

Diversity, Equity and Inclusion

CPB is an equal opportunity employer that does not discriminate on the basis of race, creed, color, religion, national origin, ancestry, age, disability or handicap, sex, gender identity, marital status, sexual orientation or any other characteristic protected by applicable federal, state or local laws. CPB's Board of Directors reviews and approves an annual affirmative action plan for CPB management and staff, and CPB hiring practices include an emphasis on diversity in recruitment and interviewing. CPB is currently working with the Medici Group with the goal of building on our long commitment to diversity, equity and inclusion (DEI) and advancing DEI practices throughout CPB and public media.

Public media stations and national organizations are trusted providers of news and educational and cultural programming that serve our diverse nation and help inform civil discourse, which is essential to American society. CPB's funding helps develop and elevate filmmakers and storytellers who reflect the diversity of our nation and the local communities that stations serve. Through these investments, CPB strives to promote a sense of connection to and belonging in the public media system.

CPB strongly encourages stations to maintain a transparent process of recruitment, hiring, promotion and retention as part of supporting a culture of diversity, inclusion and equity. All public radio and television stations funded by CPB are required to engage in practices designed to help them reflect the diversity of the populations they serve. Stations must maintain a diversity statement that is reviewed and revised annually, and all their employees must receive training annually on harassment prevention and implicit bias. Stations provide CPB with a variety of data related to the diversity of their staff and leadership. This data provides a snapshot of diversity at public media stations and include:

- Between 2016 and 2020, television and radio station staff increased from 18,232 to 19,226, or by 5.5%, while minority television and radio staffing overall increased by 22.7% during the same time period.
- Over the same five years, public TV and radio stations increased the number of minority staffers from 21.2% to 24.7%. This is an increase of 879 individuals.
- Over the same five years, the number of minorities employed as officials increased by 4 percentage points, managers by 3 percentage points, and professionals increased by 6 percentage points.

CPB support for independent and minority producers is one way it ensures diversity in content. Through the <u>National Multicultural Alliance</u> and direct grants, CPB funds the following organizations:

- Black Public Media
- Center for Asian American Media
- Firelight Media
- Independent Television Service (ITVS)
- Koahnic Broadcast Corporation

- Latino Public Broadcasting
- Pacific Islanders in Communications
- Radio Bilingüe
- Vision Maker Media
- WORLD Channel

In addition, CPB provides <u>Community Service Grants</u> to 76 minority public radio stations, including stations licensed to Native American tribes and historically black colleges and universities. CPB also funds <u>Native Voice One</u>, the public radio distribution service that provides programming targeted to stations on Native reservations.

To foster a diverse workforce and on-air talent, CPB has funded projects such as:

- The <u>Firelight Documentary Lab</u> for diverse media makers and the <u>Jacquie Jones Memorial</u> <u>Scholarship Fund</u> to support media projects created by diverse filmmakers.
- <u>WNYC's</u> **Werk It** podcast festival, which provided training, opportunities for employment, and support for women in podcast production with the goal of diversifying public media and podcasting.
- The CPB-funded **Talent Quest Public Radio** competition, which discovered Glynn Washington, host of *Snap Judgment*, now airing on over 400 public media stations; and Al Letson, creator and executive producer of *State of the Re:Union* and host of *Reveal* from the Center for Investigative Reporting and PRX.
- Industry conferences such as the National Association of Latino Independent Producers (NALIP)
 Media Summit and AFI Docs, which bring together diverse content creators and industry leaders to explore trends in media and filmmaking.
- The Public Media Executive Fellowship, which provides work experience with the CPB executive team for recent college graduates from diverse backgrounds. Opportunities to apply are announced on the CPB jobs page.

To attract diverse audiences to public media, CPB supports the development of innovative content and formats such as:

- **Urban Alternative public radio.** With support from CPB, <u>Chicago Public Radio</u> implemented a new format in its Vocalo programming stream in 2007 to connect with young, multicultural audiences through an appealing mix of new and local music complimented by fresh on-air talent, community engagement, and community-based programming. CPB also supported the launch of this format in <u>Denver (KUVO/The Drop)</u>, <u>Norfolk (Blazin' Hot 91)</u> and <u>Houston (KTSU's The Vibe)</u>
- Audio content for young and diverse audiences. Latinos make up nearly half of the Los Angeles region. With CPB support, Southern California Public Radio (SCPR) is developing new ways to reach younger, Latino audiences by increasing Latino on-air hosts, producers and production staff. LAist Studios, SCPR's podcast development and production division, is empowering up-and-coming content creators to produce innovative, on-demand content and engage audiences seeking connection, information and entertainment. CPB also supported the development of SCPR's daily two-hour public affairs program Take Two.

CPB has supported scores of innovative projects reflecting a diverse society over the years, including:

- America By the Numbers with Maria Hinojosa
- Asian-Americans
- The Black Church: The Is Our Story, This Is Our Song
- <u>Black Panthers: Vanguard of the</u> <u>Revolution</u>
- The Chinese Exclusion Act
- Code Switch
- Coming Back with Wes Moore
- Coming Home: Connecting to Community
- Daniel Tiger's Neighborhood
- Finding Your Roots
- The Graduates/Los Graduados
- Kapaemahu

- <u>Latin Music USA</u>
- Latino Lens: Beyond Graduation
- Maya and Miguel
- Military Medicine
- Molly of Denali
- Move to Include initiative
- Native America Calling
- Portraits and Dreams
- Perfectly Normal for Me
- Personal Statement
- Portraits and Dreams
- The Pushouts
- The Talk: Race in America
- The Warrior Tradition
- Unladylike 2020