



## **Community Representation Statement (May 2024)**

South Florida PBS is an innovative, resilient, and dynamic non-profit public media company. We create compelling local content, as well as nationally and internationally acclaimed content, and aspire to be our region's most trusted resource for information, entertainment, inspiration, and lifelong learning, especially for children.

We serve a diverse population of all ages and cultural backgrounds from Key West to the Sebastian Inlet and from the Atlantic Ocean to Lake Okeechobee. Our broadcast and digital platforms offer locally and nationally produced content on WPBT, WXEL, Health Channel, South Florida PBS Kids and Create for approximately 6.5 million viewers in our region.

Reflecting, respecting and giving voice to community diversity has been a primary tenet of South Florida PBS for over 60 years.

To better understand our audiences' concerns and interests and use the extraordinary power of media to create a more informed and engaged community, we meet with our Community Advisory Boards three times a year and ask them for their feedback regarding our programming efforts. The Boards are comprised of members who demonstrate activity and leadership with business, social or educational organizations and review the programming goals established by the organization, the services provided by the organization and the significant programming policy decisions rendered by the organization. The Boards provide feedback and may make recommendations with respect to whether the programming and other policies are meeting the specialized educational, arts and cultural needs of the communities served by the organization.

Our mission is to enrich, strengthen and empower our diverse communities, especially children and the underserved, through trusted broadcast and digital content, experiential learning, and community engagement on relevant platforms. This mission is supported by our values and guiding beliefs that we have defined as Diversity, Creativity, Innovation, Trustworthiness, and Resilience.

We strongly believe in and fully embrace diversity to create and maintain a positive work environment where the similarities and differences of individuals are respected and valued, creating an environment where everyone can reach their full potential and maximize their contributions. We embrace our employees' differences and diversity in all its forms, including – but not limited to – age, ethnicity, family or marital status, gender, gender identity, disability, physical abilities, political affiliation, religion, sexual orientation, socio-economic status, and veteran status.

Our ongoing goal is to build and support a strong organizational culture of integrity in which all

individuals are valued and treated with dignity and respect. Our efforts will allow our staff and governing board(s) to embrace and sustain our commitment to the communities we serve and to all our viewers at the highest possible level.

South Florida PBS will continue in its practices and policies on Affirmative Action, community initiatives, and content (programming and production) as well as undertake other initiatives to realize this goal, as described below:

Our Affirmative Action Plan outlines the organization's commitment to equal employment opportunity for all – from selection and election of officers; to recruitment and hiring of personnel; to promotion and training and/or any other job-related matter.

Our employment related outreach includes notices and information for all full time – as defined by the FCC - open positions which are sent to an extensive list of organizational and educational institutions to educate our communities about career opportunities in public media. In addition, we participate in minority or other diversity job fairs.

College and high school students are given opportunities to intern with South Florida PBS. They are sought from a wide range of educational institutions, which are frequently updated, as we strive to achieve diversity in this opportunity for individuals to obtain applicable knowledge and skills.

South Florida PBS prides itself on working with local independent film makers to deliver content that reflects the unique interests of South Florida and the diverse communities we serve. We also curate community-based content, both online and otherwise, that highlights the arts and cultural heritage of South Florida. Our programming includes nationally recognized and emerging film makers, thus lending voice to diverse talent which is a key component of national broadcast series such as Independent Lens and POV.

Community engagement is an important complement to our programs as it allows us the opportunity to interact with our diverse audience through in-person events. These take the form of screening events in which we share excerpts of our programs and use them as a springboard to engage in meaningful conversation with a panel of expert guests, producers of the program and our live audience.

Additionally, to reflect the diversity of our communities, we produce promos which celebrate and illustrate the diversity of the communities we serve throughout the year with specific messaging and images (i.e., Black History Month, Hispanic Heritage Month, Pride Month, etc.).

We continue our commitment to a workplace free from any form of discrimination and/or harassment and conduct mandatory sexual harassment and discrimination training annually.

In conclusion, South Florida PBS is committed to using its power as a public media force to promote equity and inclusion by designing and creating content that is reflective of and accessible

to the diverse communities we serve as well as developing equity and inclusion resources with and for our employees.