

WHRO'S DIVERSITY POLICY

Statement of Commitment to Diversity

WHRO Public Media establishes the policy to promote diversity in our workforce, management and boards, including our community advisory boards and governing boards. Board Resolution was adopted by the WHRO Governing Board September 11, 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 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 and individual and groups that are infrequently heard or seen outside their own communities.

WHRO Public Media Diversity Goals

- It is our policy to provide equal employment opportunity to all qualified individuals without regard to race, ethnicity, religion, sexual orientation, socio-economic status, physical ability, marital status, veteran status, and national and geographic origin in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.
- It is our policy to communicate our equal employment policy and employment needs to sources of qualified applicants, without regard to race, ethnicity, religion, sexual orientation, religion, socio-economic status, physical ability, marital status, veteran status, and national and geographic origin and to solicit their recruitment assistance on a continuing basis.
- It is our policy to continually review our job structure and employment practices and maintain positive recruitment training, job design and other measures needed to ensure genuine equality of opportunity at all levels.

Responsibility for Implementation

- WHRO's President and CEO is the official responsible for the overall responsibility for equal employment opportunity at all our stations. WHRO's Human Resources Officer is responsible for the administration and implementation of WHRO's Equal Employment Opportunity Program. It is also the responsibility of all persons making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program are adhered to and that no person is discriminated against in employment. It is our policy to ensure a positive application and vigorous enforcement of our policies and to review and control managerial and supervisory performance in the administration of our equal employment opportunity policies. Managers and supervisors were reminded of the compliance via email dated May 7, 2013. Also during the bi-weekly management meeting on September 9, 2013, compliance was reviewed again.
- It is our policy to conduct a meaningful program of recruitment involving broad outreach in recruitment to qualified candidates. To assure compliance with this requirement: (1) we widely disseminate information about each full-time job opening in our operation to recruitment sources for the purpose of obtaining referrals for the available position and otherwise comply with the Federal Communications Commission (FCC) requirements as required by FCC-EEO Rule 47 C.F.R.73.2080. These include initiatives such as establishing internship programs, participating in events sponsored by educational institutions relating to broadcasting career, training programs, management/staff training in equal employment opportunity and career development training and community events designed to inform/educate the public of broadcasting careers.

Steps taken during the past year to meet WHRO's Diversity Criteria

- August 2012, WHRO's Human Resources Officer met with WHRO's VP of Operations and WHRO's VP of Finance to discuss WHRO's criteria for meeting CPB's new diversity eligibility guidelines.
- September 2012 VP of Finance created a one page Resolution recognizing that a formal policy and action items would be necessary to meet the requirements of the Corporation for Public Broadcasting for annual certification and subsequently eligibility for the TV Community Service Grant. WHRO's CEO added diversity to the WHRO Board of Director's agenda for their September 12, 2012 board meeting. WHRO's Human Resources Officer presented the topic to the WHRO's Governing Board at that meeting. The Board of Directors approved the Resolution created by WHRO's management ratifying how WHRO will comply with the new CPB TV CSG Diversity Guidelines.
- WHRO's HR Officer presented the topic to the WHRO Staff at their monthly staff meeting on September 19, 2012.

- September 24, 2012 Human Resources Officer and VP of Finance met with Michele Woods Jones. Ms. Jones is with the City of Hampton, VA Citizen's Unity Commission. The meeting was to discuss diversity training for WHRO. Ms. Jones recommended that we concentrate on inclusion training along with the diversity training. Diversity is about counting people, while inclusion is about making people count. She agreed to facilitate a diversity/inclusion training program and said she would do it as a partnership with WHRO, at no cost to WHRO.
- January 23, 2013, the WHRO Management Team met and were required to complete a questionnaire with 25 questions that Ms. Jones would use as a guide to develop the training program. The first half day training session was held on March 14, 2013 with 32 participants. The second half day training session was held on May 2, 2013 with 30 participants.
- February 5, 2013, PMBA hosted a Human Resources Roundtable discussion on CPB's TV CSG Diversity Compliance. PBS's Sr. Director of Human Resources, WHRO's Human Resources Officer, and Katherine E. Arno, CPB's Director, TV Community Service Grants Policy & Review led the discussion on Diversity Compliance with 59 attendees. The open format gave participants the chance to ask questions, share their experiences, and hear the challenges and solutions from stations across the country.
- WHRO provided supervisory training and awareness designed to ensure that managers and supervisors have the knowledge and skills required to ensure equal employment opportunity and manage staff legally and fairly. May 5, 2013, Kristina Vaquera, an employment law attorney with the local Law Firm of Jackson Lewis Law, whose practice focuses exclusively on labor and employment counseling and litigation, provided onsite supervisory training for 30 participants. The training was focused on EEOC Initiatives, ADA Update, Social Media, Hiring, Firing & everything in Between. She covered recruitment and hiring discrimination, stretching title VII protecting the LGBT community, pay and promotion cases, etc.
- We continue to air a weekly program, *Another View*, which addresses issues specific to the African American community of Southeastern Virginia. The program is triumphant in opening the conversation to members of all races. Each program contains a three to four minute positive sound bite/interview of a local African American that is making a difference in our community. In November, *Another View* received the Excellence in Claver Service Award at the 2nd Biennial Claver Service Awards and Scholarship Endowment Gala. The award is for demonstrated and continued service in the Community Sector, particularly in the African American community. *Another View* is produced by WHRO's veteran journalist/broadcaster Barbara Hamm Lee, who is the marketing and branding of community engagement. The program is co-produced by WHRO's Lisa Godley.
- During the 2013 National Association of Black Journalist (NABJ) Convention, WHRO's Producer, Lisa Godley, was the winner of the Salute

to Excellence Award from the NABJ for Another View Positive Story “A Conversation with Take 6”. This is the second award Lisa has received from NABJ.

- Monday-Thursday we air a local program, *HearSay*, with WHRV’s Cathy Lewis. Cathy explores diverse subject matter of interest to minority audiences as well as topics of interest in our community. Topics in 2012 included Diversity in the Workplace, Mental Health, Better Health, etc.
- May 2013 WHRO partnered with Old Dominion University’s Gay Cultural Studies department to present a free screening and discussion of the film, “Out in America” at ODU’s University Theatre. “Out of America” is an uplifting collection of unique and inspiring personal narratives told through the lens of the country’s most prominent LGBT figures and pioneers, as well as many average, yet extraordinary, citizens from the gay community.
- August 23, 2013, WHRO’s CEO received notification from Equality Virginia that WHRO is the recipient of this year’s Legends Community Award. This award is presented to exceptional organizations within the Hampton Roads area that have promoted equality for lesbian, gay, bisexual, and transgender Virginians. As the recipient of this year’s award, WHRO will be recognized at the Legends Gala at the Norfolk Plaza Hotel on Saturday, November 9, 2013. At the Gala, WHRO will be publically recognized for their legendary efforts.
- As part of its community commitment to serve the public, WHRO works with colleges and high schools in and out of the area offering a number of internship opportunities. During this reporting period, WHRO sponsored 35 college and high school internships and externships. The interns were placed in a variety of WHRO departments such as Television Programming and Production, Development, The WHRO Center for Regional Citizenship, Engineering, Information Technology, Media Operations, Radio, Music and Art Journalism and Educational Services. The Media Operations intern following his Spring 2013 Internship was hired May 25, 2013, to train as a temporary back up as a Media Operations Specialist and Production Technician. WHRO’s Children Services Director mentored high school students under the School to Work Program through Chesapeake Bay Academy. WHRO’s Internship Program is an on-going effort throughout the year.

WHRO’s Community Advisory Board

Public media has a long standing commitment to be responsive to the interests of people both in particular localities and throughout the United States. WHRO’s Community Advisory Board (CAB) meets quarterly to share input and advice on programming priorities and community services. The feedback is important as we strive to serve our community and respond to local issues. All meetings are open to the public.