

Duluth-Superior Area Educational Television Corporation

Diversity Policy and Goals

Fiscal Year 2024

Policy

Duluth-Superior Area Educational Television Corporation (DSAETC) recognizes diversity as an institutional attribute and asset essential to fulfilling our mission of community service. Through its programming and its practices and policies, DSAETC strives to serve all groups and to value and respect all individuals in our community, including groups identified by

- age
- appearance
- citizenship or national origin
- ethnicity
- geography
- gender, gender identity or gender expressions
- language
- marital or family status
- race
- religion, faith, or spirituality
- sexual orientation
- socio-economic status
- veteran status, or
- visible or invisible disabilities

without regard to protected status in law.

The DSAETC Board will annually review the organization's diversity policy and goals, and the organization will report progress on its goals to the public through its website.

Goals

DSAETC's efforts to embrace the diversity of groups and individuals in the community during FY24 will include:

- **Programming –**
Encourage broader knowledge of Native American culture, customs, beliefs and governance through continued production and national distribution of **Native Report**. Offer regularly scheduled public affairs programming in languages other than English.
- **Workforce –**
Increase awareness of diversity in the workplace environment by offering internship and training opportunities to members of groups identified above.
- **Management and Supervision**
All management and supervisory employees will complete formal training in encouraging and managing workplace diversity.

- **Governing and Community Advisory Boards**
The Nominating Committee of the DSAETC Board will incorporate diversity in its selection criteria in evaluating potential Board members. Recruiting efforts for Community Advisory Boards will target increased geographic diversity.

Progress toward these goals was reported to the Board of the Duluth-Superior Area Educational Television Corporation at its regular meeting held September 26, 2023.

- **Programming – Complete**
Season eighteen of Native Report was completed with the production of 10 episodes, and distribution of the program both statewide and nationally. In addition, PBS North carried programming in various languages on PBS North, Explore, the Minnesota Channel and on our children’s channel, PBS Kids.
- **Workforce – Complete**
PBS North is in the process of developing and increasing paid internship opportunities with the focus on production and marketing departments with the goal of providing full experience through exposure to the work completed across departments. Thus far, recruiting efforts have resulted in hiring individuals, increasing the cultural and generational diversity of the station’s workforce.
- **Management and Supervision - Continuously and in progress**
All management and supervisory employees have completed formal training in encouraging and managing workplace diversity provided by a third party and have demonstrated an increased awareness of the recruiting and management issues attendant to establishing a more diverse workforce.
- **Governing and Community Advisory Boards - Complete**
The Nominating Committee of the DSAETC Board incorporated diversity in its selection criteria in evaluating potential Board members and presented a slate of candidates reflecting that effort for consideration by the Board at its September Annual Meeting. Recruiting efforts for Community Advisory Boards were expanded to include personal contacts of individuals living outside Duluth and Superior and extensive on-air solicitation of participation from across the service area.