2020 Diversity Annual Report
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Diversity Statement

KIXE believes Diversity is a lifestyle and to fulfill its mission, recognizes that diversity is a tremendous asset to the workplace, viewers, volunteers, local community, and ultimately strengthens and drives the success of KIXE. We believe that it is in the collective best interests – as employers and employees – to acquire the knowledge, skills, attitudes and competencies necessary to leverage diversity in the workplace. To provide our leadership, guidance and resources and educate and inspire our Board of Directors, Community Advisory Board to become effective in strengthening diversity and promoting changes in the workplace. KIXE believes in empowering and releasing the uniqueness of individuals, cultures and personal relationships that create a competitive edge and fosters increasing creativity and innovation. Through diversity, we learn together, we share together, we understand together and we thrive together.

KIXE will promote diversity by:
- Requiring a diverse slate of candidates considered for nomination to our Board of Directors and our Community Advisory Board.
- Widely disseminating posting of all full-time open positions while actively seeking diverse candidates.
- Ensuring that the recruitment process for any open senior management position has a diverse pool of candidates.
- Providing education and presentations for staff and Board of Directors on diversity.
- Providing internship opportunities to students that represent diverse groups.
- Providing an annual report of our hiring goals, guidelines, employment statistics, and actions undertaken.
- Continually monitoring and evaluating the progress and success of our diversity initiatives.
- Ensuring staff and Governing Board of Directors are educated on nondiscrimination and harassment policies.
- Providing employees with an employee assistance program (EAP).
- Having open communications.
- Providing development opportunities.
Goal

It’s our goal to educate, inspire, engage, promote and profit from effective change in the workplace. The culture of an organization is reflective of the leadership, through our leadership team and resources, the Diversity in the Workplace team will strive to become effective partners in strengthening diversity and ultimately driving the success of our station.

Vision

We aspire to achieve diversity in the workplace that reflects the local community and marketplace. The practice of Diversity is a lifestyle. We respect individual differences and the benefit within the workplaces creates a competitive edge with an increasing greater creativity and innovation. Allowing Diversity to create a fair and safe environment where everyone has access to opportunities and challenges.

Value

Diversity brings substantial potential benefits, such as better decision making and improved problem solving, greater creativity and innovation. Recognizing diversity in the workplace helps link the variety of talents within the organization. The act of recognizing diversity also allows for those employees with these talents to feel needed and have a sense of belonging, which in turn increases their commitment to the company and allows each of them to contribute in a unique way.

Implementing diversity

Initiatives start with the commitment from the top, with all employees actively participating and maintaining diversity in the workplace. With commitment from top leaders in the organization to change the existing culture to one of diversity inclusion, the initiatives for diversity can succeed. This process includes analyzing where the organization is currently at through a diversity review, creating a strategic action plan, gaining support by seeking input, and holding individuals accountable through measurable results.

Managing diversity

Managing diversity is a comprehensive process for creating a work environment that includes everyone. We are working towards creating a successful diverse workforce. An effective manager will focus on personal awareness. Managers must also understand that fairness is not necessarily equality. Managing diversity is about more than equal employment opportunity and affirmative action.

Effective managers are aware that certain skills are necessary for creating a successful, diverse workforce. First, managers should be aware of any discrimination and its consequences. Second, managers must recognize their own cultural biases and prejudices. Diversity is not about differences among groups, but rather about differences among individuals. Each individual is unique and does not represent or speak for a particular group. Finally, managers must be willing to change the organization. Management should learn how to manage diversity in the workplace to be successful in the future.
Fiscal 2020 Annual Report on Diversity

KIXE believes that it can become more diverse by believing in and following its diversity policy and implementing procedures and programs that support increasing diversity. We understand that being aware of and striving for diversity is an ongoing process. As part of that process, KIXE will continually develop its diversity program. This annual report is part of that process.

Due to COVID-19 Management relooked at working towards a comprehensive working understanding of collective leadership what it is and isn’t. Collective leadership is defined as a collective leadership as a group of people working together toward a shared goal. When collective leadership is happening, people are internally and externally motivated-working together toward a shared vision within a group and using the unique talents and skills to contribute to the success of the organization. Collective leadership recognizes that lasting success is not possible without diverse perspectives and contributions.

With collective leadership, there is shared responsibility and decision making, accountability, and authentic engagement. All members are involved in creating the vision and are committed to working to achieve that vision. Collective leadership has many benefits, most resulting from the fact that you get better results from considering multiple perspectives, sharing responsibility, building upon the strengths of those on your team, and leveraging internal motivation.

Boards & all Staff Topic: Diversity and Inclusion Training:

Our diversity training with board, management and all staff focused on a Kantola training defining Harassment and Diversity: Respecting Differences as the collective mixture of differences and similarities that includes for example, individual and organizational characteristics, values, beliefs, experiences, backgrounds, preferences, and behaviors. KIXE goal is to educate employees on the proper way to treat people of different back grounds Increase cultural awareness, develop employee’s communication skills, and create a positive work environment that focuses on qualities, work styles and experiences that make us unique. The benefits of diversity training, helps to prevent civil rights violations, increases the inclusion of different identity groups, promotes better teamwork, and employees are valued, heard, enjoy equal access to opportunities and resources, and are able to realize their full potential.
Governing Board

As part of the nomination process, recruiting a diverse slate of candidates that reflects our community and fills the Board’s need to add legal, fundraising and educational expertise, is an important goal. During fiscal year 2020 no new position on the Board were filled.

<table>
<thead>
<tr>
<th>Governing Board</th>
<th>Male</th>
<th>Female</th>
<th>White</th>
<th>Disabled</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>60%</td>
<td>40%</td>
<td>100%</td>
<td>0%</td>
</tr>
</tbody>
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Workforce

KIXE is required to comply with the EEO initiatives, hiring procedures, and pay and promotion policies stipulated by EEO. The KIXE human resources officer serves and provides guidance to managers and employees, and supervises all hiring. The human resources officer attends workshops and training seminars covering diversity and nondiscrimination issues to ensure compliance with EEO requirements. KIXE widely disseminated information on each job vacancy to recruitment sources in an effort to reach a diverse audience and to attract women and minority candidates.

At the start of fiscal year 2020, KIXE continue its pursuit to stay relevant within the community and create new revenue streams while functioning efficient.

During fiscal year 2020, KIXE had two (2) positions open to the community. Our diversity goal was to attract qualified candidates from diverse groups for all positions. KIXE widely disseminated posting for all of the positions, while actively seeking diverse candidates.

As far as filling positions, KIXE had two (2) openings and filled one (1) position. This included two (2) Full-time position open and posted during the year for (1) Full-time Auction Coordinator (1) Full-time Outreach/Special Events Coordinator.
Below are charts that reflect the current make-up of the workplace at KIXE and reflect its diversity.

<table>
<thead>
<tr>
<th>KIXE Staff</th>
<th>Male</th>
<th>Female</th>
<th>White</th>
<th>Non-White</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>33%</td>
<td>67%</td>
<td>86%</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KIXE Staff</th>
<th>Male</th>
<th>Female</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>33%</td>
<td>67%</td>
<td>87%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Diversity and outreach in our Community

Senior Corps – RSVP Volunteer Program

The Senior Corps, Retired and Senior Volunteer Program (RSVP) is one of the largest volunteers. Networks in the nation for people 55 and over RSVP volunteers are matched with local organizations, allowing them to use the skills and talents they’ve learned over the years, or develop new ones while serving in a variety of volunteer activities within the community.

AARP Foundation - SCSEP: On a regular basis throughout the year, KIXE acts as a host agency training site for the AARP Training Program. This program offers job training, job placement, and work experience to workers over the age of 55. It’s designed to help seniors enter the workforce, find more challenging positions, change careers, or supplement their income.

KIXE TV & First 5 Shasta monthly Storytime, hosted by KIXE TV, books and literacy component crafts provided through a grant sponsored though First 5 Shasta.
Shasta College Welcome Day: August 2019
This event is designed to give Shasta College students an opportunity to meet with local businesses and non-profits. Over 70 local businesses and non-profits gathered at this event to offer students information about local vendors and service providers in the community. KIXE attended the event with a booth and gave out information on the PBS mission, volunteering opportunities, and employment opportunities in broadcast television.

Simpson University Career Fair: August 2019
This event gives college students the opportunity to network with businesses and community partners. KIXE co-sponsors and attends the event providing information to upcoming graduates on volunteering and employment opportunities in broadcast television.

Tehama County Annual College & Career Fair – November 2019
KIXE participates in the Annual Tehama County College & Career Fair, providing 872 eighth-grade students with information about public broadcasting television and outlining what college majors can potentially lead to a career in broadcast television.

The Society for Human Resource Management (North State SHRM) Our Chief Financial Officer/Human Resources Director attends regular monthly SHRM meetings. SHRM is a professional membership association that inspires human resource and business leaders to advance their professional growth by providing education and networking opportunities with an emphasis on advocacy, diversity, and inclusion to promote HR knowledge and leadership.

2020 Virtual Public Media Business Association (PMBA) – May 2020
Chief Financial Officer attended the Annual PMBA virtual Conference this year due to COVID-19. This conference is designed specifically for public media professionals: general managers, CFOs, financial and business executives, and HR professionals, Attendees may earn up to 19 hours of Continuing Professional Education credits at the conference.

Below are charts that reflect the current make-up of the ten counties KIXE services and reflect its diversity as reported by:
PBS is recognized for, and strongly associated with, quality, excellence, education, and entertainment.

KIXE's broadcasts to approximately 500,000 people and more than 194,000 households throughout Northern California.

KIXE reaches ten Northern California counties.
Recruitment Sources

Employment Development Dept. - Oroville, Susanville, Colusa, Quincy
Glenn County Human Resources - Orland,
State of California - Redding
Placement Office - CSUC, Chico
Butte County NAACP - Sacramento
CPB - Washington, DC
Teamwork H.R. - Redding
U.S. Dept. of Veteran Affairs – Chico
Shasta College Placement Center – Redding
Butte County Placement Center - Oroville
Chico City Human Resources – Chico
Modoc County Employment – Alturas
Siskiyou County Human Services – Yreka
Trinity County Employment Serv. – Weaverville
Tehama County Jobs
Colusa County One-Stop
TV Technology, Napa Valley College
Veterans Service Office - Chico
CA Hispanic Resource Counsel – Sacramento
Glenn County Human Resources – Willows
Women in Communications, INC.
Networking Women of Chico
Butte County Employment
SMART – Redding
Career Link Center San Francisco
Job Training Tehama County – Red Bluff
KIXE.ORG
Facebook
Craigslist
Cal-Jobs
Experience Works