



**ANNUAL DIVERSITY REPORT FOR THE REPORTING PERIOD OF  
July 1, 2020 – June 30, 2021**

The following summary shares WETA's hiring goals, guidelines, employment statistics, and actions undertaken during the reporting period of WETA Fiscal Year 2021 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 in 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 FY2021:

- 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) as well as provided in the Appendix A for this report. These statistics are updated annually on the organizational website.

### **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 2021, 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 National Association of Black Journalists Conference and Career Fair, National Association of Hispanic Journalists International Training Conference and Career Fair, Asian American Journalists Association Convention and Career Fair, and George Mason University Arts in the Real World.

## **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 24 interns, of whom 71% were female, and 33.33% 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 2021**

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 February 2021, WETA appointed its first Chief Diversity Officer, promoting the current VP Human Resources, whose deep expertise in DEI continues to benefit the company. The VP Human Resources/Chief Diversity Officer (CDO) works closely with WETA's President and Chief Executive Officer, Chief Operating Officer, and General Counsel to shape our organizational strategic initiatives, programs, and pathways. In June 2021, WETA hired a Director, DEI working in conjunction with senior leadership and the VP Human Resources/Chief Diversity Officer (CDO) to support our company-wide diversity, equity, inclusion, and belonging efforts and to engage with the DEI Council.

### **Launch of the Diversity, Equity, and Inclusion Council**

The WETA Diversity, Equity, and Inclusion Council (DEI) is made up of volunteer members of the staff. The council develops recommendations toward identifying and addressing systemic barriers, raises awareness about race/diversity/gender issues in the workplace, and engages with leadership on how to operationalize DEI as a foundational value at the organization.

The DEI Council conducted our first company-wide DEI survey in the fall of 2020. The DEI Council sought input of all WETA employees to guide the DEI Council's work for the year and to lay the foundations for the DEI Council's work for years to come. The survey included questions from five DEI Council subcommittees. Participation in the survey was voluntary and responses were anonymous. The DEI Council presented summary findings to management, and representatives from the DEI Council report regularly at Management Council meetings. Action plans for key recommendations have been established and are underway.

## 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 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 retake the training yearly as a way to reinforce and refresh staff on what constitutes harassment and how to handle perceived harassment.
- The Next Level Leadership Development Training for People Managers is a six-session program open to full-time, onsite WETA and PBS NewsHour staff who manage others. During this training, managers learn how to fully develop their personal leadership style, how to effectively communicate with others, how to promote productivity and efficiency among their staff, how to constructively delegate to grow and empower others, and how to resolve conflicts and build team cohesion. The training provides an opportunity for individual and group professional growth. A total of 12 WETA/NHP employees participated in the Spring 2021 training and 17 WETA/NHP employees participated in the Fall 2020 training. The training will continue in FY2022.
- In November 2020, NewsHour Productions began a long-term engagement with the Perception Institute to identify and mitigate existing obstacles to belonging, embed anti-racist practice and support systemic and policy reforms in NewsHour’s reporting and among its staff. The Perception Institute facilitated a NewsHour staff-wide climate survey for assessment purposes and moderated affinity spaces and guided the creation of a shared language and set of strategies to foster belonging across NewsHour Productions.
- Employee Sharing and Listening sessions were initiated after the death of George Floyd in 2020; and the organization has continued these open sessions monthly, with additional sessions in response to external events as needed and moderated by the VP Human Resources/Chief Diversity Officer (CDO). There is no set agenda, just time set aside to provide a platform support each other with empathy and respect. These one-hour, virtual voluntary sessions provide a space for sharing, reflection, and listening. These sessions regularly draw over 150 employees listening and participating and have become an important way of connecting at a time when most of our workforce is working remotely.

## **Resources for Staff**

In recognition of the challenges facing employees in our current environment, WETA offered counseling resources for staff during FY2021.

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. Confidential, individual racial trauma counseling, with a trained Racial Trauma Therapist, was offered and remains available to staff. The Journalist Trauma Support Network (JTSN) trains psychologists to care for journalists with occupational stress and trauma, and matches these therapists with journalists in need. WETA encouraged employees to use this resource as needed.

## **Appendix A**

### **Workforce Demographics**

As reported by December 31, 2020

For further information, link to:

- [Diversity-Stats V2-01.png \(1400×2173\) \(weta.org\)](#)
- [Diversity, Equity, and Inclusion at WETA | WETA](#)

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