



2013 Diversity & Inclusion
Annual Report

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Commitment from the Top

It gives us great pride to introduce **witf's** 2013 Diversity & Inclusion Annual Report. This marks the second year we are reporting on our diversity and inclusion journey, and we are pleased to report that **witf** remains steadfast in its commitment to strengthening our culture of diversity and inclusion amongst our staff and within the community.

As you will see in this document, **witf's** commitment to diversity is based on our commitment to public service. We believe that we earn the public's trust through the quality and excellence of our work, the inclusion and reflection of the diversity of our communities, and a commitment to defined professional standards and practices.

Therefore, the organization takes specific steps to ascertain community needs and interests; to assure respect and civility in our discussions and impartiality in our coverage of complex matters; and to be accessible, accountable, and transparent to the community as a whole.

witf's commitment to diversity is expressed not in a single statement, but is a continuous thread in all of our policies and practices. The five documents and policies below demonstrate **witf's** commitment.

Kathleen A. Pavelko
President & CEO

Justin Weber
Chair, **witf** Board of Directors

Clearly Articulated Diversity Strategy: Internal and External

I. Editorial Guidelines

The fourth of nine principles in **witf's** editorial guidelines (*Principles And Guidelines, Organizational Ethics And Editorial Integrity*) addresses "inclusion and reflection of our communities' diversity." The document was approved by the Board of Directors on March 13, 2012. The integrity of our work is strengthened by incorporating the diversity of demography, culture, and beliefs in our communities and the nation into our work and our content.

We look to the full diversity of our community as we ascertain needs and interests to which we might respond.

We assure that people with different backgrounds, perspectives, and experiences are heard and seen as sources and subjects for our programming and are invited to participate in our activities.

We seek to create content and activities that reach and serve a diversity of people, recognizing that different programming attracts people with different values, beliefs, lifestyles, and demography.

We treat the subjects of our programming with respect. We include points of view that may not be widely shared and individuals and groups that are infrequently heard or seen outside their own communities.

witf's complete editorial guidelines (*Principles And Guidelines, Organizational Ethics And Editorial Integrity*) can be found at http://www.witf.org/about/Principles_Guidelines_Final_3-2012.pdf .

II. Strategic Plan and Values

The **witf** Strategic Plan 2013-2015 (approved by the Board of Directors on June 12, 2012) includes five values statements. They are:

- **witf** inspires creativity internally and externally (creativity)
- **witf** is a trusted source for information (trustworthiness)
- **witf** acts transparently with donors and the community (transparency)
- **witf** seeks to provide a personally meaningful experience (personally meaningful)
- **witf** values inclusiveness in our content and organization (inclusiveness)

III. Equal Employment Opportunity

witf's employee policies begin with equal opportunity to secure employment with the organization. The EEO section of the Employee Handbook summarizes that policy:

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at witf will be based on merit, qualifications, and abilities. **witf** does not discriminate in employment opportunities or practices on the basis of race, color, creed, religion, gender, ancestry, national origin, age, disability, genetic information, veteran, or any other characteristic as protected by law.

witf will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in an undue hardship. This policy governs all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training.

IV. Anti-Harassment Policy

The Employee Handbook details **witf's** policy on sexual and other unlawful harassment:

It is the policy of **witf** that harassment of any kind toward employees, applicants or customers is unacceptable conduct and will not be tolerated. **witf** strives to treat all employees fairly and equitably. As part of this commitment, witf will make every effort to provide each employee with a working environment free from all forms of discriminatory harassment, including sexual harassment.

In addition to sexual harassment, harassment of any kind toward employees, applicants, or customers based upon race, religion, age, national origin or disability is unacceptable conduct and will not be tolerated.

V. Performance Evaluation Standard

The performance of all **witf** employees are evaluated annually. The standards by which employees are judged include:

Integrity/Ethics/Diversity: "Deals with others in a straightforward and honest manner, is accountable for actions, maintains confidentiality, supports company values, conveys good news and bad. Demonstrates knowledge of EEO policy. Shows respect and sensitivity for cultural differences. Educates others on values of diversity. Promotes a harassment-free environment. Builds a diverse workforce."

On average, all **witf** employees meet or exceeded expectations by our diversity standards. The average rating for all employees during the last review cycle was a 3.6, a 1% increase over prior year.

Diversity Activities 2013

witf's local productions report on several issues of diverse distinction. Issues range from situations affecting a diverse audience, to insight of people's beliefs, traditions, and backgrounds.

On-Air and On-Line

FM News

LGBT advocates: In wake of DOMA ruling, much work to be done in PA:

<http://www.witf.org/news/2013/06/lgbt-advocates-in-wake-of-doma-ruling-much-work-to-be-done-in-pa.php>

Pennsylvania school districts encouraged to add transgender students to nondiscrimination policies:

<http://www.witf.org/news/2013/06/pennsylvania-school-districts-encouraged-to-add-transgender-students-to-nondiscrimination-policies.php>

Community Responders Network combats bias in midstate:

<http://www.witf.org/news/2013/05/community-responders-network-combats-bias-in-midstate.php>

Pushed Around (Bullying) Project:

<http://www.witf.org/bullying/>

Smart Talk (Television)

PA Wounded Warriors & Getting Rid of the "R" Word

Aired: 04/18/2013

Injured troops face many challenges when they return home. We'll meet a local wounded warrior and learn what they all need to speed recovery. Plus, a York County girl makes a simple plea to her classmates--stop using the "r" word.

Gun Violence Crack Down & Women of Excellence

Aired: 02/14/2013

PA lawmakers take aim at new gun laws and school safety after the massacre in Newtown. And a new documentary explores the revolution that catapulted women from homemakers to corporate and political titans. Plus, we'll meet some "Women of Excellence" right here in Central PA.

Privatizing the PA Lottery & Mental Health

Aired: 01/17/2013

Governor Tom Corbett turns the PA Lottery over to a private, British company to run. Is it a good deal for seniors? Plus, in the wake of massacres like Newtown, how do we keep guns out of the hands of the mentally ill and try to prevent these atrocities?

Smart Talk (Radio)

Underground railroad history in Central PA

Aired: 3/27/13

<http://www.witf.org/smart-talk/2013/02/radio-smart-talk-afghanistan-after-drawdown-underground-railroad-in-adams-county.php>

Disparity in pay between men and women

Aired: 4/2/13

<http://www.witf.org/smart-talk/2013/04/radio-smart-talk-women-and-men-pay-gap.php>

20-year anniversary of the wreck of the Golden Venture – a ship carrying Chinese immigrants who settled in York County

Aired: 6/4/13

<http://www.witf.org/smart-talk/2013/06/radio-smart-talk-golden-venture-20-years-later.php>

Fair trade/working conditions overseas

Aired: 6/27/13

<http://www.witf.org/smart-talk/2013/06/rst-bangladesh-clothing-factory-collapse-prompts-action.php>

LGBT history project in Central PA

Aired: 8/9/13

<http://www.witf.org/smart-talk/2013/08/rst-lgbt-history-project.php>

50th anniversary of the March on Washington for civil rights and Martin Luther King I Have Dream speech

Aired: 8/23/13

<http://www.witf.org/smart-talk/2013/08/rst-march-on-washington-50-years-later-cigar-box-guitar-festival.php>

Diversity at the witf Public Media Center

witf's structured tour program welcomed many diverse groups during 2013. These community groups highlight our commitment to opening our doors to people of all ages, backgrounds, races, abilities, and religions. Here are just a few of the groups that have visited our facility this year:

- Al-Huda School
- Boy Scout Pack 77 Tigers
- Boy Scout Troop 1848 (Clermont FL)
- Conewago Elementary School
- Cub Scout Pack 54, 64, 68, 97, 108, 279, 308, 368, 426, 456, 477
- Ebenezer Childcare
- Elizabethtown College Communications Department
- Girl Scout Troop 10795, 11045
- Harrisburg Area Community College Music Business Students
- Harrisburg Area Home School Association
- Hempfield Middle School
- KinderCare of West York / York
- Les Femmes du Jour of York AAUW
- Mechanicsburg Neighbors
- Messiah Village
- Middletown Area School District
- Nottingham Village Retirement Community
- Pleasant View Retirement Community
- Samuel C Perkins Royal Arch Capt # 209
- Serendipity of Newcomers & Neighbors of Lancaster, Inc.
- Stars Homeschool Co-op

Diversity Training

witf staff utilized *FRONTLINE's* "A Class Divided" as the focal point of departmental discussions during which each employee was asked how they demonstrated a commitment to diversity in the workplace and in the community. Employees watched one of the five segments prior to the meeting and answered reflection questions. Human Resources facilitated discussions with the departments and shared insights with the entire organization.

Diversity Statistics

The following statistics provide a snapshot of the diversity of the **witf** staff, governing board, and community advisory board. **witf** remains committed to further increasing the diversity of these bodies through deliberate recruitment and selection activities.

witf Staff

102 employees	Male	Female	White	Non-White
	58%	42%	92%	8%

witf Governing Board

23 members	Male	Female	White	Non-White
	57%	43%	91%	9%

witf Community Advisory Board

17 members	Male	Female	White	Non-White
	53%	47%	94%	6%

About witf

witf's mission is to strengthen our communities by connecting us to each other and to opportunities for lifelong learning.

witf is a community institution that uses media in public service, not merely a television or radio station. **witf's** relevance lies in serving educational needs and aspirations across the human lifespan, from early childhood through elder maturity, and in supporting all the roles we play in life, from student to adult to parent, with special attention to our roles as citizens. **witf** services reach audiences in 19 counties in Central Pennsylvania. The company comprises public broadcasting stations **witf TV, witf 89.5 & 93.3**, news networks RadioPA Network and Pennsylvania Public Radio, regional magazine Central PA (published by The Patriot-News in an association with **witf**), witf.org, **witf** educational services, Top Flight Media and Media Solutions.