



## 2021-2022 DIVERSITY STATEMENT

### A. Annual Review

WUWM management conducted an annual review of the station's diversity statement and activities.

### B. Diversity Statement

Central to WUWM's mission, vision, and values is upholding an environment that recognizes and celebrates the power of diversity and the shared spirit of humanity and concern for our community and world. We strive to grow a culture that embraces this as fundamental to the core of who we are and remain dedicated to advancing diversity, equity, inclusion, and racial justice. We believe we are strengthened when all voices are heard, valued, and respected. Our pledge is to grow and infuse these values throughout our culture, systems, and practices. We will forge ahead by learning from the past and creating a future where all can thrive. This is integral to what we do and vital to our success.

As part of the University of Wisconsin-Milwaukee, WUWM is an Affirmative Action / Equal Employment Opportunity employer strongly committed to maintaining a climate supporting equality of opportunity and respect for differences. We are dedicated and engaged in our work to provide an environment and culture that appreciates all members of the community. Our recruitment program provides equal opportunity without regard to gender, sex, age, race, creed, color, ethnicity, religion, national origin, disability, sexual orientation, gender identity or expression, socio-economic status or veteran status.

We acknowledge there is much work to be done and hold ourselves accountable to doing it. We are committed to identifying and removing inequities. Diversity, equity, inclusion, and racial justice are key to our progress toward building a community of excellence and guides us throughout our organizational strategic plan. We know this is an ongoing journey and we are unwavering in providing a welcoming environment that creates a safe space and sense of belonging for all.

We acknowledge and are mindful that Milwaukee, Wisconsin is on First Nation homeland of the Potawatomi, Ojibwe, Odawa (Ottawa), Fox, Ho-Chunk, Menominee, Sauk, and Oneida people. We also recognize the Stockbridge-Munsee and Brothertown Nation, Lakota

and Dakota (Sioux), First Nations, Creek, Chickasaw, Sac, Meskwaki, Miami, Kickapoo, Micmac, and Cherokee groups native to Milwaukee and Wisconsin more broadly.

### **C. Annual Initiatives**

#### **1. Internship Program**

WUWM maintains an internship program designed to assist members of the community in acquiring skills needed for broadcast employment. Regular internships are posted on WUWM's website and distributed to area academic institutions. Students from UW-Milwaukee and others from the community intern in various departments at WUWM including news, marketing and program production. WUWM recognizes that unpaid internships are not equally accessible to all and commits to paying interns in our program. (Due to the pandemic, our internship program has been on a temporary hiatus. We are looking forward to continuing the program once the pandemic has ended.)

#### **2. Scholarship Program**

WUWM participates in the annual scholarship program operated by the Wisconsin Broadcasters Association designed to assist students interested in pursuing a career in broadcasting.

#### **3. EEO Training**

EEO training is provided to all WUWM management level personnel on methods of ensuring equal employment opportunity and preventing discrimination. Managers attend EEO training sponsored by the Wisconsin Broadcasters Association. Additionally, members of the WUWM staff that are involved in the hiring process receive periodic briefings from UW-Milwaukee legal counsel on compliance issues.

#### **4. Outreach Events with Community Organizations**

WUWM participates in events relating to career opportunities in broadcasting. (Due to the pandemic, our outreach events have been limited to virtual events. We are looking forward to in-person community events once the pandemic has ended.)

#### **5. Participation in Job Fairs**

WUWM staff participates in job fairs designed to share information about careers in broadcasting and to highlight vacancies.

#### **6. Recruiting and Information Dissemination**

As an Affirmative Action / Equal Employment Opportunity employer, we actively seek qualified and diverse candidates for job vacancies including senior leadership and management positions through diverse recruitment initiatives such as advertising sources including AAJA, AMEJA, LGBTQ Journalists, NABJ, NAHJ, NAJA, SAJA as well as minority institutions of higher education. EEO information is posted on the station website. WUWM broadcasts an EEO on-air announcement each month.

#### **D. Diversity Plan for the Coming Year (2021-2022)**

1. WUWM is committed to creating a diverse, equitable and inclusive culture that provides an environment in which staff feels respected, valued and safe. A DEI consulting firm has been hired to help us assess our culture, identify concerns and opportunities and guide us toward an inclusive solutions roadmap. DEI Workgroups representing the different areas of the station will be created to work closely with the consultant throughout our DEI journey. The workgroup guides and supports station DEI activities and facilitates reflection sessions to provide a safe space for brave, constructive and respectful conversations.

DEI activities include formation and implementation of an anonymous customized organization-wide DEI Survey to assess and analyze culture, practices and staff sense of belonging. The consultant will interpret data and present to staff. Once we have a baseline of our current state of inclusion we are able to better define and develop our DEI roadmap.

We will be developing a shared language to discuss race and culture through interpersonal, institutional and systemic relationships. Additionally, we are learning and embracing our individual communication styles to recognize and explore effective communications with others.

Staff will be participating in JEDI (Justice, Equity, Diversity, Inclusion) interactive education sessions including: Reflective Leadership & Effective Communication; Racial Equity & Environmentalism or Racial Equity 101; Foundations of Internalized Racism; Decentering White Dominant Culture; Social Identities & Intersectionality; Recruitment & Retention for the 21<sup>st</sup> Century Workforce; Equity Tools. These interactive workshops and presentations build racial literacy to address racism, injustice and oppression.

WUWM will work together with the Advisory Board, University and other stakeholders on our DEI Solutions Roadmap. We will work towards embedding racial justice and equity by dismantling structural racism and oppressive systems that negatively impacts people of color.

Moving forward we are incorporating diversity, equity and inclusion as the foundation of our mission, values, goals, budget and work schedules. Review of policies, procedures, and decision-making will be through an equity lens.

Programming will elevate BIPOC voices to better represent the diversity of our community. To further this goal we have identified the need to acquire a Source Inventory tool to track the diversity of our sources.

As part of our commitment in joining the organization, *Public Media for All*, we pledge to begin and/or complete the following actions:

- “Incorporate DEI goals into the annual goals of any staff person, who supervises staff or participates in hiring. Make raises and bonuses dependent upon reaching these goals as appropriate.”
  - “Conduct an anonymous cultural assessment survey of all staff about diversity, equity and inclusion at your organization. Bring people of color staff and white staff together in mediated safe spaces to facilitate brave, constructive, respectful conversations about race and the survey results. Ensure that there is an empowering balance of people of color talking and white staff listening. In larger organizations, consider segmenting these based on the hierarchy of the organization, so that staff are not influenced by their managers. Make it clear that retaliation will not be tolerated.”
  - “Recognize that unpaid internships are not equally accessible to all, because many cannot afford to work for free. Commit to paying all interns within 1 year.”
  - “Dedicate time and resources for an independent review of your organization’s DEI efforts, and commit to any improvements recommended in such reviews. Make the findings of the independent review easily accessible and publicly available.”
2. Intensify our efforts to recruit and retain a diverse workforce that is representative of the communities we serve.
  3. Continue to provide equal opportunity in employment.
  4. Strengthen our efforts to educate our management and staff in best practices for maintaining a diverse, equitable and inclusive environment for all persons.
  5. Amplify our efforts to assist in developing a more diverse future workforce with professional skills in the broadcasting/media industry by recruiting diverse candidates for WUWM internship opportunities and/or by participating in job fairs.
  6. Continue work towards sustaining an annual broadcast fellowship to honor well-respected Milwaukee journalist and commentator, Eric Von, who died in 2016 after a more than 25 year career in the radio industry. His reporting and talk show engaged newsmakers in discussions of important community issues. This fellowship provides a one-year full-time professional experience for a recently graduated journalism student.

## Diversity Progress from Previous Year

### 2020-2021

1. Staff is engaged in vital Diversity, Equity and Inclusion discussion to dismantle racial bias. The station is scrutinizing the workplace with particular emphasis on making it more inclusive; hiring/advancing more people of color throughout the organization; and fostering more open communication and greater transparency.

Through a station survey, pillars for discussion were identified including workplace, staffing, content, and audience. We are examining racial justice and equity and how it is profoundly connected to our culture, values, mission, and communications.

A DEI consultant has been hired to guide us on this vital journey to identify DEI issues and help us develop a process to meaningfully connect and deeply listen to staff toward building trust and open communication. We have begun the process of gathering data about WUWM to share with the consultant to better understand our organizational culture.

Staff completed campus Anti-Bias Training and participated in *Public Media for All* sessions.

WUWM has joined *Public Media for All* with a Mission and Vision that states, “We are a diverse coalition of public media workers, led by people of color. We are raising awareness of the negative effects of a lack of diversity, equity and inclusion in public media, and sharing solutions for individual and organizations. Diversity, equity, and inclusion at every level and in every facet of public media is essential for ensuring meaningful service to all.” As a public media organization joining *Public Media for All*, we pledge to do specific DEI work.

Programming is elevating BIPOC voices in content areas to better include and highlight the expertise and knowledge provided through the voices reflective of our community.

Future initiatives will include engaging stakeholders, audiences, donors, sponsors and the community guided by DEI principles to fulfill our mission of public service.

2. Continue to recruit and retain a diverse workforce that is representative of the communities we serve.
3. Continue to provide equal opportunity in employment.

4. Continue to educate our management and staff in best practices for maintaining an inclusive and diverse environment for all persons.
5. Continue to assist in developing a more diverse future workforce with professional skills in the broadcasting/media industry by recruiting diverse candidates for WUWM internship opportunities and/or by participating in job fairs.

WUWM staff participates in Job Fairs designed to share information about careers in broadcasting and to highlight vacancies.

WUWM's Ann Piatt participated in the Wisconsin Broadcasters Association Virtual Job Fairs July 20-24, 2020, as well as March 1-4, 2021.

WUWM's Cheryl Locher participated in the Wisconsin Broadcasters Associations Virtual Job Fair June 7 – 11, 2021.

6. Continue to work towards sustaining an annual broadcast fellowship in honor of well-respected Milwaukee journalist and commentator, Eric Von, who died in 2016 after a more than 25-year career in the radio industry. This fellowship provides a one-year full-time hands-on professional experience for a recently graduated journalism student.
7. The University of Wisconsin has completed the Title and Total Compensation Project (TTC) to create clear, consistent and relevant job titles and job descriptions. This project also included a market-informed comprehensive pay equity review of positions and compensation structures. The TTC Project will also provide a framework for career development at the UW-System. The titling phase of the TTC Project has distributed and assigned titles to staff.
8. Outreach Activities

WUWM participated in and reporters moderated Listen MKE. Listen MKE is a community listening project of the Ideas Lab at the Milwaukee Journal/Sentinel, and WUWM, and Milwaukee's PBS. It's an initiative aimed at helping neighborhood residents get the information they need.

September 3, 2020 - LaToya Dennis and Milwaukee Journal Sentinel columnist James Causey moderated a discussion focused on Kenosha, where racial inequality has been put on full display after the shooting of Jacob Blake, a Black man, by a white police officer.

October 9, 2020 - Teran Powell, WUWM's race and ethnicity reporter, and Talis Shelbourne, an investigative reporter with the Milwaukee Journal Sentinel moderated this discussion focused on preparing for Election Day and voting that's already underway.

October 28, 2020 - LaToya Dennis and Milwaukee Journal Sentinel columnist James Causey moderated a discussion centered on domestic violence and how the coronavirus pandemic is making it harder to fight against.

January 26, 2021 - Teran Powell and Talis Shelbourne of the Milwaukee Journal Sentinel moderated a conversation focused on COVID-19 and the hesitancy toward the COVID-19 vaccine. Their guests are Dr. Kevin Izard, President of Cream City Medical Society and Patricia McManus, Ph.D. in Urban Studies - Health Systems, President/CEO of Black Health Coalition of Wisconsin.

March 21, 2021 - Teran Powell moderated a discussion with Gaulien Smith, the owner of Gee's Clippers, Clifton Phelps, the vice president of business development for JCP Construction and Alyssa Neff, the owner of The Space MKE, as a part of our series on minority business owners — COVID Earners. They discussed how COVID-19 has impacted their businesses.

March 26, 2021 - Teran Powell and the Milwaukee Journal Sentinel's Daphne Chen moderated a Listen MKE conversation with Chia Youyee Vang, UWM's interim Chief Diversity, Equity and Inclusion Officer and director of the Hmong Diaspora Studies Program, state Rep. Francesca Hong, Wisconsin's first Asian American state legislator; and Lo Neng Kiatoukaysy, executive director of the Hmong American Friendship Association, to talk about the racism and bigotry Asian Americans face in Wisconsin.

April 21, 2021 - Susan Bence and the Milwaukee Journal Sentinel's Talis Shelbourne moderated conversation about lead poisoning with expert Dr. Veneshia McKinney-Whitson, a family medicine physician and assistant professor at the Medical College of Wisconsin and Deanna Branch, a mother whose young son has been impacted by lead poisoning.

May 18, 2021 - Calls for defunding the police remain, as well as frustration by some over the pace at which they see change occurring. So, what has actually changed over the past year and what has not? LaToya Dennis poses that question and more to activist Vaun Mayes and Democratic state Rep. David Bowen.

May 25, 2021 - Susan Bence along with Milwaukee Journal Sentinel's investigative solutions reporter Talis Shelbourne spoke with Milwaukee leaders on how they plan to address the city's lead issue. Guests include Milwaukee Mayor Tom Barrett, Milwaukee Water Works Superintendent Karen Dettmer and Milwaukee Health Commissioner Kirsten Johnson.

9. *WUWM also participated in:*

August 11, 2020 - WUWM General Manager, John Hess spoke to the Jewish Community Center's Senior Men's Club via Zoom about WUWM.

September 30<sup>th</sup>, 2020 – Michelle Maternowski and Joy Powers did a virtual presentation to UWM Professor Chris Cantwell's class about WUWM's *Bubbler Talk* Program.

October 1, 2020 – Audrey Nowakowski moderated a virtual talkback for the Milwaukee Jewish Film Festival for the film, "They Ain't Ready for Me" with the director.

November 16, 2020- Michelle Maternowski and Susan Bence participated in a virtual Osher Talk regarding WUWM's Bubbler Talk.

April 1, 2021 -WUWM's Emily Files was on the panel of journalists during a Milwaukee Press Club state superintendent candidate forum.

<https://www.youtube.com/watch?v=0c-mMBZQg>