Diversity Equity and Inclusion
2021 Annual Report

Report Update as of
April 1, 2020 - March 31, 2021

I. Diversity, Equity & Inclusion (DEI) Goal
The WNET Group’s mission is to unlock the power of media to educate, inform, entertain and inspire audiences everywhere.

Our DEI goal is focused on our:

- Workforce
- Workplace
- Content
- Community Engagement
- Governance

A. Workforce

The WNET Group is committed to building a workforce that represents the diversity of our audiences and our communities, and fosters a workplace culture of equity, inclusion and belonging. The WNET Group’s definition of diversity covers the categories listed in our Equal Employment Opportunity Statement which can be found in our Employee Handbook:

The WNET Group 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.

Workforce demographics can be found in Appendix A.

B. Workplace

The WNET Group’s commitment to DEI is rooted in our values statement and is reflected in our human resources policies practices, procedures, our code of conduct and our workplace culture. To ensure a respectful and inclusive workplace, we encourage, support and expect:

- 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.

C. Content

The WNET Group is committed to using the power of media to educate, inform, entertain and inspire audiences everywhere. To that end our content goal is to ensure that we reflect diversity across a variety of categories including but not limited to subject matter, talent, guests, and story content.

D. Community Engagement

The WNET Group is committed to developing and expanding lasting, productive partnerships to build a dialogue that contributes to the content and relevance of WNET’s programming and the betterment of communities with an emphasis on identifying and expanding unserved and underserved audiences.
E. Governance

The WNET Group’s DEI goal includes ensuring that our Boards of Trustees and our Community Advisory Boards includes individuals from diverse backgrounds.

Demographic information about our Boards of Trustees and Community Advisory Boards are in Appendix B.

II. ACTIONS TAKEN DURING THE REPORTING PERIOD TO ACHIEVE OUR DEI GOAL

A. Workforce

1. Affirmative Action Plan

As a federal subcontractor, The WNET Group 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. The WNET Group works with Outsolve, a leading affirmative action consulting organization, to update our AAP annually.

2. FCC Compliance

The WNET Group operates under the Federal Communications Commission’s (FCC’s) Equal Employment Opportunity regulations which are incorporated into The WNET Group’s search process for every position for which we recruit.

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 Job Path NYC. 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 (2020) and Broadbean (2021), leading destinations 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 and Broadbean expand The WNET Group’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 women and BIPOC.

3. Job Fairs

The WNET Group staff, with responsibility for hiring decisions, participated in the following events during the reporting period:


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, attended by production staff from NewsHour Weekend and Metrofocus, the Director of Community Engagement, and the Chief DEI Officer.

c. Asian American Journalists Associations’ (AAJA) virtual annual conference and career fair, August 12 – August 14, 2020, virtually attended by production staff from NewsHour Weekend.  
d. The Per Scholas Tech Forward virtual National Job Fair, October 13 – 15, 2020, attended by a member of The WNET Group’s Human Resources team.   
e. City Career Fair’s virtual Diversity Employment Day, October 23rd, 2020, attended by staff from The WNET Group’s Community Engagement, Development and Program Scheduling teams.  

4. **Internships**

a. The WNET Group 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 The WNET Group. Summer and fall 2020, and Spring 2021 internships were suspended due to COVID-19. 

b. In partnership with the Democracy Fund, Emma Bowen Foundation and the Tiger Baron Foundation, The WNET Group offers BIPOC Fellowships. The recently expanded fellowship program was made possible through a cross departmental collaboration with The WNET Group’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. These programs were postponed this reporting period due to health and safety restrictions related to the COVID-19 pandemic:  
   • The Emma Bowen Foundation  
   • Reginald F. Lewis Endowment Minority Fellowship Program.  
   • The Tiger Baron Minority Fellowship Program.  

c. Academy for Careers in Television and Film (TvF), Broadcast Operations Learning Practicum. The WNET Group 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. This program was postponed this reporting period due to health and safety restrictions related to the COVID-19 pandemic.  

5. **Mentorships** 

The WNET Group’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 2022. 

**B. Workplace**

1. **Creation of the Diversity Equity and Inclusion Department**

The WNET Group established a DEI department in July of 2020, to work across the organization to optimize organizational culture and to align the organization’s diversity and inclusion goals with business outcomes. A Chief Diversity, Equity and Inclusion Officer was appointed (internal promotion) in July 2020 and a Sr. Director was hired in January 2021. The Community Engagement Department was moved from Marketing and Engagement to DEI, to create internal and external partnerships around DEI efforts and to further align community initiatives to our DEI goals. Community Engagement helps deepen our presence in communities across the five boroughs through virtual and, when feasible, in-person opportunities to connect with public media content. 

Examples of DEI Department initiatives taken to date include:  
- Formed an IDEA Council (see below)
• Formed an IDEA Council (see below)
• Created and distributed internal content reviews to track our BIPOC related content
• Facilitated two identity month Lunch and Learn sessions for: Black History Month and Women’s History Month
• To celebrate Black History Month this year, an email was shared with over a million of our constituents addressing the array of programs and events the WNET Group was offering. The email was among our best open rates (on par with industry standards) and significantly above standard click-through rates for the Black History Month message.
• Conducted Anti-racism Training workshop for Senior Managers and the Idea Council team (see below).
• Starting May 13th, we are hosting a four-part workshop series called Racial Trauma Wellness Workshops: Making Space for Healing. This is open to all staff members.
• Newly created series New American Dream is a five-week series of virtual forums that gather thought leaders from across the country to discuss the impact of white supremacy and state-backed racism on America today. Secured Black Public Media as promotional partner for Week 3 of the New American Dream Series.
• Researching sign interpretation and captioning options to enhance accessibility.
• Developed a program for the May 25 observance of the killing of George Floyd.

2. Creation of the Inclusion Diversity Equity Advisory (IDEA) Council

The WNET group formed an employee advisory group, known as the IDEA Council. This council, whose members were chosen by a diverse panel of staff, work with WNET’s Chief Diversity, Equity and Inclusion Officer, reporting to the CEO, to move the organization forward to meet its DEI goals. Those goals include mentorship, anti-bias training, recruitment and promotion, and content development. This restructuring follows Diversity, Equity and Inclusion best practices as outlined by DEI professionals who are consulting with The WNET Group. The IDEA Council acts in an advisory capacity for senior management across the organization. This is different from an affinity group which is more focused around collegial activities.

Examples of the work of the IDEA Council include:

• IDEA Council developed tripartite committees (Workplace, Workforce, & Marketplace) to address areas of opportunities around diversity concerns raised by WNET Group employees.
• These committees have provided a summary to the CEO that consists of identified areas of opportunities, action plan, and a timeline for executing each goal. The CEO has provided his feedback, and the teams have created a tactical process for responding to DEI related issues.
• Created an internal editorial response team to assist producers and Senior Managers facilitate urgent content reviews of sensitive materials or experiences.
• Currently working on establishing meetings with the respective Senior Managers to action the identified goals.

3. Juneteenth

WNET added observance of Juneteenth as a paid company holiday in 2020 and it is included in all future holiday schedules.

4. Training

To further institutional effectiveness and enhance the commitment to DEI, the WNET Group requires completion of online compliance training for all new employees. Within the first month of employment, new employees must complete three courses with DEI content: Workplace Diversity, Preventing Discrimination and Harassment; and Code of Conduct. Several of these courses are repeated on a periodic basis and additional courses including Unconscious Bias will be added. For example:

a. Preventing Discrimination and Harassment is required annually. All employees are required to complete interactive Preventing Discrimination and Harassment. 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.

b. 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.

c. The WNET Group is working with Jennifer Brown Consulting (JBC), a diversity consulting firm to implement additional DEI related training programs and initiatives. JBC completed a DEI assessment to establish a baseline for measuring progress and for developing targeted training programs based on assessment findings. The Senior Management Team and the IDEA Council (see below) completed the JBC training program on Anti-Racism. Training will cascade throughout the organization and training is also planned for the Board of Trustees.

d. The WNET Group participated in the following DEI programs, webinars, programming and association conferences and events:

1. National Center for Accessible Media (NCAM) Web and Social Media Platform Accessibility webinar presented May 13, 2020 was attended by members of The WNET Group’s Communications, Human Resources and Legal departments. The webinar focused on improving accessibility of websites and other digital offerings for people with disabilities.

2. The Conference on Diverse Philanthropy and Leadership, co-presented by the African American Development Officers Network (AADO) and the Council for Advancement and Support of Education (CASE), attended by The WNET Group’s Major Gifts Officer on April 7th and 8th. Also, in attendance on behalf of The WNET Group’s IDEA Council was The WNET Group’s Director, Institutional Giving.

3. Association of Fundraising Professionals Senior Leadership Breakfast March 10, 2020 was attended by The WNET Group’s Senior Director of Individual and Major Giving. A panel discussion focused on core challenges of staff retention and diversity in the fundraising sector.

4. Diverse by Design, a virtual conference where leaders in tech and workforce development discuss and share best practices to attract, retain and develop skilled black and brown tech professionals, attended by a member of The WNET Group’s Human Resources team on March 30, 2021.

5. LinkedIn Social Impact Event, Breaking Down Barriers, attended by The WNET Group’s Director of Human Resources on February 5, 2021.

C. Content

1. New Content Possibilities.

The WNET Group will be forming an Ideation Academy, a creative space to explore, develop and workshop BIPOC-centric ideas into digital or other platforms. Collaboration will 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.

2. Content Review

Each program created, produced or broadcast by The WNET Group is now being included in a Content Review process. Part of the review process includes identifying the ethnicity and gender of each guest to ensure our content reflects the demographics of our audience. Additionally, the DEI team has put in place an editorial response team to assist Producers in issues around racially sensitive content.

There has been an increased focus on inclusion of BIPOC guests in news programming as well as BIPOC and LGBTQ+ and differently-abled subjects on American Masters, and talent on Great Performances, NYC Arts, All Arts and Kids Media and Education programming. NJ PBS included programs produced by BIPOC organizations such as:

• “Pathway to Success” - produced by the NJ African American Chamber of Commerce

• “Images/Imagenes” and “Que Pasa NJ” – produced by Carlos Medina, the president of the Hispanic Chamber of Commerce.

Examples of subjects covered in our news programming include:

• America in Black and Blue, a NewsHour Weekend special aired in June 2020
3. Multiplatform Initiatives

MPI houses three Digital-first content initiatives: Chasing the Dream: Poverty, Justice and Opportunity in America; Peril and Promise: The Challenge of Climate Change; and Exploring Hate: Antisemitism, Racism and Extremism. All producers on Chasing the Dream and Peril and Promise were BIPOC.

D. Community

1. Supplier Diversity Program

The WNET Group launched a Supplier Diversity Program with the goal of aligning our supply base with the communities we serve and engaging with certified and qualified diverse businesses in the interest of promoting economic growth in our communities.

2. Per Scholas Mock Interview Program

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 The WNET Group’s Human Resources departments work closely with representatives from Per Scholas to facilitate a mock interview program. One candidate was interviewed during the report period before the program was suspended due to COVID-19.

3. LGBTQ+ Inclusive Professional Development for Educators

The WNET Group, 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.

4. Criminal Justice in America: A WNET Summit

A WNET Summit was held on October 2 in partnership with Chasing the Dream. Event was livestreamed across multiple platforms. CE worked with the CTD team to develop quote cards, digital assets, and short social video clips based on the Criminal Justice Summit.

5. Justice in the United States

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.


Inside THIRTEEN blog launched, the above title, highlighting black voices and experiences in the arts, our community and in our balanced, trusted news/conversations in August 2020.

7. Anti-Racist Resources for Families

WNET’s Education department launched a blog to highlight anti-racist resources for families, educators and students in June 2020.
E. Governance

1. Personnel and Diversity Committee

The charter of the Personnel and Diversity Committee of The WNET Group’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. The Committee will review this report again in May 2021.

2. Diversifying Board Membership

The nominating Committee of the Board has been engaging in a much more rigorous conversation about the most thoughtful and strategic ways to build our board including:

• taking a holistic approach to diversity in terms of background, skillset, professional expertise, network, etc.
• selecting a search firm, Korn Ferry begin work in June to identify 2 Board candidates over the course of the next year.
• the prospect development team has been working to identify diverse candidates from our current donor pool to bring to the Committee for discussion.
• To date, of the 4 new board members in the past few months, 2 are BIPOC.

3. Board Supported Diversity Initiatives

A DEI Fund was launched with support of Board of Trustee funders.
This document serves as The WNET Group’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 the WNET’s website and is available for Public Inspection upon request.

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

The Chief Diversity, Equity and Inclusion Officer and the Vice President of Human Resources are responsible for the content of this report.

April 1, 2020 – March 31, 2021

Appendix A

Workforce Demographics
Current 12 Month Period
April 1, 2020 – March 31, 2021

• Headcount
• Management
• New Hires
• Promotions
• Voluntary Turnover
HEADCOUNT
Current 12 Month Period
April 1, 2020 – March 31, 2021

![Pie chart showing gender distribution: 55% Female, 44% Male, 1% Non-Binary.]

All Employees

- White: 69%
- Black or African American: 12%
- Hispanic or Latino: 9%
- Two or More Races: 1%
- Asian: 9%
- American Indian or Alaska Native: 1%

HEADCOUNT
Non-Binary

- Black or African American: 25%
MANAGEMENT
Current 12 Month Period
April 1, 2020 – March 31, 2021
MANAGEMENT
Current 12 Month Period
April 1, 2020 – March 31, 2021

All Managers

Male Managers

Female Managers
NEW HIRES
Current 12 Month Period
April 1, 2020 – March 31, 2021

NEW HIRES
Current 12 Month Period
April 1, 2020 – March 31, 2021
PROMOTIONS
Current 12 Month Period
April 1, 2020 – March 31, 2021
**Voluntary Turnover**

Current 12 Month Period

April 1, 2020 – March 31, 2021

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### All (Female) Promotions

- White: 33%
- Black or African American: 34%
- Hispanic or Latino: 33%

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### All Voluntary Terminations

- Asian: 6%
- Black or African American: 12%
- Two or More Races: 4%
- Other: 80%
VOLUNTARY TURNOVER
Current 12 Month Period
April 1, 2020 – March 31, 2021

Male Voluntary Terminations
- White 50%
- Two or More Races 25%
- Asian 25%

Female Voluntary Terminations
- White 85%
- Black or African American 15%

Appendix B
Board of Trustees and Advisory Board Demographics

- WNET Board of Trustees
- The Thirteen/WLIW Community Advisory Board
- Public Media NJ’s Board of Trustees
- NJTV Community Advisory Board

**WNET Board of Trustees**

- Female: 43%
- Male: 57%

**All WNET Board of Trustees**

- White: 86%
- Hispanic or Latino: 3%
- Asian: 8%
- Did Not Self-Identify: 3%
WNET BOARD OF TRUSTEES

Male WNET Board of Trustees

- White: 85%
- Asian: 10%
- Hispanic or Latino: 5%

Female WNET Board of Trustees

- White: 87%
- Asian: 6%
- Did Not Self-Identify: 7%

THE THIRTEEN/WLIW COMMUNITY ADVISORY BOARD

THIRTEEN/WLIW CAB

- Did Not Self-Identify Sex/Gender: 30%
THE THIRTEEN/WLIW COMMUNITY ADVISORY BOARD
Within the THIRTEEN/WLIW Community Advisory Board, 9 members have not self-identified their sex/gender, and 10 have not self-identified their racial or ethnic group.

**Public Media NJ’s Board of Trustees**

**All PMNJ Board of Trustees**
PUBLIC MEDIA NJ’s BOARD OF TRUSTEES

Male PMNJ Board of Trustees
- White: 82%
- Black or African American: 18%

Female PMNJ Board of Trustees
- White: 100%

NJTV COMMUNITY ADVISORY BOARD

NJTV CAB
NJTV Community Advisory Board