

Smoky Hills PBS  
Diversity Statement  
FY2021

Smoky Hills PBS (also known as Smoky Hills Public Television) believes diversity is an important factor in all aspects of our organization. We know that diversity is an important factor in creating the best workforce, board of directors, and advisory board. We strive to recruit employees, board of directors, and advisory board members that have a variety of cultural and ethnic backgrounds along with differing socioeconomic backgrounds. In addition, we strive to find individuals with unique personal experiences, characteristics, and talents that can reflect the diverse needs and interests of all the communities we serve in our 54-county viewing area. We also consider diversity when we are choosing quality programming to air. These programs take into account the different ethnic backgrounds and cultural needs of all those individuals living in our coverage area.

In the last year, Smoky Hills PBS has hired several new staff members. We are conscious of interviewing and hiring individuals that are diverse in background, experiences and talents. We also try to keep our staff diverse in regards to gender and age as each category brings an uniqueness to our organization. Each one of our employees comes from diverse backgrounds and brings with them unique experiences and talents. In the last year, we have hired individuals that have experience in advertising agencies, choral directors, and railroad labors. We have also hired a veteran. As we embrace the diversity around us, we strengthen our team.

Our board of directors have also been working hard to recruit board members that come from very different backgrounds and bring with them unique experiences. The board also consciously recruits board members from many different communities in our coverage area to represent the culture differences that occur across central and western Kansas.

Smoky Hills PBS believes strongly in airing accessible programming that will benefit the diverse audience in our coverage area. From the small farmer in Northwest Kansas to the factory worker in Southwest Kansas, we try to choose shows that will meet all the needs of those living in central and western Kansas. We also chose our local productions with this same concept in mind. For many years now we have produced "Doctors on Call" a live call in show that allows viewers access to doctors especially those living in rural areas of Kansas. We produce "Traveling Kansas" a local production that highlights the communities and culture in different communities across central and western Kansas. Another local production this past Spring was "Learning Across Kansas" which was geared toward some of our younger viewers in our coverage area.

At Smoky Hills PBS, we understand the importance that each individual brings to our society and we embrace that diverse culture. Our goals for this upcoming year are to increase the diverse pool of applications for future job openings including working with KansasWorks, a statewide organization dedicated to a diverse workforce. We will also try to increase our advertising for employee job openings, board of directors' openings, and advisory board openings to diverse media outlets in our viewership region. We look forward to the challenge of working to improve diversity throughout our organization.