

A COMMITMENT OF PUBLIC BROADCASTERS TO DIVERSITY, EQUITY AND INCLUSION

The Public Broadcasting Act of 1967 declared that “it is in the public interest to encourage the development of programming...that addresses the needs of unserved and underserved audiences, particularly children and minorities.”

The Act further requires that “any person which desires to be a recipient of such funds (from the Corporation for Public Broadcasting) shall...provide any information which the Corporation may require to satisfy itself that such person is affording equal opportunity in employment....”

It is essential that public television stations strengthen their commitment to diversity, equity and inclusion in their management, their governing boards and their workforce to better reflect the society we serve.

Public television management believes that promoting diversity, equity and inclusion in our workforce and organizations is a moral imperative that will also improve our programming, our business operations and our service to our communities.

We are committed to building a diverse workforce to best serve our diverse communities.

We are committed to equity in hiring, treatment, promotion and leadership opportunities for all employees.

We are committed to ensuring an inclusive environment where all employees feel welcomed, respected, supported, fully included in our work, invested in our success, and valued for their talents and specific contributions.

We believe that identifying, recognizing, supporting and rewarding the full measure of talent from diverse identities, experiences and perspectives will contribute substantially to the long-term success of our people, our organization, the public television system, and the communities and country we serve.

Specifically, we resolve to treat these diversity, equity and inclusion goals¹ as urgent management priorities and business imperatives, and to implement these commitments as follows:

¹ *Diversity, Inclusion and Equity as used in these goals are defined as:*

DIVERSITY

Diversity is the representation of all our varied identities and differences (race, ethnicity, gender, disability, sexual orientation, gender identity, national origin and socio-economic status), both collectively and as individuals, in order to proactively engage, understand, and draw on a variety of perspectives.

EQUITY

Equity is the fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. Equity refers to the existence of systems, protocols, practices, and policies that allow everyone to be treated fairly within an organization.

INCLUSION

Inclusion builds a culture of belonging by actively inviting the contribution embraces differences and offers respect in words and actions for all people. Inclusion welcomes the participation of all people, based upon the belief that every person’s voice adds value.

1. Recruitment

We pledge to build a broader recruitment pipeline that will include active outreach to sources of diverse and underrepresented talent for public broadcasting.

2. Promotion

We pledge to make diversity a priority in promoting station personnel to senior management, production, community engagement and other critical positions.

3. Equity

We pledge to strengthen this commitment to diversity by committing to a policy of equity, through systems, protocols, practices and policies that allow everyone to be treated fairly within an organization.

4. Inclusion

We pledge to create a working environment in which every employee feels welcome, valued, respected and included, ensuring that all of our employees feel they have a stake in our success and the power to help shape that success.

5. Specific Goals

We pledge to set specific goals by which we expect to be measured in meeting these commitments to diversity, equity and inclusion, including increased outreach to underrepresented populations in our workforce and senior management, and set schedules and useful metrics to assess our progress.

6. Accountability

We pledge to hold ourselves accountable for these commitments to our board of directors, our staff, our community partners, and our public and private donors.