

Smoky Hills Public Television Annual Diversity Statement FY2020

Smoky Hills Public Television knows that a diverse workforce, including management team, governing body, and 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 advisory board that have a variety of cultural and ethnic backgrounds along with differing socioeconomic backgrounds. 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 54 county viewing area.

In the last year Smoky Hills Public Television hired two new staff members, one for Marketing and one for Membership, one male, one female, both coming from diverse backgrounds and experiences. Although a majority of our current staff is of similar ethnicity, we do have a diverse staff in terms of age, gender, and socioeconomic backgrounds. Our full-time staff consists of 20% under the age of 40, 20% between 40-55 years old, and 60% over the age of 55. Our staff is also 54% females and 46% males.

Our board of directors consistently works to recruit board members with the goal of having a diverse group of board members that represent the many cultural areas that Smoky Hills Public Television covers. In the past year the board has recruited two new board members. These members have added diversity to the group and bring with them unique talents and experiences.

Smoky Hills Public Television 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 need and that allow personal access to the homebound, isolated and the economically challenged in Central and Western Kansas. We have a long-running focus on the rural health needs for all. Our live and accessible to callers program, "Doctors on Call", address issues close to the elderly and uninsured. Our state legislative live to callers program, "Kansas Legislature", brings the state and federal elected officials to individuals of all cultures, ages, orientations, and economies of the area and provides a forum for their questions to be answered.

At Smoky Hills Public Television, we understand the importance that each individual brings to our society and we embrace that diverse culture. Our goals for increasing a diverse pool of applicants for future job postings include participating in minority focused job fairs; working closely with Kansas Works, a statewide organization dedicated to a diverse workforce; and expanding our advertisement postings for open staff positions in diverse media outlets in the viewership region. Although great attempts have been made for a more diverse workforce at Smoky Hills Public Television, even more is possible and we look forward to the challenge of increasing our applicant pool with diverse individuals.