



September 2017

## DIVERSITY POLICY

### **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 will be served, their spirits lifted and their voices and perspectives heard.*

### **Leadership Vision**

*As a public media and community impact organization, we have a responsibility to present programming that reflects our diverse community and fosters individual equity and understanding. ValleyPBS is dedicated to growing understanding of cultural differences and perspectives, while finding common ground that unifies us all.*

*It is believed that in...*

*positive community enrichment...no one person can do it alone!*

### **ValleyPBS Ideal**

*ValleyPBS is for Everyone!*

### **Diversity Definition**

Diversity encompasses gender, age, ethnicity, culture, economic and educational background, religion, ability, lifestyle and viewpoint.

### **Evidence of Service Area Diversity Challenges**

- Over 107 dialects are spoken in the San Joaquin Valley.
- Hispanic/Latino populations now represent the majority across the San Joaquin Valley.
- In Fresno County alone, only 20% of residents have completed college and 27% have not graduated from High School.
- Unemployment is at an all time high at 15%, valley-wide.

### **ValleyPBS Assets**

- Coverage area represents seven counties in the San Joaquin Valley, from Merced to Bakersfield, spanning a population of 2.5 million.
- Reaches 99% of homes with television sets.

- Serves twice as many families than the national average (18% vs. 9%) that can not afford cable or satellite.
- Audience demographic reach includes kids (ages 2-11), parents (18+) and adults (40+).
- Audiences are nearly equally male and female.
- 30% of Latinos who watch television view ValleyPBS in primetime and during children's blocks.
- Latinos represent 9% of ValleyPBS' active membership.

## ValleyPBS Services

- ValleyPBS - primary HD channel.
- Valley Kids Channel - 24/7 Kids educational
- Valley Create - secondary "how-to" SD channel.
- Valley World - News and programming from around the world.
- Local Productions & Specials - short and long format production in English and Spanish.
- Valleypbs.org - station website with links to ValleyPBS programming that can be translated into four languages and contains links to our Community Conversations on an array of diverse subjects that touch the communities ValleyPBS reaches.
- ValleyPBS *byYou* - online YouTube-like hub for the Valley featuring a carousel of content produced BY the Valley FOR the Valley in the areas of *Diversity, Education, Health, News/Public Affairs, Art & Culture, Workforce/Leadership Development* and *Exploration*. The site also aggregates major Valley-oriented reports, supporting the categories above, highlighting key data and information for public use and promotes 2.1.1., a free hotline for Valley resources.
- CA Learning Media - online standards-based curriculum for teachers in the classroom.
- Next Avenue - online lifestyle and health information for residents ages 50+.
- Ready to Learn - workshops in English, Spanish, Hmong and Punjabi for parents and teachers to help children become ready to succeed in school and in life.

## ValleyPBS Diversity Goals

### Goal I: Encourage Leadership Diversity

**Board of Directors (Governing Board)** - Diversity is achieved through varied geographic, age, gender, ethnicity, expertise and influence representation. There are 16 seats available with designated seats representing the counties served. The current profile is tracked throughout the year in order to identify gaps for Board recruitment. The goal is for women to represent 60% and ethnic diversity 50% of the seats.

**Community Advisory Board (CAB - Content Oversight)** - Diversity is achieved through varied geographic, age, gender, ethnicity, expertise and influence representation. The composition of the CAB shall be representative of the diverse needs and interests of the communities served by ValleyPBS, and shall include representation from the Native American, Asian, Black, Hmong and Hispanic communities. There are 15 seats

available with designated seats representing the counties served: Merced, Madera, Fresno, Tulare, Kings and Kern Counties. It is desired to establish a Kern County specific CAB in the future and to grow the Board and enhance the richness of the group's conversations, organizations that align with the station's Local Service Plan. A recruitment effort is underway with a plan to fill the Board and improve its diversity over the next two years. The goal is for women to represent 60% and ethnic diversity 50% of the seats.

**Management** - Two of the four Executive Team members are female. The goal is to recruit an ethnically diverse member of the management team when the next position becomes available. The goal is for women to represent 50% and ethnic diversity 50% of the seats.

**Staff** - The goal is to maintain a 30% diverse workforce or increase year over year. Management is committed to maintaining diversity across all departments. Staff, station-wide, influence Spanish language content and materials, including graphic design, copy writing, development and production. Recruitment reaches ethnically diverse audiences through targeted website job postings, job descriptions sent to partner organizations, referrals from established relationships and public announcement opportunities.

**Volunteers** - Proactively recruiting a diverse pool of volunteers is an important goal for the future. The station will create a process in which to capture personal profile information for our records to help establish a baseline of diversity. Many of our volunteers work behind-the-scenes in production or helping with fundraising activities.

### **Goal II: Diverse Leadership in Content Strategies**

**Content Review** - Program decisions and scheduling are managed by the Content Review Team, including the CEO, Vice President of Content and Development and National Programming Consultant, two of which are female. The CAB, which strives for diversity of ethnicity and viewpoint, supports this effort by representing ValleyPBS in the community, apprising the Board of Directors and Station management regarding community perceptions of the programs and services of the Station. CAB members inform how the national/local programming and policies of ValleyPBS are meeting the specialized educational and cultural needs of the communities served by the station. The goal is for women to represent 60% and ethnic diversity 50% of the seats.

**Local Productions** - The goal is for every on-air station production (grant and corporate funded series and specials, conversations, membership campaign breaks and interstitials) to reflect ethnic diversity through its on-air talent, experts and guests to ensure different faces are seen and voices/perspectives heard.

**Producers** - ValleyPBS' internal team writes, translates and produces in a language other than English. Through procurement of a program that has a local tie-in or local production by the station. The goal is for women to represent 60% and ethnic diversity 50% of the seats.

### **Goal III: Promotion of Diversity**

#### **Through Audience Development**

- Promote and cross-pollinate viewers from ValleyPBS.
- Establish three promotional trades with Hispanic and other ethnic media.
- Establish two reciprocal partnerships with Hispanic and/or other ethnic organizations per year.
- Present to diverse service groups two times per year.

#### **Through Outreach & Event Activities**

- Ensure every station event, targeting families with young children, has an English and Spanish language component to make our greater community feel included.
- Funding permitting, present Ready to Learn workshops for parents and teachers in Spanish, Hmong and Punjabi.
- Continue to produce local content and community conversations on issues relative to the diverse communities served by ValleyPBS.

#### **Through Financial Support**

- Educate ValleyPBS and Hispanic audiences about ways to support and grow Hispanic base by 2% annually.
- Seek three Charter Business Supporters to invest in local programming, conversations and outreach.
- Promote Text-to-Give campaigns offering a low-entry giving level for younger audiences/parents to participate in support of ValleyPBS.