



Corporation for Public Broadcasting TV CSG Diversity Eligibility Criteria (2016)

Background

KTWU is Kansas' first public television station serving the northeast region of the state. KTWU provides broadcast, education and ancillary services from the Nebraska border to the Oklahoma border and to portions of Missouri. KTWU serves the largest populated area of the state of Kansas, along its eastern border. KTWU began broadcasting on October 21st, 1965.

Vision Statement - *KTWU will be an innovative multimedia leader that entertains, educates and represents diverse perspectives.*

Mission Statement – *KTWU provides programs and services that enrich the lives of those we reach.*

KTWU is licensed to Washburn University, a municipal university in the city of Topeka, Kansas.

Vision Statement – *Washburn University is dedicated to being a premier Midwest regional institution recognized as a leader in providing a superior student-centered, teaching-focused learning experience, preparing graduates for success in their chosen profession and stimulating economic vitality.*

Mission Statement - *Washburn University enriches the lives of students by providing opportunities for them to develop and to realize their intellectual, academic, and professional potential, leading to becoming productive and responsible citizens. We are committed to excellence in teaching, scholarly work, quality academic and professional programs, and high levels of faculty-student interaction. We develop and engage in relationships to enhance educational experiences and our community.*

Core Values – *Integrity, Excellence, Accountability, Respect, Collaboration, Innovation*

Diversity Eligibility Criteria, (Part A)

Washburn Board of Regents

Washburn University is governed by a nine member Board of Regents. Three, who must be residents of the state of Kansas, are appointed by the Governor. Three residents of the city, one from each of the state senatorial districts, are appointed by the Mayor of the city of Topeka. One is the Mayor or a member of the governing body of the city designated by the Mayor. The Shawnee County Commission appoints one member, who must be a resident of Shawnee County but not of the city. The Kansas Board of Regents annually selects one of its members to serve on the Washburn Board. Members of the Board, but for the Kansas Regent selected to serve; all serve staggered four-year terms.

Washburn University

As an equal opportunity employer, Washburn University is committed to providing an environment for individuals to pursue educational and employment opportunities free from discrimination and/or harassment. The University prohibits discrimination on the basis of race, color, religion, age, national origin, ancestry, disability, sex, sexual orientation, gender identity, genetic information, or marital or parental status. Each unit, inclusive of KTWU-TV, within the University is charged with conducting its programs and activities in accordance with the University commitment to equal opportunity for all.

See Attachment A “Board Codified Policy”

See Attachment B “Statements of Diversity from President and Vice-President
<http://www.washburn.edu/diversity/index.html>

See Attachment “C” Washburn University Diversity Initiative Strategic Plan
<http://www.washburn.edu/diversity/Diversity-Initiative-Strategic-Plan>

Diversity Eligibility Criteria, (Part B)

KTWU Goals for 2016

Washburn Board of Regents

Due to the process of Board selection explained in Part A of this document, KTWU is not in a position to set a diversity goal for its Board of Regents.

Name	Gender	Ethnicity	Comment
William Sneed	Male	Caucasian	Board Chairman
Blanche Parks	Female	African-American	
Brent Boles	Male	Caucasian	
John McGivern	Male	Caucasian	Vice-Chair
Jennifer Sourk	Female	Caucasian	
Paul Hoferer	Male	Caucasian	
Terry Beck	Male	Caucasian	
Larry Wolgast	Male	Caucasian	Mayor of Topeka
Bill Feuerborn	Male	Caucasian	

Diversity Eligibility Criteria, (Part B)

KTWU Goals for 2016

KTWU Community Advisory Board

KTWU has a Community Advisory Committee that consists of 11 members representing diversity of gender, age, profession, geographic location and ethnicity.

1. Currently the Committee has 11 positions filled; **the goal is to expand the Committee by two new members.**
2. African-American representation on the Committee has been increased; **the goal is to maintain the number of African-Americans on the Committee.**
3. **The goal will also be to increase Hispanic participation by one additional member.**
4. It is important to have representation by the physically challenged on this committee; **the goal is to increase representation of the physically challenged by one new member.**

Activity	Date	Comment
<i>Recruitment of African-American members for 2013 goals</i>	<i>Fall 2012</i>	<i>Began a recruitment discussion and strategy with Dr. Patrick Woods, President of the Board (501 School District in Topeka)</i>
<i>Attendance to first Community Advisory Committee</i>	<i>Summer 2013 (July 24, 2013)</i>	<i>Dr. Woods began participation on the Advisory Committee</i>
<i>Added two new members in 2014</i>	<i>Summer 2014 Garry Cushinberry Dr. Mildred Edwards</i>	Goal completed in 2014-2015 <i>Vice-President for Community Development, Corefirst Bank and Trust Executive Director for the Kansas African American Commission</i>
<i>Added two new members in early 2015</i>	<i>Fall 2015 Mike Bell Fall 2015 Tara Dimick</i>	<i>Vice President of Sales, Visit Topeka Owner of 4 businesses; Publisher of TK Business Magazine</i>

Diversity Eligibility Criteria, (Part B)

KTWU Goals for 2016

Workforce

KTWU employs 29 persons representing gender diversity, ethnic diversity, generational diversity and diversity of sexual orientation. KTWU complies with all FCC regulations and files its EEO compliance reports each February 1st. Additionally, KTWU complies with the tenets of the CPB SABS/SAS reporting policies by annually reporting ethnic diversity by job type.

1. Maintain a system of **broad dissemination in the recruitment for all vacated positions as mandated by the FCC rules.**
2. Within state, federal and local guidelines, in keeping with the policies and practices of the Washburn University, **seek opportunities to hire under-represented groups in the field of broadcasting (Hispanics, African-Americans, Native Americans, Asians) for full-time and part-time positions.**
3. When seeking on-air talent for projects, **attempt to hire persons from under-represented groups.**
4. When **working with independent producers and outside production teams, express the need to have under-represented groups and individuals as members of their team.**
5. **Diversify the team of on-camera personnel for Auction and Pledge.**

Activity	Date	Comment
<i>Hire of new Assistant in Membership</i>	<i>Spring 2015</i>	<i>An internal search process advertised through the Washburn Human Resources Department. KTWU hired an Hispanic female for the position.</i>
<i>I've Got Issues (IGI) Host</i>	<i>January 1, 2015</i>	<i>Continuation of an African-American female as the anchor for the show.</i>
<i>Programming Associate</i>	<i>September 1, 2015</i>	<i>And internal search process advertised through Washburn Human Resources Department yielded Promotion of a female of Hispanic descent.</i>

<i>Local Programming</i>	<i>September 15, 2015</i>	<i>Management and Programming worked with two local producers in the development of a content about the growth of mobile devices in the African-American community. Unfortunately the program did not make it to broadcast.</i>
<i>Kansas Association of Broadcasters</i>	<i>Student Recruitment Day</i>	<i>The Executive Director and Executive Assistant met with over 50 students from diverse backgrounds in a production recruitment effort.</i>

Diversity Eligibility Criteria, (Part B)

KTWU Goals for 2016

Diversity Training

1. Staff member **participation in the annual Washburn University Diversity Retreat.**
2. Staff member **participation in Leadership Training developed by Washburn University.**
3. Staff member **participation in on-line training modules.**

Activity	Date	Comment
<i>Preventing Sexual Harassment</i>	<i>October 2015</i>	<i>All Washburn employees completed an online training session on preventing Sexual Harassment</i>