



Corporation for Public Broadcasting TV CSG Diversity Eligibility Criteria (2020)

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>

Washburn Board of Regents 2020

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
Shelly Buhler	Female	Caucasian	
Blanche Parks	Female	African-American	
James Klausman	Male	Caucasian	
John McGivern	Male	Caucasian	
Jennifer Sourk	Female	Caucasian	
Paul Hoferer	Male	Caucasian	Board Chair
Terry Beck	Male	Caucasian	Vice Chair
Michelle De La Isla	Female	Latina	Mayor of Topeka
Helen Van Etten	Female	Asian	

Diversity Eligibility Criteria, (Part B)

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.

KTWU Goals for 2020

1. **KTWU is still working to diversify its on-air personalities** within its local shows; its membership drives and its volunteer core.
2. KTWU is working to increase its African-American and Latino representation on its Community Advisory Committee; **the goal is to maintain the number of African-Americans currently and to increase by 1.**
3. **The goal will also be to increase Hispanic participation by 2 additional members.**
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 1 new member.**
5. **KTWU will increase its Community Advisory Committee by 1 new female member.**

Activities completed in 2019	Date	Comment
<i>KTWU hired a Black Female anchor to assist with its local community affairs show I've Got Issues.</i>	<i>Hired in March of 2019</i>	<i>I-G-I is a monthly show on KTWU</i>
<i>KTWU hired a Latin American male to host its signature series Sunflower Journeys</i>	<i>Hired in January of 2019</i>	<i>Sunflower Journeys has been on the air for 32 years.</i>
<i>The KTWU General Manager serves as a founding member of iNCLUDED an initiative developed by the local Chamber and GoTopeka to diversify the labor force in Topeka, Kansas.</i>	<i>Continuation</i>	
<i>Hispanic Board Member Elected as Mayor of Topeka</i>	<i>Retained</i>	

Washburn Board of Regents 2019

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	
Blanche Parks	Female	African-American	
James Klausman	Male	Caucasian	
John McGivern	Male	Caucasian	
Jennifer Sourk	Female	Caucasian	
Paul Hoferer	Male	Caucasian	Board Chair
Terry Beck	Male	Caucasian	Vice Chair
Michelle De La Isla	Female	Latina	Mayor of Topeka
Helen Van Etten	Female	Asian	

Diversity Eligibility Criteria, (Part B)

KTWU Goals for 2019

KTWU is working to diversify its on-air personalities for two of its local shows *IGI* and *Sunflower Journeys*.

KTWU is still interested in increasing its African-American representation on its Community Advisory Committee; **the goal is to maintain the number of African-Americans currently and to increase by 1 or 2.**

The goal will also be to increase Hispanic participation by 1 - 2 additional members.

It is important to have representation by the physically challenged on this committee; **the goal is to increase representation of the physically challenged by 1 new member when possible.**

Activities completed in 2018	Date	Comment
<i>KTWU did not complete all of its diversity goals that were set in 2018 but did diversify the number of minorities associated with its on-air Membership drives.</i>	<i>Throughout the 2018 year</i>	
<i>The KTWU General Manager serves as a founding member of iNCLUDED an initiative developed by the local Chamber and GoTopeka to diversify the labor force in Topeka, Kansas.</i>	<i>Continuation</i>	
<i>Hispanic Board Member Elected as Mayor of Topeka</i>	<i>Retained</i>	

KTWU Goals for 2018

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	
Blanche Parks	Female	African-American	

Brent Boles	Male	Caucasian	
John McGivern	Male	Caucasian	Board Chairman
Jennifer Sourk	Female	Caucasian	
Paul Hoferer	Male	Caucasian	Vice Chair
Terry Beck	Male	Caucasian	
Michelle De La Isla	Female	Latina	Mayor of Topeka
Helen Van Etten	Female	Caucasian	

Diversity Eligibility Criteria, (Part B)

KTWU Goals for 2018

The Washburn Board of Regents has a new member in the newly elected Mayor of Topeka.

KTWU is still interested in increasing its African-American representation on its Community Advisory Committee; **the goal is to maintain the number of African-Americans currently and to increase by 1 or 2.**

The goal will also be to increase Hispanic participation by 1 - 2 additional members.

It is important to have representation by the physically challenged on this committee; **the goal is to increase representation of the physically challenged by 1 new member when possible.**

Activity	Date	Comment
<i>New Hispanic Board Member elected as Mayor of Topeka.</i>	<i>January 2017</i>	<i>Elected in October of 2017</i>

Diversity Eligibility Criteria, (Part B)

KTWU Goals for 2017

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.

Currently the Committee has 11 positions filled; **the goal is to expand the Committee by one new member.**

African-American representation on the Committee has been increased; **the goal is to maintain the number of African-Americans on the Committee.**

The goal will also be to increase Hispanic participation by one additional member.

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 when possible.**

Activity	Date	Comment
<i>KTWU had two members of its management staff participate in leadership training through Washburn University. Leadership Washburn</i>	<i>Fall 2016</i>	<i>Wanda Hinton and Doug Barrington completed the training</i>
<i>KTWU's General Manager became a founding member of Topeka's Diversity Initiative Included.</i>	<i>October 2016 Jan. 2017 – Dec. 2017</i>	<i>October 2016 was the inaugural meeting of Included a community group of Human Resource Managers, Executives and Diversity Trainers.</i>
<i>KTWU partnered with the Washburn University Office of Diversity and Inclusion to do a nationally distributed TV show.</i>	<i>February 2017</i>	<i>KTWU Minds that Matter featuring Antiracist, Essayist, Author and Educator Tim Wise. The show was distributed nationally by NETA.</i>
<i>Washburn University Mandatory Annual Diversity Training for all employees and KTWU staff.</i>	<i>Various times throughout the year.</i>	