

## Statement of Commitment to Diversity

It is axiomatic that diversity is essential to excellence. That is one reason why Arizona Public Media (AZPM) is committed to fostering a culture of diversity and inclusion. Our goal is to maintain a fair, unbiased work environment and to enhance our ability to effectively serve our community and our diverse audiences as a media organization by emphasizing equal access and respected participation for all groups and individuals irrespective of differences. AZPM seeks to create and maintain a culture in which individual uniqueness is celebrated and differences are understood and valued. Diversity at AZPM encompasses and embraces our differences including, but not limited to, race, ethnicity, gender, age, sexual orientation, religion, socio-economic status, physical ability, national and geographic origin, marital status, and veteran status.

AZPM<sup>1</sup> is licensed to the Arizona Board of Regents (“ABOR”). AZPM’s headquarters is located on the campus of the University of Arizona (“University”). As a non-academic unit of the University, personnel processes are governed by University policies and procedures and approved by ABOR. As equal opportunity employers, AZPM and the University are committed to the recruitment, retention and development of diverse classified and administrative staff, and service professionals. AZPM is building an inclusive workforce by actively pursuing qualified employees from a wide range of ages, ethnicities, races, experiences, interests and cultures.

AZPM’s workforce displays passion, innovation, skill, and intellectual curiosity, and takes pride in its connection to the local community and all of southern Arizona by providing *Excellence* through quality programming, *Access* through media reaching Arizona’s citizens, and *Impact* by providing the people of southern Arizona with learning opportunities, information, related resources, and community outreach efforts.

In conjunction with ABOR and University policies and procedures related to emphasizing acceptance, respect, inclusion, and an appreciation of our differences, AZPM has created this internal Diversity Policy (“Policy”). This Policy is intended to bridge the gap between AZPM’s stated goals, as set forth in our Strategic Plan, and our many challenges to diversity and excellence. Specifically, the Policy aims to encourage and facilitate the following:

- Recruitment and retention of excellent and diverse employees, interns and Community Advisory Board (“CAB”) members;

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<sup>1</sup> AZPM is comprised of the following broadcast entities: Television stations: KUAT 6.1 *PBS-HD*, KUAT 6.2 *PBS Kids*, KUAT 6.3 *PBS 6 Plus*, KUAS 27.1 *PBS-HD*, KUAS 27.2 *PBS Kids*, KUAS 27.3 *PBS 6 Plus*; *NPR News/Jazz* radio stations: KUAZ-AM 1550 (Tucson), FM 89.1 (Tucson), FM 91.3 (Sierra Vista); and *classical music* radio stations KUAT-FM 90.5 (Tucson), FM 89.7 (Tucson), FM 88.9 (Bisbee), FM 91.1 (Nogales), FM 89.5 (Safford), and FM 89.7 (Sierra Vista).

- Establishment of equality in every aspect of professional and administrative activity in our organization;
- Incorporation of diverse perspectives as a matter of course in every activity engaged in by our professional, administrative and executive staffs and CAB members; and
- Becoming an exemplar in the public media industry and the community for celebrating diversity and excellence.

### **Implemented Diversity Initiatives**

- A. Job opportunities are announced and posted with organizations and job banks of broad-based membership, including women and minorities. Examples of such organizations include American Women in Radio & Television, Chicanos Por La Causa, the Tucson Hispanic Chamber of Commerce, the Tucson Urban League, and Women in Film and Video. See Appendix "A."
- B. Job opportunities are also announced and posted on the University Employment website ([uacareertrack.com](http://uacareertrack.com)). The employment link is easily accessible from the AZPM website ([AZPM.org](http://AZPM.org)), which also contains listings of all available positions.
- C. AZPM participates in University-sponsored student job fairs and at local and regional job fairs hosted by community businesses and other educational and professional organizations.
- D. CAB members are recruited to represent the diversity of the communities served by AZPM stations. A board matrix is employed that utilizes 5 factors: gender, ethnic diversity, age, neighborhood, and professional experience. The matrix is used as a key point of reference when recruiting new members from the community for board service.

### **Work Study**

- E. AZPM provides both part-time paid positions and internship opportunities for University students who have an interest in broadcast communications and public media. Production positions include crew for television membership campaigns, television studio productions, and other local television and web-streaming productions with responsibilities including editing, videography, directing, and television, radio and online news reporting. Other student opportunities include positions in on-air promotion, accounting, graphic design, and marketing.

## **Performance Management and Employee Involvement**

- F. Performance is evaluated against elements of the AZPM Strategic Plan and core expectations of the University, and supervisors are accountable for understanding and implementing the evaluation policy. Managing employee performance includes regular feedback and formal mid-year and annual evaluations. This collaborative process facilitates the opportunity for the supervisor and the employee to communicate expectations, goals, accomplishments, employee self-evaluation, and/or a Performance Improvement Plan if necessary.
- G. CAB members are self and group evaluated every other year in odd-numbered years. The results of these evaluations are reviewed at the Executive Committee and full Board Meetings following the evaluation period.

## **Monitoring and Oversight**

- H. To ensure that any potential for discrimination is recognized, analyzed, evaluated, and mitigated, the Director and General Manager, Human Resources Coordinator, AZPM CAB members and the CAB Executive Committee shall engage in a bi-annual review of AZPM's workplace diversity plan to encourage best practices, make recommendations, and ensure compliance with federal law. A report is made to the full CAB at the November meeting in odd-numbered years.

## **Endorsement**

For: Arizona Public Media (AZPM)

By:   
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Jack Gibson, Director & GM

Date: 10-2-2017