

## Corporation for Public Broadcasting (CPB)

### *2023 Diversity Eligibility Report*

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This report seeks to demonstrate how the Virgin Islands Public Broadcasting System, WTJX-TV Channel 12, and WTJX-FM 93.1, is committed to its diversity initiatives and goals. WTJX continues to ensure that its workforce, management, and Board of Directors reflect the diversity found in the community we serve. We have dedicated our efforts on all fronts to promoting and maintaining a culture of diversity and inclusion.

#### **STATION HISTORY**

In 1971, the FCC granted the station the call letters WTJX (for St. Thomas, St. John, and St. Croix). For over 50 years WTJX-TV has been broadcasting in the Virgin Islands with a focus on programs and services that educate, entertain, inform, and inspire. WTJX provides programming and services through multiple platforms to reach a broad range of individuals. In addition to providing a full schedule of PBS programming, WTJX continues to produce regularly scheduled public affairs programs, documentaries, and live coverage of cultural, historic, and notable events within our community.

#### **2024 DIVERSITY GOAL & PRACTICES**

WTJX strives to demonstrate sensitivity in all its practices, while recognizing and embracing individual differences. To this end, in 2024 WTJX will pursue additional avenues to identify qualified individuals that will support our goal of diversity in the workplace. We will continue to promote equity and inclusion within the System through education and interactions that heighten awareness of the value that individuality brings to the team. These tools foster opportunities for employees' personal growth and lead to professional growth and advancement within the System, as we seek to meet our operational needs to fulfill the demands of the community we serve.

The following practices are continually monitored and reviewed for improvement where needed:

- Recruitment initiatives from varied sources that yield desired results such as, applicants from diverse spectrums to promote equality in gender, age, and race.
- Exploring Hiring Manager's toolkits, such as suggested by CPB that will aid in accomplishing diversity goals.
- Training offerings to all staff and the Board of Directors that reinforce the value of diversity, equality, inclusion, non-discrimination, and a harassment-free environment.
- Educational programming that provides insights on diversity, including gender, age, race, ethnicity, culture, religion, national origin, and economic status.

- Development of partnerships with companies, groups, foundations, and organizations throughout our community to collaborate resources, promote services, provide diverse programming, educate, and entertain our diverse audience.
- 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).

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

**Programming** - WTJX is the top broadcasting provider for the Virgin Islands. Below are some of the local programs broadcasted to our community that promote diversity awareness on many subject areas:

- "Virgin Islands Case Files" – This program focuses on the unsolved murders of diverse demographics in our community that leave families from varied socio-economic backgrounds traumatized as they struggle to find justice. This program gives hope to families by bringing renewed public attention in an engaging and nonexploitative way.
- "In Conversation with AARP VI"- In Conversations with AARP Virgin Islands, hosted by AARP VI's Executive Director, Troy de Chabert-Schuster, is a weekly program that engages multicultural audiences in the territory. Viewers learn about the AARP, their work to strengthen communities, and advocate for what matters most to families. There are also engaging interviews and conversations with their community partners on topics focused on health security, financial stability, and personal fulfillment, all dedicated to empowering Virgin Islanders 50 and older to choose how they live as they age.
- "Seniors Singalong" – This program is intended to provide universally accessible singing for all ages. It is committed to supporting local Virgin Islands culture and strengthening the community through singing together. The program caters to seniors throughout the territory with a way to keep singing and learning new harmonies to the songs they love.
- "Able to Raise" – Able to Raise is a program in partnership with the Disability Rights Center of the Virgin Islands. Host Amelia Headley Lamont spotlights topics dealing with health & wellness, education, the disabled community, and much more. The show features informative interviews from local, regional, national, and international subjects.

**Training and Education** – D.E.I. (diversity, equity, and inclusion) training is provided annually to all staff and the Board of Directors to reinforce the value of equality and inclusion in the workplace, and the benefits of diversity in a non-discriminate environment. This year our Director of Human Resources also participated in the EEOC and DOL Virtual Webinar on Advancing Equality for Women in the Workplace, which heightened awareness on new protections under the Fair Labor Standards Act for nursing mothers in the workplace, and the requirements of the newly introduced Pregnant Workers Fairness Act. HR also attended the webinar "Disability is Part of the Equity Equation" which highlighted how individuals with various disabilities can be effectively incorporated into the workplace in support of equity and inclusion.

**Recruitment** – Throughout this year, WTJX participated in several job fairs that allowed us to reach a wide range of diversified individuals in the Virgin Islands community and promote the System's mission. A total of eight career fairs were attended, which were hosted by the University of the Virgin Islands, the Government's Division of Personnel, and the Department of Labor in St. Thomas and St. Croix. These events provided a venue for WTJX to share employment opportunities, in addition to job postings at various outlets.

## **CONCLUSION**

WTJX values diverse ideals in all aspects of our company and believes that a wide range of backgrounds provide a unique and successful work environment. With diversity, equity, and inclusion (DEI) being one of the focal points within the System, we hope to create a stronger foundation to ensure WTJX's movement towards being a reliable source that benefits our diverse audience.

## **DIVERSITY STATEMENT**

WTJX's Diversity Statement can be found in the Reports page and can be accessed by clicking [here](#).