

EEO Narrative

South Texas Public Broadcasting, Inc.

South Texas Public Broadcasting, Inc. licensee of noncommercial television station KEDT-TV and noncommercial educational radio stations KEDT-FM and KVRT(FM) achieves broad and inclusive outreach by recruiting widely for job openings and engaging in a variety of outreach and recruitment activities. Among the sources KEDT uses for broad recruitment include: American G.I. Forum: National Veterans Outreach Program, Del Mar College, LULAC National Education Service Center, Texas A&M University Corpus Christi, Texas Rehabilitation Commission, Texas Workforce Commission, KEDT's website, and the stations' social media accounts, including Facebook and Twitter. KEDT lists all upper level job openings with the Corporation for Public Broadcasting and the Texas Association for Broadcasters, media trade groups whose membership includes substantial participation of women and minorities.

KEDT staff and leadership regularly engage with the community on a number of outreach events. The stations' Business Manager attends numerous career expos and job fairs hosted by colleges and universities. The fairs vary in focus, including Business, Liberal Arts, STEM (Science, Technology, Engineering, and Math), Culinary Arts, Skills, and Trades, Criminal Justice, and government employment. Station staff attend the fairs and provide information to participants about career opportunities in broadcasting. The stations' President and General Manager and other managers also attend numerous events sponsored by local educational institutions to speak about KEDT and radio and television station operations.

The stations partner separately with Texas A&M University Corpus Christi and Del Mar College to host an internship program. Student interns have the opportunity to work at the KEDT studio and gain hands-on experience with radio broadcasting and production.

KEDT is also committed to providing training opportunities for its staff. The Business Manager attended a virtual webinar series hosted by Greater Public on diversity and inclusion. And all staff participated in a day-long session which featured training on diversity, equity and inclusion led by NPR's Chief Diversity Officer. Other managers at the stations have attended the Public Media Women in Leadership virtual conference, which focused on mentoring, resilience, intersectional feminism, and leadership training for women working in public media. All station employees also received cross-training on key areas of stations operations in case of staff absence due to illness or national emergencies. Various managers of different departments at the stations provided critical training to employees in other departments, helping to ensure continuity of operations, and providing employees with skills to help them qualify for higher level positions.