



## Diversity Statement

### Message from Ron Hetrick, President/CEO:

Over decades, WITF has stood for the ideals of equality and inclusion. But we have not done enough to counter the systemic disparities that cripple our communities and our country.

We pledge to embrace and amplify the marginalized voices of our neighbors by providing a civil forum to share experiences and struggles. We recognize our influence in the content we produce and promote as well as the people who make those decisions. We will devote energy to revealing policies and institutions that perpetuate inequality and discrimination.

We will strengthen our Editorial Guidelines by

- Finding and promoting inclusive multimedia programs that address social injustice and celebrate cultural identity.
- Dedicating additional resources and reporters to diverse and inclusive journalism.

We will broaden the reach of our Audience and Community Engagement work by

- Hosting ongoing conversation series where diverse voices lead the discussion.
- Expanding relationships with school districts to provide educational and informative content to members of our community.

We will further develop our Employment Practices by

- Partnering with community organizations and inviting diverse voices to join WITF through our Board of Directors, Community Advisory Board, and the recruitment of diverse talents.
- Growing our inclusive culture by learning and listening to our staff and community.

WITF will be part of the solution. Change takes time, but we will be persistent in our mission to help build and serve strong and healthy communities.

WITF has formed a Diversity and Inclusion Committee whose mission is to create strategies, guidelines, and learning opportunities with the goal of bringing equity to our workplace and our content. The committee consists of a group of WITF staff that is racially, ethnically, age, and gender diverse and will meet throughout the year to help establish goals and metrics as well as track the organization's progress so that we can continue our growth and be a model of diversity and inclusion in our community.

### Demographics

The following statistics provide a snapshot of the diversity of the WITF Staff, Governing Board, and Community Advisory Board as of September 1, 2020. WITF remains committed to further increasing the diversity of these bodies through deliberate recruitment and selection activities.



### WITF STAFF (JOB CATEGORY)

98 EMPLOYEES	MALE	FEMALE	BLACK OR AFRICAN AMERICAN	HISPANIC OR LATINO	WHITE
ADMINISTRATIVE	4	14	0	2	16
CREATIVE	24	17	0	2	39
EXECUTIVE	2	2	0	0	4
TECHNOLOGY/ENGINEERING/FACILITIES	31	4	5	1	29
<b>TOTAL</b>	<b>61</b>	<b>37</b>	<b>5</b>	<b>5</b>	<b>88</b>

### WITF STAFF (MANAGEMENT VS. NON-MANAGEMENT)

98 EMPLOYEES	MALE	FEMALE	BLACK OR AFRICAN AMERICAN	HISPANIC OR LATINO	WHITE
MANAGEMENT	10	7	0	0	17
NON-MANAGEMENT	51	30	5	5	71
<b>TOTAL</b>	<b>61</b>	<b>37</b>	<b>5</b>	<b>5</b>	<b>88</b>

### WITF GOVERNING BOARD

20 MEMBERS	MALE	FEMALE	BIPOC	WHITE
	7	13	1	19

### WITF COMMUNITY ADVISORY BOARD

23 MEMBERS	MALE	FEMALE	BIPOC	WHITE
	15	8	6	17



The Governing Board saw an 8% increase in the number of female members and no increase in the number of Black, Indigenous, and People of Color (BIPOC) members. The Community Advisory Board saw a 1% decrease in the number of female members and a 14% increase in BIPOC members. WITF has continued its efforts to recruit new staff by working with local and national groups and job boards that engage diverse applicants. Company representatives also attended college job and internship fairs at Shippensburg University, Franklin & Marshall College and Juniata College. This led to a 2% increase in the number of female staff and no increase in the number of BIPOC staff. WITF also engages in relationships with several colleges and universities to recruit students and provide educational and hands-on experiences that help prepare a diverse workforce. We are committed to exploring new opportunities for achieving and promoting diversity in employment and board service and to monitor and evaluate our success. This means WITF will always meet the standards of federal and state law, WITF's Equal Employment Opportunity Policy, and the Corporation for Public Broadcasting's Diversity Eligibility Criteria.

### Editorial Guidelines

WITF's editorial guidelines emphasize inclusion and reflection of our communities' diversity. 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. As WITF continues to review and reflect on how our diverse communities can be better served by our journalism and content, we will strive to do the following:

- The editorial staff will meet once per month to review breadth of coverage and discuss upcoming stories. This will include diversity of sources, language use and editorial approach to particular topics.
- WITF will seek to gather demographic information from the people we talk with and interview for our stories so that we can ensure that we are seeking out relevant viewpoints when reporting on a story.
- Our journalism team will review that data annually to help them understand which communities need a greater voice on the topics we cover.
- We will seek training opportunities for staff in our newsroom to help them better understand how their coverage area intersects with different communities.

### Audience and Community Engagement

WITF welcomes diverse audiences to the Public Media Center and community events. The work we do within our community highlights our commitment to opening our doors and reaching out to people of all ages, backgrounds, races, abilities, and religions. Over the next year, WITF will do the following to continue those efforts to be an inclusive resource for the community we serve:

- Explore opportunities to expand the *Toward Racial Justice* series and how we can work with community partners to grow it through other multimedia platforms.
- Develop ongoing relationships with diverse community partners and organizations that will help WITF better understand community priorities and themes.
  - Identify common goals and key themes that can be initiative and or issue-specific.
  - Help inform content creation and opportunities for screenings and events.



- Host regular listening sessions and focus groups of varying types and sizes. A mix of large open community forums and small, stakeholder-focused sessions
- A representative from the Diversity & Inclusion Committee will participate in 2 Community Advisory Board meetings to update the group on the committee's activities and seek feedback.
- Continue the growth of the Explore in the Classroom to new districts including the Lancaster City School District.
- Use new education tools that represent the diverse communities we serve such as:
  - Offering at least one bilingual book option to students
  - Sending letters home to parents/caregivers in both English and Spanish
- Continue to grow Learning at Home partnerships with the PA Department of Education, intermediate units, and local school districts. Making these resources available will help districts in rural or low-income areas bring distance learning to their students.
- WITF will seek out funding opportunities to provide more books and learning resources to underserved school districts.
- Begin research to develop media camps and youth reporting workshops for middle and high school learners in underserved school districts.

### Employment Practices

WITF's employee handbook summarizes our EEO and anti-harassment policies. WITF also conducts diversity and harassment training annually and at new hire orientation. Employees are evaluated annually on their contributions to promoting diversity within the organization and community. In order to continue our growth as a diverse and inclusive workplace, WITF and the Diversity and Inclusion Committee will be doing the following:

- WITF will ensure that all staff are aware of the Diversity & Inclusion Committee's progress by sending out monthly communications.
- In addition to training for the newsroom staff, the Diversity & Inclusion Committee will develop a training strategy for WITF staff and management that will include topics and frequency.
- The Diversity & Inclusion Committee will review the company's policy on company holidays including which ones are celebrated and how they will be celebrated (e.g. office closure, trainings).
- The committee will attempt to find gaps in the organization's knowledge on diversity and inclusivity topics by polling the staff and sharing tools to help identify areas for growth which will help develop annual training plans.
- The committee will work with the Director of Human Resources to review the recruitment and hiring practices of the organization to ensure it is more inclusive of diverse candidates for future job openings.

### Contact the Diversity & Inclusion Committee at WITF

WITF strives to foster a more inclusive environment through the goals we have set in this Diversity Statement. We will highlight our progress on our website and update our Diversity Statement annually to hold our organization accountable to cultivating the change that we know is needed to lift up every voice in our community. We will use our annual statement to reassess how to continue our growth and rededicate ourselves to the ideals that are necessary to be a diverse and inclusive member of Central Pennsylvania.



If you have a question, comment, or recommendation, please reach out to WITF's Diversity & Inclusion Committee by contacting Alan Wadsworth, Director of Human Resources, at 717-910-2803 or [Alan.Wadsworth@witf.org](mailto:Alan.Wadsworth@witf.org).

Diversity & Inclusion Committee Representatives

Alessandra Amorós, Associate Producer  
Jennifer Balda, Education Project Coordinator  
Jessica Greishaw, Development Support Specialist  
Gaswick Joseph, Facilities Attendant  
Anthony Orozco, Multimedia Journalist  
Alan Wadsworth, Director of Human Resources  
Lisa Wardle, Digital Manager  
Heather Woolridge, Director of Community Engagement