

Lakeland PBS

Organizational Diversity Report – FY2021

At LPBS's August 2021 board meeting, the following diversity policy and goals were reviewed and reaffirmed:

Diversity Policy Statement and Goals

Diversity and inclusiveness throughout Lakeland PBS (LPBS) 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.

LPBS 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, LPBS will consider its current organizational makeup regarding diversity.

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

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

Annually in the fall, and this year at LPBS's August 2021 board meeting, the board discussed the diversity of the organization. CEO Jeff Hanks provided the following report to the board regarding diversity of the board, CAC, and staff:

The LPBS board consists of fourteen board members, of which eight are male and six are 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 KAWE, approximately 20% of the population is Native American with very few in races other than white in the area. Because of this, our goal has been to recruit one additional Native American board member to better reflect the area we serve. We will continue to look for Native representation as we recruit new / replacement board members.

Regarding staff diversity, we currently have a staff of 24 full-time employees, with six females and eighteen males. Based on appearance, one female is African American and the remainder of the full-time staff are white. We have six year-round, part-time staff, five of them are women. All part-time staff are white. Again this year, our goal is to try to balance with more females and minorities when we

fill vacant full-time positions, but this has always been a challenge. Over the years, we get almost no female applicants for most of our technical jobs and have not seen 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 8 members, with five women and three 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 Native American population in our region. This continues to be a challenge for us. This year the CAC in both the Brainerd and Bemidji areas will focus on actively recruiting new members from various organizations they are involved with, including non-profits, service clubs, schools, and church groups.