



WETA DIVERSITY STATEMENT

WETA, Washington, D.C.'s community-based public media organization, is committed to employing and retaining a diverse workforce. As an employer and a not-for-profit business, we acknowledge that modern best business practice is to treat each employee as an individual, with a unique set of traits, knowledge base, background, skills, and culture. We embrace the varied points of view that our staff contribute to WETA, recognizing that diversity comes in many forms. We also recognize that, historically, there have been real or perceived barriers to entrance to some groups. WETA focuses extra recruiting attention on members of under-represented groups.

WETA Television proudly celebrates the diversity of our community with collections of special programming aired in celebration of pride months throughout the year. In Fiscal Year 2019, WETA aired programs, hosted community screening events, and created online resources and brochures to support Asian Pacific American Heritage Month, Black History Month, Hispanic Heritage Month, and LGBTQ Pride Month. WETA's local productions continuously highlight the diversity of the DC metro area in local programming. In the last two fiscal years, *Check Please! DC* explored popular dining in Washington, D.C, Virginia, and Maryland. The program featured citizen viewers from all over Greater Washington sharing their favorite cuisines and restaurants, highlighting the diversity of our region. The monthly arts program WETA Arts included stories about groundbreaking bandleaders and World War I commander James Reese Europe, both presented by The Kennedy Center, and also an interview with Dance Place artistic director Christopher K. Morgan on exploring his native Hawaiian heritage through his contemporary work *Pōhaku*. *Washington in the '90s* and *Washington in the 2000s* are the latest in a series of "decades" documentaries featuring seminal local events in the national capital area, through the recollections of those who saw and shaped them.

During Fiscal Year 2019, WETA's Ready To Learn and Where Literacy Begins early learning initiatives hosted workshops to encourage literacy and STEM skills, success in school, and childhood and learning development through public television. Designed for parents, teachers and other caregivers, 110 workshops reached over 3,000 children in local Washington, D.C., Maryland and Virginia communities. The Ready to Learn workshops in particular are often held in English and Spanish, and thanks to a growing partnership with Fairfax County, will soon include additional languages such as Korean and Arabic. WETA also participated in a range of community events to share our programming with local audiences — from EdFEST, D.C.'s annual public school fair, the Tot to Teens Expo in Prince George's County, and the Odd Squad: Be The Agent Camp at John Seaton Elementary School in Washington, D.C.; to a meet-and-greet with PBS Kids characters at the Fort Belvoir Exchange and "Be My Neighbor Day" at the Cool Spring Elementary School and Adelphi Judy Center in Adelphi, MD.

Select examples of varied national programming co-produced during the last fiscal year include the series *Samantha Brown's Places to Love* and *Pati's Mexican Table*, the documentary film *Korea: The Never-Ending War*, *The Library of Congress Gershwin Prize for Popular Song: Emilio and Gloria Estefan*, as well as the latest season of *Finding Your Roots* and the two-part *Reconstruction: America After the Civil War*, both hosted by Henry Louis Gates, Jr., . Programming currently in development and production include *Asian Americans*, *Dave Chappelle: The Kennedy Center Mark Twain Prize*, and the latest projects from Ken Burns and Florentine Films, *College Behind Bars: The Bard Prison Initiative* and *East Lake Meadows*. These programs feature a wide range of subject matter, as well as diverse group of talent both on-camera and behind-the-scenes. WETA national productions are broadcast to the WETA viewing audience in the national capital region and PBS stations nationwide, and are often accompanied by local community outreach efforts. In Fiscal Year 2019, WETA hosted a public preview event at Lisner Auditorium for *Finding Your Roots*, Season 5 featuring a discussion with radio host Joe Madison and actress S. Epatha Merkerson, series participants with local ties to Washington, D.C.

The WETA digital media team continues to engage with the community, creating exclusive digital content for weta.org. WETA encouraged viewers to participate in the first national vote to choose "America's Best-Loved Novel" during the PBS television event *The Great American Read*, coordinating a Live Twitter conversation with local bookstores Politics & Prose and Busboys and Poets, and author and American University professor Dolen Perkins-Valdez. The locally-focused Boundary Stones blog shares the history of the Greater Washington region, tackling topics this fiscal year such as "Rare Essence Go-Goes On," "Women at War: The Navy's First African American Yeomanettes," "Goddard Signals Apollo 11 Success," "Washington Confronts the Aids Crisis," and "1969: Georgetown Becomes Fully Co-ed."

WETA Learning Media is committed long-term to producing content celebrating and serving diverse communities. This year, ColorínColorado.org produced the comprehensive immigration guide *How to Support Immigrant Students and Families in Schools and Early Childhood Settings*, along with a new video documentary entitled *You Are Welcome Here: Supporting the Social & Emotional Health of New Immigrant Students*. ReadingRockets.org launched a new section about teaching reading to children with autism, and we also conducted video interviews with many children's book authors including Sharon Robinson (*Testing the Ice: A True Story of Jackie Robinson*) and Duncan Tonatiuh (*Separate Is Never Equal: Sylvia Mendez and Her Family's Fight for Desegregation*). BrainLine.org continues to serve people with brain injury and PTSD. This year we produced a new series of interviews with parents of children with TBI, including mom Taisha Rios.

The WETA Community Advisory Council (CAC) meets twice annually to assist WETA in outreach to and from its community of broadcast. Members of the WETA Community Advisory Council are representatives of local community organizations that comprise a broad range of interests and specialties, including education, arts, history, literacy, and underserved populations in the community. As the flagship broadcaster in the nation's capital, WETA is committed to ensuring that the Community Advisory Council's geographic distribution encompasses the station's

broadcast area, which includes Virginia, Maryland, and the District of Columbia. The Council advises the WETA Board of Trustees with respect to whether programming and other policies of the station are meeting the specialized educational and cultural needs of the community.

PBS NewsHour remains committed and strives to achieve further diversity in story selection, guest booking, and staff hiring. Over the last fiscal year, NewsHour continued its commitment to reporting on race, gender, and LGBTQ issues across our broadcast, online and social platforms. As part of NewsHour's ongoing Race Matters series, special correspondent Charlayne Hunter-Gault explored how interfaith dialogue can be used to bridge racial divisions, White House correspondent Yamiche Alcindor reported on what progress has and hasn't been made in Ferguson, Missouri since the killing of Michael Brown, Jr., and arts correspondent Jeffrey Brown looked at the legacy of Arthur Ashe for coverage of the 50th anniversary of the U.S. Open. Reporting extended online, including an August 2018 live stream of the Hutchins Forum on "MLK's Dream in the Age of Trump" and correspondent Amna Nawaz's live pre-show to President Trump's May 2019 immigration speech on YouTube. On Instagram, NewsHour published photo essays on the legalization of same-sex marriage in Taiwan as well as a Student Reporting Lab's photo series featuring Native American students sharing common misconceptions about their culture.

Similar to the organization, the WETA Board of Trustees looks for ways to diversify. The Nominating and Governance Committee meets twice a year and is responsible for seeking out candidates for service on the Board. This Committee reviews expiring terms, current vacancies and diversity data to determine a list of potential candidates.

The organization's commitment to diversity is reflected in our employment policies and practices. The WETA Employee Handbook includes our Equal Employment Opportunity Policy. We recognize that each employee makes an important contribution to the organization. At WETA, all employees and job applicants receive equal opportunity in employment consideration and treatment, and all of us are responsible for carrying out this policy and for treating every coworker with equal respect and dignity. WETA takes appropriate steps to ensure that all persons are treated in a nondiscriminatory manner.

Over the past year, WETA has maintained stability in our diversity statistics. As we look to new ways to attract and retain a diverse workforce, we are continually engaging with outside groups. This year, we partnered with America's Job Exchange, which is a service that helps us notify a wide range of community-based organizations on our open positions. Over 200 organizations are notified as we post new roles. The focus of these organizations includes diversity, disability, veterans, seniors, and women. WETA has also become a Silver Employer with Hire Heroes USA, reflecting our commitment to veteran and military spouse hiring initiatives. New job listings are sent to a dedicated Employer Engagement Specialist, who helps to identify transitioning military, military spouses, and veterans who may be qualified for our jobs. We also have been engaging with SEEC and T. Howard Foundation to learn how WETA may be a partner organization. SEEC is a nonprofit agency providing a wide range of support to help those with intellectual and developmental disabilities reach their goals. T. Howard

Foundation works to promote diversity in the media industry via their internship program, talent development program, and diversity advancement program.

PBS NewsHour staff participated this year in the National Association of Black Journalists and National Association of Hispanic Journalists Conference and Career fairs. WETA staff also attended in the Women in Film and Video career fair.

WETA will continue its efforts to sustain and promote diversity among our workforce, management team, governing body, Community Advisory Council, local television broadcasts, national productions, and community outreach. WETA will always meet the standards of federal and state law, and the WETA Equal Employment Opportunity Policy.

THIS REPORT IS AVAILABLE FOR PUBLIC INSPECTION UPON REQUEST.