

## Corporation for Public Broadcasting (CPB)

### 2024 Diversity Eligibility Report

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This report seeks to demonstrate how the Virgin Islands Public Broadcasting System, (the 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 and NPR programming, WTJX continues to produce regularly scheduled public affairs programs, documentaries, and live coverage of cultural, historic, and notable events within our community.

#### 2025 DIVERSITY GOAL & PRACTICES

WTJX strives to demonstrate sensitivity in all its practices, while recognizing and embracing differences. This is evidenced in our recruitment practices, as we have had some successes but also experienced challenges with difficult-to-fill positions. In 2025, WTJX will intensify our search to identify new resources proven to generate qualified talent for hard-to-fill vacancies. We will also continue to utilize those strategies that yield the desired outcomes towards achieving the goal of diversity in the workplace. The System promotes inclusion and belonging through ongoing staff education that heightens awareness and highlights important System values. Among these values are opportunities for employee personal and professional growth and advancement within the System, as we seek to meet our operational goals to educate and inform the community we serve.

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

- Recruitment initiatives from varied sources that result in applicants from diverse spectrums to promote equality in gender, age, and race.
- Collaboration with local recruitment partners to expand diverse talent pool, including through internship or apprenticeships programs.
- 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 broadcast 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.

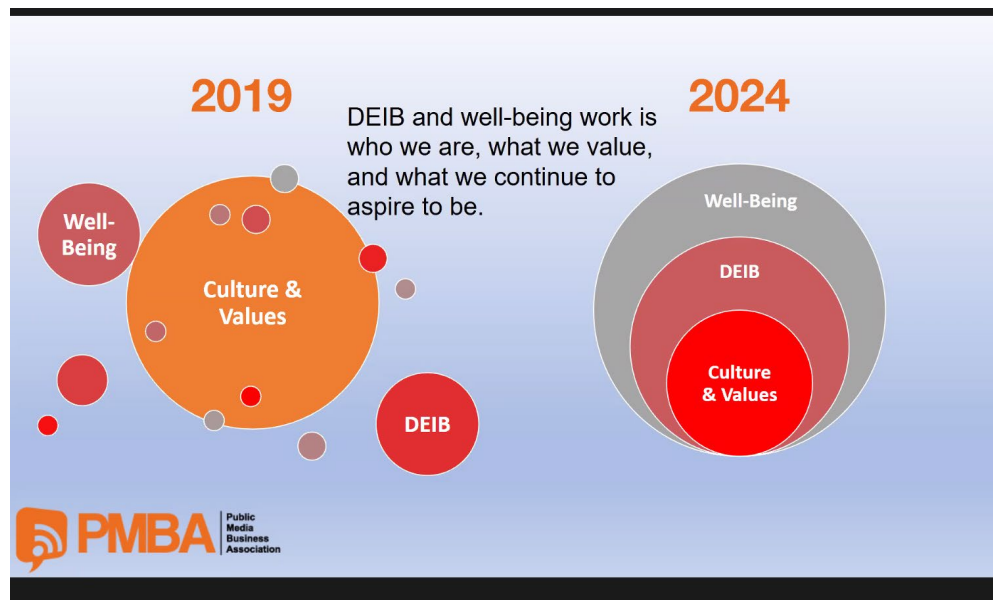
Recruitment – Throughout this year, WTJX participated in four career fairs that allowed us to reach a wider range of diversified individuals in the Virgin Islands community and promote the System's mission. One career fair was hosted by the University of the Virgin Islands, on St. Croix, and we also attended three fairs sponsored by the Department of Labor – two on St. Thomas and one on St. Croix. These events provided a venue for WTJX to share employment opportunities and job postings at various outlets.

Internship Opportunities – Throughout the year, the System engaged a total of four students who completed six-week internship opportunities. The internships were hosted by WTJX, through structured collaborations with the Department of Labor and the Virgin Islands Legislature. Two students were received from each partner, which comprised of three females and one male who interned primarily in our Production and Radio Departments.

Training and Education – For 2024, the System maintained its grantee compliance training and maintained compliance with employees completing the Annual Harassment and Bias Prevention Training requirements. Diversity training focused on Inclusion and Belonging was also offered to all staff and the

Board of Directors. These offerings promote the benefits of diversity in the workplace and foster a non-discriminatory, harassment-free environment. Also in this vein, this year the Human Resources Division participated in several diversity related trainings which broadened horizons and provided exposure through other lens of the importance of diversity and inclusion in the workplace. These included:

- SHRMVI 2024 Conference – Why Inclusive and Equitable Workplaces Matter – which featured a discussion from the perspective of a Caucasian gay male from a small town in Kentucky, who relocated and now lives and works in a predominately black town, in a conservative US Virgin Island – St. Croix.
- PSHRA 2024 Conference – Beyond the Buzz Words: A Practical Road Map to Operationalizing DEI into Public Sector Programs, which gave insights into being intentional about incorporating diversity at various levels in the workplace, not just for recruitment.
- PMBA Webinar - A Focus on Belonging....Five Years Later, which was a retrospective view from NINE PBS of how Diversity, Equity, Inclusion, and Belonging (DEIB) was integrated into the workplace over a five-year span, and how that integration formed a part of the organization's culture and values and overall employee well-being. The illustration on the following page is an example of their growth perspective over a five-year period, and an admirable aspiration.



## CONCLUSION

WTJX values diverse ideals in all aspects of the System and believes that a wide range of backgrounds provide a unique and successful work environment. With many organizations striving to incorporate diversity into their daily operations, there are many strategies that may be emulated to bring about a workplace where DEIB is at the focal point and coincides with the System's values. To this end, we will continue to work to create a stronger diversity foundation at WTJX.

## DIVERSITY STATEMENT

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