



ValleyPBS Mission

ValleyPBS enriches, educates and strengthens our diverse Valley community through the power of public service media.

ValleyPBS Vision

ValleyPBS is the Valley's preschool, classroom, stage for the arts and lens for exploration, pointing citizens of all ages to destinations where their interests are served, their spirits lifted, and their voices and perspectives heard.

Diversity Definition

The concept of diversity encompasses acceptance and respect. It means understanding that each individual is unique and recognizing our individual differences. These include but are not limited to race, ethnicity, gender expression, sexual orientation, socio-economic status, age, physical/intellectual abilities, educational background; religious, political, or other ideological perspectives; military service, geographical location; marital and/or parental status; military and work experiences. It is the exploration of these differences in a safe, positive, and nurturing environment. It is about understanding each other and moving beyond simple tolerance to embracing and celebrating the rich dimensions of diversity contained within each individual.

Diversity is a reality created by individuals and groups from a broad spectrum of demographic and philosophical differences. It is extremely important to support and protect diversity because by valuing individuals and groups free from prejudice, and by fostering a climate where equity and mutual respect are intrinsic. We acknowledge that categories of difference are not always fixed but also can be fluid, we respect individual rights to self-identification, and we recognize that no one culture is intrinsically superior to another.

Diversity is a set of conscious practices that involve:

- Understanding and appreciating interdependence of humanity, cultures, and the natural environment.
- Practicing mutual respect for qualities and experiences that are different from our own.
- Understanding that diversity includes not only ways of being but also ways of knowing.
- Recognizing that personal, cultural and institutionalized discrimination creates and sustains privileges for some while creating and sustaining disadvantages for others.
- Building alliances across differences so that we can work together to eradicate all forms of discrimination.

ValleyPBS Diversity Goals

Goal I: Leadership Diversity

ValleyPBS will reflect the diverse demographic of the community it serves in its Board of Directors, Community Advisory Board, management, staff and volunteers.

Goal II: Diverse Leadership in Content Strategies

Actions of the Executive Team will be informed by, among other things, input from staff, governing board, Diversity Committee and Community Advisory Board.

Goal III: Diversity in Audience Development and Outreach & Event Activities

Activities and focus of the ValleyPBS Executive Team and staff will reflect and include the above-stated Diversity Policy definition through audience development, outreach and events.