



**VIRGIN ISLANDS**  
PUBLIC BROADCASTING SYSTEM  
WTJX-TV | WTJX-FM 93.1  
WWW.WTJX.ORG

## Corporation for Public Broadcasting (CPB) 2022 Diversity Eligibility Report

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This report reflects the diversity initiatives of the Virgin Islands Public Broadcasting System, WTJX-TV Channel 12 and WTJX-FM 93.1. WTJX is committed to ensuring that its workforce and Board of Directors reflect the diversity found in the community in which we serve. We are committed to fostering, cultivating and preserving a culture of diversity and inclusion.

### STATION HISTORY

The Virgin Islands Public Broadcasting System, known also as the "System" and its call letters, WTJX (for St. Thomas, St. John and St. Croix), is committed to diversity in its workforce, management and Board of Directors. WTJX-TV has been broadcasting in the Virgin Islands for 50 years. Our programs and services educate, entertain, inform and inspire. In addition to providing a full schedule of PBS programming, we continue to produce regularly scheduled public affairs programs, documentaries, and provide live coverage of cultural, historic and notable events throughout the community.

### 2023 DIVERSITY GOAL & PRACTICES

WTJX's goal for 2023 is to maintain and explore new ways and opportunities to reach out to the broader public for qualified individuals that will bring individuality and diversity to the System. We will seek new and exciting ways to implement inclusion within the System's workforce, to not only boost employee morale but to bring awareness of individual differences and practice diversity sensitivity. We will continue to encourage various levels of growth within the System by providing training and supporting education. We believe that applying diversity, equity, and inclusion (DEI) in our core values and the practices within the System's workforce, we can better relate and meet the demands of our diverse community.

To further our goals, WTJX has implemented the following practices over the years to benefit the organization and contribute to our success in providing services to underserved groups:

1. Monitor and evaluate the success rates in the following areas:
  - Recruitment sources and avenues;
  - Promote diversity and explore new opportunities;
  - Gender and race equality throughout WTJX positions.
2. Provide annual training courses to all levels of staff and the Board of Directors that focus on diversity awareness, non-discrimination and harassment compliance.
3. Provide an array of educational programming covering the elements of diversity, including gender, age, race, ethnicity, culture, religion, national origin, and economic status.
4. Utilize current resources, such as the Hiring Manager's toolkit as recommended by CPB, to further aid in our diversity goals.

5. Partner with companies, groups, foundations, and organizations throughout our community to collaborate resources, promote services, provide diverse programming, educate, and entertain our diverse audience.
6. Strengthen our ability to deliver more content across multi-media platforms, reaching more diverse audiences.

WTJX's Board of Directors and officials reviewed the practices that are designed to fulfill the station's commitment to diversity and to meet the applicable FCC guidelines (see 47 C.F.R. 73.2080).

### **DIVERSITY STATEMENT**

Found on this webpage under the report section entitled – Diversity Statement.

### **PAST INITIATIVES & ACTIONS UNDERTAKEN**

Programming - WTJX is pleased to be the top broadcasting provider for the Virgin Islands, bringing programs that promote awareness of many subjects to our diverse community. To name a few of these local programs that touch on the different diversity fundamentals, the following have been broadcast throughout our community:

- “Graffiti Street”- A half hour talk show for teenagers by teenagers discussing issues affecting teenagers in today's world. In the episode, “Are We Far Removed from Racism in the VI,” local teens explored the impact of racism, colorism, and gentrification in our local community.
- “Able to Raise” – A program brought to the public by the Disability Rights Center of the Virgin Islands and WTJX. The episode “Breaking Down Ableism, featuring Lawyer Haben Girma” discussed the first deaf blind person to graduate from Harvard Law School.
- “The Welcome Mat” – This programming series brings the voice of public opinions and life lessons that Millennials face daily, diving deeper into the world around them. The episode “Spirituality Vs. Religion” discussed the complex relationship between religion and spirituality.
- “In Conversation with AARP VI”- This weekly program has episodes which discusses laws that would provide accessibility to beaches in the territory for the Virgin Islanders of various ages and disabilities, re-establishment of the Commission on Aging, and deeply rooted tradition and culture of different cultures here in the Virgin Islands.

Training – Annual D.E.I (diversity, equity and inclusion) training, education and material is provided to all levels of staff from the Board of Directors to new employees showing the importance of equality and diversity and the benefits of a non-discriminate workplace.

Recruitment – In the past year, WTJX has participated in several job fairs and outreach programs to promote available employment opportunities within the System. Our participation allows us to reach a wide range of the public, including diverse individuals WTJX participated in the virtual career fair held by *Current Magazine*, which was available to those who have experience in the broadcasting industry. We also participated in the 2022 Career Fair & Expo that was provided by the Virgin Islands Division of Personnel, targeting the diversified community of the Virgin Islands. During this convention, the System

was given the opportunity to inform those unaware of employment opportunities by speaking and informing the public of WTJX's background, culture, and the services that we provide.

### **CONCLUSION**

We strive to practice these ideals in all aspects of our company and believe a wide range of backgrounds provide a unique and successful work environment. With DEI being one of the focal points within the System, we hope to create a stronger foundation and ensure WTJX's movement towards being a reliable source that benefits our diverse audience.