

Smoky Hills PBS Community Representation Statement

Smoky Hills Public Television Corporation (Smoky Hills PBS) is completely committed to its mission, vision & values. Smoky Hills recognizes the environment that it broadcasts in is continuously evolving. Smoky Hills PBS knows that a diverse workforce, including management team, governing body, and community advisory board contribute greatly to our knowledge and understanding of Central and Western Kansas' diverse communities and to our ability to deliver content and services that will help us attract, grow, and engage audiences from those communities. We strive to recruit members to our staff, governing body and community advisory board that have differing socioeconomic backgrounds along with ethnicity. In addition, we strive to find people with unique personal experiences, characteristics, and talents that can reasonably reflect the diverse needs and interests of the communities we serve in our 71 county viewing area.

Smoky Hills Public Television Corporation defines diversity on a larger scale than race and gender. Diversity includes disability, religious belief, age, culture, sexual orientation, physicality, education and socioeconomic status. Smoky Hills Public Television Corporation understands and embraces the need for diversity in all aspects. These aspects include (but are not limited to):

Governing Body

Smoky Hills PBS has a governing body that includes our Board of Directors as well as an advisory board which is our Community Advisory Board (CAB). The community advisory and governing board will annually review and analyze the diversity of their respective boards. Our board of directors consistently works to recruit members, to both the governing board and community advisory board, with the goal of having a diverse group of members that represent the many cultural areas that Smoky Hills PBS covers as well as those that have varying backgrounds.

Employment

Smoky Hills PBS is an Equal Opportunity Employer. At Smoky Hills PBS, we understand the importance that each individual brings to our society and we embrace that diverse culture. One of our priorities is to increase the diversity of our pool of applicants for future job postings by continuing to evolve our hiring process to include recruitment of a diverse workforce and expanding our advertisement postings for open staff positions in diverse media outlets in the viewership region. In addition, another priority is to continue to keep our staff diverse with regard to gender and age.

Programming

Smoky Hills PBS fiscal year strategic plan emphasizes the importance of our audience's representation of a diverse community. Smoky Hills PBS also believes strongly in airing accessible programming that will benefit all those in our coverage area. We have chosen to produce local shows that reflect the diverse culture and spectrum of needs in the communities we serve. We also want to make sure that we bring culturally enriching programs to areas of Kansas that may not otherwise have access due to financial or travel constraints. As a component of our Mission Vision and Values, at Smoky Hills PBS, we strive to serve our underserved communities.

Smoky Hills Public Television Corporation's goal is to develop a culture of diversity throughout the station, including but not limited to employees, board of directors, community advisory board, volunteers, programming decisions, outreach initiatives, and hiring. Smoky Hills Public Television Corporation will not discriminate based on any facet of diversity. Smoky Hills Public Television Corporation will continue to seek opportunities to help foster diversity throughout the station.