



## Diversity Statement and Annual Report

For the period of 8/1/14 to 7/31/15

### Background

KPBS TV and FM are licensed to the Board of Trustees of The California State University (the CSU) for San Diego State University (SDSU or the University). KQVO FM is licensed to the State of California on behalf of the University. San Diego State University Research Foundation (“SDSURF”) is an auxiliary organization of CSU, registered as a not-for-profit California corporation, and provides accounting, grant and administrative support to the Station. As an entity of San Diego State University, KPBS personnel acquisition processes are managed by SDSU and the SDSU Research Foundation.

KPBS receives annual community service grants (“CSG”) through the Corporation for Public Broadcasting (“CPB”). Such grants are processed through SDSURF on behalf of KPBS.

### CPB Diversity Eligibility Annual Certification Requirements

CSG recipients must annually certify they have:

- (a) Established a formal written goal of diversity in their workforce, management and boards, including community advisory boards and governing boards;
- (b) Implemented the following three policy initiatives:
  - i. Reviewed with the Station licensee official those practices that are designed to fulfill the station’s commitment to diversity and to meet the applicable FCC guidelines;
  - ii. Posted to the Station’s website a statement that reflects on the following points:
    - The elements of diversity (e.g., gender, race, culture, religion, language, generation) that the Station finds important to its public media work
    - The extent to which its staff and governance reflect such diversity
    - The progress the Station has made to increase its diversity in the last two to three years and its diversity plans in the coming year.

- (c) Completed one of the following
  - i. Included individuals representing diverse groups in internships or work-study programs; or
  - ii. Participated in minority or other diversity job fairs;
  - iii. Implemented formal diversity training programs for management and appropriate staff;

#### Details of Station Compliance

##### (a) Formal Written Goal of Diversity

KPBS, in conjunction with SDSURF, is committed to fulfilling San Diego State University's Diversity Goals (see <http://newscenter.sdsu.edu/universitysenate/files/03385-2014july30revpf.pdf>) specifically as outlined on Page 36, Section 4.0 of the University Senate Policy. An excerpt of the policy follows:

“San Diego State University (SDSU) is a community diverse in race, ethnicity, language, culture, social class, national origin, religious political belief, age, ability, gender, gender identity, and sexual orientation. As a university committed to learning in all its forms, San Diego State University recognizes the need to attract and retain a critical mass of diverse persons who will advance its goals and ideals. This fundamental commitment to diversity 1) enriches the institution and provides an atmosphere in which all human potential is valued, 2) promotes learning through interactions among people of different backgrounds and many perspectives, and 3) better enables the university to prepare all members of its community to promote social responsibility, equity, freedom, and productive citizenship in a global society.

Diversity means not only the opportunity for all groups to be represented among faculty, student, staff, and administration but also the support for these persons as they seek the highest achievements. Attitudes, actions, programs, and policies that foster diversity engender the vigorous exchange of ideas, enhance respect and consideration for individuals and groups, strengthen the understanding of our mutual dependence, and form the core of the university. Diversity promotes enriched learning and produces positive educational outcomes for all.

Vigorous efforts to increase the diversity of the faculty, staff, administration, and students shall continue as a high priority, and as access increases, the university will create changes in its environment that enhances the opportunities for the success of all members of the campus community.

The University shall cultivate a campus climate that promotes human dignity, civility, and mutual appreciation for the uniqueness of each member of our community. Because the University's educational goals are founded on the values of intellectual honesty, appreciation for diversity, and mutual respect, it is critical that our academic and co-curricular programs, scholarships, courses, workshops, lectures, and other aspects of campus life reflect diverse perspectives. Freedom from discrimination, harassment, and violence against persons or property is a basic right and is requisite for learning. Freedom of speech shall be protected. By the same token, the campus community shall denounce the confront acts of intolerance, abusive behaviors, and the beliefs and past events that have separated us as a people. “

(b)(i) Station licensee official

The licensee official for institutional licensees such as KPBS, must execute the role and responsibilities that would normally belong to a Board of Directors. The Station has reviewed with its licensee official those practices, as documented within this report and related Exhibit A, that are designed to fulfill the Station's commitment to diversity and meet the applicable FCC guidelines.

(b)(ii) Station Annual Report to satisfy the Diversity Eligibility policy

Consistent with the University and SDSURF, KPBS is committed to diversity and inclusion in all we do. Indeed, we believe that diversity and excellence go hand in hand starting with the programming we air.

The richness of diversity is evident in national programs, such as "America by the Numbers," to "Makers: Women Who Made America," as well as in KPBS Explore, a bounty of locally-produced programs created by producers of diverse background and heritage. Programming like "Crossing South" and "Savor San Diego," which bring a Latino and Thai flavor, respectively, to our audience. KPBS also regularly features interviews with members of our diverse community on KPBS-FM's radio series, "KPBS Midday Edition."

The station also sheds light on the richness of our cultural landscape through station initiatives. For example, Speak City Heights is a media collaborative that amplifies the voices of residents in one of San Diego's most diverse neighborhoods. One Book, One San Diego encourages the entire community to engage in reading and join a conversation around a book that features a diverse perspective, and KPBS honors Local Heroes of diverse backgrounds and abilities who have made significant strides in the communities they serve.

Indeed, every member of our community is valued, which is why we strive to engage them in a multitude of ways, through television, radio and online, as well as through social media and events. We are dedicated to ensuring diversity and inclusion are essential elements of all our work. We use our public media to tell the stories, embracing the full spectrum of diversity-- gender, race, ethnicity, age, class, citizenship, marital status, sexual orientation, nationality, socioeconomic status, religion, physical ability, mental ability and expression. It can be said that diversity is at the heart and soul of KPBS.

KPBS has set the following diversity goals for fiscal 15/16:

- Candidates will be sourced from various diverse resources for job opportunities at the Stations to enhance diversity to match the neighborhoods of San Diego we serve;
- Employment decisions will be based on the principles of equal employment opportunity and with the intent to further KPBS's commitment to affirmative action and equal employment. KPBS is an equal opportunity employer and provides equal opportunity in employment for all qualified persons. Employment decisions, including, but not limited to, recruiting, hiring, promotion, demotion, training, compensation, benefits, disciplinary actions, and terminations are made on the basis of merit and an individual's qualifications as they relate to the job under consideration.
- Two or more training sessions on diversity will be offered for all managers and supervisors;
- Attendance at 2 or more job fairs focused on Military, Latino, and other specific communities;

(c) (i) Include individuals representing diverse groups in internships or work-study programs

The Station participates in the University's work study program, reflective of the diverse student body, with approximately 45 to 50 work study positions filled on average. The work study program provides meaningful professional experience and furthers public broadcasting's commitment to education.

(c) (ii) Participate in minority or other diversity job fairs

As documented in Exhibit A, KPBS and SDSURF Human Resource regularly participate in minority and diversity job fairs and related activities. Openings are also listed with the appropriate state employment agency.

(c) (iii) Implemented formal diversity training programs for management and appropriate staff

All management and appropriate staff are required to participate in Diversity Training at a minimum bi-annually. KPBS complies through both classroom and on-line training sessions. As described in section b(ii) above, two or more diversity training sessions are planned for the current fiscal year.

#### General Information

TV Community Service Grant (CSG) General Provisions and Eligibility criteria can be found at <http://cpb.org/stations/grants/tv/generalprovisions/>

Radio Community Service Grant (CSG) General Provisions and Eligibility criteria can be found at <http://cpb.org/stations/grants/radio/generalprovisions/>

SDSU is actively involved in promoting Diversity at the University. Details of this initiative and its many components, including campus programs, diversity rankings and more can be found at: [http://newscenter.sdsu.edu/lead/pledge\\_diversity.aspx](http://newscenter.sdsu.edu/lead/pledge_diversity.aspx)

The SDSURF Human Resources department generally handles day to day hiring and recruitment processes and ensures that station personnel involved in recruiting, screening, selection, promotion, and related processes are trained on equal employment opportunity laws, regulations, and job-related personnel practices. Station supervisors are required to take actions to prevent harassment in the workplace and make career counseling available to employees upon request.

California State and Federal Employment Notices are posted in conspicuous areas at all sites for all applicants and employees to view. An EEO statement is included on all employment advertisements and job announcements, and employment information is available on SDSURF's online recruitment system and the KPBS website. Employees receive a copy of the EEO Policy at time of hire and annually thereafter. The EEO Statement appears on all employment agreements.

SDSURF's Human Resources department takes several steps to review and analyze the recruitment and selection process to ensure no discriminatory impact and to match the ethnic composition of the surrounding San Diego County census information. Job requirements for KPBS positions are evaluated using relevant criteria. Human Resources reviews job descriptions, posts job announcements, reviews screening grids, conducts interviews, reviews rating sheets, determines salary (in conjunction with hiring manager based on education, experience and skills, internal and external market equity), checks references, makes all official offers, and signs off on all employment agreements.



## **Exhibit A to the Diversity Statement and Annual Report**

### **FCC EEO Worksheets**

When read in conjunction with the Diversity Statement and Annual Report contained on preceding pages, this Exhibit A provides further details of KPBS' hiring goals, guidelines, employment statistics and programs of our Diversity Policy.

#### Hiring Goals and Guidelines

For the period KPBS filled a total of 14 employment vacancies.

The University Office of Employee Relations and Compliance ensures that equality, diversity, and campus climate are at the forefront of university life and that university related programs, and activities are made available to all qualified individuals on a nondiscriminatory basis. San Diego State University guidelines are found at: <http://oerc.sdsu.edu/deptoverview.htm>.

Likewise, as excerpted from the San Diego State University Research Foundation website, "San Diego State University Research Foundation is an Equal Employment/Affirmative Action Employer. Applications from qualified minority, female, veteran, and disabled candidates are encouraged. SDSU Research Foundation, committed to a diverse workforce and affirmative action, is an Equal Opportunity/Title IX employer. SDSU Research Foundation maintains and promotes a policy of non-discrimination and non-harassment on the basis of race, color, gender, age, religion, ancestry, national origin, marital status, sexual orientation, veteran status, medical condition including pregnancy, physical/mental disability, or genetic information. Their full policy is at:

[http://www.foundation.sdsu.edu/hr/employment/app\\_eeo.html](http://www.foundation.sdsu.edu/hr/employment/app_eeo.html).

#### Employment Statistics and Programs

The following pages, containing EEO worksheets, provide employment statistics and programs demonstrating KPBSTV and FM's broad outreach and recruitment, and compliance with CPB Diversity eligibility requirements and FCC's EEO rules, policies and record-keeping requirements.