

Diversity and Inclusion Annual Report

October 1, 2022-September 30, 2023

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, attended a Chamber DEI summit, 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.

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.

This year WMHT-TV furthered 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.

Prime examples of this transition involve our active participation in the CPB funded Digital Transformation Program, led by the Poynter Institute. WMHT analyzed our potential audience looking at Census data and identified audience gaps where we need to work to improve our connection to the community we serve. We focused on *New York NOW*, which airs statewide and provides viewers with reporting on the legislation, policies and issues affecting New York State. Only 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 55. In response, we created a YouTube series, *NY& _* focused on audiences traditionally underserved by broadcast media, with a focus on both younger and more diverse viewers. We partnered with Tech Valley High School students in creating and disseminating a survey of topics and issues that matter to them. Resulting episodes tackled voting, NY policies around the environment, immigration, and a look at how state government works - all topics of importance identified in the survey. We also created a voter guide and PBS Learning Media content based on the series.

Results:

- **To date, our YouTube analytics show us that 49% of viewers are within our 18-34 target audience.**

As part of our analysis with *New York NOW*, we also instituted WMHT-TV identified diversity source tracking by pulling a random quarter of shows (12 episodes) to look at diversity represented in reports, interviews, and reporter roundtables. The goal was to create a baseline set of metrics from which to grow. We looked at participants, as well as the time which they are on screen. This reinforced the importance of increasing the diversity of our own reporting team and areas where we could increase diversity of participation within the show.

Results:

Every show included diverse perspectives, but white men and women had more time on air than any other group.

- Part of this is because of the makeup of the reporter roundtable - based on members of the NY Legislative Correspondents Association.
- Our reports with community members included the most diversity in terms of both people and time on air.

- 38% of interview segments with legislators and executives included racially and ethnically diverse participants.

Beyond *New York NOW*, WMHT-TV 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. Another focused effort this year was our interstitial series *Work in Progress*, which looks at job seeking across the life course. Episodes focused on a diverse cross section of job seekers - from veterans, women, people with developmental disabilities, immigrants, older adults, and rural middle schoolers envisioning their future careers. *Work in Progress* validated success stories of people finding resources to connect to jobs that are available now in our state.

WMHT-TV also created a 10-part series looking at the State of New York during the lifetime of landscape artist Thomas Cole (1801-1848). That period in history is underexplored and lacks inclusion of the experiences of women, indigenous communities, and Black New Yorkers. *Reframing an Empire* seeks to tell stories that complicate our sense of history beyond the familiar white male narrative often featured in history books. We partnered with the Thomas Cole Historic Site as they created an exhibit titled, *Women Reframe the American Landscape*. The series has led us to future work that will further tell stories of history outside the traditional narrative, but vital to the New York we know today.

One of the most vital ways we can increase diversity is through hiring and talent acquisition. WMHT-TV believes we are better when we include all perspectives and curate stories that reflect the diversity of our communities. This year WMHT-TV brought on new diverse hosts and talent for our weekly arts series *AHA! A House for Arts* and *TVFilm*. We hired a new reporter, strengthening the diversity of our editorial team on *New York NOW* and subsequently within NY's Legislative Correspondents Association. We are proud of our accomplishments in FY23 and are excited about the work and growth to come.

WMHT-FM's goal is 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.)

Our commitment to diversity goals is reflected in our strategies, practices and tactics as outlined in our Strategic Plan which was reviewed and approved by the WMHT Board. The relevant portion of the Year 3 goals (which is a reiteration of Year 2 goals) states that WMHT will:

- **Reflect the diversity of our communities in the composition and development of our staff, Board, and other volunteer leadership.**

- Maintain policies, procedures, and programs consistent with our commitment to diversity. Review progress with Board. Complete report on progress toward this diversity goal and publish on website.

- ***Year 3 Goals:***

- *Ensure a diverse group of candidates for election to Board.*
- *Continue diversity training for management and staff.*
- *Maintain and support an internal diversity committee.*
- *Continue to include individuals representing diverse groups in internship programs.*
- *Continue to participate in minority or other diversity job fairs.*
- *Expand recruitment efforts through affiliation with affinity groups: NFCB, Next Generation Radio, and National Multicultural Alliance.*

Employment statistics for the company as of 9/30/23 and an analysis of the composition of our Governing and Community Advisory Boards are included as an attachment to this report.

**WMHT Educational Telecommunications
Organizational Diversity**

As of September 30, 2023

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
14	82%	3	18%	19	86%	3	14%	33	85%	6	15%

Community Advisory Board 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
4	80%	1	20%	8	57%	6	43%	12	63%	7	37%

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
3	60%	2	40%	14	78%	4	22%	17	74%	6	26%