



KMBH
TV & RADIO



KMBH DT 38 – KMBH FM 88.9 – KHID 88.1
(Satellite Ch. 60 & Cable Ch. 10)

KMBH-Workplace Diversity Strategies & Policy

Here at KMBH we believe that a diverse workforce can provide a powerful advantage. It is important to the company that we have staff from diverse backgrounds that are committed to the company's vision, mission, objectives and key business strategies. On the other hand, the cost of ignoring workplace diversity can be devastating. Having a part of the employee population feel marginalized because they are "different" generally degenerates into discord, low morale and lack of commitment.

An employer that embraces and promotes workplace diversity creates an environment that is open to diverse talents, ideas and cultures, and is free from discrimination and harassment.

Diversity includes everyone. It is not defined by race or gender. It extends to age, ethnicity, religion, sexual preference and geographic origin. As a community station that serves a diverse community, a diverse staff with different views is beneficial to not only the station but the community as well.

KMBH diversity objective

- Candidates for our Board of Directors and our CABs will be selected from a diverse pool of candidates.
- Development training will be provided for staff/Board & CAB members.
- Use all available methods to promote and disseminate full time job openings to assure a diverse turnout of applicants.
- All open senior management positions will require a diverse poll of candidates.
- Diversity training and educational information will be provided to all staff
- Having open communications
- Establishing nondiscrimination and harassment policies.
- Providing internship opportunities to students that represent diverse groups.
- Providing an annual report of guidelines, employment statistics and hiring information.

Recognizing, appreciating, valuing, and utilizing the unique talents and contributions of all individuals is what makes a business successful and allows for maximum impact on the community it serves.

Governing Board

Our Board consists of a group of individuals from our community representing diverse backgrounds in both their careers as well as their interests in their personal lives. Their backgrounds include finance, marketing, accounting and clergy. This diversity fills the Board's need to add certain expertise to assure the station's success in the community it serves. At each annual meeting of the Board of Directors, the Board elects its Chairman and Vice-Chairman of the Board who must be members of the Board. At each annual meeting, the Board of Directors elects each officer, who when elected takes office on the date of his or her election as an officer of the corporation. The term of the Chairman, Vice-Chairman and each officer serves for one year, and each serves until the next annual meeting. Officers may serve more than one term.

During fiscal 2012 one (1) Board position was filled. The position was filled by appointment of the Bishop of the Diocese of Brownsville. Upon approval of the RGV Board of Directors; Monsignor Gustavo Barrera was appointed as Secretary, replacing the Late Monsignor Robert Maher.

***By-Laws/Article 1**

The Corporation shall not discriminate against any person (including, without limitations, any employee or any resident or perspective resident) on account of race, color, religion, sex, age, or national origin.

Advisory Boards

KMBH CABs are made up of members from diverse backgrounds within the community; from a financial advisor, insurance proprietor, military academy marketing director, business workers and retired federal employee. The objective of the KMBH/KHID CABs is to assist RGV Educational Broadcasting, Inc., in fulfilling its commitment "to further all levels of education, to promote the arts, spiritual values and cultural development by means of electronic media, specifically for the communities of the Rio Grande Valley in Texas." The CABs fulfill their objectives by representing diverse constituencies within the Rio Grande Valley while monitoring and evaluating programs, giving voice to underserved segments of the community, serving as a sounding board for ideas presented by RGV Educational Broadcasting, Inc., staff and bringing issues of community concern to the attention of the KMBH/KHID station management. Advisory Board members may be recommended for appointment or can submit an application for membership. Both CABs are required to be a diverse group with regard to race, ethnicity, gender, age and community of residence. Members of the Advisory Board shall be appointed to a renewable term of three (3) years. Terms shall be staggered to assure continuity on the Board. To facilitate this, the first Board shall be appointed with varying one, two, and three year terms, all renewable for two (2) consecutive three year terms.

Workforce

During fiscal 2012 KMBH filled 5 full time positions one of which was a President/CEO position and four staff positions. With the positions requiring individuals with specific skills, our goal was to attract qualified candidates from diverse groups for all the positions. We feel we were successful in meeting this goal for all of the positions using the methods we utilized. KMBH was successful in increasing the diversity of our staff and senior management.

As part of on-going education around diversity and inclusion, some staff members participated in the CPB Webinar on TV CSG Diversity Eligibility Criteria Thursday, July 26, 2012. Other training involving the entire staff is being planned.

The charts below depict the diversity of KMBH's workforce at the end of fiscal 2012.

| Job Categories | Number of Employees (Report Employees in only one area) | | | | | | | | | | | | | | |
|---|--|--------|-------|---------------------------|---|-------|----------------------------------|-------------------|-------|---------------------------|---|-------|----------------------------------|-------------------|--|
| | Race/Ethnicity | | | | | | | | | | | | | | |
| | Not Hispanic or Latino | | | | | | | | | | | | | | |
| | Hispanic Or Latino | | MALE | | | | | | | FEMALE | | | | | |
| | Male | Female | White | Black or African American | Native Hawaiian or other Pacific Islander | Asian | American Indian Or Alaska Native | Two or more races | White | Black or African American | Native Hawaiian or other Pacific Islander | Asian | American Indian Or Alaska Native | Two or more races | |
| A | B | C | D | E | F | G | H | I | J | K | L | M | N | | |
| Executive/Senior Level Officials and Managers | 1 | | 1 | | | | | | | | | | | | |
| First/Mid-Level Officials and Managers | 1 | 2 | 1 | | | | | | | | | | | | |
| Professionals | | 1 | | | | | | | | | | | | | |
| Technicians | 3 | | | | | | | | | | | | | | |
| Sales Workers | | 1 | 1 | | | | | | | | | | | | |
| Administrative Support Workers | | | | | | | | | | | | | | | |
| Craft Workers | | | | | | | | | | | | | | | |
| Operatives | 3 | 1 | | | | | | | 1 | 1 | | | | | |
| Laborers and Helpers | | | | | | | | | | | | | | | |
| Service Workers | | | | | | | | | | | | | | | |

Volunteers

As part of volunteer program to introduce public broadcasting to students and the public, we worked with two volunteers in 2012. Both volunteers are from diverse groups. Both volunteers are female, one is a current high school graduate about to enter college and plans to major in communications; the other is a young woman employed in retail but has always had an interest in radio broadcasting. Both volunteers have brought new insight and talent to our company.

Diversity Management

The challenge in having a diverse workplace is to effectively manage all the different dimensions that naturally occur with human interaction. Diversity management is not a program or a one-size-fits-all endeavor. It is a comprehensive managerial process to develop a workplace environment and culture that has open communications, trust and inclusiveness in which all employees are empowered to reach their full potential.

Our goal is to obtain the maximum effort and full potential from the workforce and organizational structure. What matters most to employees is that the organization is committed to creating a climate of fairness and opportunity. Leadership sets the tone for what the organization values, and that includes a commitment to diversity.

However, perceptions of diversity are strongly influenced by the actions of each employee's immediate supervisor or manager. Supervisors and managers can easily undermine or inhibit the commitment desired and communicated by senior leadership. The message needs to be the same at every level of the organization, from top management on down, that every employee should have the opportunity to work in an environment that is open to diverse ideas, cultures and talents, and is free from discrimination.

Conclusion

By its very nature, diversity in employment is an ever-changing dynamic. Because of that continuous change, we will periodically assess: "Where are we today in terms of achieving today's diversity goals - and where do we see tomorrow's diversity goals?" To make that assessment, we will:

- Regularly revise and update our Diversity Plan;
- Survey employees about their view of the company's efforts;
- Renew commitment at every level of management;
- Re-communicate commitment at every level of the organization