2021 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 2021 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.

Boards & all Staff Topic: Diversity and Inclusion Training:

The purpose of this Diversity Training is to educate the governing board, management, and employees on the proper way to treat people of different backgrounds. When employees and board members are treated with kindness and respect, they are internally and externally motivated to work together toward a shared vision within the group, using their unique talents and skills to contribute to the success of the organization. Promoting better teamwork shows employees that they are valued and heard, which opens opportunities and resources allowing them to reach their full potential. Regular reviews of how we treat one another remind us of the importance of being respectful, fair, professional, positive, constructive, receptive rather than defensive, and good listeners, motivators, and advocates, which enhances employee development. With increased cultural awareness, all team members are involved in working together to create the vision for the company, focusing on the individual strengths and experiences that make us each unique. Diversity training as it relates to sexual harassment is also essential in creating a safe and appropriate culture in the workplace for board members, supervisors and staff alike.
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 2021 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>2021</td>
<td>60%</td>
<td>40%</td>
<td>100%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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 2021, KIXE continue its pursuit to stay relevant within the community and create new revenue streams while functioning efficient.

During fiscal year 2021, KIXE had four (4) 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 four (4) openings and filled two (2) position. This included four (4) Full-time position open and posted during the year for (2) Full-time Auction Coordinator filled (1) Full-time Membership Coordinator unfilled. (1) Full-time Corporate Support unfilled.
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>2021</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>
<th>White</th>
<th>Non-White</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>33%</td>
<td>67%</td>
<td>87%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Diversity and outreach in our Community

**AARP Foundation – SCSEP**: KIXE acts as a host agency training site for the AARP SCSEP 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. This fiscal year two (2) participants were assigned in the program at KIXE as front desk/receptionist working 20-29 hours per week.

**Senior Corps – RSVP Volunteer Program the Senior Corps**, Retired and Senior Volunteer Program (RSVP) is a volunteer network 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. This fiscal year four (4) participants were assigned in the program at KIXE, working approximately 8 hours per month with the Membership and Special Events Departments.

**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.

**Alliance for Workforce Development, Inc. Chico, CA.** – January 20th 2021 The General Manager & CEO participated in an online virtual job fair. The job fair provided
participating employers access to job seekers throughout six different counties, immediate engagement with job seekers, and the ability to accept resumes easily online.

**Virtual Mock Interviews with Diamond Tech Students** — May 17th 2021 The Director of Content & Fundraising, and the Director of Engineering & Technology participated in a mock interview panel for twenty-two (22) 11th and 12th grade students from Diamond Technology Institute. Establishment of training programs designed to enable station personnel to acquire skills that

**The Society for Human Resource Management (Northstate SHRM)** The Chief Financial Officer/Human Resources attends regular monthly SHRM meetings throughout the year. 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.

**PMBA Webinar: CPB OIG** Lessons Learned from Audits and Tips for Better Compliance Part One – January 26, 2021 The Chief Financial Officer/Human Resources attended the webinar. OIG officials discussed how they conduct their audits, internal controls to comply with CSG financial reporting, the Communications Act, CSG Grants, and reporting membership premiums on the AFR.

**PMBA Webinar: CPB OIG** Lessons Learned from Audits and Tips for Better Compliance Part Two – February 23, 2021 The Chief Financial Officer/Human Resources attended the webinar. OIG officials discussed CPB’s NFFS criteria to ensure reporting compliance and tips to avoid misreporting, the Communications Act, transparency requirements, and fraud prevention.

**2021 PMBA Annual Virtual Conference** – June 1- June 4, 2021 The Chief Financial Officer/Human Resources attended the conference. PMBA’s annual conference is designed specifically for public media professionals, including general managers, CFOs, financial and business executives, HR professionals, and a broad array of supporting organizations.
Below are charts that reflect the current make-up of the ten counties KIXE services and reflect its diversity as reported by:

**Quick Facts from US Census Bureau**

### Butte County

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White persons</td>
<td>87%</td>
</tr>
<tr>
<td>Black persons</td>
<td>1.8%</td>
</tr>
<tr>
<td>American Indian and Alaska Native persons</td>
<td>2.3%</td>
</tr>
<tr>
<td>Asian persons, percent</td>
<td>4.4%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander persons</td>
<td>0.3%</td>
</tr>
<tr>
<td>Persons reporting two or more races</td>
<td>4.2%</td>
</tr>
<tr>
<td>Persons of Hispanic or Latino Origin</td>
<td>14.7%</td>
</tr>
<tr>
<td>White persons not Hispanic</td>
<td>74.5%</td>
</tr>
</tbody>
</table>

### Colusa County

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White persons, percent</td>
<td>92.0%</td>
</tr>
<tr>
<td>Black persons, percent</td>
<td>1.1%</td>
</tr>
<tr>
<td>American Indian and Alaska Native persons</td>
<td>2.7%</td>
</tr>
<tr>
<td>Asian persons, percent</td>
<td>1.6%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander persons</td>
<td>0.5%</td>
</tr>
<tr>
<td>Persons reporting two or more races</td>
<td>2.0%</td>
</tr>
<tr>
<td>Persons of Hispanic or Latino Origin</td>
<td>56.1%</td>
</tr>
<tr>
<td>White persons not Hispanic</td>
<td>39.0%</td>
</tr>
</tbody>
</table>

### Glenn County

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White persons</td>
<td>90.0%</td>
</tr>
<tr>
<td>Black persons</td>
<td>1.2%</td>
</tr>
<tr>
<td>American Indian and Alaska Native persons</td>
<td>3.1%</td>
</tr>
<tr>
<td>Asian persons, percent</td>
<td>2.0%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander persons</td>
<td>0.2%</td>
</tr>
<tr>
<td>Persons reporting two or more races</td>
<td>2.8%</td>
</tr>
<tr>
<td>Persons of Hispanic or Latino Origin</td>
<td>38.4%</td>
</tr>
<tr>
<td>White persons not Hispanic</td>
<td>55.0%</td>
</tr>
</tbody>
</table>
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