

**North Texas Public Broadcasting
KERA-TV, KERA-FM and KKXT-FM**

FCC EEO Program Report: Narrative Statement

As set forth in detail in the 2020-2021 and 2021-2022 Annual EEO Reports, the licensee, North Texas Public Broadcasting, Inc. dba KERA (“KERA”) undertook important initiatives in the community and service area during the last two years (“the reporting period”). KERA is committed to equal employment opportunity and believes that diversity is important to its success. All qualified applicants receive consideration for employment without regard to race, color, national origin or ancestry, sex, sexual orientation, gender identity, gender expression, age, religion, veteran status, disability or any other characteristic or basis protected by law. As demonstrated in the attached EEO Public File Reports, during the reporting period, KERA has embarked upon a number of initiatives that focus greater attention on Diversity, Equity, and Inclusion (DEI), among other initiatives. Set forth below are several examples of KERA’s broad and inclusive outreach. For additional details and initiatives, see the attached EEO Public File Reports.

During the reporting period, KERA continued its enhanced DEI training. As in prior periods, all employees, including managers, received annual training about the prevention of harassment, sexual harassment, and discrimination in the workplace. In addition, KERA secured the services of external organizations to specifically conduct training sessions related to unconscious bias, change management, inclusive leadership, emotional intelligence and other factors that raise awareness and understanding. Management has been an integral participant in all trainings enhancing the understanding and promotion of fair employment practices for all protected classes within every aspect of KERA’s employment practices.

An internal task force was created during the reporting period that engaged in research, discussion and recommendations for the organization’s need to expand KERA’s diversity initiatives. This internal task force recommended the creation of the DEI Advisory Council. The DEI Advisory Council meets twice a month and has continued the research, discussion and recommendations in DEI related matters. In addition to KERA’s internal progress on DEI, KERA’s website also includes a DEI section highlighting KERA’s commitment to Diversity, Equity, Inclusion and Belonging for public review.

KERA expanded a senior management position, and an additional management position, to ensure that DEI is in the foundation of KERA’s core from the top-down. KERA also hired a Director of Talent Recruitment & Retention to build KERA’s pipeline of talent and to create opportunities for professional development and growth. KERA expanded its hiring committees consulted during the hiring process. The hiring committees are assembled for each new position and is asked to be diverse in nature and is to present a diverse pool of applicants to review. Additionally, all managers and employees have been asked to include a specific DEI goal they will seek to achieve during their annual performance period.

KERA also believes in providing training so that every employee may reach their potential. KERA augmented the core benefits and services it offers its team members by entering into a service agreement with a national company. Through its online portal, staff have access to over 100,000 learning assets, including professional and educational courses, certifications and training videos. Additionally, an annual stipend of \$500 per employee is provided for training and development as well as a \$1,500 educational stipend toward a degree program. KERA also provides all staff the opportunities to attend conferences to broaden their knowledge and skills. All KERA managers have been charged with the responsibility to include career development plans in the annual written goals for each employee in their department.

KERA continued to offer a regular college internship program at KERA/KXT designed to assist members of the community to acquire skills needed for broadcast employment. In Summer 2020, KERA began paying interns an hourly wage and they often receive college credit for their internship. Students from any college in the country may be considered assuming their major studies are relevant to the needs at KERA and have been assigned to news, podcasts, radio production, photojournalism and DEI. In previous years, as well as during the current year, interns have represented a diverse group and have included minority students and both men and women. KERA believes the paid internship program affords all interested students with applicable studies the ability to apply for an internship opportunity as there is no longer a financial limitation for students needing a paid position while pursuing their education.

Additionally, KERA has participated in NPR's Next Generation Radio training for the past several years. It is a one-week, digital first, multimedia training project co-sponsored by NPR, NPR member stations, colleges, and universities. This program is designed to give competitively selected participants who are interested in podcasting, audio storytelling, and written and visual journalism the skills and opportunity to find and produce their own multimedia stories. Each selected participant is paired with a professional journalist throughout the program. In 2021, three KERA journalists served as mentors and worked one-on-one with their assigned Next Generation participants from the broadcast community. They were the main point of communication for the mentee, provided specific feedback and clear direction, and offered support and encouragement throughout the project.

During the reporting period, The Texas Newsroom division of KERA participated in the Public Media Village, led by NPR, as a Lead Villager sponsor for three national conferences. Public Media Village is a coalition of public media organizations available for job seekers to explore the world of public media, including news, television, radio, and podcasts. Due to the COVID-19 pandemic, the job booths were virtual and allowed KERA and its career opportunities exposure to several hundred diverse professional journalists on a national level. KERA was able to present its open full-time positions during the conference job fairs, the career paths in journalism and encouraged job seekers to check our website for future job vacancies if the current openings did not match their skill sets.

KERA participated in the Dallas 21st Annual Diversity Employment Day on March 19, 2021, which is an annual job fair that focuses on diverse and multi-cultural candidates. Due to the

COVID-19 pandemic, the diversity fair was also held virtually. Participation allowed KERA exposure to several hundred diverse professionals and to make job seekers aware of its organization, and the type of career options available. KERA served as a media sponsor and provided general advertising for the fair on its radio stations. KERA also advertised its open full-time positions during this Diversity Day on the career website and accepted several applications from participants. KERA continues to attend at least one job fair per year to promote KERA and KXT awareness in the community.

KERA repeatedly broadcasts weekly spots (radio announcements) related to employment opportunities on its NPR station KERA FM 90.1. KERA began running these employment related spots in April 2014, and they have continued to date, advertising its employment opportunities, and directing job seekers to its website to find current openings. Advertising on the main radio station ensures that KERA broadly communicates the organization's commitment to diversity and equal employment opportunity, and further, encourages the public to go to its website at www.kera.org to find the most current open positions. Recent statistics point out ever increasing viewer traffic on KERA's website that further enhances the opportunity for exposing the public to its job opportunities.

Related to hiring practices, in addition to the diversity information posted on KERA's website that addresses matters of compliance, KERA clearly advertises its commitment to equal employment opportunity at the station with posters as required. KERA's job postings and employment application includes a statement of policy that the organization is an Equal Opportunity Employer and it continues to ensure that all advertising for each open position clearly communicates its support for diversity, equity, and inclusion. KERA properly posts its commitment to Equal Opportunity in an area accessible to applicants who come to its building. KERA makes every effort to interview minority candidates for every open position.

KERA's objective is to continuously recruit, promote, and reaffirm its commitment to diversity in the workplace.