



**ANNUAL DIVERSITY REPORT FOR THE REPORTING PERIOD OF:  
June 30, 2019 – July 1, 2020**

In compliance with the Corporation for Public Broadcasting's ("CPB") requirement in the area of Diversity of Staff and Board and Diversity Eligibility Policy, this document is the WETA annual report of the organization's hiring goals, guidelines, employment statistics, and actions undertaken during the reporting period. This report is posted on the WETA website and will be made available for public inspection upon request within a reasonable amount of time.

**WETA Hiring Guidelines & Statement of Diversity Principles**

As a community-based public media organization, it is the policy of WETA to serve, to employ, and to be governed by individuals of broadly diverse backgrounds representative of 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, people who bring to bear different styles of thinking and have faced different challenges in life. We recognize that diversity comes in many forms, both apparent and sometimes invisible. We also recognize that, historically, there have been real or perceived barriers to entrance to some groups. WETA focuses extra recruiting attention on members of under-represented groups.

As a not-for-profit company, WETA recognizes the value in having a governing board that is representative of the community and the diversity within our community. We benefit from hearing from a range of voices, and desire to be accountable to the community for our service.

## WETA's Hiring & Diversity Goals

To implement these broad objectives, WETA has established the following formal diversity goals and took the associated actions in FY2020:

- Continue to review 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.
- With respect to the Community Advisory Council, continue to review not only community organizations represented, but also the Council's geographic distribution on a regular basis to ensure that the many voices of the community are represented.
- In order 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:
  - continue to participate in minority or other diversity job fairs each fiscal year;
  - continue to make clear in our recruitment practices at all levels that we evaluate candidates based only on job requirements.
- Continue to provide recurring training to managers and staff on diversity, non-discrimination, and equality of opportunity in the workplace.
- Create a Diversity, Equity, and Inclusion Council to review all areas for diversity, equity, and inclusion and make recommendations on improvements.
- 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.

It is acknowledged that these goals and actions will change from time to time to reflect changing circumstances and opportunities.

## **Employment Statistics**

WETA has been deliberate in all of 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 at all times. WETA has demonstrated its commitment to workplace diversity through a number of 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. In addition, WETA completes annual statistical employment compliance reports listed below.

During the reporting period, the WETA workforce was comprised of approximately 324 employees, which includes part-time employees, remote employees, and members represented by collective bargaining agreements. Our workforce ranged in age from the mid-20's to the mid-80's, and our female to male staff ratio was approximately 55%/45%. The racial and ethnic profile of WETA staff represents the spectrum of diversity of talent available in the local market, and includes employees who identify as White, African-American, Asian-American, Hispanic-American, and Two or More Races. Our workforce incorporates the broadest spectrum of diversity, reflecting the inclusiveness of WETA employment practices and of our workplace.

## **Actions Undertaken**

In addition to administering our recruitment practices in accordance with the Guidelines, Principles, Goals, and Policies referenced above, WETA is pleased to report the following:

WETA completed and submitted annual reports of the organization's hiring goals, guidelines, employment statistics, and actions undertaken in these areas. The WETA FCC EEO Report is available to the public online at [weta.org](http://weta.org).

WETA offers formal diversity training programs for management and staff with the goal of optimizing the performance and professional development of our diverse workforce. This mandatory training is presented to all WETA staff in an online format covering the topics of "Workplace Harassment Training" and "Diversity and Inclusion." The training is designed to provide managers and supervisors 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, staff are required retake the harassment

training yearly as a way to reinforce and refresh staff on what constitutes harassment and how to handle perceived harassment.

WETA posts available vacancies with a wide variety of job listing sources, including on the WETA website and the CPB website. In Fiscal Year 2020, WETA continued to partner with America's Job Exchange (AJE) to increase the reach of job postings. AJE 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:

- 40 Plus of Greater Washington, D.C.
- African-American Veterans and Families
- American Council for the Blind
- Department of Veteran Affairs
- National Association of Hispanic Journalists
- National Council on Disability
- National Organization of Concerned Black Men
- Senior Employment Resources
- SOME Center for Employment Training
- Wider Opportunities for Women

NewsHour Productions, LLC and WETA staff participated in several recruiting events over the course of the year. These events were chosen based, in part, on the population served. Attended fairs include: National Association of Black Journalists Conference and Career Fair, Excellence in Journalism Conference and Career Fair, George Mason University Arts in the Real World, and Gallaudet University Job and Internship Fair

As a recurring annual initiative, the WETA workforce is supplemented by a pool of interns who join WETA throughout the year. In the last fiscal year, WETA hosted 24 interns, of whom 88% were female, and 38% 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 planning meetings to work on programs in development, and writing for our local history blog, *Boundary Stones*. 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.

THIS REPORT IS AVAILABLE FOR PUBLIC INSPECTION UPON REQUEST