



## **South Florida PBS, Inc. Diversity Report – Period Ending 12/31/2021**

### Who We Are

South Florida PBS is an innovative, resilient, dynamic non-profit public media company. We create compelling local content, as well as nationally and internationally acclaimed content, and aspire to be our region's most trusted resource for news, information, entertainment, inspiration, and lifelong learning, especially for children.

### What We Do

We serve a diverse population of all ages and cultural backgrounds from Key West to the Sebastian Inlet and from the Atlantic Ocean to Lake Okeechobee. Our broadcast and digital platforms provide locally and nationally produced content on WPBT, WXEL, Health Channel, South Florida PBS Kids and Create for approximately 6.5 million viewers in our region.

Throughout our history, we have produced and/or aired a multitude of programs that reflect the diversity of our South Florida communities. The 1970's series, *Qué Pasa USA*, created by WPBT, was the first weekly television program to feature a bi-lingual Hispanic family on public television. More recently, original content produced by South Florida PBS highlights our community's local diversity; programs include *Sweet Dillard*, *Major League Baseball*, *A Journey to the Soul of Guna Yala*, *Everyone has a Place*, *Haitian Voices*, *Taste the Florida Keys*, *Between the Covers*, *Café con Leche*, *Taste the Islands*, *La Cocina Cubana: Secretos de mi Abuela*, *Tradiciones*, *a Holiday Celebration* and *South Florida Today* to name a few. Reflecting, respecting and giving voice to community diversity has been a primary tenet of South Florida PBS for over 60 years

### The Communities We Serve

To create a comprehensive and meaningful strategic plan, South Florida PBS conducted five listening sessions to better understand our audiences' concerns and interests. We met with a variety of representatives from the nonprofit, public and private sectors from every community we serve who discussed their communities' needs and how we might offer public media assistance to support and address their challenges and opportunities.

While there were important and distinct issues in each community, there was also a good deal of commonality. At each session, children's education, arts and culture, access to healthcare information and resources, dissemination of unbiased news, sharing of information regarding trusted community services and resources, and civic leadership/engagement were mentioned as

the main and most concerning challenges facing everyone. There was a prevailing desire for acceptance, understanding and kindness woven through every conversation.

Additionally, during the South Florida PBS Listening Sessions, representatives of our communities discussed the need for trustworthy and accurate journalism so that people in our region can better understand complex issues. Furthermore, these representatives expressed a need for a credible institution and/or platform that brings people together for discussions on community issues at a time when there is so much division and difficulty in finding information and common ground.

We learned from these listening sessions that South Florida PBS is perceived as a trusted source for information. This perception presents a unique opportunity for South Florida PBS to meaningfully engage the greater South Florida community on important issues and use the extraordinary power of media to create a more informed and engaged community.

### Our Diversity Statement

Our mission is to enrich, strengthen and empower our diverse communities, especially children and the underserved, through trusted broadcast and digital content, experiential learning, and community engagement on relevant platforms. This mission is supported by our values, our guiding beliefs, that we have defined as Diversity, Creativity, Innovation, Trustworthiness, and Resilience.

We strongly believe in and fully embrace diversity to create and maintain a positive work environment where the similarities and differences of individuals are respected and valued creating an environment where everyone can reach their full potential and maximize their contributions. We embrace our employees' differences and diversity in all its forms, including – but not limited to – age, ethnicity, family or marital status, gender, gender identity, disability, physical abilities, political affiliation, religion, sexual orientation, socio-economic status, and veteran status.

We recognize that a talented and diverse workforce is the key to competitive advantage. Our business success reflects the quality and the skills of our people and our governing Boards.

### Our Diversity Goal

Our ongoing goal is to build and support a strong organizational culture of integrity in which all individuals are valued and treated with dignity and respect. Our efforts will allow our staff and governing board(s) to embrace and sustain our commitment to the communities we serve and to all our viewers at the highest possible level.

South Florida PBS will continue in its practices and policies on Affirmative Action, community initiatives, and content (programming and production) as well as undertake CPB Initiatives to realize this goal.

## Our Initiatives

Affirmative Action Plan – South Florida PBS adopted its Affirmative Action Plan in March 1980. This Plan is reviewed and updated annually by the Personnel & Retirement Committee of the Board of Directors. The most recent update took place at their October 15, 2021 meeting in which, in addition to updates to our recruitment sources, the committee added “sexual orientation” and “gender identity” to their list of protected groups. These changes were made, in part, to broaden our diversity and inclusion practices. Our Affirmative Action Plan outlines the organization’s commitment to equal employment opportunity for all – from selection and election of officers; to recruitment and hiring of personnel; to promotion and training and/or any other job-related matter.

Employment Related Outreach – Notices and information for all full time – as defined by the FCC - open positions are sent to an extensive list of organizational and educational institutions to educate our communities of career opportunities in public media. In addition, a Human Resources representative attends job fairs (either in person or virtually) on a regular basis to recruit from the communities we serve for career opportunities in public media.

Interns – College and high school students are granted opportunities to intern with South Florida PBS. They are sought from a wide range of educational institutions, which are frequently updated, as we strive to achieve diversity in this opportunity for individuals to obtain applicable knowledge and skills. We placed 19 interns in 2021, 15 in 2020, and 16 in 2019. Thus far, for 2022, we have 6 scheduled for the spring semester and 2 for the summer semester.

When the pandemic hit in the Spring of 2020, we already had interns in place. Staff, and those interns and their supervisors, had to pivot as we all began to work remotely. Departments with interns assigned remote projects and work responsibilities and provided mentoring through tele-communications (interns use Zoom and Microsoft Teams to communicate regularly with their supervisor and teams). Since then, we have continued to give interns remote work projects along with field work whenever possible and where our established Covid protocols can be strictly followed. This virtual internship program was an adjustment but has picked up momentum as students and staff alike have become more comfortable working remotely.

Another benefit of this virtual internship program is we now have the ability to tap into a larger pool of students as opposed to focusing on local schools due to our prior in-person requirement. In the past year we’ve had interns from Bourbonnais, Illinois as well as Plattsburg, New York. The pandemic has given us the opportunity to work with students nationwide. This shift means that in the future, students as well as organizations, won’t have the limitations of local and/or regional areas.

South Florida PBS also developed an Autism Internship program in 2016. We worked closely with the University of Miami – Nova Southeastern University Center for Autism and Related Disabilities (CARD) to design a paid internship specifically for individuals with Autism. The program provides an overview of TV production and TV studio operations with the intern working approximately 10 hours a week for an eight-week period. Internship duties for TV

production include research, transcription, and social media postings; duties for TV studio production include entering scripts into the teleprompter, studio and field equipment set up and assisting during field shoots.

Since the start of the program in 2016, we have had six Autism Interns. In 2017, we hired one as a Freelance Production Assistant; who has since been promoted to Freelance Associate Producer.

In 2019 South Florida PBS won the award for Outstanding Business Partner for hiring individuals with autism and providing training for our staff.

Unfortunately, due to the pandemic, the Autism Internship Program has been put on hold. The nature of remote work does not provide the framework necessary for this undertaking to be successful.

Board of Directors – The Personnel & Retirement Committee of the Board annually reviews the organization’s Affirmative Action Plan as well as various employment statistics regarding hiring, promotions, and separations and going forward will review this Diversity Statement at least annually. The Personnel & Retirement Committee provides a full report to The Board of Directors on an annual basis. Going forward The Affirmative Action Plan and this Diversity Statement will be provided to the Nominating & Governance Committee of the Board to help guide them in identifying candidates for nomination to the Board. The Community Advisory Boards will also receive a copy of same to help guide them in determining community initiatives and needs, knowing that a thoughtfully cast CAB will help develop television program offerings that explore, celebrate and consider diverse perspectives.

Content – South Florida PBS prides itself on working with local independent film makers to deliver content that reflects the unique interests of South Florida and the diverse communities we serve. We also curate community-based content, both online and otherwise, that highlights the arts and cultural heritage of South Florida. Our programming includes nationally recognized and emerging film makers who lend voice to diverse talent which is a key component of national broadcast series such as Independent Lens and POV.

Training – We continue our commitment to a workplace free from any form of discrimination and/or harassment and conduct mandatory sexual harassment and discrimination training annually. Currently this training is done through an online compliance training company which provides us with the ability to track staff’s progress and ensure 100% participation. Each online course is comprised of bite-sized episodes featuring interactive videos that challenge employees to decide on the best approach to difficult, realistic work situations illustrating the different types of behavior that constitute harassment and sexual harassment; how to identify a “hostile work environment” and “quid pro quo” as defined by the Equal Employment Opportunity Commission (EEOC), as well as what is and is not appropriate behavior under the current standard, retaliation, and protected characteristics. The course also provides information on the corporation’s Workplace Respect and Complaint Procedures policies.

In addition, in June, 2016 we held a Sensitivity Training session, titled “Working with Employees with ASD (Autism Spectrum Disorder)” for all staff. The session was approximately 45 minutes in length and was presented by Deborah Chin, M.A. of the UM-NSU Center for Autism and Related Disabilities (CARD). Topics covered included an overview of Autism Spectrum Disorders, strengths and challenges in the workplace, accommodations for employees with ASD, training tips and additional supports for successful employment. The purpose of the training was to familiarize staff with the disorder prior to placing a candidate in our newly created Autism Internship program.

In May, 2019 we held a refresher to this Sensitivity Training Session for those employees that continued to work closely with individuals with ASD. This session was approximately 45 minutes and was presented by Jennifer Feinstein of the UM-NSU Center for Autism and Related Disabilities (CARD).

#### CPB Annual Initiatives Met

South Florida PBS has undertaken the following CPB suggested initiatives:

Diversity training for management and appropriate staff – South Florida PBS has conducted mandatory sexual harassment and discrimination training for all staff, including management, since 2018. In addition, this mandatory training will be conducted in 2022.

Include individuals representing the diverse groups served by Grantee for internships – South Florida PBS’ internship program provides students with an opportunity to combine world experience and professional development to enhance their formal education. We provide practical world experience to balance the student’s theoretical training and allow students to meet and learn from professionals in their field and develop a network of contacts. In 2021 we utilized 19 interns of which 37% were white, 47% were Hispanic and 16% black. In 2020 we utilized 15 interns of which 53% were white, 20% were Hispanic and 27% were black. In 2019 we utilized 16 interns of which 38% were white, 44% were Hispanic and 18% were black. Thus far in 2022 we have already identified 8 interns for the upcoming spring and summer semesters and we plan to continue our efforts to place interns throughout the remainder of the calendar year.

Participate in minority or other diversity job fairs – South Florida PBS participated in a Diversity & Inclusion Virtual Job Fair on March 18, 2020. This job fair was held through CareerEco Virtual Events and it was open to diverse students & alumni from colleges and universities throughout the U.S.

We are already scheduled to participate in the Diversity & Inclusion Virtual Job Fair on March 16, 2022. This job fair is also held through CareerEco Virtual Events and is open to diverse students & alumni from colleges and universities throughout the U.S.

## Goals for the Upcoming Year

Continue to meet and exceed all FCC equal opportunity (EEO) policies and rules for broadcasters.

Continue to produce programs that reflect the diversity of the South Florida communities we serve. Thus far our **On the Town in The Palm Beaches** series will highlight diverse populations in the county with episode titled Black Voices, part 2, which will air in March and an episode focused on Caribbean Heritage that will air in June. In addition, our **Your South Florida** series will also be producing programs on topics related to diverse populations with Diversity in Tech scheduled to air in February; Women in Business scheduled to air in March; Autism Awareness in April and Drowning in Racism: A Community Conversation (a special Town Hall to expand the conversation around the social justice and public health aspects of this local film, which provided a unique look at South Florida's Black communities, the water, and racism) scheduled to air in June.

Continue to increase awareness of SFPBS' mission while reflecting the diversity of our communities by creating diverse promos to be used throughout the year instead of specific promos that are only used to promote heritage months (i.e. Black History Month, Hispanic Heritage Month, Pride Month, etc.).

Continue our work on our initiatives, outlined above.

Continue to meet CPB Annual initiatives, also outlined above.

## What We Have Learned During These Challenging Times

Like every organization, South Florida PBS was challenged by COVID-19, but with these challenges opportunities arose to serve our communities in innovative and strategic ways. We used technology to pivot from traditional and standard ways of creating and delivering valued content and resources, especially for educators and children, to creating and delivering valued digital content, health and educational resources, experiential learning opportunities and virtual community engagement on a multitude of platforms such as digital, social media and broadcast channels so that even during this time of restrictions, we could bring our audiences a textured and thorough understanding of our diverse community and our world.