

Diversity and Inclusion Annual Report

October 1, 2023-September 30, 2024

WMHT is an equal employment opportunity (EEO) and affirmative action (AA) employer. All employment is based on personal capacities and qualifications without discrimination for race, color, religion, sex, age, national origin, disability, or any other protected characteristic as established by law. The station takes steps to recruit and employ members of ethnic minority groups, women, veterans, and disabled individuals for all job classifications. Copies of periodic reports on the recruitment activities and employment profile of the station are contained in the Public Inspection File.

WMHT adopted a formal diversity policy in 2012, which has been reaffirmed each year since that date, consistent with its long-held goal of achieving diversity in its workforce, management, and Boards. The policy states:

Diversity in our workforce, management and boards is essential to our ability to serve our communities at the highest level and is an ongoing goal. We take a wide view of diversity, including, but not limited to any status protected by federal, state, or local law, in an attempt to create an environment that welcomes all forms of differences and is supportive of the core values we share.

During the past year the stations (TV and FM) participated in diversity job fairs, held a mandatory staff training titled Diversity in the Workplace, and continued to elect a diverse slate of candidates to its governing and community advisory boards. We also expanded our job postings to 31 additional diverse sites including diverse affinity groups and trade organizations.

We also created a Listening Tour with data driven surveys as well as in-person community focus groups to create an ongoing feedback loop within the community. WMHT also began a new Strategic Plan cycle, which provided an update to our Mission, Vision and Values with a reaffirmation of WMHT's diversity statement.

Beginning in FY24, we have added a paid internship program to improve industry accessibility for potential talent to all the other diversity initiatives and formalized the onboarding process across the organization with monthly check-ins with HR to ensure success for all employees

Moving into FY25, we will be hiring a dedicated HR professional and extending our DEI training sessions to include unconscious bias training.

WMHT continues to further our transition from a traditional broadcast facility to a multi-platform content provider. Key to this evolution is the idea that we meet audiences where they are and address audience gaps underserved by broadcast alone. Our mission and mandate is to serve all of our community, and being present where audiences are is vital to maintaining the broadest service we can provide.

In the past year, WMHT has continued to innovate our service based on community conversations, data and best practices from industry professionals. Based on past analysis of WMHT's potential audience, looking at Census data and identified audience gaps, we continue to iterate and evolve our *New York NOW* adjacent YouTube series *NY&*. **Less than 1%** of the *New York NOW* audience is 18-34 and yet the service of *New York NOW* is important for all of us. We work hard to ensure we have diverse perspectives in *New York NOW*, but our broadcast audience tends to be female and over age 65. *NY&* __ targets audiences traditionally underserved by broadcast media, with a focus on both younger and more diverse viewers. We again partnered with Tech Valley High School students to develop season two of *NY&*, which addresses New York State's approach to a changing climate. The series also yielded resources for classroom learning on the free educational platform *PBS LearningMedia*.

Results:

- **To date, our YouTube analytics show us that 30% of viewers are within our 18-34 target audience, with 20% of viewers aged 35-44. We have been successful at engaging this 18-34 audience while maintaining broad appeal.**
- **Across social media including Instagram, Facebook, and Twitter/X, *NY& Climate* posts had a combined reach of over 6,000.**
- **WMHT's *NY& Climate Hub* on PBS LearningMedia gained nearly 1,000 views from more than 550 users in the first two months.**

In addition to *New York NOW*, WMHT prioritizes diversity on all our content brands and strands. To that end, we view diversity broadly - from race & ethnicity, gender identity, ability, geographic representation, age and diversity of lived experience. In the last year, WMHT launched the interstitial series, *Aging Together in NY*, providing resources to reduce social isolation and find community. Our multi-platform series *Opioids in NY: Stories & Solutions* shared harm reduction resources to reduce overdose deaths and help

community members find help, hope and healing.

This year, WMHT produced a 30-minute documentary focusing on the rich traditions and legacy of gospel music in the Capital Region with *Echoes of Praise*. Alongside broadcast of the documentary, WMHT created two events, one in WMHT's Studio A and at a local venue where members of the community joined to screen the documentary and listen to a performance by the longest standing gospel band in the region, the *Heavenly Echoes*. The documentary highlighted prominent Black churches from across the region, sharing both spiritual and secular stories of how gospel music has moved communities in NY's Capital Region from Sunday morning to Saturday night.

Beyond broadcast, in FY24 WMHT invested in its education team and produced more PBS LearningMedia resources for NY classrooms than all the years prior. PBS LearningMedia is a platform that provides free video-based content for teachers. Resources are tied to New York State Educational Standards and Instruction requirements.

- **WMHT's FY2024 PBS LearningMedia resources served 36,221 users with 55,320 views and an average session duration of more than 5 minutes.**

One of the most vital ways we can increase diversity is through hiring and talent acquisition. WMHT believes we are better when we include all perspectives and curate stories that reflect the diversity of our communities. This year WMHT continued to highlight diverse hosts and talent for our weekly arts series *AHA! A House for Arts* and *TVFilm*. WMHT elevated Shantel Destra to Managing Editor & Host of *New York NOW*, strengthening the diversity of our editorial team on *New York NOW* and subsequently within NY's Legislative Correspondents Association. Shantel Destra was nationally recognized as a Rising Star in Public Media by Current.org. We are proud of our accomplishments in FY24 and are excited about the work and growth to come.

WMHT-FM's goal continues to integrate, and program works from female, BIPOC and LGBTQ+ composers and performers. These works are part of our regular rotation right alongside the works of Mozart and Beethoven and Bach and the rest. We are in a golden age right now where the attention on representation has led to some previously thought to be lost works to be rediscovered and some leading ensembles and soloists to make definitive recordings. All of this only benefits our listeners and we will continue to play

the very best.

We were able to add to our classical music lineup- Gateway Radio Series hosted and produced by Garret McQueen. This program features exquisite performances celebrating the Gateways Music Festival’s mission of connecting and supporting classical musicians of African descent and serving as a source of inspiration, enlightenment, and engagement for communities—especially communities underrepresented in classical music. (Sundays at 5.)

Employment statistics for the company as of 9/30/24 and an analysis of the composition of our Governing and Community Advisory Boards are below:

As of September 30, 2024

Employment Statistics:

Male				Female				Total			
Non-Minority		Minority		Non-Minority		Minority		Non-Minority		Minority	
Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
13	81%	3	19%	19	95%	1	5%	32	89%	4	11%

Community Advisory Board Statistics:

Male				Female				Non-Binary				Total			
Non-Minority		Minority													
Count	Percent	Count	Percent												
5	71%	2	29%	7	64%	4	36%	1	100%	0	0%	13	68%	6	32%

Board of Trustees Statistics:

Male				Female				Total			
Non-Minority		Minority		Non-Minority		Minority		Non-Minority		Minority	
Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
2	33%	4	67%	10	63%	6	38%	12	55%	10	45%