

Lakeland PBS
Community Representation Statement– FY2024

At LPBS's August 2024 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 diversities.

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.

Content and Actions in Support of Statement

As a public media organization, Lakeland PBS is responsible for reflecting the cultures, lives, and issues important to our region in north central Minnesota. Through *Lakeland News*, LPBS is a member of a free and independent press, providing nonpartisan news coverage for all of our region, including historically underserved communities. Through carriage of the *MN Channel*, LPBS provides gavel-to-gavel state legislative coverage, free to the public, over-the-air throughout north central Minnesota.

LPBS is a key voice in the northern Minnesota art, culture, and music scene. We broaden cultural understanding and appreciation of the arts, by exposing viewers to new cultures and communities through our locally produced programs *Common Ground*, *Backroads*, and historical documentaries.

LPBS produces content shared on multiple platforms and designed to reach underserved communities. *Lakeland News* actively reports on issues from, and important to, our region's Tribal Nations. Through our *Common Ground* series and local documentaries, we have explored the traditional ways of Indigenous peoples and brought their stories to audiences across Minnesota.

Lakeland Learns is an LPBS initiative dedicated to providing FREE, curriculum-aligned videos, interactives, lesson plans, and resources to our community educators. Lakeland PBS provides locally produced resources, Minnesota focused content, and a full spectrum of subjects for grades PreK-12th. Our growing library of Educator Lesson Plans are developed based on Lakeland's Legacy funded productions and can be utilized free of charge by educators in their classroom settings.

LPBS maintains employment recruitment practices designed to comply with FCC and EEO requirements. LPBS includes diversity in its selection criteria in evaluating potential board, staff, and community advisory board members. LPBS also offers internships geared toward developing a pipeline of talent for public media, and the station also participates in regional job fairs and other youth outreach through local high schools. For future years, we will remain committed to increasing our representation of our communities, reflecting their makeup through management, staff, board, and the services LPBS provides.