KET
Policy Statement on Diversity
FY 2024

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. Following is a review of that data as of July 1, 2023 as compared to the U.S. Census Bureau estimated data for Kentucky (2022).

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.

Kentucky’s 2022 estimated census data was used as the benchmark to determine KET’s performance in 2023.

KET Workforce Statistics
July 1, 2023

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Minority</th>
<th>Age over 40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>Male</td>
<td>Female</td>
<td></td>
</tr>
<tr>
<td>Employees</td>
<td>49.7%</td>
<td>50.3%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Management</td>
<td>54.0%</td>
<td>46.0%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Interns</td>
<td>40.5%</td>
<td>59.5%</td>
<td>4.3%</td>
</tr>
<tr>
<td></td>
<td>25.0%</td>
<td>75.0%</td>
<td>25.0%</td>
</tr>
</tbody>
</table>

Gender representation: The number of male employees and management decreased from in fiscal year 2023, while the number of male interns did not change. Management and interns represent higher than the goal.

Minority representation: The number of minority employees decreased slightly from the previous year and management remained unchanged. Both categories are below the goal for the year. The number of minority interns increased from fiscal year 2023 and is higher than the goal.

Age over 40 representation: The number of employees over the age of 40 increased from the previous year. Management employees over the age of 40 decreased slightly. Both categories remain above the goal. Intern representation remained unchanged and is below the goal.

Workforce Summary 2023

KET employment statistics for staff have seen a slight shift from Male to Female and a slight decrease in the minority population from 2022 to 2023.
All KET applicants are given the opportunity to “self-identify” for minority purposes.

**Board Membership Statistics**

**July 1, 2023**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Gender</th>
<th>Minority</th>
<th>Age over 40</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td></td>
</tr>
<tr>
<td>Authority</td>
<td>66.7%</td>
<td>33.3%</td>
<td>11.1%</td>
</tr>
<tr>
<td>Foundation</td>
<td>55.5%</td>
<td>45.5%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Friends of KET</td>
<td>14.7%</td>
<td>85.3%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Commonwealth Fund</td>
<td>56.0%</td>
<td>44.0%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Louisville Regional</td>
<td>38.4%</td>
<td>61.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Northern Kentucky Regional</td>
<td>35.3%</td>
<td>64.7%</td>
<td>5.9%</td>
</tr>
</tbody>
</table>

**Gender representation:** The number of male members is unchanged from the prior year for the Authority board. The number of male members is down for the Foundation, Friends of KET, and the Northern Kentucky Regional boards. Male representation increased on the Commonwealth Fund board. Male membership remains below the target for the Friends of KET, Louisville Regional and Northern Kentucky Regional boards.

**Minority representation:** Minority representation has increased for the Fund, Friends of KET, and Northern Kentucky Regional boards. The number has decreased on the Louisville Regional board. The Authority and Foundation boards have remained unchanged. Minority representation remains below target on all boards.

**Age representation:** Members over the age of 40 have not changed from last year. All boards remain over the goal.

**Board Membership Summary**

Data for the Authority membership (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 Foundation membership is made up of the Authority plus the KET Executive Director/CEO and a representative of the Friends of KET. 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, Commonwealth Fund for KET, Louisville Regional, and Northern Kentucky Regional boards 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:**
- Human Resources staff attended DEI training recommended by Kentucky’s Office of Diversity, Equity, and Inclusion.
- 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, Indeed, Linkedin, Handshake, 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 individuals.
- 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, Kentucky Life, Kentucky Edition,* and *Inside Louisville.* Topics planned for the upcoming year include environment, education, economy, health, government, immigration,
youth issues, and mental health. 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 school districts – ensuring equal access to 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 to resources and events, and providing an interpreter as needed.
  - Spanish versions of more than 193 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. In addition to the Spanish resources, there are 9 resources in German and 21 in French.
  - Several children’s programs offer audio tracks or captions in Spanish.
  - 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.

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.

2024 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.

All Employees
All new employees will participate in a Diversity and Inclusion training session. All employees will receive in person inclusivity training provided by an outside vendor.
Oversight/Responsibility
The Chief Administrative Officer 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.

*Census data for age taken from a July 2022 Kentucky State Data Center report that included age groups from 20 – 69.