

FCC EEO Program Report
Smoky Hills Public Television Corp.
Station KOOD, Hays, KS

Narrative Statement

Smoky Hills Public Television Corp. (“Smoky Hills PBS”), licensee of noncommercial educational television station KOOD in Hays, Kansas, is committed to providing equal employment opportunities and has achieved broad and inclusive outreach during the past two years in connection with its EEO program through its recruitment of full-time job vacancies and its completion of supplemental outreach activities.

As full-time job openings occur, Smoky Hills PBS utilizes multiple options from its regular list of recruitment sources in order to widely disseminate information about open positions and to seek qualified candidates for interviews. As indicated in its attached annual EEO public file reports, this includes sources such as: Central Kansas Jobs, Fort Hays State University, Handshake, Dodge City Has Jobs, Kansas Association of Broadcasters, Kansas State University, Hays Has Jobs/Work Hays, Indeed, KRSL, Nex-Tech Classifieds, KansasWorks, University of Nebraska-Kearney, Washburn University, Western Kansas Jobs, and others.

In addition to its regular recruitment procedures for open positions, Smoky Hills PBS regularly undertakes several non-vacancy-specific outreach activities to supplement its EEO efforts. During the past two years, these activities have included: training programs for station personnel to acquire skills to qualify for higher level positions; training to management level personnel as to methods of ensuring equal employment opportunities and preventing discrimination; various programs designed to promote outreach generally and events with educational institutions relating to broadcast career opportunities.

As noted in its annual diversity statement, Smoky Hills PBS strives to recruit members to its staff, governing body and community advisory board that have differing socioeconomic backgrounds along with ethnicity, and also strives to find people with unique personal experiences, characteristics, and talents that can reasonably reflect the diverse needs and interests of the communities it serves. Smoky Hills PBS also continues to work on increasing the diversity of its pool of applicants for job postings.

In sum, given its position recruitment procedures, its completion of various supplemental outreach activities, and its efforts to achieve its stated EEO and diversity goals and policies, Smoky Hills PBS has been able to achieve broad outreach on employment matters in the past two years.