



Diversity Equity and Inclusion

2020 Annual Report

October 1, 2019– September 30, 2020

I. Diversity, Equity & Inclusion (DEI) Goal

WNET, as a public broadcaster whose mission is to create and distribute diverse, trusted media content for our diverse audiences and communities, is committed to fostering, cultivating and preserving a workplace that values diversity, equity and inclusion.

WNET is committed to attracting, developing, and retaining a diverse workforce. We are also committed to fostering a culture of equity, inclusion and belonging where all individuals feel respected, are treated fairly, and can excel in their careers.

To achieve this goal, WNET's commitment to DEI is ongoing and reflected in recruiting activities that include a multitude of sources, has policies, practices and procedures in place on compensation and promotion, succession and talent planning, and training for all employees on preventing discrimination and harassment, diversity, and code of conduct to ensure a respectful and inclusive workplace. WNET's Vice President, Human Resources and Chief Diversity, Equity and Inclusion Officer are responsible for ensuring participation in these initiatives.

WNET's commitment to DEI is reflected in our employment policies. Our definition of diversity covers the categories listed in our Equal Employment Opportunity Statement which can be found in our Employee Handbook:

WNET is an Equal Opportunity/Affirmative Action Employer that does not discriminate on the basis of actual or perceived race, religion, creed, color, age, national origin, alienage or citizenship status, gender, gender identity or expression, sexual orientation, disability, pregnancy or pregnancy related condition, marital and partnership status, familial status, arrest or conviction record, union membership, status as a victim of domestic violence, stalking or sex offense, unemployment status, caregiver status, credit history, salary history, military or protected veteran status, predisposing genetic characteristics, an employee's or an employee's dependent's sexual and reproductive health decisions, as well as all other classifications protected by applicable laws.

This policy applies to all terms and conditions of employment, including but not limited to hiring, placement, promotion, termination, layoff, recall, transfers, leave of absence, compensation, and training.

Our work environment encourages:

- Respectful communication and cooperation;
- Teamwork and employee participation, with diverse representation and perspectives;
- Work/life balance through flexible work schedules to accommodate employees' varying needs; and
- Employer and employee contributions to the communities we serve to promote a greater understanding and respect for diversity.

WNET believes these elements to be important to its' public broadcasting work.

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We also have a goal of ensuring that our Boards of Trustees and our Community Advisory Boards are comprised of individuals from diverse backgrounds.

WNET's Board of Trustees has 32 voting trustees, 46.8 percent of whom are women and 12.5 percent are black, indigenous, people of color (BIPOC). Our Trustees are multi-generational, (ages spanning six decades) and represent a variety of professional and life experiences.

Public Media NJ's Board of Trustees has 17 voting trustees, 35.2 percent of whom are women and 11.7 percent who are BIPOC.

The NJTV Community Advisory Board has 20 members, 50 percent of whom are women and 55 percent who are BIPOC. A Rabbi and a Reverend were among those recently welcomed.

The THIRTEEN/WLIW Community Advisory Board has 19 members, 57.8 percent of whom are women and 57.8 percent are BIPOC.

As a federal subcontractor, WNET is required to comply with The U.S. Department of Labor's Office of Federal Contract Compliance Programs (OFCCP) and Executive Order 11246 to establish an affirmative action program. The program is designed to ensure equal employment opportunity in every aspect of employment. Each year, we assess our workforce and compare it to the composition of the available labor pool. If upon analysis, we find that certain populations are underrepresented, we develop a plan to rectify the under-representation. WNET works with Outsolve, a leading affirmative action consulting organization, to update our AAP annually.

WNET's Diversity, Equity & Inclusion report will be retained for a period of three (3) years from the close of the CSG spending period.

II. Initiatives Undertaken by WNET to Satisfy the CPB Operational Requirements for Diversity of Staff and Board for Reporting Period October 1, 2019 through September 30, 2020.

A. Review with the stations' governing board or licensee official those practices that are designed to fulfill the station's commitment to diversity and to meet the applicable FCC guidelines

1. The charter of the Personnel and Diversity Committee of WNET's Board of Trustees states that the Committee is responsible for "reviewing the Corporation's diversity policies and encouraging true diversity at all levels of the Corporation." The Committee reviews the Corporation's diversity policy, strategic initiatives and statistics on a semi-annual basis. During this reporting period, the Committee met on DEI in May and September 2020.
2. WNET operates under the Federal Communications Commission's (FCC's) Equal Employment Opportunity regulations which are incorporated into WNET's search process for every position for which we recruit.

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The Commission's EEO rules have three recruitment and outreach prongs:

- a. Each Station Employment Unit must widely recruit across its entire community for every full-time job vacancy;
- b. Each Station Employment Unit must distribute job notifications to community and recruitment organizations that have requested vacancy announcements; and
- c. Each Station Employment Unit must complete at least four supplemental recruitment initiatives in each two-year period.

To comply with the FCC's EEO rules, open positions are distributed to at least 10 community-based organizations as well as sites that serve veterans, BIPOC, persons with disabilities, and state employment agencies. Examples include but are not limited to, Asian American Federation, New York Urban League, Hispanic Federation, Goodwill Industries of Greater New York and Northern New Jersey, Helen Keller Foundation for the Blind and America's Job Exchange Veteran's Exchange. Every open position is posted to/distributed by these as well as many other groups and sites. WNET also maintains an annual contract with America's Job Exchange, a leading destination for online recruitment advertising whose mission is to connect hard working nonexecutive job seekers with employers that are looking to build a diverse workforce. America's Job Exchange expands WNET's outreach by adding at least 15 more community-based organizations to outreach efforts.

Each upper level category opening is listed in a job bank or newsletter for media trade groups whose membership includes substantial participation of woman and BIPOC.

In keeping with CPB's encouragement for all grantees to interview at least one qualified diversity candidate for each upper level position, WNET hired a Chief Technology Officer during this reporting period where 50 percent of the candidates interviewed were BIPOC, as was the candidate selected for hire.

B. Complete an annual report of the organization's hiring goals, guidelines, employment statistics, and actions undertaken to satisfy the Diversity Eligibility Policy and post the report on the station's website ... and make it available for public inspection upon request within a reasonable amount of time.

1. This document serves as WNET's annual report of the organization's hiring goals, guidelines, employment statistics, and actions undertaken to satisfy the Diversity Eligibility Policy. This report is posted on WNET's website and is available for public inspection upon request.

C. Implement formal diversity training programs for management and appropriate staff

1. To further institutional effectiveness and enhance the commitment to DEI, WNET requires completion of online compliance training for all new employees. Within the first month of employment, new employees must complete four courses with DEI content: *Workplace Diversity*; *Preventing Discrimination and Harassment*; *Business Etiquette*; and *Code of Conduct*. Several of these courses are repeated on a periodic basis and additional courses added as appropriate. For example:

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- a. Code of Conduct training and Preventing Discrimination and Harassment are required annually.
 - b. All employees are required to complete *Preventing Discrimination and Harassment* training both online and live/interactive. Manager trainings include sections on the manager's role and responsibilities as a supervisory employee, standards of liability, responding to complaints and documenting employee actions.
 - c. New managers complete *Managing within the Law – Basic* and *Managing within the Law – Advanced*, courses which provide training on the increased responsibilities employers have as a result of federal and state laws. The courses address topics such as employee privacy, accommodation of disabilities and religious observance, responding to complaints and bullying and conflict management.
 - d. WNET is working with Jennifer Brown Consulting (JBC), a diversity consulting firm to implement additional DEI related training programs and initiatives. JBC completed a DEI to establish a baseline for measuring progress and for developing targeted training programs based on assessment findings.
- D. Include individuals representing diverse groups in internships or work-study programs designed to provide meaningful professional level experience in order to reflect the diversity of the communities they serve and further public broadcasting's commitment to education.**
(Our employment and internship/fellowship statistics can be found in Appendix A attached).
1. WNET has a year-round Internship Program to provide undergraduate and graduate students with training and experience related to their academic and/or career goals. The interns come from diverse backgrounds and are placed in a variety of functional areas across WNET. Spring 2020 internships began in January in our offices but were moved offsite in March. Students continued to work Summer and fall 2020 internships were temporarily suspended due to COVID-19.
 2. In partnership with the Democracy Fund, Emma Bowen Foundation and the Tiger Baron Foundation, WNET offers BIPOC Fellowships. The recently expanded fellowship program was made possible through a cross departmental collaboration with WNET's Inclusion & Diversity Council (IDC), Human Resources and Development departments. Fellows are placed with various production units and supported by staff from the Inclusion and Diversity Council and Human Resources.
 - a. The Emma Bowen Foundation summer and fall 2020 programs were temporarily suspended due to Covid-19.
 - b. Reginald F. Lewis Endowment Minority Fellowship Program. In partnership with the Reginald F. Lewis Foundation, Inc., two students received Fellowships in the fall of

2019. Over the course of 15 weeks these students participated with teams from American Masters and NJTV and were exposed to such areas as pitching, writing, producing, editing and publishing stories, shadowing, collaborating and networking with individuals and teams.

- c. The Tiger Baron Minority Fellowship Program. In partnership with the Tiger Baron Foundation, WNET provides undergraduate Fellowships for qualifying, distinguished students. In the fall of 2019, two students were offered Fellowships and over the course of 15 weeks students participated with teams from with Great Performances/NYC Arts and Metrofocus where they were exposed to areas such as participating on shoots and in the control room, transcribing interviews, writing, research, producing and editing.
- d. Academy for Careers in Television and Film (TvF), Broadcast Operations Learning Practicum. WNET partners with the Academy for Careers in Television and Film (TvF), a New York City public high school, to provide hands on experience and skill development to high school seniors in support of a career in the media production industry. In the fall of 2019, two students received instruction in Ingest, Design and On-Air Production.
- e. Per Scholas is a national nonprofit organization whose mission is to break the cycle of poverty by providing technology education, access, training and job placement services for people in low-income communities. Leaders from WNET's Human Resources department work closely with representatives from Per Scholas to facilitate a mock interview program. A total of five interviews were conducted during the report period.

E. Participate in BIPOC or other diversity job fairs, programs and webinars.

1. WNET staff, with responsibility for hiring decisions, participated in the following:

- a. The New York Urban League (NYUL) Centennial Job Fair, February 25, 2020, was attended by THIRTEEN's Director, Media Ingest and Content Delivery and Director, Media Services.
- b. National Association of Black Journalists' (NABJ) and National Association of Hispanic Journalists' (NAHJ) virtual annual conference and career fair, August 5 -August 7, 2020 was virtually attended by production staff from NewsHour Weekend and Metrofocus, and WNET's Director of Community Engagement and the WNET Group's Chief DEI Officer.

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- c. Asian American Journalists Associations' (AAJA) virtual annual conference and career fair, August 12 – August 14, 2020 was virtually attended by production staff from NewsHour Weekend.
 - d. National Association of Multi-Ethnicity in Communications' (NAMIC) virtual annual diversity conference, September 21 – September 23, 2020; (anticipated) virtual attendance by WNET's Chief DEI Officer.
- F. WNET participated in the following DEI programs, webinars, programming and association conferences and events:
- a. National Center for Accessible Media (NCAM) Web and Social Media Platform Accessibility webinar presented May 13, 2020 was attended by members of WNET's Communications, Human Resources and Legal departments. The webinar focused on improving accessibility of websites and other digital offerings for people with disabilities.
 - b. Association of Fundraising Professionals Senior Leadership Breakfast March 10, 2020 was attended by WNET's Senior Director of Individual and Major Giving. A panel discussion focused on core challenges of staff retention and diversity in the fundraising sector.

G. Other Initiatives:

1. WNET, in partnership with New York City Department of Education, Hetrick-Martin Institute and PFLAG (the largest organization uniting parents, families, and allies with people who are lesbian, gay, bisexual, transgender, and queer) hosted LGBTQ+ Inclusive Professional Development webinars in Jun 2020. Attendees were offered the opportunity to learn more about making an online curriculum LGBTQ+ inclusive and help LGBTQ+ students during the Covid-19 pandemic.
2. WNET serves as the lead station partner for Black Public Media's 360+ Incubator Program, an initiative devised to help launch non-fiction and fiction serial projects, as well as interactive or "trans-media" projects, about the Black experience. WNET offered Black Public Media's PitchBlack Award winner Keith McQuirter, a 6-month residency. Keith and his producing partner moved into WNET on Feb. 3rd but had to leave in March due to the COVID lockdown."
3. A virtual screening and panel on Justice in the United States in partnership with the Brennan Center for Justice at NYU School of Law moderated by Metrofocus host Jenna Flanagan, was hosted in September, 2020.
4. Inside THIRTEEN blog launched, "Rich Lives and Conversations. Viewing that Nourishes," highlighting black voices and experiences in the arts, our community and in our balanced, trusted news/conversations in August 2020.

5. WNET's Education department launched a blog to highlight anti-racist resources for families, educators and students in June 2020.
6. Staff Initiatives
 - a. Two town hall meetings, co-hosted by WNET Senior Management and the Inclusion and Diversity Council, were held in June and July 2020 to address concerns about institutional racism.
 - b. WNET added June 19th as a paid holiday in observance of Juneteenth.
 - c. WNET announces new Chief DEI Officer, a new position for the organization on June 8, 2020.
 - d. On June 7th, WNET President and CEO, Neal Shapiro, affirming "WNET is dedicated to fighting racism and injustice; we will provide content and services to foster honest conversations and progress toward a more just and tolerant country."

7. DEI Commitments for Fiscal Year 2021

1. Antiracism training and diversity trainings sessions. The sessions are being scheduled for WNET's Trustees, Executives, Directors and Managers and will then cascade training to all employees. Training will be conducted by Jennifer Brown Consulting beginning in the Fall of 2020.
2. Jennifer Brown Consulting will be working with WNET to reposition the current Inclusion and Diversity Council to become an advisory group to assist in implementation of the DEI initiatives.
3. Monthly meetings will be held with employees and senior management to create greater understanding for employees of how our organization works to improve communication and knowledge needed to support our DEI goals. The first talk will be scheduled in fall 2020.
4. Incorporating DEI agendas throughout the company. The next steps will be to workshop specific goals, beginning in early 2021.
5. WNET's Chief DEI Officer is drafting the tenets for the "Progression to Succession" mentorship program which will focus on employee mobility, where we can focus on career development, to better identify and prepare BIPOC employees for promotions and leadership positions. A strategy team will be formed by the spring of 2021.
6. New content possibilities. WNET will form an Ideation Academy, a creative space to explore, develop and workshop BIPOC-centric ideas into digital or other platforms. Collaboration will

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be across the organization and include Programming and Community Engagement to diversify the content we produce. Plans for development to begin by the Fall of 2021.

This report is posted on the WNET’s website and is available for Public Inspection upon request.

Appendix A: Employment Statistics

	Male							ALL MALES
WNET Fiscal Year 7/1/19 -6/30/20	American Indian or Alaska Native	Asian	Black or African American	Hispanic or Latino	Native Hawaiian Or Other Pacific Islander	Two or more races	White	
Headcount	0	12	15	15	0	1	120	163
Management	0	2	3	1	0	0	41	47
New Hires	0	3	2	1	0	0	12	18
Promotions	0	0	3	1	0	0	8	12
Voluntary Turnover	0	1	0	2	0	0	8	11
Interns	0	0	0	1	1	1	9	12
Fellowships or Other*	0	0	0	2	0	0	0	2

	Female							ALL FEMALES
WNET Fiscal Year 7/1/19 -6/30/20	American Indian or Alaska Native	Asian	Black or African American	Hispanic or Latino	Native Hawaiian or Other Pacific Islander	Two or more races	White	
Headcount	1	17	28	19	0	3	145	213
Management	0	3	5	6	0	0	31	45
New Hires	0	4	2	1	0	1	25	33
Promotions	1	1	5	2	0	1	16	26
Voluntary Turnover	0	1	5	1	0	2	19	28
Interns	0	6	1	7	0	6	28	48
Fellowships or Other*	0	0	4	4	0	0	0	8

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WNET Fiscal Year 7/1/19 -6/30/20	Gender Not Declared							ALL NOT DECLARED
	American Indian or Alaska Native	Asian	Black or African American	Hispanic or Latino	Native Hawaiian or Other Pacific Islander	Two or more races	White	
Headcount	0	0	1	0	0	0	3	4
Management	0	0	0	0	0	0	0	0
New Hires	0	0	0	0	0	0	0	0
Promotions	0	0	0	0	0	0	0	0
Voluntary Turnover	0	0	0	0	0	0	0	0
Interns	0	0	0	0	0	0	0	0
Fellowships or Other*	0	0	0	0	0	0	0	0

	Totals
WNET Fiscal Year 7/1/19 -6/30/20	
Headcount	380
Management	92
New Hires	51
Promotions	38
Voluntary Turnover	39
Interns	60
Fellowships or Other*	10

* includes Paid, Minority Fellowships: Emma Bowen Fellow Summer 2019, Reginald Lewis Fellow Fall 2019, Tiger Baron Fellow Fall 2019; and Unpaid, High School Program: Academy for Careers in Television & Film (TvF)

The forgoing report affirms our ongoing commitment and the actions taken to increase diversity.