



2012 Diversity & Inclusion
Annual Report

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Commitment from the Top

It gives us great pride to introduce **witf's** 2012 Diversity & Inclusion Annual Report. This marks the first year we are reporting on our diversity and inclusion journey, and we are pleased to report that **witf** remains steadfast in its commitment to strengthening our culture of diversity and inclusion amongst our staff and within the community.

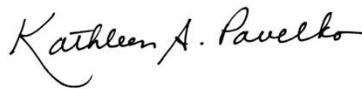
As you will see in this document, **witf's** commitment to diversity is based on our commitment to public service. We believe that we earn the public's trust through the quality and excellence of our work, the inclusion and reflection of the diversity of our communities, and a commitment to defined professional standards and practices.

Therefore, the organization takes specific steps to ascertain community needs and interests; to assure respect and civility in our discussions and impartiality in our coverage of complex matters; and to be accessible, accountable, and transparent to the community as a whole.

witf's commitment to diversity is expressed not in a single statement, but is a continuous thread in all of our policies and practices. The five documents and policies below demonstrate **witf's** commitment.

Kathleen A. Pavelko,
President & CEO

Doug Neidich,
Chair, **witf** Board of Directors



Clearly Articulated Diversity Strategy: Internal and External

I. Editorial Guidelines

The fourth of nine principles in the **witf's** editorial guidelines (*Principles And Guidelines, Organizational Ethics And Editorial Integrity*) addresses "inclusion and reflection of our communities' diversity." The document was approved by the Board of Directors March 13, 2012. The integrity of our work is strengthened by incorporating the diversity of demography, culture, and beliefs in our communities and the nation into our work and our content.

We look to the full diversity of our community as we ascertain needs and interests to which we might respond.

We assure that people with different backgrounds, perspectives, and experiences are heard and seen as both sources and subjects of our programming and are invited to participate in our activities.

We seek to create content and activities that reach and serve a diversity of people, recognizing that different programming attracts people with different values, beliefs, lifestyles, and demography.

We treat the subjects of our programming with respect. We include points of view that may not be widely shared and individuals and groups that are infrequently heard or seen outside their own communities.

witf's complete editorial guidelines (*Principles And Guidelines, Organizational Ethics And Editorial Integrity*) can be found at http://www.witf.org/about/Principles_Guidelines_Final_3-2012.pdf .

II. Strategic Plan and Values

The **witf** Strategic Plan 2013-2015 (approved by the Board of Directors June 12, 2012) includes five values statements. They are:

- witf inspires creativity internally and externally (creativity)
- witf is a trusted source for information (trustworthiness)
- witf acts transparently with donors and the community (transparency)
- witf seeks to provide a personally meaningful experience (personally meaningful)
- *witf values inclusiveness in our content and organization (inclusiveness)*

III. Equal Employment Opportunity

witf's employee policies begins with equal opportunity to secure employment with the organization. Section 2.03 of the Employee Handbook summarizes that policy:

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at **witf** will be based on merit, qualifications, and abilities. **Witf** does not discriminate in employment opportunities or practices on the basis of race, color, creed, religion, gender, ancestry, national origin, age, disability, veteran, or any other characteristic as protected by law.

witf will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in an undue hardship. This policy governs all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training.

In addition to a commitment to provide equal employment opportunities to all qualified individuals, **witf** has established an affirmative action program to promote opportunities throughout the organization for individuals in protected classes. Any employees with questions or concerns about any type of discrimination in the workplace are encouraged to bring these issues to the attention of their immediate supervisor, the Director of Human Resources, or the President & CEO. Employees can raise concerns and make reports without fear of reprisal. Anyone found to be engaging in any type of unlawful discrimination will be subject to disciplinary action, up to and including termination of employment.

IV. Anti-Harassment Policy

Section 2.05 of the Handbook details **witf's** policy on sexual and other discriminatory Harassment:

It is the policy of WITF, Inc. (the "Company") that harassment of any kind towards employees, applicants or customers is unacceptable conduct and will not be tolerated. The Company strives to treat all employees fairly and equitably. As part of this commitment, the Company will make every effort to

provide each employee with a working environment free from all forms of discriminatory harassment, including sexual harassment.

In addition to sexual harassment, harassment of any kind towards employees, applicants, or customers based upon race religion, age, national origin or disability is unacceptable conduct and will not be tolerated.

Any discriminatory harassment prohibited by this policy will be investigated and responded to in the same manner as sexual harassment. Any employee who feels that they have experienced any harassment prohibited by this policy should follow the reporting procedures outlined in the sexual harassment policy.

V. Performance Evaluation Standard

The performance of all **witf** employees are evaluated annually. The standards by which employees are judged include:

Integrity/Ethics/Diversity: "Deals with others in a straightforward and honest manner, is accountable for actions, maintains confidentiality, supports company values, conveys good news and bad. Demonstrates knowledge of EEO policy. Shows respect and sensitivity for cultural differences. Educates others on values of diversity. Promotes a harassment-free environment. Builds a diverse workforce."

On average, all **witf** employees meet or exceeded expectations by our diversity standards. The average rating for all employees during the last review cycle was a 3.56, an 11% increase over prior year.

Diversity Activities 2012

witf's local productions report on several issues of diverse distinction. Issues range from situations affecting a diverse audience, to insight of people's beliefs, traditions, and backgrounds.

On-Air and On-Line

Earlier this summer, **witf** thoroughly examined Pennsylvania's redistricting plan.. Capitol Bureau Chief Mary Wilson focused a number of stories on this topic and specifically the ramifications for Latino residents in Pennsylvania. One example:

<http://www.witf.org/state-house-sound-bites/2012/04/group-says-preliminary-senate-district-plan-splits-latino-vote.php>

Recognizing Martin Luther King Jr. Day, *Radio Smart Talk* had a conversation with guests who knew Dr. King and are actively working for equality for everyone:

<http://www.witf.org/smart-talk/2012/01/the-lessons-learned-from-dr-martin-luther-king-jr-from-two-men-who-knew-him.php>

In March a billboard went up on Paxton Street in Harrisburg which caused controversy over its graphic depiction of slavery. *Radio Smart Talk* convened a discussion with someone associated with the group that purchased the billboard space to talk about why this imagery was used and its location

<http://www.witf.org/smart-talk/2012/03/atheists-slave-billboard-hiking-in-pa.php>

In September the **witf's** News Department took a look at different faith groups in the area and what type of outreach they do in the community:

<http://www.witf.org/news/2012/08/some-churches-do-outreach-nontraditionally.php>

This past June, the Farm Show Complex hosted the Ahmadiyya Muslim Community. Tim Lambert talked with one of the convention organizers about the convention and an explanation about this particular subset of Muslim followers:

<http://www.witf.org/news/2012/06/muslim-leader-makes-stops-in-harrisburg-during-us-tour.php>

In May *Radio Smart Talk* took the national conversation on same-sex marriage and broadened it out to discuss LGBT rights and issues in Pennsylvania.

<http://www.witf.org/smart-talk/2012/05/lgbt-rights-in-pennsylvania.php>

With an eye on young professionals throughout the region, Scott Lamar had a conversation with some of the leaders of young professional organizations in the midstate to see what these organizations do and their impact on the community - <http://www.witf.org/smart-talk/2012/07/young-professionals-look-pto-midstate-cities-futures-and-keeping-the-brightest-close-to-home.php>

witf TV's Smart Talk is a live, weekly news and public affairs program airing Thursday nights from 8pm -9pm. The program strives to cover diverse topics affecting our community. Audiences are encouraged to interact with the program through phone calls, email, Facebook, and twitter. Recent topics have included: Redistricting, Contraceptive Controversy with guest Bishop Joseph McFadden of the Roman Catholic Diocese of Harrisburg, Senior Scams, a one-on-one interview with Pennsylvania's Secretary of Corrections John Wetzel, How to Stop a Bully, and Breast Cancer: A Community Forum with Leigh Hurst, the Founder and President of the Feel Your Boobies Foundation.

Other diverse guests have included: Dr. Brij Sood, director of Radiation Oncology at the Pinnacle Health, Fox Chase Regional Cancer Center. Dr. Shanthi Sivendran, an oncologist at Lancaster General Health/Hematology/Oncology Specialists. Dr. Percival Buenaventura is a thoracic oncologist at WellSpan Health, Dr. Raj Dave, Chief Medical Executive, Holy Spirit Cardiovascular Institute, and director of the Cardiac Catheterization Laboratories at The Ortenzio Heart Center at Holy Spirit. And Priya Abraham, Senior Policy Analyst at the Commonwealth Foundation.

Diversity at the Public Media Center

witf’s structured tour program welcomed many diverse groups during 2012. These community groups highlight our commitment to opening our doors to people of all ages, backgrounds, races, abilities, and religions. Here are just a few of the groups that have visited our facility this year:

- Pride of the Neighborhood Academy
- Narfe Retired Federal Employees
- Central Penn College Mass Communication Class
- Harrisburg High School
- Living Water Community Church
- Yellow Breeches Educational Center
- Capital Area PSEA
- Mechanicsburg Middle School
- Linglestown Middle School
- Branch Creek Neighbors/UCP
- Milton Hershey School
- Keystone Autism Services
- Al-Huda Summer Camp

Diversity Training

The witf management team and key staff participated in a diversity training workshop during 2012. This training exercise included structured activities which helped the team reflect on the broad meaning of diversity while providing the opportunity to identify and reflect on personal biases that may exist. witf plans to offer diversity training to the entire staff in 2013.

Diversity Statistics

The following statistics provide a snapshot of the diversity of the witf staff, governing board, and community advisory board. witf remains committed to further increasing the diversity of these bodies through deliberate recruitment and selection activities.

witf Staff

105 employees	Male	Female	White	Non-White
	61%	39%	91%	9%

witf Governing Board

24 members	Male	Female	White	Non-White
	58%	42%	87%	13%

witf Community Advisory Board

21 members	Male	Female	White	Non-White
	62%	38%	90%	10%

About witf

witf's mission is to strengthen our communities by connecting us to each other and to opportunities for lifelong learning.

witf is a community institution that uses media in public service, not merely a television or radio station. **witf's** relevance lies in serving educational needs and aspirations across the human lifespan, from early childhood through elder maturity, and in supporting all the roles we play in life, from student to adult to parent, with special attention to our roles as citizens. **witf** services reach audiences in 19 counties in Central Pennsylvania. The company comprises public broadcasting stations **witf TV, witf 89.5 & 93.3**, news networks RadioPA Networks and Pennsylvania Public Radio, regional **Central PA Magazine**, witf.org, **witf** Educational Services, Top Flight Media and Media Solutions.