



THE NATION'S STATION, THE COMMUNITY'S VOICE

ANNUAL DIVERSITY REPORT FOR THE REPORTING PERIOD OF July 1, 2022 – June 30, 2023

The following summary shares WETA's hiring goals, guidelines, employment statistics, and actions undertaken during the reporting period of WETA Fiscal Year 2023 and complies with the Corporation for Public Broadcasting's reporting guidelines. This document is posted on the WETA website and is available for public inspection upon request.

WETA Hiring Guidelines & Statement of Diversity Principles

As a public media organization, it is the policy of WETA to serve, to employ, and to be governed by individuals of broadly diverse backgrounds representing the community and audience we serve. As an employer and a not-for-profit business, WETA is committed to employing and developing the skills of a multifaceted workforce. We see this not only as a part of our public trust but also as good business practice. We acknowledge that best business practices treat each employee as an individual, with a unique set of traits, knowledge base, background, skills, and culture. We are a stronger organization when we have people of varied backgrounds bringing to bear different styles of thinking and having faced different challenges and experiences in life. We recognize that diversity comes in many forms, whether apparent or invisible. We also recognize that, historically, there have been real or perceived barriers to entrance to some groups. WETA focuses enhanced recruiting attention on members of under-represented groups. As a not-for-profit company, WETA recognizes the value of having a governing board that represents the community and the diversity within our community. We benefit from hearing from a range of voices and are accountable to the community for our service.

WETA Hiring and Diversity Goals

To implement these broad objectives, WETA established the following formal diversity goals and took the associated actions in FY2023:

- To ensure recruitment of individuals from a wide variety of sources, with special attention to seeking out candidates from groups that are currently underrepresented in our workforce, WETA will:

- increase participation in minority or other diversity job fairs each fiscal year.
- regularly review and improve recruitment practices at all levels towards addressing under-representation.
- Provide recurring training to executive leadership, managers and staff on diversity, non-discrimination, and equality of opportunity in the workplace.
- Assess the diversity of our workplace by completing an annual report of WETA hiring goals, guidelines, employment statistics, and actions undertaken in these areas and posting the annual report on the WETA website as soon as practical following the close of each fiscal year.
- Review and update recruitment practices for the WETA Board of Trustees on a periodic basis to determine whether those practices accomplish the inclusion of diverse candidates for Board election slates.
- Review annually the composition of the Community Advisory Council, not only for the diversity of community organizations represented, but also on the council's geographic distribution.

We acknowledge that these goals and actions will change from time to time to reflect changing circumstances and opportunities.

Attracting a Diverse Workforce

WETA has been deliberate in its employment practices to ensure that employment opportunities are widely advertised, that all applicants and employees are welcomed and treated fairly and equally, and that policies and practices are administered in an unbiased and objective manner. WETA has demonstrated its commitment to workplace diversity through policy statements in compliance with equal opportunity and nondiscrimination, including the WETA Affirmative Action/Equal Employment Opportunity Policy Statement, the WETA Code of Business Conduct, and the WETA Employee Handbook. WETA completes annual statistical employment compliance reports. Our employment statistics are publicly available on the WETA website (Diversity, Equity, and Inclusion webpage).

Recruiting Staff

WETA is committed to building a workforce that reflects the rich diversity of our audiences and our communities and fosters a culture of equity, inclusion and belonging. Our definition of diversity covers not only the categories listed in our Equal

Employment Opportunity Statement, below, but considers broadly the many experiences and talents potential employees bring to our mission.

The WETA Equal Employment Opportunity Statement establishes that the institution is an equal employment opportunity employer. All employment decisions are based on individual merit and business needs. WETA does not discriminate against employees or applications on the basis of race, color, religion, gender, age, national origin, citizenship status, disability, medical condition, genetic predisposition or carrier status, military or veteran status, sexual orientation, gender identity or expression, marital status or any other characteristic protected by applicable local, state, or federal law. This policy applies to all decisions relating to recruitment, hiring, promotions, compensation, benefits, termination and all other terms and conditions of employment.

WETA also operates under the Federal Communications Commission's (FCC's) Equal Employment Opportunity regulations which are incorporated into WETA's search process for qualifying positions for which we recruit.

To further our diversity goals and to comply with the FCC's EEO rules, qualifying open positions are distributed to a wide variety of job listing sources, including on the WETA website and the CPB website, media and non-profit recruitment sites, broad-based job listing sites, educational institutions, industry resources, and job specific sites. In Fiscal Year 2023, WETA continued to partner with Circa to increase the reach of job postings. Circa distributes WETA job postings to over 200 community-based organizations with a focus on specific demographic groups, such as: veterans, people with disabilities, women, seniors, and various diversity organizations. Selected community-based organizations include:

- 100 Black Men of Greater Washington, DC
- 40 Plus of Greater Washington DC
- American Council for the Blind
- Asian Pacific Islander American Scholarship Fund
- Center for Minority Veterans
- Gallaudet University
- Hispanic Chamber of Commerce
- Howard University
- National Association of Black Journalists
- National Association of Hispanic Journalists
- National Association for Black Veterans
- NLGJA: The Association of LGBTQ Journalists

- Prince George’s County Workforce Development

WETA and NewsHour Productions, LLC staff regularly participate in recruiting events over the course of the year. The fiscal year events were chosen based, in part, on the population served. WETA recruited at virtual fairs including the Public Media Virtual Career Fair, Columbia Journalism School Virtual Career Expo, Public Media Village, and Asian American Journalists Association at the Think Public Media Career Fair.

Internships

As a recurring annual initiative, the WETA workforce is supplemented by interns who join WETA throughout the year. In the last fiscal year, WETA hosted 25 interns, of whom 72% were female, and 56% identified themselves as racially or ethnically diverse. The station’s paid internship program is highly regarded and draws students from colleges and universities representing a wide variety of size, location, and demographics. In addition to hourly pay, interns receive a meaningful professional and educational experience in public broadcasting, for example, attending virtual All Staff Meetings, planning meetings to work on programs in development, and writing for our local history blog. The importance of our internship program continues to be seen throughout the pandemic, as we continued not only the internship, but also paying our interns.

Workforce Development Highlights for Fiscal Year 2023

In addition to administering our recruitment practices in accordance with the Guidelines, Principles, Goals, and Policies referenced above, WETA undertook a range of staffing, training, engagement initiatives in the reporting period to further our goal of fostering a diverse, equitable, and inclusive workplace community. DEI is not a trend or a project. WETA embraces a continued, intentional commitment to creating an inclusive and welcoming workplace that values all contributors and provides opportunities for everyone to be heard, seen, and treated with respect, dignity, and fairness.

DEI Leadership and Staffing

In November of 2022, we hired Dawnita Wilson as Chief Diversity, Equity, and Inclusion (DEI) Officer to work closely with our executive leadership team and lead our organizational DEI efforts. In January 2023 she developed and launched our comprehensive DEI strategy, which provides a multi-year framework for how we

approach the work. Our goal is to drive year-over-year progress across three strategic pillars: Company, Culture, and Community. Each strategic pillar includes specific focus areas that will guide our efforts in building a more diverse workforce, as well as a more inclusive, equitable workplace.

Promoting DEI companywide is a fundamental part of how we demonstrate our commitment and execute our strategic goals and objectives. Diverse representation within our board and overall workforce (at all levels), is one of the many goals that will be included in the DEI scorecard that is being developed. The scorecard will confirm our baseline data, inform both the quantitative and qualitative DEI goals that need to be established, and ultimately provide us with a mechanism for holding ourselves accountable. It will also allow us to proactively consider and understand the gaps that exist across racial, ethnic, gender, and other differences.

The programs and initiatives that support our DEI strategy will be heavily focused on developing, engaging, and connecting employees across all dimensions of diversity including (but not limited to) sexual orientation, ability, religion/faith, age, and veteran status. Some of our newly launched efforts to raise DEI awareness and prioritize all under-represented groups include our monthly DEI newsletter, the launch of our DEI Advisory Committee (formerly our DEI Council), and the launch of our newly formed DEI Leadership Council. Our partnership with the McKinsey Connected Leaders Academy is just one example of how we intentionally develop, invest in, and position people of color for success within our organization.

Overall, we are committed to positioning DEI as a key business priority that is integrated into the fabric of our organization and is fundamentally aligned with our core values.

Formal Training and Informal Platforms

WETA provides both formal diversity training programs and informal structures for management and staff with the goal of optimizing the performance and professional development of our diverse workforce and fostering an inclusive community.

Highlights from the reporting period include:

- Mandatory training required for all WETA staff in an online format covering the topics of “Harassment & Bias Prevention Training.” This training is designed to provide managers and supervisors with the knowledge and skills required to ensure equal employment opportunity and to manage staff legally and fairly. All

new employees are required to complete formal harassment prevention and diversity training at the time of hire. In addition to the trainings offered at time of hire, all staff are required to retake the training yearly as a way to reinforce and refresh staff on what constitutes harassment and how to handle perceived harassment.

Resources for Staff

In recognition of the challenges facing employees in our current environment, WETA Continues to offer counseling resources for staff when needed. Racial trauma, or race-based traumatic stress (RBTS), refers to the mental and emotional injury caused by encounters with racial bias and ethnic discrimination, racism, and hate crimes. WETA continues to encourage employees to use the resources provided as needed.

THIS REPORT IS AVAILABLE FOR PUBLIC INSPECTION UPON REQUEST