

Lakeland Public Television

Organizational Diversity Report - FY2016

At LPTV's November 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) are 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 include 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 November 2016 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 14 board members, of which nine are male and five are female. Currently we have one minority serving on the board. This person is a Native American male. 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 KAWE, approximately 20% of the population is Native American with very few in other races in the area. 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 26 full-time employees, with 6 females and 20 males. Based on appearance, two females are African American and the rest of the full-time staff is white. We have five year-round, part-time staff all consisting of women. 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 almost no female applicants for most of our technical jobs and basically no Native American 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. 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. For this group as well, we are particularly interested in seeking out representation from the large Native American population in our region. This continues to be a challenge for us. 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. Our CAC has struggled to recruit new members, so our board is reviewing the CACs governance and bylaws and will make revisions in cooperation with the CAC to help improve diversity and recruitment efforts over the next year.