



**Diversity & Inclusion
2020 Annual Report**

Corporation for Public Broadcasting

This report was created to comply with the Corporation for Public Broadcasting's requirement that stations receiving funding under the Community Service Grant complete an annual Diversity and Inclusion Report. The report is publically available at wttw.com and covers WTTW's hiring goals, guidelines, employment statistics and action undertaken to satisfy the Diversity Eligibility policy.

Mission

WTTW | WFMT is committed to producing and presenting trusted, best-in-class content fueled by a distinctly Chicago sensibility. We engage our audiences by entertaining, inspiring, educating, and reflecting a diversity of perspectives.

Our Values

- Curiosity: We are driven by an appetite to learn and know more – inside the organization, the greater Chicago area, and throughout the wider world – and we use what we learn to inspire our audiences to explore.
- Commitment: We are committed to building an innovative, creative, and collaborative culture that enriches, engages, and inspires our audiences.
- Trust: We operate ethically, transparently, and with integrity.
- Respect: We treat people fairly, value one another, and foster a safe environment that encourages collaboration, communication, and consideration.
- Excellence: We strive to be a best-in-class content company by setting the highest standards of quality in all that we do.
- Diversity & Equity: We celebrate differences, embrace inclusivity, and strive for equity. The stories we tell, as well as the people in front of and behind the camera and microphone, reflect the myriad faces and voices of our region.
- Fun: We believe in an enjoyable, positive, and team-oriented workplace. We're committed to hard work that produces great content, and we don't take ourselves too seriously.

Diversity Statement

At WTTW | WFMT, championing diversity, equity and inclusion is fundamental to our culture and our purpose of enriching lives, engaging communities, and inspiring exploration. We are dedicated to creating an inclusive and socially reflective organization that empowers our employees and reflects our commitments and values.

Hiring Goal

To hire and retain a diverse workforce that represents the community in which we broadcast.

How we meet our goals:

- Provide a work environment that fosters inclusion.
- Encourage work/life balance.
- Post all jobs with a wide range of organizations representing minorities, women, persons with disabilities and more.
- Require hiring managers to interview at least one qualified diversity candidate for each open position filled.

Diversity Council

We formed the Diversity, Equity and Inclusion Council to ensure we remain focused and accountable. Comprised of 17 employees representing every department at WTTW | WFMT, the Diversity, Equity and Inclusion Council works tirelessly to make certain that diversity, equity and inclusion, is, and remains, the norm here.

The Council's goal is to enhance our work environment so that we can recruit and retain a more diverse, more inclusive workforce that reflects the diversity of the local community, in front of and behind the camera and microphone, which in turn informs and amplifies the stories we tell. We believe that a diverse and inclusive organization is a more innovative and successful organization, which is why we aim to infuse diversity, equity and inclusion into all aspects of our culture and our business.

Our approach to Diversity, Equity and Inclusion focus on three key areas:

<u>Workforce</u>	<u>Production & Programming</u>	<u>Community</u>
<ul style="list-style-type: none"> ○ Recruiting ○ Fostering Inclusion ○ Employee Engagement ○ Training & Development ○ Providing Leadership Opportunities 	<ul style="list-style-type: none"> ○ WTTW ○ WFMT ○ WTTW News 	<ul style="list-style-type: none"> ○ Engagement ○ Supplier Diversity (supporting the economics of the communities we serve)

Internships

WTTW offers a wide variety of internships to undergraduate and graduate students. Areas of internship opportunities include TV production, marketing, development, broadcasting, social media, and web. To source a diverse group of students, all candidates are recruited through postings on our website, local universities and professional websites. WTTW began paying all internships in the summer of 2020 to increase the number of diverse applicants. In 2020, WTTW hosted approximately twelve interns. This number was greatly reduced from previous years due to the impacts of COVID-19.

WTTW Diverse Programming

- More than 75+ hours of programming for Black History Month on 11.1 & 11.2
- 28 hours of programming for Women's History Month on 11.1 & 11.2
- 28 hours of Asian and Pacific Islanders programming on 11.1 & 11.2
- 19 hours of LGBTQ programming on 11.1 & 11.2
- In response to the nationwide riots we aired over 16 hours of documentaries about race and civil rights in June and July
- In June and July we aired over 30 hours of programming featuring trailblazing women
- 12 hours of diverse programming daily on the World Channel

WTTW Community Engagement

- 67 Total Events
- 47,016 People Reached
- 27 Children Events
 - 7 Events at Girl Scouts Girl Space Program focusing on scouts of color
 - 10 Events with Kohl's Children Museum
 - 7 Events in Pilsen, Austin, Englewood, Uptown
 - 3 Events focused on Native American children
- 25 Screenings
 - 6% of Screenings were films directed by POC
 - 32% of Screenings were films directed by women
 - 48% of Screenings focused on People of Color
 - 80% of Panelists were People of Color

Federal Communications Commission's Equal Employment Opportunity Guidelines

WTTW complies with the Federal Communications Commission's (FCC's) Equal Employment Opportunity requirements for recruiting and outreach with the following initiatives:

- Participation in scholarship programs designed to assist a diverse group of students interested in pursuing a career in media.
- Establishment of an intern program designed to assist members of the community to acquire skills needed for media employment.

- Participation in general outreach efforts through job banks, Internet and other similar programs.
 - All jobs are listed with the following organizations:
 - NAACP
 - Operation Push
 - Chicago Urban League
 - National Latino Education Institute
 - Asian Human Services
 - Anixter Center
 - Mayor’s Office
 - Illinois Center for Broadcasting
 - Chicago Christian Ind. League
 - American Women Radio/TV
 - Illinois Dept of Employment
- Listing each upper-level opening in a job bank or newsletter of a media trade group with broad-based membership including the participation of women and minorities.

See the WTTW EEO Public File and Outreach Initiatives, interactive.wttw.com/about/employment, for more detail.

Demographics

	WTTW	State of IL*
Male	47%	49%
Female	53%	50%

	WTTW	State of IL *
White	76.4%	62.3%
Hispanic	5.9%	16.7%
Black	11.8%	14.7%
Asian	4.4%	5.3%
American Indian/Alaskan Native	0	0.6%
Native Hawaiian/Pacific Islander	0	0.1%
Two or More Races	1.5%	1.8%

	WTTW	State of IL**
20-24	3.5%	10.3%
25-34	21.6%	20.8%
35-44	25.5%	21.0%
45-54	14.3%	21.9%
55-64	23.4%	16.4%
65-74	11.7%	9.6%

**State of Illinois Data from U.S. Census Bureau: State and County Quick Facts,
<http://quickfacts.census.gov/qfd/states/17000.html>*

***State of Illinois Data from United States Census Bureau 2010 Census,
<http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>*