TEXAS PUBLIC RADIO DIVERSITY POLICY

Updated February 2019

Texas Public Radio respects and celebrates the rich diversity of our listening and viewing community, comprised of San Antonio, the Hill Country, the Highland Lakes region, Snyder and the Big Country, the Del Rio area and the Gonzales area. Virtually every type of diversity, including cultural, ethnic, and socio-economic as well as gender, race, age, disability and more, is represented in our 21 counties spread out over much of South Texas. TPR is committed to reflecting the multifaceted diversity of our community in our programs, our workforce and management, our Board of Directors and Community Advisory Board and our events and initiatives.

A primary vision element in VISION 2022, our strategic plan, is that “programming and content are relevant and engaging to diverse audiences.” Our daily call in program The Source connects listeners in the greater San Antonio area with in studio guests and the citywide audience on topics ranging from Human Trafficking to Getting Ready for Spring Gardening. Texas Standard is a daily news show characterized as “the national news show of Texas.” It is produced by the Texas Station Collaborative, of which TPR is a founding member. The statewide news program Texas Matters discusses issues and the culture of Texas for a half hour each week. Fronteras is a weekly news magazine that explores the changing Southwest, bringing emphasis to Latino and Native American life. TPR hired a dedicated reporter for Fronteras in 2016. Also in 2016, TPR and the San Antonio Area Foundation launched Dare to Listen, a campaign aimed at promoting civil discourse among people who may disagree. We added a reporter dedicated to Immigration and Border Issues in January 2019. And of course, TPR regularly reports national and community news about diversity and inclusion, such as the January 8, 2019 edition of The Source that focused on Dreamweek, a summit of area events designed to foster the exchange of ideas on universal issues that advance the teachings of Dr. Martin Luther King Jr.

There is also diversity in our musical content programming. Music from around the world is featured on the weekly two hour Word Music with Dierdre Saravia. Classical Connections is a live and local two hour daily show featuring great classical performances and local context and commentary, broadcasting from the KPAC studios. Performance Saturday features both new and archive recordings from ensembles like the Heart of Texas Concert Band, the Mid-Texas Symphony, USAF Band of the West, and many others, as well as touring performers making their way through South Texas by way of the San Antonio Chamber Music Society, Tuesday Musical Club and other performing arts organizations. The KPAC blog features classical music news, reviews, and analysis from South Texas and around the world, including a recent story on what a conductor listens to as his country falls apart.

Our well-established emphasis on diversity is codified in many places, including the Board of Directors Code of Ethics in which “we pledge to have a diverse board and staff in terms of expertise, ethnic background, gender and community connections.” It is our vision “to be a leading source of high quality, national programming that emphasizes the multicultural character of its geographic area.” Our expressed values form the framework in which we operate and include our obligations to “respect diverse points of view” and “facilitate civil and constructive discourse.” To accomplish these goals, we:

- Review with the Board of Directors its practices that are designed to fulfill the commitment to diversity and to meet applicable FCC guidelines regarding EEO obligations.
• Formalized our long-standing commitment to diversity by adopting this policy in 2014.
• Maintain a formal process to nominate candidates for the Board of Directors, and ensure diversity is part of that process in order to create a pool of candidates that is representative of the community.
• Include local, state and national organizations that promote diverse candidates in our employee recruitment efforts.
• Prepare and post to the website an annual EEO public file report identifying broad outreach and initiatives, positions posted and the recruitment sources used to interview and to fill each position.
• Attend college and community internship and job fairs with the goal of meeting and learning about diverse job and internship candidates.
• Regularly participate in events sponsored by community groups interested in broadcast employment opportunities.
• Established a Texas Public Radio Scholarship in association with the Radio-Television-Film program at San Antonio College (on-going since 2013.)
• Train management in methods ensuring equal employment opportunity and preventing discrimination and harassment, most recently in 2018.
• Established Generation Listen, TPR’s young professional group, for networking, dialogue, and community and to connect young locals to the people, places and things that make San Antonio an exciting place to be.
• Host live events designed to appeal to diverse audiences such as Think Science, which explores the science behind things such bees, nanotechnology, how the internet affects your brain; Worth Repeating, a live story-telling event in which 7 storytellers tell 7 minute stories around themes such as Aliens and As Luck Would Have It to a largely millennial and younger audience; Sounds like KPAC, a competition that encourages young artists who love classical music; and When I Grow Up, a family event featuring a host of mentors sharing their stories, tools and experiences with children and young teens.
• Sponsor Silver Solutions Resource Fair for San Antonio seniors and their caregivers, providing information pertaining to health, living resources, and independence at no cost to attendees (On-going since 2011.)

It is our plan to maintain and improve the above, as appropriate to community needs and available resources. In addition, TPR will undertake one of the following initiatives annually:

• Include diverse individuals in its internship or work-study programs such as the Texas Public Radio Scholarship, to reflect the diversity of the community and to further public broadcasting’s commitment to education.
• Continue to include diverse candidates in any slate of candidates for its Board of Directors and Community Advisory Board.
• Implement a diversity training program for the Board of Directors.
• Continue to participate in minority or other diversity job fairs.
• Implement formal diversity training programs for management and appropriate staff.

If TPR has a job posting for a senior leadership position, it will make every effort to include at least one qualified diversity candidate in the interview process.
Using 2017 data estimates (the most recently available) from the U.S. Census Data Quick Facts Database, we analyzed the demographics of our coverage area consisting of 23 counties in seven listening areas as:

- 50% male
- 50% female
- 13% racially or ethnically diverse
- 87% white
- Median age = 34
- 60% identify as being of Hispanic, Latino or Spanish descent.

The Texas Public Radio Board of Directors has 19 members, including the CEO, meaning it is:

- 42% male
- 58% female
- 16% racially or ethnically diverse
- 84% white
- Median age = 58
- 16% identify as being of Hispanic, Latino or Spanish descent.

The Texas Public Radio Community Advisory Board has 22 members, meaning it is:

- 45% male
- 55% female
- 5% racially or ethnically diverse
- 95% white
- Median age = 52
- 41% identify as being of Hispanic, Latino or Spanish descent.

There are 45 full time employees of Texas Public Radio, including the CEO, which means they are:
38% male
62% female
5% racially or ethnically diverse
84% white
Median age = 48
24% identify as being of Hispanic, Latino or Spanish descent.

In addition to these diversity markers defined by the U.S. Census Bureau, the following types of diversity have been observed or reported through appropriate channels as existing among the Board of Directors, the Community Advisory Board and the employees of Texas Public Radio:

Socio-economic status and background
Language and culture
Geography
Marital or family status
Religion, faith or spirituality
Disability and ability
Veteran status