less than 10% of the population in our KAWB coverage area in central Minnesota is minority based, and almost all are Native American. In our northern coverage area of KAWA, over 20% of the population is Native American. Because of this, our goal has been to recruit additional Native American board members to better reflect the area we serve.

Regarding staff diversity, we currently have a staff of 25 full-time employees, with 7 females and 18 males. Based on appearance, one is African American and the rest of the full-time staff is white. We have four year-round, part-time staff consisting of three women and one man. All part-time staff are white. We also have between 6 and 8 seasonal temporary staff that help us with producing live BSU hockey. This has typically consisted of all white males. Our goal is to try to balance with more females and minorities, but this has always been a challenge. We get very few female applicants for most of our technical jobs and basically no minority applicants for technical or news reporting jobs, in spite of

posting the jobs with a wide variety of job advertising outlets. We will continue to search out ways to get these job openings in front of minority applicants with the goal of adding additional minorities as well as women to our staff.

Regarding our Community Advisory Council (CAC) diversity, we currently have 15 members, with five women and 10 men. All members of the CAC are white. A key goal of the CAC has been to expand the membership and focus on diversity in both race and age. To that end, a member of the Bemidji Youth Advisory Commission has agreed to be regular attendee of CAC meetings beginning this fall, and we hope to expand that initiative into the Brainerd area as well in the future. Historically, our CAC has had a good ratio of male to female membership and we hope to continue that, as well as including younger citizens and minorities. We are particularly interested in seeking out representation from the large Native American population in our region, so that viewpoint can be represented in regards to our services. Several members of the CAC, in both the Brainerd and Bemidji areas, have committed themselves to actively recruiting new members from various organizations they are involved with, including non-profits, service clubs, schools, and church groups.