

WJFF Diversity Statement and Policy

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Goal: These Diversity documents have been created to comply with Corporation for Public Broadcasting (CPB) requirements, as found in the CPB document CSG Transparency and Diversity Eligibility Policies, July 30, 2014. The “Diversity Statement” and “Diversity Policy” are an amplification of the station’s “Equal Employment Policy” as found in the governance document, WJFF Employee Policies and Procedures, revised February, 2003.

Definitions:

Diversity is the multiplicity of people, cultures and ideas that contribute to the richness and variety of life.

Diversity Statement

WJFF-Radio Catskill knows that a diverse workforce, management team, governing body, and Community Advisory Board contribute greatly to our knowledge and understanding of the diverse communities of the Catskills, Northeastern Pennsylvania, Upper Delaware and Mid-Hudson River Valleys, and to our ability to deliver content and services that will help us attract, grow and engage audiences and help them to achieve their full potential. We endeavor to recruit from a broad pool of candidates enabling us to hire and promote qualified candidates with a variety of cultural and ethnic backgrounds, personal experiences and characteristics, and talents that reasonably reflect the diverse needs and interests of the communities served by WJFF-Radio Catskill.

Diversity Policy

WJFF-Radio Catskill is committed to diversity in its workforce, boards, and volunteers. In the course of its pursuit of exploring and celebrating its community’s cultural heritage, WJFF is committed to programming and event scheduling designed to appeal to and be informative to the region’s demographic spectrum which includes individuals who come from rural and urban communities, multi-generations, many viewpoints, and includes residents of various national and geographic origin, religions, physical ability, sexual orientation, languages, and socioeconomic background.

WJFF strives to ensure that its staff, board of directors and community advisory board are reflective of the diverse population we serve. Additionally, the Corporation for Public Broadcasting’s (CPB) “Diversity Edibility Criteria” require public media organizations to adopt formal goals for diversity and to report annually on steps taken to work toward those goals. These actions are required for all stations receiving Community Service Grants funds (CSG).

To that end, WJFF has set the following diversity goals:

- To recruit and retain a diverse workforce that is representative of our service area.
- To provide equal opportunity in employment.
- To educate our management and staff annually in best practices for maintaining an inclusive and diverse environment for all persons.
- To seek candidates for WJFF’s Community Advisory Board who represent the geographically and demographically diverse composition of the many communities we serve.

- To seek diverse candidates for our Board of Directors through the Nominating Committee process.
- To assist in developing a more diverse future workforce with professional skills in the broadcasting/media industry by recruiting diverse candidates for WJFF's internship opportunities and/or by participating in minority or other diversity job fairs.

WJFF-Radio Catskill will continue to explore new opportunities for achieving and promoting this diversity and to monitor and evaluate our success. WJFF-Radio Catskill will adopt methods designed to consistently meet the standards of federal and state law, WJFF's "Equal Employment Policy," and the Corporation for Public Broadcasting's Diversity Eligibility Criteria.

Implementation and Goals as of 2014-11-09:

The current makeup of WJFF staff and board includes:

Paid professional staff

Full-time: 2 men

Part-time: 1 woman

All Caucasian

Board of Trustees: 15 individuals, 9 men and 6 women. One trustee is African-American; one trustee is Latino; one is LGBT.

Volunteer Staff: nearly 100 individuals representing 3 generations and several ethnic and socioeconomic backgrounds from within the WJFF broadcast area.

Community Advisory Board: 13 members, 7 women and 6 men. Three are African American; two are Latino, one is a native Egyptian.

Diversity plans in the past two years:

In the past two years WJFF has almost entirely re-populated its board with special attention being paid to trustees representing a variety of diverse backgrounds. At a meeting on July 2014, the Board voted to have the Nominating Committee examine the composition of the Board in relation to geographic and demographic distribution to determine if action is needed to diversify even further prior to the next annual election.

The Community Advisory Board has been expanded to a total of 13 members who better represent the ethnic and demographic profile of the WJFF Community. The Board liaison to this group has reached out to African American, Latino and otherwise diverse members of our community, actively recruiting in order to ensure a diverse CAB.

Diversity plans in the coming period include:

In the coming year, the WJFF Board will actively work to recruit more women, to provide gender balance. It will also work to attract more Board and staff candidates that provide increased ethnic

diversity. Specific steps that will be taken to achieve these goals:

1. Include qualified diverse candidates in any slate of candidates for governing boards that the Grantee controls. Make diversity a heavily weighted criterion in recruitment and selection. In the coming year, the WJFF Board will aim to give priority in its selection of new Board members to residents in the two most heavily populated areas of its listening area that represent the greatest diversity: Monticello and Liberty.
2. Include individuals representing diverse groups in internships or work-study programs designed to provide meaningful professional level experience in order to reflect the diversity of the communities we serve and to further public broadcasting's commitment to education. In the coming year, WJFF will reach out to local schools and SUNY Sullivan Community College in this effort.

For further information, see the Annual Diversity Report on the WJFF-Radio Catskill website: wjffradio.org