

TELEVISION THAT CHANGES LIVES

DIVERSITY & INCLUSION REPORT



October 1, 2013- September 30, 2014

Television has the power to change lives. Public television has the responsibility to change lives for the better: a child far from urban resources is inspired to become a scientist, a high school dropout earns a GED, a homebound senior citizen remains connected to the world of arts and culture, the family of an Alzheimer's patient finds strength and support. UNC-TV's unique programs and public media services provide people of all ages with enriching, life-changing television.

— The UNC-TV Mission Statement

UNC  **TV**

DIVERSITY GOAL

UNC-TV is an affiliate of the University of North Carolina General Administration (UNC-GA) and, as such, adheres to and complies with the statutes, policies, processes, and procedures therein. UNC-GA's Equal Employment Opportunity/Affirmative Action Plan (EEO/AA), posted on the UNC-GA Web site, clearly affirms its commitment to equal employment opportunities for women, minorities, workers with disabilities, and veterans. As part of this great institution, UNC-TV upholds this commitment and endeavors to create an atmosphere of educational awareness that promotes the value that each unique individual brings to the tapestry of life.

UNC-TV aims to reflect the community in which its employees work and live, creating an environment of inclusion that respects the differences and contributions of every citizen of the state of North Carolina. UNC-TV affirms its commitment to foster, cultivate, and preserve a culture of diversity and inclusion within its staff that reflects the makeup of the state of North Carolina and beyond. UNC-TV's employees are a microcosm of North Carolina's population and come to the organization with diverse backgrounds including race, color, sex, national origin, religion, creed, age, veteran status, disability, and family configuration. Recognizing and celebrating these differences in all aspects of its operations and at all levels of the organization, UNC-TV works to ensure that its workforce demographically represents the working population.

To achieve this goal, UNC-TV pursues aggressive institutional and external recruitment plans to attract skilled and experienced applicants. The recruitment plans pledge to each applicant a complete review and evaluation and encourage all who are competitive to apply, specifically women and minorities. In addition, UNC-TV requires applicants selected for interview to reflect the diversity composition of the original pool.

UNC-TV further recognizes that the increasing diversity among residents in the state has added cultural, economic, and social benefits to the community. UNC-TV shall make every effort to see that its structure, policies, and programs reflect all aspects of the total community and promote inclusion. To this end, UNC-TV strives to ensure that:

- Discriminatory or oppressive behaviors are not tolerated.
- A comprehensive recruitment and selection plan is followed that ensures all applicants have an equal and fair opportunity in the hiring process.
- Balancing work/life is possible through flexible work schedules to accommodate employees' varying needs.
- UNC-TV's Internship and Mentor Program provides a unique learning experience for students from diverse colleges, universities, and community colleges.
- UNC-TV's on-air programming is selected and/or produced to reflect the varied cultural and social interests of the total community.

UNC-TV DIVERSITY & INCLUSION REPORT

All employees of UNC-TV 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 on or off the work site, and at all other UNC-TV-sponsored and participative events. Any employee found to have exhibited any inappropriate conduct or behavior against others may be subject to disciplinary action.

COMPLIANCE WITH THE CPB DIVERSITY ELIGIBILITY REQUIREMENTS

1. *Establish a formal goal of diversity in the workforce, management, and boards, including community advisory boards and governing boards having governance responsibilities specific to or limited to broadcast stations.*

UNC-TV has established a Diversity Goal that reflects its commitment to diversity within its workforce and is representative of the citizens of North Carolina. (See Diversity Goal.)

DIVERSITY AND BOARDS

The Board of Governors of the University of North Carolina (UNC) holds all of UNC-TV's broadcast licenses and is legally responsible for the organization. The North Carolina General Assembly elects 32 members to the UNC Board of Governors. A student representative serves as an ex officio member of the Board of Governors. Former board chairs and state governors have emeritus status. The UNC Board of Governors delegates the operation of the network to the director and general manager through the president of the UNC system. UNC-TV has no influence over who is appointed to the UNC Board of Governors.

As provided in N.C.G.S. § 116-37.1, the 22 members of UNC-TV's Board of Trustees are appointed as follows: the UNC Board of Governors appoints 11 members, the governor appoints four, and the president pro tempore of the North Carolina Senate and the speaker of the North Carolina House of Representatives each appoint one. Five serve ex officio: the president of the University of North Carolina, the president of the North Carolina Community College System, the superintendent of the North Carolina Department of Public Instruction, the secretary of the North Carolina Department of Health and Human Services, and the secretary of the North Carolina Department of Cultural Resources. Ex officio members may name an individual to represent them at the UNC-TV Board of Trustees meetings.

UNC-TV's Board of Trustees is an advisory board composed of members of the community who have significant knowledge about the needs of the citizens of North Carolina. Its members are the organization's most vital link to the public. As noted above, UNC-TV's Board of Trustees members are appointed by different entities within state government and the University system. These entities may have divergent ideas on

UNC-TV DIVERSITY & INCLUSION REPORT

what constitutes the ideal candidate for membership on the Board of Trustees. However, UNC-TV's enabling statute requires all appointing authorities to give consideration to promoting diversity among the members of the Board of Trustees so that the board will reflect and be responsive to the diverse needs, interests, and concerns of the citizens of North Carolina.

2. *Review with station's governing board or licensee official those practices that are designed to fulfill the station's commitment to diversity and to meet the applicable FCC guidelines.*

In keeping with Federal Communications Commission requirements, UNC-TV creates a position-specific recruitment plan to provide wide dissemination of each position under recruitment. A significant element of the plan is to ensure positions are available for consideration by as large an audience as feasible. Additionally, field positions, many of which are distant from UNC-TV's Research Triangle Park home base, are vigorously recruited in the local community and region as a major element of this endeavor. Currently UNC-TV's recruitment listing contains 59 sources identified as providing significant coverage to the effort—locally, statewide, regionally, and, if needed, nationally. Those listings are under constant study and review in order to maintain a current and viable source catalog.

3. *Complete an annual report of the organization's hiring goals, guidelines, employment statistics, and actions taken to satisfy the Diversity Eligibility Policy, and post that report on the station's Web site.*

UNC-GA produces an annual EEO/AA Plan for review and approval by the president of the UNC system. As an affiliate of UNC-GA, UNC-TV takes positive measures to ensure the work environment is consistent with the intent of this plan and supports equal opportunity. To that end, hiring managers are regularly directed and expected to make good-faith efforts to recruit and hire a diverse workforce, as well as to maintain a work environment and management practices that support equal opportunity in all terms and conditions of employment.

Within UNC-GA's EEO/AA Plan is a well-established Merit-Based Recruitment and Selection Plan that outlines the steps required when recruiting for vacant positions. This plan assures that "...affirmative action shall be taken to ensure that applicants for employment will be considered and employed based upon actual job requirements...." The process, when consistently applied, is non-discriminatory and promotes integrity, diversity, and fairness. Noted throughout the Diversity Goal document are the various ways in which UNC-TV strives to ensure a diverse and inclusive workforce. UNC-TV's demographics reflect the balanced workforce the network strives to maintain. Statistics on a few of the aspects that demonstrate the diversity of UNC-TV's approximately 154 permanent employees are shown in the following charts.

UNC-TV DIVERSITY & INCLUSION REPORT

UNC-TV 2012-2013

	Female Caucasian		Female Non-Caucasian		Male Caucasian		Male Non-Caucasian		Totals	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Census: Staff	24	18%	24	18%	80	59%	7	5%	136	100%
Census: Management	11	61%	2	11%	4	22%	1	6%	18	100%
New Hires	3	50%	2	33%	1	17%	0	0%	6	100%
Promotions	0	0%	0	0%	0	0%	0	0%	0	100%
Attrition	2	29%	1	14%	3	43%	1	14%	7	100%

UNC-TV 2013-2014

	Female Caucasian		Female Non-Caucasian		Male Caucasian		Male Non-Caucasian		Totals	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Census: Staff	23	17%	24	17%	83	60%	8	6%	138	100%
Census: Management	10	67%	2	13%	2	13%	1	7%	15	100%
New Hires	1	9%	2	18%	8	73%	0	0%	11	100%
Promotions	2	50%	0	0%	1	50%	0	0%	2	100%
Attrition	3	25%	2	17%	7	58%	0	0%	12*	100%

*Includes the transfer of two employees and their respective positions to a different department of University of North Carolina General Administration.

NOTES: Management includes positions Exempt from State Personnel Act (EPA). Staff includes positions Subject to State Personnel Act (SPA).

4. *Implement formal diversity training programs for management and appropriate staff.*

Supervisors and managers hired or promoted on or after July 1, 1991, fulfill the requirement to participate in the Equal Employment Opportunity Institute (EEOI) to increase understanding of their roles and responsibilities in managing employees from different backgrounds and cultures, and the corresponding laws, policies, and employment practices and techniques complementing this purpose.

UNC-TV DIVERSITY & INCLUSION REPORT

5. *Include 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 community and further public broadcasting's commitment to education.*

UNC-TV's Internship and Mentor Program provides a unique learning experience for students interested in a variety of telecommunications careers. Interns are mentored by experienced managers and employees. To find talent for college and graduate-level internships, UNC-TV partners with area colleges and universities (including historically black colleges and universities, or HBCUs) to provide opportunities with UNC-TV employees to discuss the real world nature of this spectrum of the telecommunications industry.

6. *Participate in minority or other diversity job fairs.*

UNC-TV participates annually in at least four internship/career fairs at diverse colleges and universities to introduce its Internship and Mentor Program to students and guide them through the application process.

This document, which is posted on the UNC-TV Web site, represents UNC-TV's annual report of the organization's hiring goals, guidelines, employment statistics, and actions taken to be in compliance with the CPB Diversity Eligibility Requirements. Access to this report is available to the public upon request.