

## Community Representation Statement

The Communications Act requires the Corporation for Public Broadcasting to support diverse non-commercial educational content for unserved and underserved audiences and to make public media's content available for free to rural and urban audiences throughout the United States. Locally owned and operated public media stations are uniquely connected to American communities and positioned to reflect and serve the diverse and varying populations of their communities.

As a community service, Alamo Public Telecommunications Council dba KLRN (KLRN) is proud to be an integral part of the San Antonio and surrounding area community, dedicated to providing diverse, informative, and inclusive educational and entertaining content and services to audiences throughout South Central Texas. As a public media organization, our mission is deeply rooted in representing and reflecting the rich tapestry of voices, experiences, and perspectives within the communities KLRN serves, and our geographic region.

KLRN believes that in order to be successful in fulfilling its mission\* we need diverse perspectives. That diversity and inclusion are key drivers of creativity, credibility, innovation and success. We understand that diversity is much more than race and gender. That diversity also includes diversity in the ways of thinking and perceiving our world. That reflecting the diverse community we serve is good for our workforce, viewers, vendors, and the community.

KLRN strives to seek diversity and excellence in people, ideas and services by seeking candidates for our Board of Directors, Community Advisory Board and our workforce that embrace the values that we live each day in our work.

KLRN's goals are to have a diverse representation in all aspects of our organization, including the Board of Directors, Community Advisory Board, staff and management in order to provide high-quality educational and meaningful programming to the diverse citizenry of South Central Texas and we are therefore committed to maintaining a diverse Board of Directors, Community Advisory Board, staffing and management that will effectively provide programming that is interesting, relevant and important to our diverse communities.

KLRN's mission is to open a world of lifelong learning through trustworthy and enriching programs on-air, online and in our community. Our vision is to be indispensable to our community's well-being by using the power of media to inform, entertain and inspire.

Our commitment to community representation is embodied through the following principles:

**Inclusivity:** We recognize and celebrate the diverse backgrounds, cultures, and identities that make up the San Antonio and South Central Texas communities. Our acquired and original local programming strives to be inclusive, ensuring that all members of our community feel seen and heard.

**Collaboration with Local Community organizations:** We actively engage with various community organizations serving the community to incorporate insights and perspectives into our original local content, where appropriate. This collaboration enhances the educational value of our programs and reflects the richness of our mission.

**Representation of Underrepresented Voices:** We are committed to amplifying the voices of underrepresented and marginalized communities within the community. Our goal is to shed light on stories that may not have received adequate attention, fostering a greater understanding and appreciation for diverse experiences.

**Cultural and Local Relevance:** Our original local programming reflects the cultural and local nuances and issues affecting the communities we serve. By addressing topics of local relevance and significance, we aim to strengthen the sense of community identity and connection.

**Community Feedback:** We value the input and feedback of our audiences. Through surveys, community events, public forums, meetings, and other engagement initiatives, we actively seek community input to ensure that our programming aligns with the evolving needs and interests of our audiences.

**Board of Directors and Community Advisory Board:** KLRN's Board of Director's and Community Advisory Board (CAB) provide a direct link to communities throughout South Central Texas. They serve as a means for public media consumers in South Central Texas to participate in the planning and decision-making process for the station. They advise station management on a variety of programming, fundraising, and education and outreach activities as they affect their respective communities. KLRN is committed to requiring a diverse slate of candidates considered for nomination to our Board of Directors and CAB.

**Workforce:** KLRN will, widely disseminate posting of all full-time open positions while actively seeking diverse candidates, ensure that the recruitment process for any open senior management position has a diverse pool of candidates, provide internships opportunities to students that represent diverse groups and provide development opportunities for our staff.

KLRN recognizes that our responsibility goes beyond entertainment; it extends to

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contributing meaningfully to the intellectual and social fabric of the South Central Texas community. We are dedicated to continuous improvement and welcome ongoing dialogue with community members to achieve that objective.

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