

## **WQED MULTIMEDIA DIVERSITY STATEMENT**

WQED Multimedia (“WQED”) believes strongly in the power of a diverse and inclusive workforce, governing body, and management team. WQED’s mission, to “change... lives by creating and sharing outstanding public media that educates, entertains and inspires...” can only be fulfilled if there is a commitment to include a wide range of participants from a variety of cultural, educational, ethnic, generational, gender, social, and economic backgrounds.

WQED has adopted the following Diversity Policy and continues on an annual basis to implement its goals through its Board of Directors, Community Advisory Board, employment, and intern recruitment practices.

### **WQED DIVERSITY POLICY**

WQED, the leading regional, public multimedia enterprise, creating and distributing educational, cultural, informational content and services, recognizes that it is able to compete more successfully in the rapidly changing multimedia and local marketplace by valuing diverse perspectives, experiences and traditions. Thus, WQED is committed to providing content, products and services that respond to the educational, cultural and informational needs of the diverse cultures within our community. The company is also committed to maintaining a diverse workforce at all levels and seeks to do business with producers and other service providers that have diverse workforces as well.

#### ***1. Recruit diverse candidates for employment opportunities***

- a. WQED will administer a robust unpaid internship program to college students in various areas of multimedia.
- b. WQED will participate in a variety of job fairs annually, including those emphasizing minorities and jobs in broadcasting.
- c. WQED will post all openings on WQED’s website, targeted media, and make routine announcements on both television and radio providing contact information to any entities that want to be informed of job openings at WQED.

#### ***2. Promote diversity in the Board of Directors and the Community Advisory Board.***

- a. WQED will recruit candidates for the Board of Directors as practicable to represent all the communities, geographic and otherwise, served by WQED to strive for diversity of membership by race, sex, gender, age and community of residence.

- b. WQED's Board will act in good faith and use its best efforts to achieve a Community Advisory Board which reasonably reflects the diverse needs and interests of the communities served by the Corporation. The Board will strive to ensure diversity of membership by race, sex, gender, age and community of residence.
3. ***Include issues relating to diverse populations in programming, production, marketing and community engagement.***
    - a. Local programming will seek stories that relate to and appeal to the diverse populations of the viewing area.
    - b. WQED will continually assess national programming provided by the public broadcasting system for programs that appeal to diverse segments as well as to the broader viewing populations.
    - c. WQED will seek opportunities to combine diverse programming with engagement activities to better serve minority populations.

(POLICY ADOPTED BY THE BOARD OF DIRECTORS MARCH 25, 2010)

### **BOARD OF DIRECTORS AND COMMUNITY ADVISORY BOARD**

Members of WQED's Board of Directors and Community Advisory Board are drawn from the region's business, academic, community and volunteer organizations. In addition to seeking representatives who are committed to the mission and values of public broadcasting, WQED has been consistent in working toward maintaining a varied and diverse group of community representatives with skill sets, backgrounds and interests that provide value to the WQED organization, perspective to our programming and outreach endeavors, and enthusiastic voices as the station continues to chart its way forward. WQED will continue to pursue a diverse governing body in accordance with the Diversity Policy Statement adopted in 2010 by the Board of Directors. WQED's current Board of Directors and Community Advisory Board information is available for review at <http://wqed.org/about/board.php>.