



Diversity Statement

Message from Ron Hetrick, President/CEO

In 2020, our country experienced an outcry for racial and social justice. WITF has always strived to be equitable and inclusive as both an employer and a community partner. We know that we must continue to do more to help counter the systemic disparities in our community.

Our pledge to Central Pennsylvania remains the same. We will continue our pursuit to lift up the marginalized voices of our neighbors by strengthening our efforts to be more diverse, equitable, and inclusive in our Editorial Guidelines, Audience and Community Engagement, and Employment Practices.

Change takes time, but WITF is devoted to being part of that change through our mission to inspire lifelong learning and connecting the people and communities of Pennsylvania.

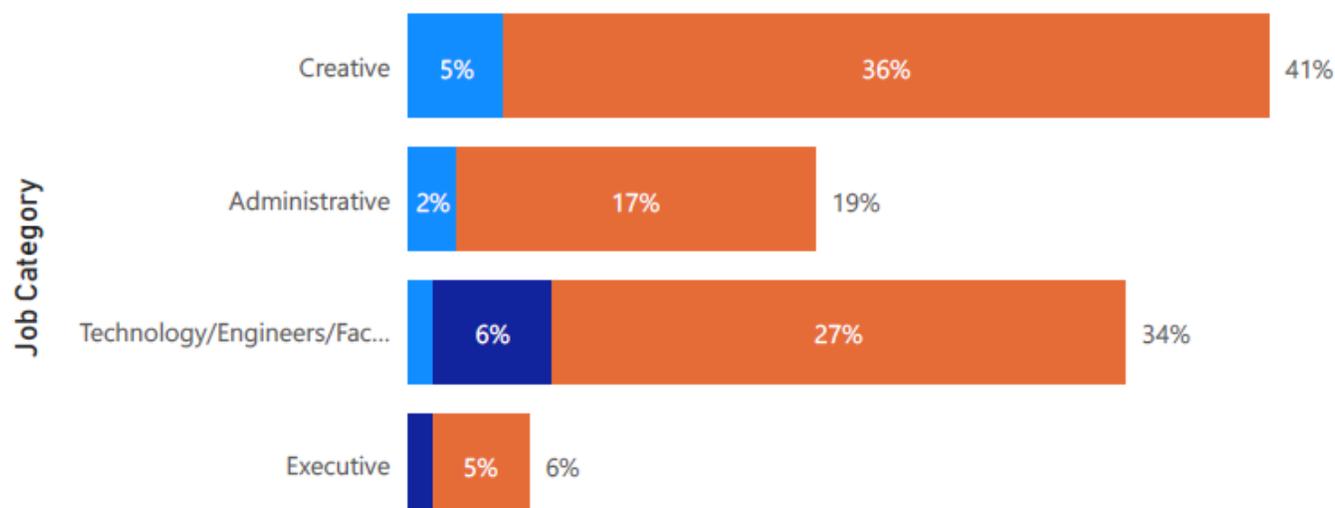
Demographics

The following statistics provide a snapshot of the diversity of the WITF Staff, Governing Board, and Community Advisory Board as of September 15, 2021. WITF remains committed to further increasing the diversity of these bodies through deliberate recruitment and selection activities.

WITF STAFF (JOB CATEGORY) – 88 EMPLOYEES

Job Category by Race/Ethnicity

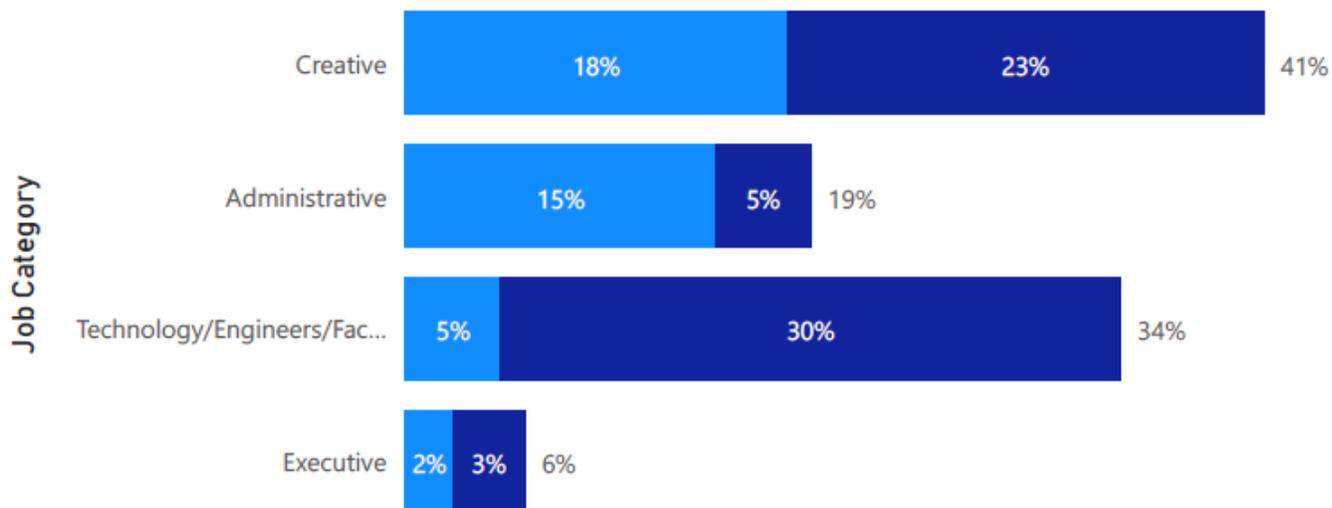
● Hispanic or Latino ● Black or African American ● White





Job Category by Gender

● Female ● Male



WITF STAFF (MANAGEMENT VS. NON-MANAGEMENT) – 88 EMPLOYEES

Management and Non-Management by Race/Ethnicity

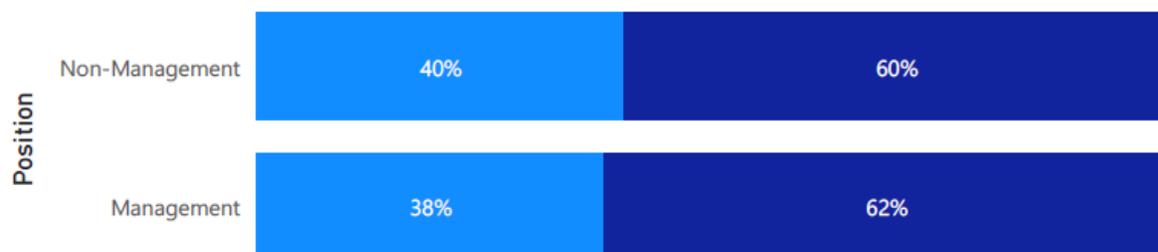
● Hispanic or Latino ● Black or African American ● White





Management and Non-Management by Gender

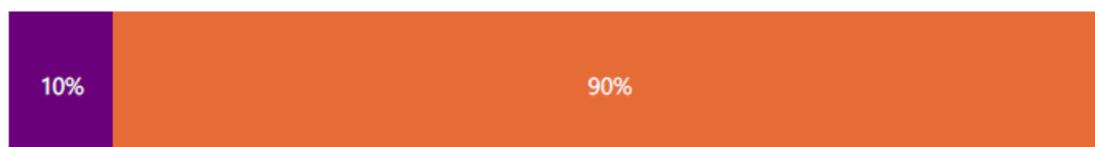
● Female ● Male



WITF GOVERNING BOARD – 21 MEMBERS

Board of Directors by Race/Ethnicity

● POC ● White



Board of Directors by Gender

● Female ● Male





WITF COMMUNITY ADVISORY BOARD – 24 MEMBERS

CAB by Race/Ethnicity

● POC ● White



CAB by Gender

● Female ● Male



Over the past year, WITF recruited for only 4 open positions. Even with very few openings, the organization continued its efforts to make our recruitment process more diverse and inclusive. These efforts led to a 5% increase in racially diverse staff and a 2% increase in the number of women who now work at WITF. Representatives from Human Resources attempted to use more diverse job boards and were able to attend 2 virtual job fairs through Messiah University and the Central Pennsylvania Employer Consortium. At this time, there are not any staff members who identify as American Indian or Alaska Native, Asian or Pacific Islander, or two or more races.

WITF also continued its efforts to increase its diverse members on both our Board of Directors and Community Advisory Board. While our Board of Directors saw a 3% decrease in the number of female members, we were able to increase the number of racially diverse members by 5%. The Community Advisory Board saw a 9% decrease in racially diverse members but had a 3% increase in female members. WITF remains committed to



having a staff and board that mirrors the community it serves and is dedicated to continuing its efforts to recruit diverse members for its staff, Board of Directors, and Community Advisory Board.

Editorial Guidelines

From July 2020 through June 2021, WITF and the Diversity & Inclusion Committee achieved the following:

- In the 2020-2021 fiscal year, the editorial staff began meeting monthly to discuss more inclusive coverage. The newsroom adopted new styles for specific ethnic and cultural terms based on the expertise from leading journalistic organizations that represent those communities.
- In October 2020, WITF created a survey to gather demographic information from news sources, show guests and event panelists with the intent of establishing a baseline of whose insights are being represented on our airwaves and digital platforms. We ran into several barriers gathering comprehensive data, including lack of a project leader, inconsistent use by staff and some sources not completing the survey. Collected data includes 252 sources from 129 productions. Charts of these statistics can be viewed in the Appendix of this document.
- The D&I Committee collected resources as part of our greater effort to identify training resources for the entire organization. We will continue to seek out resources in the future that are specifically helpful to certain departments as well as the overall organization.

The integrity of WITF's journalism and programs are strengthened by incorporating varied viewpoints and lived experiences into our work. As WITF continues to review and reflect on how we can better serve our communities, we strive to do the following:

- The newsroom will continue to meet monthly to review breadth of coverage and evolving issues around race and identity. This will include diversity of sources, language use and editorial approach to particular topics.
- WITF will continue to work toward broad implementation of this tool so that we can ensure we are seeking out viewpoints reflective of the people in our region. Our journalism team will review that data annually.
- In knowing who we highlight and who we miss, we will be mindful to present more well-rounded discussions, stories, and programs.
- We will seek training opportunities for staff in our newsroom to help them better understand how their coverage area intersects with different communities.

Staff bring with them their own understanding of the content they produce. But mindful, considerate, and responsible journalism and programming requires staff to consistently learn beyond their lived experiences.

Education, Audience & Community Engagement

From July 2020 through June 2021, WITF has worked on and reached the following results:

- Launched in June 2020, WITF's [Toward Racial Justice](#) has featured over 25 virtual community conversations tackling difficult topics such as Racial Trauma & Mental Health, Education Disparities, Policing & Safety, How to Be an Ally, and much more. There are so many different layers to unravel and



from the beginning we knew we couldn't create the series on our own. So we enlisted the help of a coalition of community co-organizers and Charles Ellison, host of Reality Check on WURD, PA's only black owned talk radio station.

- We also launched Toward Racial Justice: [Voices from the Midstate](#) - a portrait series offering an intimate view of racism Central Pennsylvanians face every day.
- WITF partnered with Sankofa African American Theatre Company to co-present the [2020 REEL2REEL Film Festival](#).
- Additional screenings and panel discussions included [The Black Church: This is Our Story](#), [This is Our Song](#), [PUSHOUT: The Criminalization of Black Girls in Schools](#) and [Mysteries of Mental Illness](#).
- A member of WITF DEI committee attended the August 2021 CAB meeting. The committee plans to attend these meetings regularly.
- Implemented 3 new *Family Play & Learns* and initiated 3 new *Path to Kindergarten* relationships.
- *Explore in the Classroom* relationships were created with the School District of Lancaster, adopting four elementary schools in the district to participate in the program Spring 2021 and going forward.
- WITF continued its *Explore in the Classroom* relationships with the Harrisburg and York City School Districts. [WITF Distributes Over 3,000 Free Books and Activities to Kindergarten Classrooms | WITF](#)
- *Learning at Home* expanded greatly throughout the past year, including WITF's efforts to grow datacasting in rural areas that do not have adequate access to broadband internet. This helps to provide equal educational resources during an expanded need for virtual learning.
- WITF continues to seek out grants and corporate sponsorships to expand projects that help communities with limited means.
- Began research to develop media camps and youth reporting workshops for middle and high school learners in school districts that support students and families with limited means.

WITF hosts unique community events and education programs designed to engage diverse audiences. The work we do within our community highlights our commitment to reaching out to people of all ages, backgrounds, gender and identities, 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:

- Increase number of Black, Hispanic/Latino and Asian TV viewers from 10% to 12%
- Explore opportunities to evolve Toward Racial Justice . It was originally created as a virtual event series. As we make the transition back to in-person events, we will strategically plan how the series will continue to evolve in 2022.
- Develop community relationships—broadly across the entire organization
 - Continue to evolve emphasis and commitment to Community Engagement. Build new partnerships and strengthen existing ones with regional Black, Hispanic & Latino, LGBTQ+ community organizations. Partnerships will enable us to reach out beyond our existing core audience and donors. We can be more inclusive in our reporting and storytelling to better reflect the diversity of our region.
 - Examples include:
 - Sankofa African American Film Festival
 - One More Moment
 - Play & Learn partnerships [Family Play and Learn | WITF](#)



- Path to Kindergarten community partnerships
- Listening sessions--Our goal is to make our journalism and storytelling better. To accomplish that we'll invite community members to a series of Listening Sessions centered around key upcoming coverage areas such as racial justice, mental health, arts & culture and rural PA. Rather than reporting on issues we think are important to people, we want our audience to help shape the conversation from the very beginning. We're inviting people into our journalism process and asking them about the things they value and the issues that are important to them.
 - Host a minimum of (2) listening sessions through the remainder of FY22
- Post Event Surveys
 - Work with Digital Services to aggregate, analyze and present demographic information from General Audience post event survey results
 - Add demographic questions to children & family post event surveys
- Community Advisory Board Meetings
 - Attend a minimum of (2) meetings and report out on D&I committee's work
- Continuation of *Explore in the Classroom* (EITC)
 - Currently focusing on Harrisburg, York, and Lancaster school districts for 2021-2022 school year
- New educational tools that represent the diverse communities we serve such as:
 - Continue providing one Spanish bilingual book to EITC classrooms
 - Continue to provide Spanish bilingual family letters to EITC students
 - Explore other languages to provide resources in
- Education events
 - Provide Spanish bilingual books (when possible) and promotional materials at children & family events
 - Provide a "quiet play space" for neuro-diverse learners within WITF's Public Media Center
- *Your Learning Neighborhood*
 - Continue partnerships with the PA Department of Education, intermediate units and local school districts to support teachers and connect learners of all ages to standard aligned PBS resources [Your Learning Neighborhood | WITF](#)
 - Continue providing weekly bilingual educational activity guides paired with PBS KIDS shows for pre-K and early learners.
 - Provide access to career awareness on air through Family Night programs
- News Media Literacy
 - Expand access to News Media Literacy events to middle school and high school learners through virtual experiences [News Media Literacy | WITF](#)
- Funding for education efforts
 - Initiate conversations about funding sources/sponsorship for children and family events in urban, diverse locations and communities with limited means
- Datacasting
 - Continue working with various regional and state partners on developing programs such as datacasting so that learners of all ages will have adequate connectivity and/or technology in accessing on-line services no matter where they live. [Datacasting – Pennsylvania PBS](#)

Employment Practices



From July 2020 through June 2021, WITF and the Diversity & Inclusion Committee achieved the following results:

- The D&I Committee began sending out monthly newsletters to staff that included updates on committee activities and updates on monthly cultural celebrations.
- The D&I Committee identified several training opportunities for staff through outside organizations. Trainings are budgeted for FY2022.
- The D&I Committee reviewed the WITF Handbook and made several suggestions for changes in wording that made the handbook more inclusive. The committee also collected information through a staff survey on holidays that staff celebrate. We began recognizing MLK Jr Day as its own individual holiday and recommended that Juneteenth be added.
- The D&I Committee surveyed staff on DEI topics that they felt they needed more information on and shared Harvard's Implicit Association Test to recognize our own biases.
- The committee and Director of HR spoke over several sessions on how to best analyze future changes to recruitment practices to successfully increase the number of diverse applicants for future job openings.

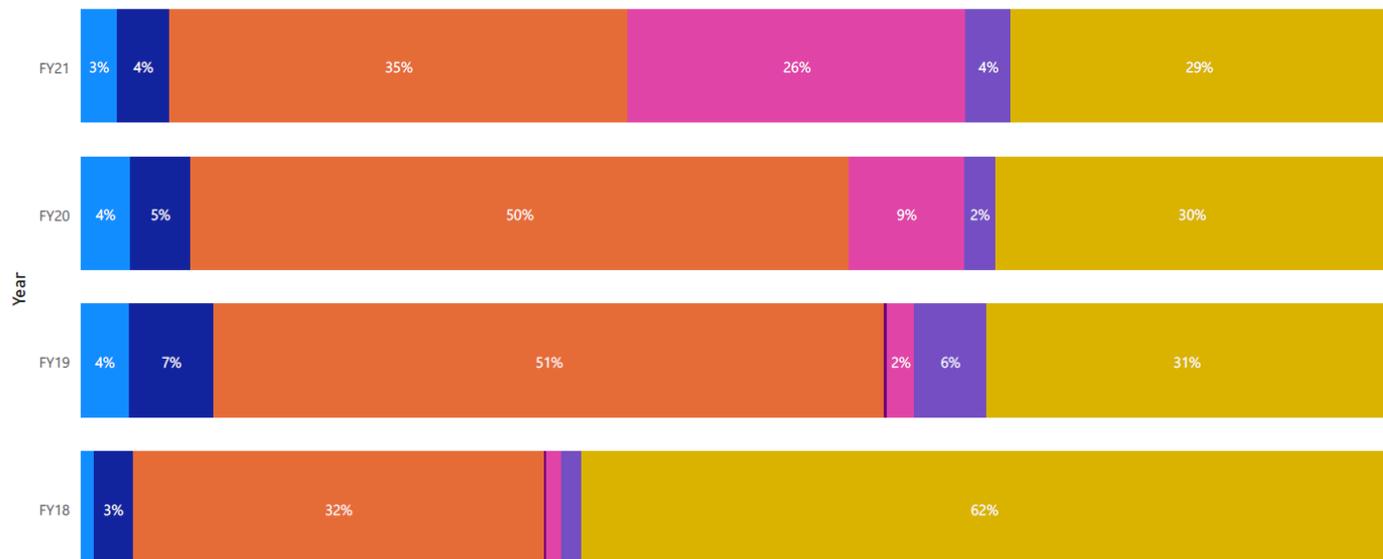
WITF continues to strive to be a diverse, equitable, and inclusive organization. The D&I Committee will continue to work with the Director of HR along with senior management to foster and employee experience that is rooted in DEI principles by setting the following goals:

- Recruitment Resources – The Director of Human Resources will work with the D&I Committee to identify and utilize at least 2 new recruitment resources for us in the current and future recruitment of employees and interns.
- Applicant Demographics - From FY2018-2021 the percentage of racially diverse candidates who applied to WITF's open positions averaged 20%. Over the next 3 years, our goal is to increase that number to 26%. Progress will be monitored annually in the Diversity Statement. The past statistics have been collected through our applicant tracking system.



Applicant Demographics

● Hispanic or Latino ● Black or African American ● White ● American Indian or Alaska Native ● Asian ● Two or more races (Not Hispanic or Latino) ● Unidentified



- Continuing Learning and Development – The D&I Committee will continue to develop an ongoing training schedule for staff and department-level training programs on DEI topics. WITF will schedule at least 2 training topics for full time staff to attend in FY2022.

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, [Diversity, equity and inclusion at WITF | WITF](#) and update our Diversity Statement annually to hold our organization accountable and cultivate the change needed so that we hear and reflect 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.

Diversity & Inclusion Committee Representatives

Alessandra Amorós, Associate Producer
Jennifer Balda, Education Project Coordinator
Steve Fiadewornu, Data Analyst



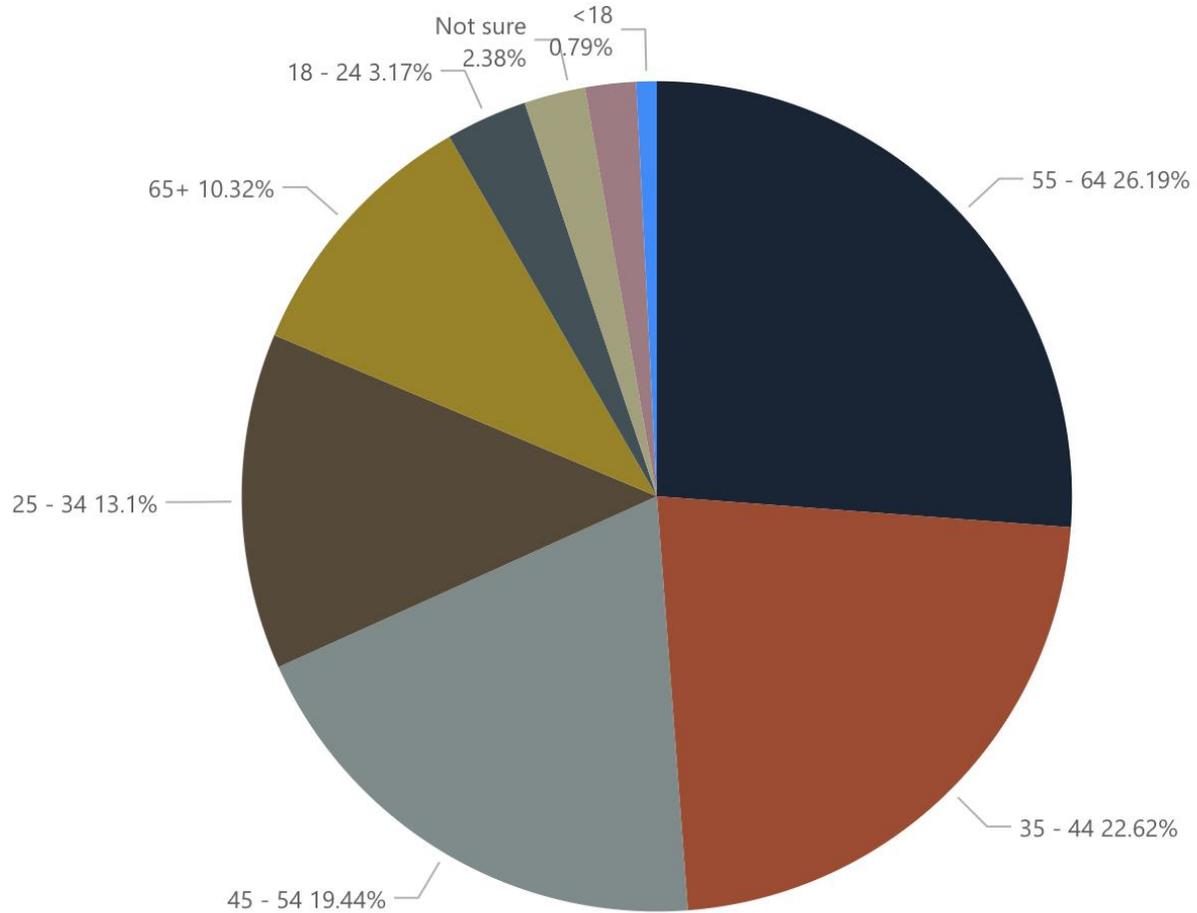
Gaswick Joseph, Facilities Attendant
Anthony Orozco, Multimedia Journalist
Alan Wadsworth, Director of Human Resources
Lisa Wardle, Digital Manager
Heather Woolridge, Director of Community Engagement



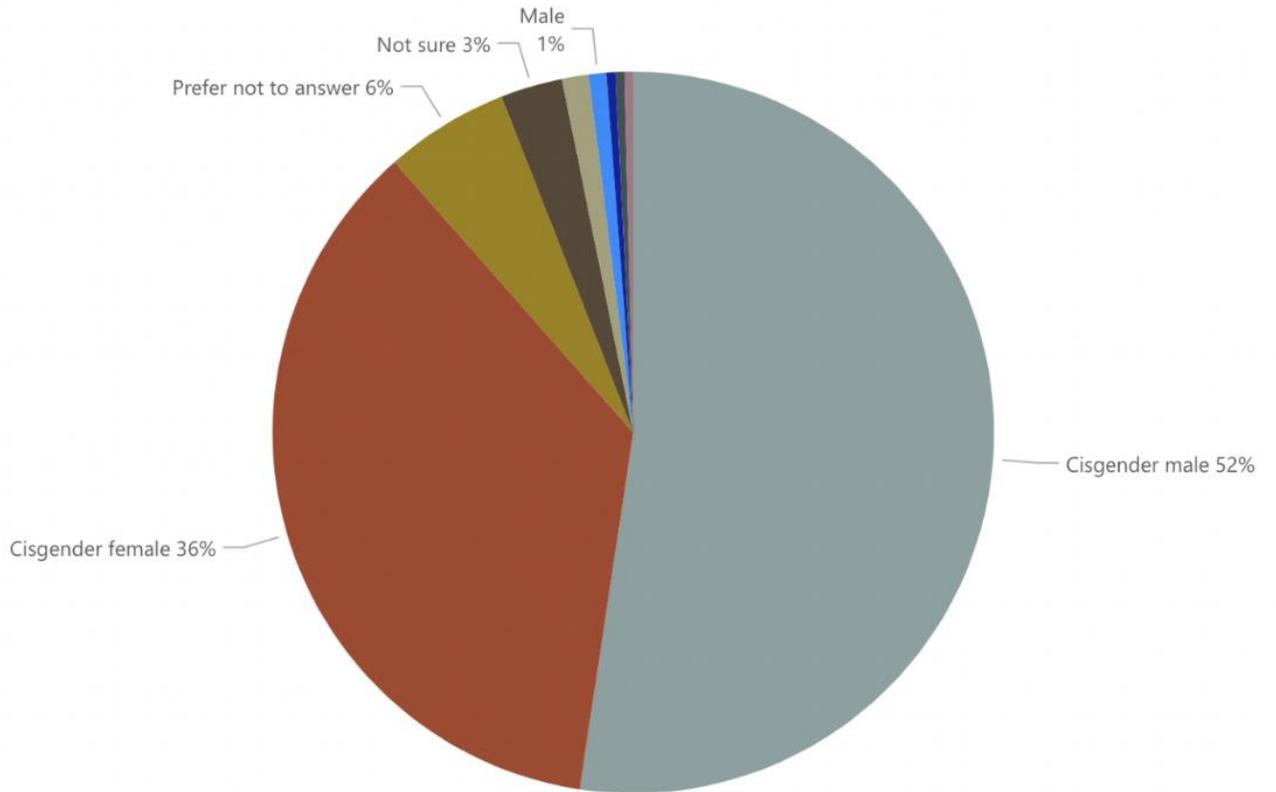
Appendix

Source diversity demographics collected from October 6, 2020 through June 30, 2021.

Age

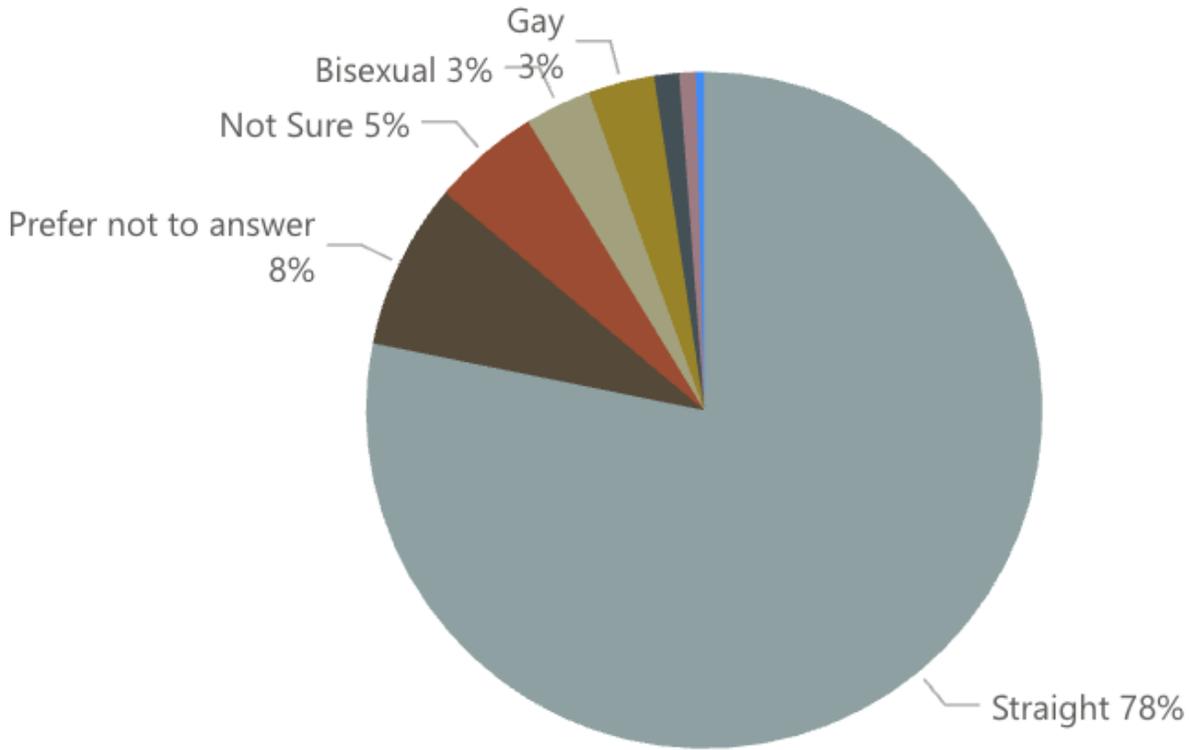


Gender

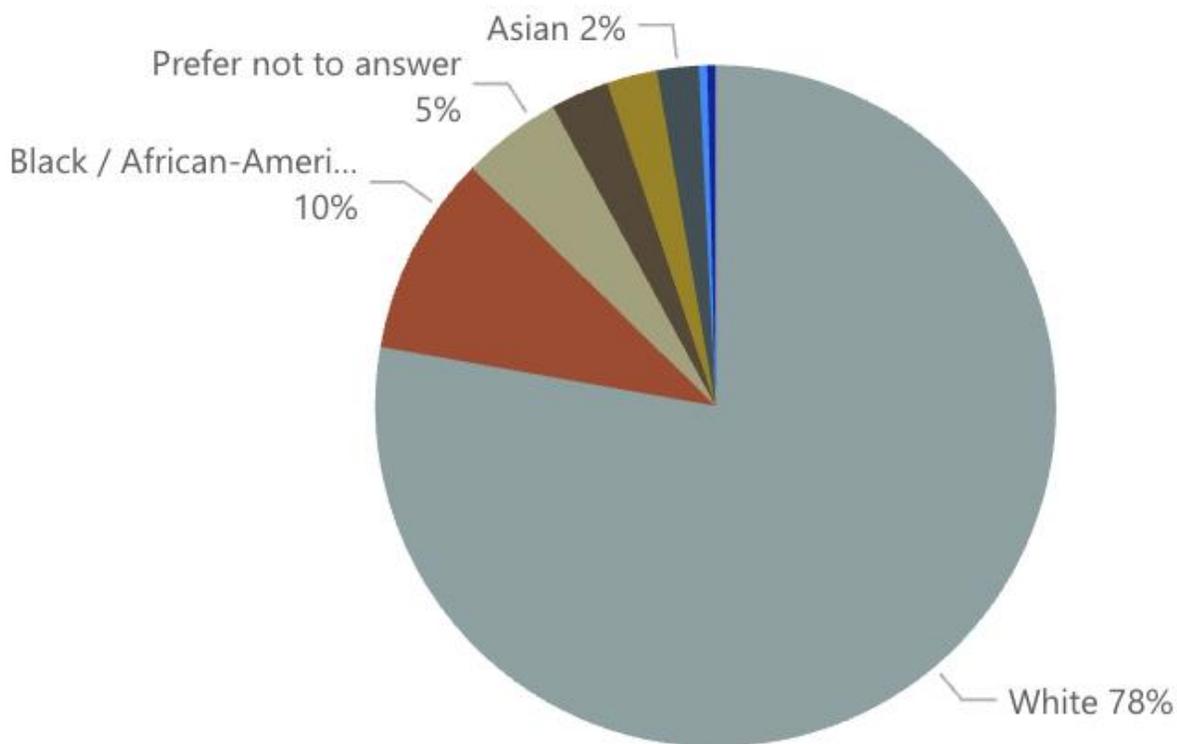




Sexual Orientation

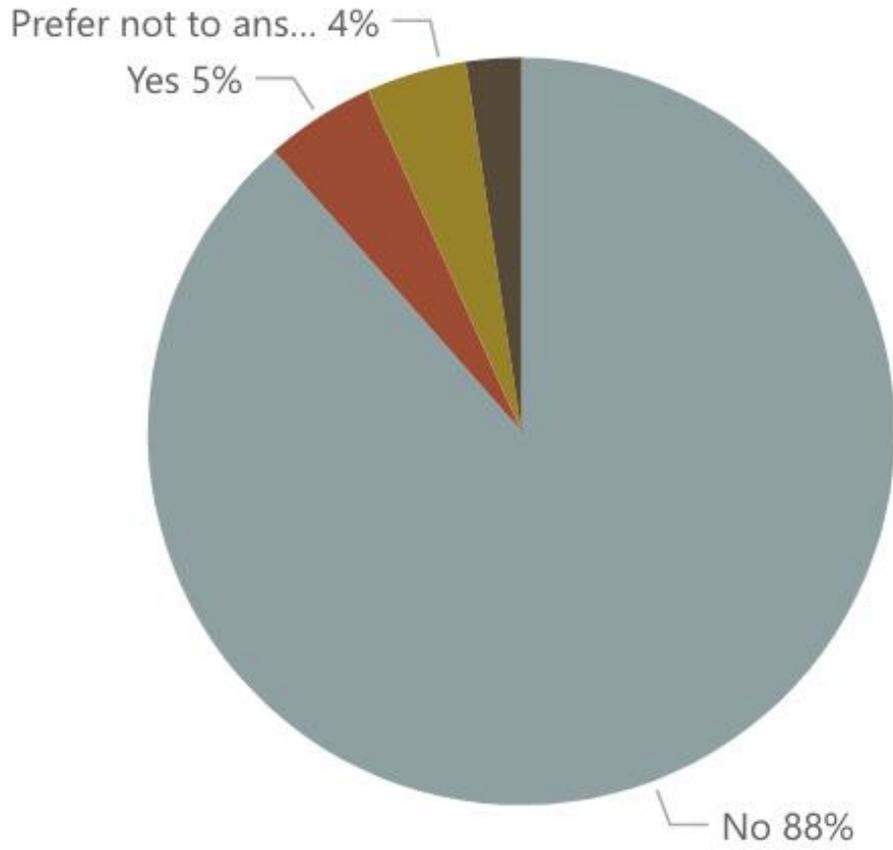


Race



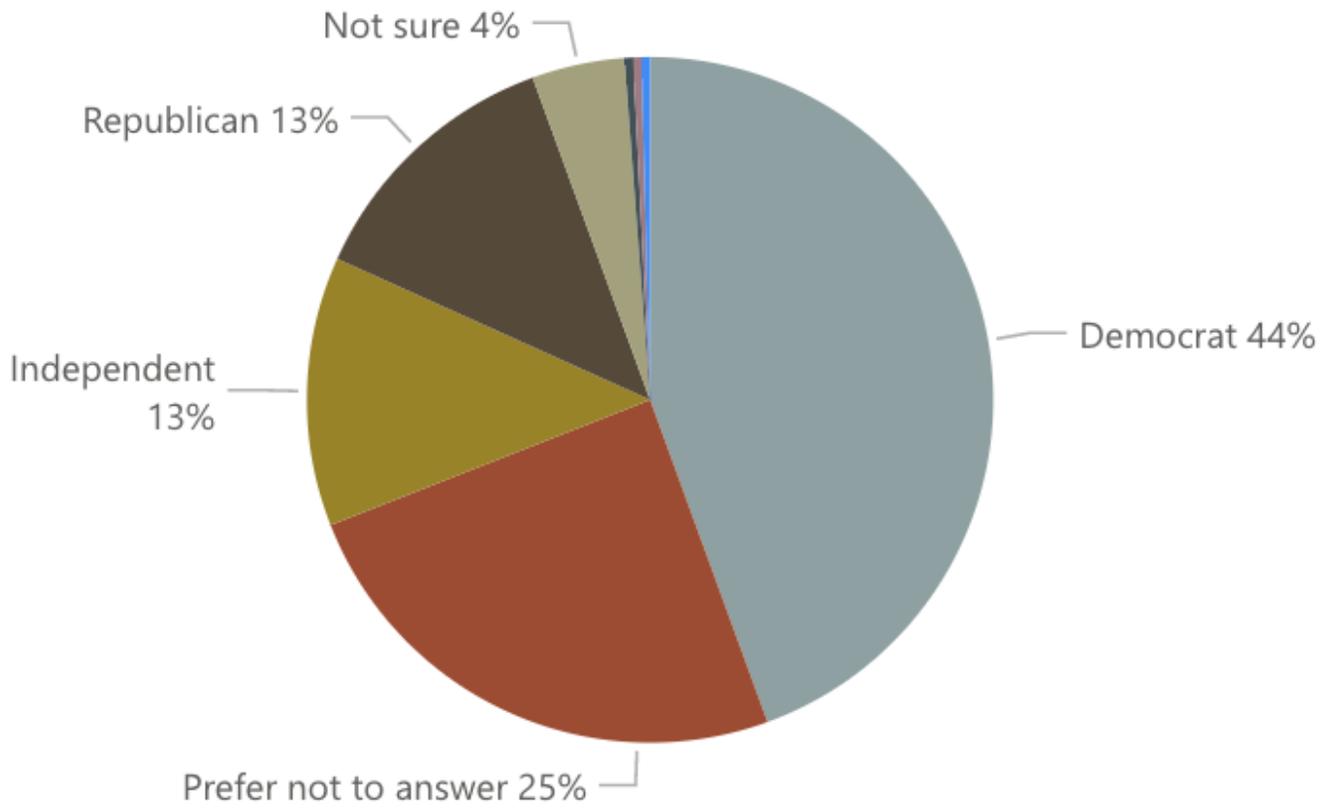


Hispanic or Latin American Origin/Descent





Political Affiliation





Education

