

Smoky Hills PBS Annual Diversity Statement FY2022

Smoky Hills PBS knows that a diverse workforce, including management team, governing body, and community advisory board contribute greatly to our knowledge and understanding of Central and Western Kansas' diverse communities and to our ability to deliver content and services that will help us attract, grow, and engage audiences from those communities. We strive to recruit members to our staff, governing body and community advisory board that have differing socioeconomic backgrounds along with ethnicity. In addition, we strive to find people with unique personal experiences, characteristics, and talents that can reasonably reflect the diverse needs and interests of the communities we serve in our 54 county viewing area.

Our board of directors consistently works to recruit board members with the goal of having a diverse group of board members that represent the many cultural areas that Smoky Hills PBS covers. In the past year, the board has recruited a new board member from western Kansas. This board member has a financial background along with knowledge of small rural communities.

The board of directors also held a national search in FY2021 for a new General Manager to lead Smoky Hills PBS into the future. There were three candidates interviewed and all three of them came from different backgrounds and cultures, including one that was originally from Mexico. Since we have a large population of Hispanic descendants in the southern part of our viewing area, we were excited at the possibility of that candidate. Unfortunately, she was not able to join our team, but the board was able to hire a new General Manager that brought a diverse background with him.

We had a large turnover of staff in FY2021 due to personal situations and retirements. With that came the opportunity to interview many new potential staff members. All those interviewed came from differing backgrounds. Some were young and fresh out of college, others had significant work experience. Our goal was to create a unique team that can bring different perspectives to the table.

Smoky Hills PBS also believes strongly in airing accessible programming that will benefit all those in our coverage area. We have chosen to produce local shows that reflect the diverse culture and spectrum of needs in the communities we serve. We also want to make sure that we bring culturally enriching programs to areas of Kansas that may not otherwise have access due to financial or travel constraints.

At Smoky Hills PBS, we understand the importance that each individual brings to our society and we embrace that diverse culture. Our goal for this upcoming year is to increase the diversity of our pool of applicants for future job postings by working closely with KansasWorks, a statewide organization dedicated to a diverse workforce and expanding our advertisement postings for open staff positions in diverse media outlets in the viewership region. Although we have worked on this goal for many years now, we still have work that needs to continue being done.