

Lakeland PBS

Organizational Diversity Report – FY2022

At LPBS's August 2022 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 those from diverse backgrounds, to apply for the opening.

Lakeland PBS application of the foregoing policy and goals:

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 2022 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 currently consists of twelve board members, of which eight are male and four are female. One Board member is American Indian. Less than 10% of the population in our KAWB coverage area in central Minnesota is racially diverse. In our northern coverage area of KAWB, approximately 20% of the population is American Indian. Because of this, our goal has been to recruit additional American Indian board members to better reflect the area we serve. We will continue to look for American Indian 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 belief, one male is African American and the remainder of the full-time staff

are white. We have six year-round, part-time staff, four of them are women. All part-time staff are white. Again this year, our goal is to try to balance with more females and individuals from diverse backgrounds when we fill vacant full-time positions, but this has always been a challenge.

Over the years, females and American Indians have been underrepresented in our applicant pool for technical and news reporting jobs respectively, 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 diverse background applicants with the goal of adding additional diverse individuals as well as women to our staff. To that end, we plan to have a presence at regional job fairs in the coming year, including at Bemidji State University and Bemidji High School.

Regarding our Community Advisory Council (CAC) diversity, we currently have 10 members, with seven 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 individuals from diverse backgrounds. For this group as well, we are particularly interested in seeking out representation from the American Indian 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.