



## **2016 BYU Broadcasting Diversity Statement and Annual Report**

### **Diversity Statement**

BYU Broadcasting (“BYUB”), as a service of Brigham Young University (“BYU”), is committed to the mission of BYU to “assist individuals in their quest for perfection and eternal life.” To this end, BYUB seeks qualified employees, as well as community advisory board members, of various talents and backgrounds, including geographic, educational, cultural, ethnic and racial, who relate together in such a manner that they are “no more strangers and foreigners, but fellow citizens with the saints, and of the household of God” (Ephesians 2:19). It is BYUB’s belief that providing employment opportunities for a mix of individuals who share values based on the gospel of Jesus Christ and who come from a variety of backgrounds and experiences is an important asset to the organization.

BYUB strives to create and foster an environment in which individuals can achieve their maximum potential within the workplace, regardless of their backgrounds. BYUB further recognizes the importance of reflecting the diversity of its viewers and communities in its workforce. For instance, the diverse capabilities of its employees position BYUB to anticipate and fulfill the needs of its viewers locally, nationally and globally by providing high-quality, uplifting programming. For example, BYUB’s minority workforce follows closely the minority population percentage in the state of Utah, which encompasses most of the Salt Lake City DMA. Moreover, BYUB maintains an over-the-air channel dedicated to Spanish- and Portuguese-speaking viewers.

The unified community that BYUB seeks does not come through similar attributes or backgrounds, but rather through mutual regard, respect and charity toward all. BYUB opposes prejudice and derision of others and affirms principles of justice and equity. BYUB values its opportunity and responsibility to employ and develop individuals whose diverse circumstances, backgrounds and potential for achievement promote mutual enrichment in its employment community and the local public.

BYUB has continued to make significant employment efforts to increase the number of female and minority employees it employs. In 2015, minority male technicians with part time employment at BYUB increased by twenty-three percent. Part time female non-minority technicians increased by fifty-five percent in 2015. In 2015, part time female minority technicians increased by thirty percent. Forty-five percent of full time hires were female or minority, and in 2015 over half of BYUB’s part-time employees were female and/or of a minority background. In 2015, five hundred eighty-five students worked for BYUB.

In the coming year, BYUB plans to continue its practice of attracting, developing and retaining the best talent from a variety of experiences and backgrounds and to

provide a culture of inclusion where all individuals feel respected, are treated fairly and have the opportunity to excel in their careers.

### **Diversity Goal and Hiring Guidelines**

As mentioned above, it is a goal of BYUB to attract, develop and retain individuals from a variety of experiences and backgrounds and to maintain an environment in which all employees feel respected, are treated fairly and have the opportunity to excel in their respective career paths.

BYU is an equal opportunity/affirmative action employer and, as an educational institution affiliated with The Church of Jesus Christ of Latter-day Saints (the “Church”), BYU exercises its lawful right to give preference in hiring to qualified, active members of the Church who are in good standing. BYUB’s commitment to diversity is reflected in BYU’s employment guidelines, including an Equal Opportunity Policy, which reads in relevant part:

*Brigham Young University will provide equal opportunity to all qualified employees and applicants for employment. This policy prohibits unlawful discrimination on the basis of any of the Legally Protected Categories in all employment practices, including:*

- *Recruiting, hiring, training, upgrading, promoting, and transferring;*
- *Compensation and benefits;*
- *Conditions and privileges of employment; and*
- *Discipline, layoff, and termination.*

BYUB is also considered a religious broadcaster for purposes of the equal employment opportunity (EEO) rules of the Federal Communications Commission (FCC). Notwithstanding, BYUB’s employment unit engaged in a number of specific recruitment initiatives, some of which are described below, during the past year that reached a diverse audience:

- Job Fairs. The employment unit participated in job fairs offered through BYU and Utah Broadcasters Association.
- Internship/Work Study Programs. The employment unit established programs designed to provide students, including international students, with an opportunity to acquire meaningful professional-level experience and skills needed for employment in the broadcast industry.
- Scholarships. BYUB funded multiple scholarships for students pursuing a career in communications and/or broadcasting. In 2016, BYUB awarded nineteen (19) scholarships for student employees ranging from \$500 to a full-tuition scholarship. Of the scholarships awarded, six (6) were awarded to students specifically working on BYUB’s international channel.

- EEO Training. Station management level personnel attended conferences/workshops concerning EEO recruitment and the FCC's policies regarding EEO compliance.
- Station Tours. BYUB maintained a formal tour program whereby the public, including several community groups (e.g., Boy Scout troops, religious youth organizations, school groups), was provided with extended tours of BYUB's broadcast facilities. Such tours were conducted during both business hours and after-hours.
- Broadcast/Communications Courses. Members of BYUB's staff taught university-level courses in the areas of broadcasting and communications.

## Employment Statistics

BYUB operates a number of media outlets, including public television and radio stations, that distribute content to all areas of the nation. BYUB's recruitment efforts likewise reach across the country, as BYUB believes that employees from various backgrounds provide BYUB with valuable knowledge for understanding complex local and national communities.

The following table provides statistics regarding the make-up of BYUB's employment force:

EMPLOYMENT STATISTICS (2015)										
	Male		Male		Female		Female		Totals	
	Non-Minority		Minority		Non-Minority		Minority			
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>Full-Time</b>										
Officials	7	1.5%	0	0.0%	0	0.0%	1	0.2%	8	1.7%
Managers	16	3.3%	0	0.0%	7	1.5%	0	0.0%	23	4.8%
Professionals	54	11.3%	6	1.3%	10	2.1%	0	0.0%	70	14.6%
Technicians	8	1.7%	0	0.0%	1	0.2%	0	0.0%	9	1.9%
Sales Workers	4	0.8%	0	0.0%	0	0.0%	0	0.0%	4	0.8%
Office/Clerical	1	0.2%	0	0.0%	3	0.6%	1	0.2%	5	1.0%
<b>Part-Time</b>										
Professionals	15	3.1%	1	0.2%	7	1.5%	2	0.4%	25	5.2%
Technicians	141	29.4%	28	5.8%	103	21.5%	29	6.1%	301	62.8%
Office/Clerical	19	4.0%	0	0.0%	13	2.7%	2	0.4%	34	7.1%
<b>TOTAL</b>									<b>479</b>	<b>100.0%</b>
<b>New Full-Time Hires</b>	<b>6</b>		<b>1</b>		<b>3</b>		<b>1</b>			

\* "Minority" includes African American, Hispanic/Latino(a), Native American, Asian or Pacific Islander

## **Career Development, Promotion and Training**

BYUB acknowledges excellence, and employee promotions are made on the basis of performance. All full-time BYUB employees, including management and staff, receive formal training on at least a biannual basis in handling equal opportunity matters to prevent discrimination and to ensure that employees are treated fairly and evaluated objectively.

BYUB recognizes that racism, ageism, sexism and other forms of discrimination are issues that affect all areas of life. BYUB has in place reporting procedures for instances of discrimination or harassment, as well as follow-up procedures to prevent future incidents.

## **Student Employment and Mentoring**

As an integrated service of BYU, BYUB is dedicated to providing university students representing diverse groups with meaningful professional-level experience and training through employment opportunities, internships and other educational programs that reflect BYUB's commitment to education. For example, over the course of the past year, BYUB has employed over five hundred promising students, with a substantial percentage of them being women and/or minorities. BYUB plans to continue to hire and work with such talented students in the coming year.

## **Community Volunteer Council**

BYUB's Community Volunteer Council (*i.e.*, community advisory board) reflects a multi-generational makeup. As of November 1, 2016, nearly one-half of the council members are women.