

KET
Policy Statement on Diversity
FY 2021

The Commonwealth of Kentucky, and as such KET, recognizes that continued success in meeting the needs of our clients and customers, requires the full, active participation of talented and committed individuals regardless of their respective race, color, religion, sex, national origin, sexual orientation, gender identity or expression, ancestry, age, pregnancy or related medical condition, marital or familial status, disability, veteran status, political affiliation, or genetic information. By fostering an atmosphere of acceptance and support, we can begin to value and appreciate the strengths afforded by the differences, styles, ideas and organizational contributions of each person.

The Corporation for Public Broadcasting (CPB) supports public media programs and services that inform, educate, enlighten and enrich the public for free and commercial free and that help inform civil discourse essential to American society. It is CPB's particular responsibility to encourage the development of content that involves creative risk and that addresses the needs of unserved and underserved audiences, especially children and minorities.

CPB helps public media serve diverse audiences and reflect the communities they serve by fostering a public media system that is inclusive in its content, audiences and workforce—regardless of race, ethnicity, gender, sexual preference, religion, culture, point of view and geography.

Goal

In support of the objectives of the Commonwealth, KET and CPB, KET annually sets and reviews diversity goals with the Kentucky Authority for Educational Television and reports on the progress and effectiveness of initiatives to achieve the goals.

KET's diversity goal is that our workforce and board membership align with the state's demographics, (as reported by the U.S. Census Bureau), with respect to the following measurable characteristics: Gender, Race and Age. While there are many more distinguishing characteristics among our workforce, these categories are well documented and we have the most accurate data to report.

Additionally, KET continues its commitment to programming and viewer services that reflect the diverse audiences and communities we serve.

Workforce Statistics

At the beginning of each fiscal year (July 1), KET takes a snapshot of the makeup of our total workforce and board membership. Due to the nature of student academic calendars, intern statistics are based on the calendar year. Following is a review of that data as of July 1, 2020 as compared to the U.S. Census Bureau estimated data for Kentucky (2019).

US Census Data for Kentucky

Using the definitions of the U.S. Census Bureau, the categories are defined as follows:

Gender:	Male or Female
Race:	Minority is the total percentage of individuals who classify themselves as non-majority, i.e. non-caucasian.
Age:	Those over 40 years of age are included in this reporting category.

2019 U.S. Census Data estimate for Kentucky: (KET's Goals for 2020)	Gender:	Male	49.2%
		Female	50.8%
	Race:	Minority	15.9%
	Age:	Over 40 years	48.9%

Kentucky's estimated census data from 2018 to 2019 changed slightly in all categories.

KET Workforce Statistics July 1, 2020

Gender:

All Employees:	2020 Goal	Male 49.2%	Female 50.8%
	2020 Actual	Male 52.3%	Female 47.7%

The number of male employees is up 1.6 percentage points from the prior year and exceeds the census target by 3.1 percentage points.

Management/Supervisors:	2020 Goal	Male 49.2%	Female 50.8%
	2020 Actual	Male 41.5%	Female 58.5%

The number of male management/supervisor employees is up 1.5 percentage points from the prior year and is less than the census target by 7.7 percentage points.

Interns:	2019 Goal	Male 49.2%	Female 50.8%
	2020 Actual	Male 0.0%	Female 100.0%

The number of male interns is less than the census target by 49.2 percentage points.

**Board Membership Statistics
July 1, 2020**

Gender

KET Authority:	2020 Goal	Male 49.2%	Female 50.8%
	2020 Actual	Male 66.7%	Female 33.3%

The number of male board members increased 4.2 percentage points from the prior year and now exceeds the census target by 17.5 percentage points.

KET Foundation Board:	2020 Goal	Male 49.2%	Female 50.8%
	2020 Actual	Male 60.0%	Female 40.0%

The number of male board members increased 10 percentage points from the prior year and now exceeds the census target by 10.8 percentage points.

KET Friends Board:	2020 Goal	Male 49.2%	Female 50.8%
	2020 Actual	Male 22.0%	Female 78.0%

The number of male board members was unchanged from the prior year and is still 27.2 percentage points less than the census target.

Commonwealth Fund Board:	2020 Goal	Male 49.2%	Female 50.8%
	2020 Actual	Male 50.0%	Female 50.0%

The number of male board members remains the same as the prior year but still exceeds the census target by .8 percentage points.

Louisville Regional Board:	2020 Goal	Male 49.2%	Female 50.8%
	2020 Actual	Male 63.6%	Female 36.4%

The number of male board members remains the same as the prior year and exceeds the census target by 14.4 percentage points.

Northern KY Regional Board:	2020 Goal	Male 49.2%	Female 50.8%
	2020 Actual	Male 50.0%	Female 50.0%

The number of male board members is the same as the prior year and exceeds the census target by .8 percentage points.

Minority

KET Authority:	2020 Goal	Minority 15.9%
	2020 Actual	Minority 11.1%

The number of minority board members remains the same as the prior year and is 4.8 percentage points less than the census target.

KET Foundation Board:	2020 Goal	Minority 15.9%
	2020 Actual	Minority 10.0%

The number of minority board members is 5.9 percentage points less than the census target.

The number of board members, over 40 years of age exceeds the census target by 51.1 percentage points.

Northern Kentucky Regional Board: 2020 Goal Age (40+ years) 48.9%
2020 Actual Age (40+ years) 100%

The number of board members, over 40 years of age exceeds the census target by 51.1 percentage points.

Board Membership Summary

Data for KET's Authority Board (licensee and governing board) consists of nine members. Five of the members are appointed by the Governor to serve four year terms and the other four are ex-officio (the chief state school officer and designee, and two members appointed by the Council on Post Secondary Education). The KET Foundation Board is made up of the Authority members with the addition of the KET Executive Director/CEO and a representative of the KET Friends Board. As such, KET's senior leadership has limited ability to impact the composition of the board.

Although we encourage and try to recruit diverse representation on all boards, the Friends of KET Board, Commonwealth Fund for KET Board, Louisville Regional Board, and Northern Kentucky Regional Board are all volunteer boards and self-designating. Most of the volunteers match our viewer demographics, including a number of retirees, and thus are motivated by having the interest and time to participate in the significant engagement efforts and community activities on behalf of KET. As it pertains to KET's mission of statewide service, KET board members geographically represent and help connect KET to the entire commonwealth.

Progress Report/Activities

KET supports various practices and initiatives to ensure inclusion at all levels within the agency.

Workforce and Board Membership:

- The Authority and Foundation Boards received training on Diversity and Inclusion.
- Human Resources Director attended additional training: Annual Governors EEO conference.
- KET provides managers and supervisors with a semi-monthly publication to help them understand and comply with state and federal employment laws. Diversity and discrimination topics are typically highlighted.
- Training opportunities are provided for personnel to acquire skills that could qualify them for higher level positions.
- KET prepares an annual plan, designed to meet Title VI objectives, requiring agency training on discrimination.
- Job openings are distributed through internal postings, KET website, newspaper advertisement, Career Builder website and other applicable professional sites to attract

a broad base of applicants for all positions. Open position information is also provided to local agencies that cater to underserved demographics.

- KET facilitates an internship program designed to assist college students in acquiring skills needed for broadcast employment.

Programming and Services:

- As part of its strategic plan, KET has adopted “Diversity” as one of its core Values.
- As part of its Editorial Integrity practices, KET outlined numerous statements designed to reinforce inclusion by incorporating the diversity of demography, culture, and beliefs in our communities and the nation into our work and our content.
 - We look to the full diversity of our community as we ascertain needs and interests to which we might respond;
 - We assure that people with different backgrounds, perspectives, and experiences are heard and seen as both sources and subjects of our programming and are invited to participate in our activities;
 - We seek to create content and activities that reach and serve diverse audiences, recognizing that a variety of programming serves people with different values, beliefs, lifestyles, and demography;
 - We treat the subjects of our programming with respect. We include points of view that may not be widely shared, as well as individuals and groups that are infrequently heard or seen outside their own communities; and
 - We avoid stereotyping, with particular attention to race, color, national origin, gender, age, religion, ethnicity, geography, sexual orientation, gender identity, disability, physical appearance, and social status.
- KET offers a diverse range of programs, specifically related to community issues, including several weekly local series: *Connections with Renee Shaw*, *Kentucky Tonight*, and *Kentucky Life*. Topics planned for the upcoming year include environment, education, economy, health, government, immigration, and youth issues. These programs were either produced, funded or acquired and scheduled by KET. This list does not include topics covered in PBS programs.
- Additionally, KET’s local productions include guests, topics, stories, issues, and features from all of Kentucky’s regions.
- KET offers programs designed for general outreach purposes – tours, workshops and media opportunities for students, teachers, and others.
- Educational services are available to and used in all Kentucky public schools – ensuring equal access to all KET resources, regardless of economic or social factors.
- KET is providing access to services for individuals with Limited English Proficiency (LEP).
 - KET provides language assistance services by offering forms in Spanish to facilitate access and providing an interpreter as needed.
 - Spanish versions of a variety of more than 168 KET-produced digital instructional resources have been created and more are in development; these are available free to teachers, parents, and students on PBS LearningMedia.
 - Several children’s programs are aired in Spanish.

- Through FY20, KET offered Spanish, Mandarin Chinese, German, and Latin distance learning courses. Ongoing, several supplementary online digital instructional resources in these world languages, continue to be offered to help diminish the language barrier.
- A Spanish version of KET’s national five-part series, *Dropping Back In*, is available. This series examines the plight of adult learners and showcases successful efforts to support them. Some community engagement materials are also available in both English and Spanish, including a coloring book for children.
- Spanish speaking persons who call KET’s main phone number will be directed to an employee who can assist them in Spanish. A voicemail recording is also available with general information about GED resources.

Administrative:

- The Kentucky Finance Cabinet maintains the Minority and Service Disabled Veteran Owned Small Business vendor database for goods and services. As part of KET’s procurement process, staff review and use minority vendors when appropriate for any state purchases over \$1,000. A minority Determination and Finding report is required for all purchases over \$5,000.

2020-21 Diversity Plans

For the coming year, KET will continue with the existing practices detailed above and will additionally provide:

Managers/Supervisors

New managers and supervisors will be required to complete the publication: *Diversity* – a refresher on diversity issues and the corresponding quiz. Formal diversity training will be provided to those managers/supervisors who have not yet completed the training offered by the Kentucky Personnel Cabinet’s Office of Diversity, Equality, and Training.

All Employees

All employees will participate in a Diversity and Inclusion training session that will be provided on site.

Oversight/Responsibility

The Senior Director for Policy and Compliance will continue to work with staff to establish a diversity goal that is reviewed and revised annually with the Authority. This position, along with the Director of Human Resources will be responsible for the implementation of these programs.

Reporting

This diversity statement will be posted to the KET website on the About KET page under Reports and Filings. All documentation related to KET’s diversity plans will be maintained for a minimum of three years by the Director of Human Resources.