

WHRO Public Media Statement of Commitment to Diversity 2022

WHRO Public Media has long held a commitment to non-discrimination and diversity in its workforce. Over the past decade diversity efforts were documented and given more priority, with the first Diversity Policy statement approved by the Board of Directors in 2012. In 2020, a published set of values that embrace diversity and inclusion with a commitment to stand against social injustice and bigotry were shared publicly online and in broadcast messages.

WHRO Hiring Practices

WHRO is an Equal Opportunity Employer. WHRO does not discriminate against employees or applicants on the basis of race, color, religion, gender, age, national origin, citizenship status, disability, medical condition, genetic predisposition or carrier status, military or veteran status, sexual orientation, gender identity or expression, marital status or any other characteristic protected by applicable local, state or federal law. It is our policy to provide equal employment opportunity to all qualified individuals in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination. The percentages of gender and racial diversity of the past four years are shown in this chart.

WHRO Public Media Staff Diversity

Demographic groups:	2019	2020	2021	2022	Hampton Roads region*
Females	47%	46%	46%	47%	51%
Males	53%	54%	54%	53%	49%
African American	24%	23%	22%	24%	28%
Asian American	3%	3%	2%	1%	4%
Hispanic	5%	4%	3%	4%	8%
White	67%	69%	71%	67%	53%
Two or More Races	1%	1%	2%	2%	6%
Do not wish to self-identify	-	-	-	1%	
Other					1%

* The percentages for the regional comparison are from the 2021 Census data for the Virginia Beach-Norfolk-Newport News, VA-NC metro area (population 1,806,423).

WHRO has taken action to reach more diverse job applicants. Additional spending for recruiting has been allocated in FY2023 so that job postings reach more diverse candidates. Notice of open have been shared with two Historically Black Universities:

Norfolk State University and Hampton University. Journalism positions have been shared with several diverse professional associations, such as the National Association of Black Journalists, National Association of Hispanic Journalists, the Native American Journalists Association and the Asian American Journalists Association. WHRO had a physical presence at the NSU student job fair after COVID restrictions were lifted in 2022.

WHRO Board of Directors

The WHRO Board of Directors have taken a proactive approach to recruiting a more diverse governing board. Demographics that are tracked are: gender, minority status, age, geographic area of influence and skill sets. The percentages of increased racial and gender diversity in recent years are shown in this chart.

WHRO Governing Board of Directors Diversity

Demographic groups:	2010	2020	2021	2022	2023	HR region*
Females	24%	36%	37%	37%	37%	51%
Males	76%	64%	63%	63%	63%	49%
African American	17%	14%	19%	20%	25%	28%
Asian American	0	0	3%	3%	3%	4%
Hispanic	0	0	0	6%	6%	8%
White	82%	86%	78%	71%	66%	53%
Two or More Races						6%
Other						1%

* The percentages for the regional comparison are from the 2021 Census data for the Virginia Beach-Norfolk-Newport News, VA-NC metro area (population 1,806,423).

Community Advisory Board

WHRO has a Community Advisory Board (CAB) to help ensure we remain in touch with the community we serve. Through an annual application process, the Board strives to identify candidates who are representative of the cultural, education, civic, ethnic, geographic, and economic diversity of the WHRO/WHRV coverage area. Currently the CAB's demographic make-up is 8 men and 10 women, with 2 being Asian Americans, 2 African American, 1 Hispanic, and 13 white. They meet quarterly to share input and advice on programming priorities and community services.

WHRO Community Advisory Board Diversity for 2022

Females	44%
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Males	56%
African American	11%
Asian American	11%
Hispanic	6
White	72%

The Williamsburg Advisory Committee is made up of community representatives from the northern region of WHRO's broadcast area. They meet quarterly to share input and ideas on programming priorities and community services. This feedback is important as we strive to serve the local community.

In 2016 the WHRO Emerging Leaders Board was established to help the station maintain a focus on young audiences. Members between the ages of 21 and 40 are selected through an application process to ensure they represent the diversity of our community.

Community Outreach

WHRO sponsors many diverse activities in the community. A few examples are: event and booth sponsor at annual Hampton Roads Pride Fest, sponsor of annual India Fest, YWCA Women of Distinction Awards, Girls Scouts Famous Formers, State of the Region and State of the City events, and others.

WHRO works with local universities and high schools to provide internships to many diverse students, including HBUs Norfolk State and Hampton University, and local high school training for disable students.

WHRO produces a 24/7 reading service for the print handicapped – The Voice.

WHRO Content

We look to the full diversity of our community as we ascertain needs and interest to which we might respond. We assure that people with different backgrounds, perspectives, and experience are heard and seen as both sources and subjects of 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 from individuals and groups that are infrequently heard or seen outside their own communities.

WHRV produces the weekly radio program, *Another View* – giving a perspective on current events from an African American viewpoint. It is created, hosted and produced by African American women on staff.

On WHRO TV, *Curate* is a weekly program produced locally that highlights a wide variety of diverse artists and various cultural expressions from the many corners of our region.

Journalism

In 2019 WHRO started a Journalism Department, and from its beginning adopted a commitment to race and culture. Conscious efforts have been made to include more positive stories on minority communities. A diversity source tracker is used for keeping track of demographic data including race, age, gender and sexual identity. This information is reviewed quarterly and informs how to expand the diversity of the subjects of their stories, as well as sourcing strategies and community engagement. There is a strong commitment to being an organization where similarities and differences are respected and celebrated, multiple perspectives and diversity of thought are embraced, and people are engaged in intercultural experiences.

Education

As stated in WHRO's Education Digital Learning Department's handbook, they are "committed to providing digital content that includes principles of inclusion, equity, justice, and diversity." All of the digital content is produced by a diverse group of instructional designers and they use a diverse group of students and teachers in the images.

Other recent Education endeavors that have diversity as a focus include:

- WHRO worked with the VDOE to create and curated instructional videos on African American History and made them available in eMediaVA.
- eMediaVA has Cultural Competency Training available to all Virginia educators to meet their licensing requirements.
- In 2022 WHRO started a Student Advisory Board to help advise on educational content created at the station. It is a mix of students in grades 9 through 12 with diverse demographics (30% African American, 30% White, 17% Asian, and 13% Hispanic).
- WHRO has 3 outreach educational vans that prioritize visits to Title I Schools.

WHRO Staff and the DEI Committee

WHRO Public media realizes that its most valuable resource, its staff, benefits from the diversity of thought and experience. The organization's work is strengthened by employing a diverse staff that represents many facets of our local communities. WHRO management is committed to unbiased hiring and promoting practices, paying fair

wages, and open channels of communication across all levels of the organization. In 2020 WHRO started an employee DEI (diversity, equity and inclusion) Committee.

Virginia Center for Inclusive Communities (VCIC) was hired in 2021 as a consulting firm to provide staff training and conduct employee focus group discussions on diversity issues. They generated a report of recommendations. These are the areas of focus and some of the actions taken:

1. Develop clear leadership and structure for the DEI efforts
 - a. First co-chair and then a single Chair position were established.
 - b. Subcommittee structure was set up to work on specific tasks.
2. Incorporate consistent communication strategies
 - a. The DEI committee activities were shared in quarterly email reports were sent to staff and other occasional updates in CEO video messages.
3. Conduct an organizational pay equity study
 - a. NETA was hired to complete an industry benchmark salary study, using five sources of for comparison they compiled a report that revealed all WHRO salaries were within appropriate ranges.
 - b. Further analysis of pay data, overlaid with demographic information, was made by the ODU Economics department. Their results showed no pay inequities due to race or gender. A comprehensive report for staff will be presented in early 2023.
4. Develop strategies to diversify and ensure equity in hiring, recruiting and promoting.
 - a. The Human Resources department follows CPB and EEO procedures through the hiring process and posts them in annual reports.
 - b. Recruiting budgets have been increased enabling further outreach to diverse sources such as the two local HBUs. NABJ, AAJA, NAHJ, NAJA and others.
5. Complete professional development training for leadership and staff.
 - a. 100% of WHRO staff participate in the CPB Harassment and Unconscious Bias Prevention Trainings.
 - b. Mandatory All Staff trainings from VCIC were provided on topics: Unconscious Bias, Creating a Sense of Belonging and Micro Aggressions.
 - c. The senior managers participated in three trainings with VCIC staff on Being Leaders in DEI Work.
 - d. WHRO's CEO and Chief Content Officer have taken the Public Media Diversity Leadership Initiative training.

WHRO Diversity Goals

- WHRO will continue its commitment to provide equal employment opportunities. We will continue to widely disseminate information about each job opening to diverse recruitment sources. We will continue initiatives such as establishing internship programs, participating in events sponsored by educational institutions relating to broadcasting career, training programs, and community events designed to inform/educate the public of broadcasting careers.
- As WHRO grows its Journalism department to be an indispensable news source for the community, it will hold itself accountable to reflect the diversity of the community in its storytelling. It will continue to track the demographic make-up of its staff, sources and audience.
- WHRO has hired Cre8tive Consulting, LLC, an African American female owned firm to continue working on diversity, equity and inclusion objectives. Together with staff they are working on creating a company culture that celebrates diversity, and also seeks identify and act on opportunities for improving DEI for the organization.