Bethel Broadcasting, Inc. Diversity Policy
Adopted by the Board of Directors – December 2022

Being located in the very diverse western Alaskan community of Bethel, Bethel Broadcasting, Inc. is a public media organization sensitive to diversity. We maintain a multicultural, multiracial, gender-balanced workplace. We embrace and encourage our employees’ differences in age, ethnicity, family or marital status, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, social-economic status, veteran status and other characteristics that make our employees unique.

The collective sum of these individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talents that our employees invest in their work represents a significant part of our culture and our reputation as a public media organization. Managing diversity makes us more creative, flexible, productive and competitive.

BBI’s diversity initiatives apply to - but are not limited to - our practices and policies on recruitment and selection; compensation and benefits; professional development and training; promotions; layoffs; terminations and the ongoing development of a work environment built on the premise of gender and diversity equity that encourages and reinforces respectful communication and cooperation between all employees; teamwork and employee participation; work/life balance through flexible work schedules to accommodate employees’ varying needs and employer and employee contributions to the communities we serve to promote a greater understanding and respect for diversity.

All BBI employees have a responsibility to treat others with dignity and respect at all times. All employees are expected to exhibit conduct that reflects inclusion during work, at work functions in or out of the station, and at all BBI sponsored and other community events. Efforts to achieve these goals will be favorably considered in annual employee evaluations. Any employee found to have exhibited inappropriate behavior against others may be subject to disciplinary action. Employees who believe they have been subjected to any kind of discrimination that conflicts with BBI’s diversity policy and initiatives should seek assistance from a supervisor.

BBI is also committed to creating and broadcasting programming that incorporates the values of a multicultural and diverse community and that reflects the pluralism of the United States and the world society.
Diversity Initiatives

As required by CPB:

1. The Board of Directors will review BBI’s commitment to diversity annually, at the regular fall board meeting, typically occurring in October.

   - Reviewed at December 3, 2022 quarterly meeting

2. BBI Management will complete an annual report of the organization’s hiring goals, guidelines, employment statistics, and actions undertaken to satisfy the Diversity Eligibility policy, and post that report on the station’s website, annually by September 30th, concurrent with the annual FCC-required EEO public file report.


3. We will provide formal diversity training for the staff, Board of Directors and Community Advisory board at least once every two years at dates and times to be determined by management.

   - No training was provided in 2022. Management will work on 2023 training.

4. Of the CPB required options, we will continue to recruit individuals representing diverse groups in internships or work-study programs designed to provide meaningful professional level experience in order to reflect the diversity of the communities we serve and further public broadcasting’s commitment to education.


   - KYUK BOD continues to recruit diverse applicants for CAB.
EEO Public File Report

September 22, 2021 to September 30, 2022
Bethel Broadcasting Inc.


Full Time Vacancies during this period: 0

Outreach Initiatives
During the reporting period, this Employment Unit engaged in the following outreach initiatives:

Media Bridge Internship Program
We started a program to transition high school graduates/college students into a professional career in media. This year we served 2 students.

Student Career Tours
We worked with schools to provide tours of our studio and facilities. The tours aim at giving students hands on experience to careers in broadcasting.
Tour 1- February 26 : 9 Students
Tour 2- June 17 : 8 students

John Active Memorial Scholarship
KYUK created a scholarship fund and program to award the John Active Memorial Scholarship to celebrate the life and honor the legacy of Aqumgaciq John Active, a pioneer in native media and a fierce advocate of Yup’ik language and culture. These Scholarships are awarded to college students pursuing a career in media or communications. This period we provided one scholarship.

Student Sports Broadcasters
KYUK teams up with Bethel Regional High School to involve students in sports broadcasts of their high school basketball team December through March. We served 8 students

Student Broadcasters
KYUK teams up with students in four schools in the Lower Yukon School District (Nunam Iqua, Alakanuk, Emmonak and Russian Mission) to create local student programming. This includes everything from speeches, elder interviews and sports broadcasts. The program serves approximately 25 students.
Community Outreach Event
KYUK participated in a large community event to highlight our services and opportunities. We participated in the Bethel Independence Day Parade, on July 4th, with a float featuring the costumed mascot of Molly, the star of PBS’s children’s show “Molly of Denali.” Molly, along with KYUK staff, met with over 100 kids at the fair grounds to encourage them to be storytellers.

Yup’ik Word of the Week
We worked with students from the Toksook Bay school and the Lower Kuskokwim School District summer academy to develop their media skills through our audio-visual program called “Yup’ik Word of the Week. Students work with our staff and instructors to create short-stop animation videos. We weave career opportunities into the program.
Toksook Bay students served: 20
Summer Academy served: 14

Shane Iverson,
BBI General Manager