



2020

—
wvia

DIVERSITY REPORT

WVIA's commitment to diversity

is embedded in its mission statement:

WVIA Public Media educates, inspires, entertains and fosters citizenship, diverse cultures and perspective to nurture community.



Our efforts to *foster diverse cultures and perspective* focus on three areas of our public media work:

1. People

The diversity of the WVIA staff, our Board of Directors, and our Community Advisory Board should reflect the diversity of our 21-county service area. Elements of this diversity include gender, age, race, ethnicity, and geography.

2. Programming

As a matter of policy, PBS national content seeks to “reflect views from different backgrounds, such as geographic areas, ethnicities, genders, age groups, religious beliefs, political viewpoints, and income levels.” WVIA aspires to the same standards in creating local content for our specific region.

3. Processes

WVIA commits to setting specific goals as part of our diversity initiative, reviewing accomplishments at least annually within the leadership team and the Board of Directors, and publishing results of the review on our website to hold ourselves accountable



In recent years ethnic diversity has increased in Lackawanna and Luzerne Counties as well as the Commonwealth of Pennsylvania. In particular, the region's white population has decreased while the number of Black/African American, Hispanic/Latino and Asian residents has soared. While Lackawanna and Luzerne counties are at the center of our coverage area, WVIA also serves 19 surrounding counties that are generally more rural. The 2019 profile from the U.S. Census Bureau (www.census.gov) shows the trend.



	Lackawanna		Luzerne		Pennsylvania	
	2000	2019	2000	2019	2000	2019
White/Caucasian	96.7%	90.4 %	96.6%	89.3 %	85.4%	81%
Black/African American	1.3%	4.2%	1.7%	6.6%	10%	12%
Hispanic/Latino	1.4%	8.4%	1.2%	13.8%	3.2%	7.8%
Asian	0.8%	3.1%	0.6%	1.4%	1.8%	3.8%

Programming

PBS national content consistently reflects views from different backgrounds. Examples:

African Americans: Many Rivers to Cross

Black America Since MLK: And Still I Rise

POV: She Could Be Next

Independent Lens: Leftover Women

Hispanic Heritage Month:

Hispanic Heritage Awards

Latino Vote: Dispatches from the Battleground

WVIA joined PBS initiatives to offer additional racial justice videos for online streaming:

Frontline: Policing the Police 2020

POV: Every Mother's Son

American Experience: Freedom Riders

The Talk: Race in America

Race Matters: America in Crisis

WVIA's locally produced content has included many diverse perspectives. Examples:

Conversations for the Common Good: Sport, Race, and Protest

Short Takes:

Through the Mask of Noh

Amilcar Arroyo: Tomatoes, Newspapers, Opportunity



Programming Cont.

WVIA Radio ArtScene features include:

- Misericordia Art Gallery exhibit "Women Artists: 4 Centuries of Creativity" running through Women's History Month
- Dr. Brian Johnson of Williamsport, author of "Send Judah First" about a woman in slavery in 19th century Virginia.
- Dr. Sarah Silkey, Lycoming College in Williamsport, author of "Black Woman Reformer: Ida B. Wells, Lynching, and Transatlantic Activism"
- A Juneteenth feature on 19th century writer Julia Collins of Williamsport, said to have been the first African American woman to write a novel
- Chief Lynn Little Wolf Hoffman of the Wyoming Trail Council of Pennsylvania's Native Americans speaking about the cultural traditions and ceremonies of this tribal group in NEPA

WVIA Radio Keystone Edition features include:

- Nature organizations reaching out to Black nature enthusiasts amid national conversations about systemic racism and environmental justice
- People of color in America hit harder physically and financially by COVID-19, according to latest AP-NORC poll
- ACLU report finds persistent racial disparity in PA pot arrests

WVIA Radio Black History Month specials include:

- Sound Opinions Presents: Music of the Civil Rights Movement
- Going Black: The Legacy of Philly Soul Radio



**PBS STATIONS REACH MORE
Hispanic, African American, Asian
American and Native American
PRESCHOOL-AGED
CHILDREN
THAN ANY KIDS TV NETWORK**

(Source: Nielsen NPOWER, 9/24/2018 -
9/22/2019, L+7 M-Su 6A-6A TP reach, K2-5, 50%
unif., 1+ min., K2-5 Hispanic, Black, Asian/Pacific
Islander, American/Alaskan Native, All PBS
Stations, children's cable TV networks.)



Processes

PBS STATIONS REACH MORE
**CHILDREN IN
LOW-INCOME
HOMES**
THAN ANY KIDS TV NETWORK

(Source: Nielsen NPOWER, 9/24/2018 –
9/22/2019, L+7 M-Su 6A-6A TP reach, 50%
unif., 1-min., K2-11 in HH w/Inc <\$25K, PBS
stations, children's cable networks.)



In 2020 WVIA established a Diversity Task Force with representatives from the Board of Directors and management team to review the organization's policies and performance in regard to diversity, equity, and inclusion. The task force will analyze the station staff, Board of Directors, and Community Advisory Board for diversity representation, recommend action steps, review accomplishments during FY 2021, and post results in a September 2021 report. Initiatives to be considered include recruiting strategies, content, and community engagement projects, and other educational activities.

