



2022-2023 DIVERSITY STATEMENT

A. Annual Review

WUWM conducted an annual review of the station's Diversity Statement and activities. As part of this review process our Diversity Statement was shared with the UW-Milwaukee (UWM) Division of Diversity, Equity, and Inclusion as well as the Office of Equity/Diversity Services for feedback. In addition to campus resources we also reached out to the community for comment.

B. Diversity Statement

WUWM Milwaukee's NPR is a service of the University of Wisconsin – Milwaukee. UWM and WUWM embrace diversity in all of its manifestations, including who we are, how we think, and what we do. We seek to provide equitable access to opportunities for students, staff, and faculty from every background. Our highest aspiration is to create a climate that is welcoming and promotes a sense of belonging in everyone.

At WUWM, we believe embedding Diversity, Equity, and Inclusion practices in our workplace, the stories we tell, and the ways we engage with our community is critical in working towards dismantling structures of racism and removing inequities and biases not just within our organization, but the broader community we serve.

This is a top priority for WUWM and we have much work to do.

We acknowledge in Milwaukee that we are on traditional Potawatomi, Ho-Chunk and Menominee homeland along the southwest shores of Michigami, North America's largest system of freshwater lakes, where the Milwaukee, Menominee and Kinnickinnic rivers meet and the people of Wisconsin's sovereign Anishinaabe, Ho-Chunk, Menominee, Oneida and Mohican nations remain present.

[In the Workplace](#)

Diversity of staff – WUWM is working towards having staff that reflects the full scope of the Milwaukee community. By examining our hiring processes and then retaining a diverse workforce, we aim to celebrate and embrace peoples' cultural and experiential differences.

An Inclusive workplace – WUWM is actively building an environment where all staff can express their authentic self and be safe, respected, valued, and heard.

Clear communication – WUWM embraces clear and transparent communication and believes that sharing goals, information, and involving staff in decision-making is vital to the success of the organization and to the individuals who work here.

In the Community

Storytelling – WUWM is committed to telling stories that reflect the vibrancy of the Milwaukee area. We understand the importance of seeing oneself represented in our coverage and are working to broaden the voices, identities, cultures, and perspectives included.

Community connection – WUWM is dedicated to engaging with Milwaukee’s many communities by supporting and participating in events, creating spaces for people to gather, and collaborating with community partners. We aim to learn from the lived experience of community members and report on issues that are important to them.

C. Annual Initiatives

1. Internship Program

WUWM maintains an internship program designed to assist members of the community in acquiring skills needed for broadcast employment. Regular internships are posted on WUWM’s website and distributed to area academic institutions. Students from UW-Milwaukee and others from the community intern in various departments at WUWM including news, marketing and program production. WUWM recognizes that unpaid internships are not equally accessible to all and commits to paying interns in our program. (Due to the pandemic, our internship program has been on a temporary hiatus. We are looking forward to continuing the program once the pandemic has ended.)

2. Scholarship Program

WUWM participates in the annual scholarship program operated by the Wisconsin Broadcasters Association designed to assist students interested in pursuing a career in broadcasting.

3. EEO Training

EEO training is provided to all WUWM management level personnel on methods of ensuring equal employment opportunity and preventing discrimination. Managers attend EEO training sponsored by the Wisconsin Broadcasters Association. Additionally, members of the WUWM staff that are involved in the hiring process receive periodic briefings from UW-Milwaukee legal counsel on compliance issues.

4. Outreach Events with Community Organizations

WUWM participates in events relating to career opportunities in broadcasting. (Due to the pandemic, our outreach events have mostly been limited to virtual events. As the pandemic continues to wind down, we look forward to returning to more in-person as well as combined in-person and virtual community events.)

5. Participation in Job Fairs

WUWM staff participates in job fairs designed to share information about careers in broadcasting and to highlight vacancies.

6. Recruiting and Information Dissemination

As an Affirmative Action / Equal Employment Opportunity employer, UWM/WUWM actively seek qualified and diverse candidates for job vacancies including senior leadership and management positions through diverse recruitment initiatives such as advertising sources including AAJA, AMEJA, LGBTQ Journalists, NABJ, NAHJ, NAJA, SAJA as well as minority institutions of higher education.

UWM/WUWM is an AA/EO employer: All applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, sexual orientation, gender identity/expression, disability or protected veteran status.

EEO information is posted on the station website. WUWM broadcasts an EEO on-air announcement each month.

D. Diversity Plan for the Coming Year (2022-2023)

1. WUWM is committed to creating a diverse, equitable and inclusive culture that provides an environment in which staff feels respected, valued and safe. We continue our work with a DEI consulting firm in assessing our culture, identifying concerns and opportunities and guiding us through an inclusive solutions roadmap. A DEI Workgroup representing the different areas of the station has been working closely with the consultant throughout our DEI journey. The Workgroup guides and supports station DEI activities and facilitates reflection and DEI Workplan update sessions to provide a safe space for brave, constructive and respectful conversations.

WUWM will be working together with the Advisory Board, University and other stakeholders on our DEI Solutions Roadmap. Our work includes embedding racial justice and equity and dismantling structural racism and oppressive systems that negatively impacts people of color.

In moving forward we have been incorporating diversity, equity and inclusion as the foundation of our mission, values, goals, budget and work schedules. We are continuing our review of policies, procedures, and decision-making through an equity lens.

Programming continues to elevate BIPOC voices to better represent the diversity of our community. We have received campus approval to move forward with acquiring a Source Inventory tool to track the diversity of our sources.

Future initiatives will include engaging stakeholders, audiences, donors, sponsors and the community guided by DEI principles to fulfill our mission of public service.

As part of our commitment in joining the organization, *Public Media for All*, we are working on the following actions:

- "Dedicate time and resources for an independent review of our organization's DEI efforts, and commit to any improvements recommended in such reviews. Make the findings of the independent review easily accessible and publicly available."
 - "Incorporate DEI goals into the annual goals of any staff person, who supervises staff or participates in hiring. Make raises and bonuses dependent upon reaching these goals as appropriate."
 - "Commit to internal diversity, equity and inclusion (DEI) work by including it in the mission, values, goals, budget, and work schedules of the organization."
 - "Recognize that people of color staff and leaders have disproportionately been doing unpaid DEI work, while dealing with discrimination, microaggressions, implicit and explicit bias. Apologize. Create space for people of color staff to heal, re-energize, and be empowered."
2. Intensify our efforts to recruit and retain a diverse workforce that is representative of the communities we serve.

Provide equal opportunity in employment as embedded in the following: UWM/WUWM is an AA/EO employer: All applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, sexual orientation, gender identity/expression, disability or protected veteran status.

3. Strengthen our efforts to educate our management and staff in best practices for maintaining a diverse, equitable and inclusive environment for all persons.
4. Amplify our efforts to assist in developing a more diverse future workforce with professional skills in the broadcasting/media industry by recruiting diverse candidates for WUWM internship opportunities and/or by participating in job fairs.
5. Continue work towards sustaining an annual broadcast fellowship to honor well-respected Milwaukee journalist and commentator, Eric Von, who died in 2016 after a more than 25 year career in the radio industry. His reporting and talk show engaged newsmakers in discussions of important community issues. This fellowship provides a one-year full-time professional experience for a recently graduated journalism student.

Diversity Progress from Previous Year

2021-2022

1. Recruit and retain a diverse workforce that is representative of the communities we serve.

DEI activities included formation and implementation of an anonymous customized organization-wide DEI Survey to assess and analyze culture, practices and staff sense of belonging. The consultant presented the findings of the survey to staff and development of our DEI roadmap.

We worked on understanding a shared language to discuss race and culture through interpersonal, institutional and systemic relationships. Additionally, we have learned about and embraced our individual communication styles to better support us in recognizing and exploring effective communications with others.

Staff participated in JEDI (Justice, Equity, Diversity, Inclusion) interactive education sessions including: Reflective Leadership & Effective Communication; Racial Equity & Environmentalism or Racial Equity 101; Foundations of Internalized Racism; Decentering White Dominant Culture; Social Identities & Intersectionality; Recruitment & Retention for the 21st Century Workforce; Equity Tools. These interactive workshops and presentations are helping us to build racial literacy to address racism, injustice and oppression.

WUWM joined *Public Media for All* and pledged to complete a number of Action Items including:

- “Conduct an anonymous cultural assessment survey of all staff about diversity, equity and inclusion at your organization. Bring people of color staff and white staff together in mediated safe spaces to facilitate brave, constructive, respectful conversations about race and the survey results. Ensure that there is an empowering balance of people of color talking and white staff listening. Make it clear that retaliation will not be tolerated.”
- “Recognize that unpaid internships are not equally accessible to all, because many cannot afford to work for free. Commit to paying all interns.”
- “Dedicate time and resources for an independent review of our organization’s DEI efforts, and commit to any improvements recommended in such reviews. Make the findings of the independent review easily accessible and publicly available.”

- “Affirm that in a country has been rapidly diversifying where people of color will be the majority in a couple decades, it is imperative to the survival of the organization and the success of its service to rapidly diversity our programming, audiences, donors, staff and leadership.”

Programming is elevating BIPOC voices in content areas to better represent the diversity of our community and highlight the expertise and knowledge provided through the voices reflective of our community. To further this goal we have sampled and worked to identify a Source Inventory tool to track the diversity of our sources.

Future initiatives will include engaging stakeholders, audiences, donors, sponsors and the community guided by DEI principles to fulfill our mission of public service.

2. Continue to recruit and retain a diverse workforce that is representative of the communities we serve. As part of our DEI work there has been robust discussion in this area. In addition to hiring more diverse staff this reporting period, we now provide when applicable a relocation stipend to assist new hires with the financial burden of moving.
3. Continue to provide equal opportunity in employment. It is part of leadership’s agenda to ensure EEO. We are mindful of bias awareness and share a commitment to diversity, equity and inclusion. We have been evaluating processes including review of position descriptions to remove biases, actively seeking diverse advertising posting outlets and outreach to attract diverse candidates for all positions, as well as ensuring diverse search and screen committees.
4. Continue to educate our management and staff in best practices for maintaining an inclusive and diverse environment for all persons.

EEO Training is provided to WUWM personnel on methods of ensuring equal employment opportunity and preventing discrimination.

All WUWM Staff participated in JEDI (Justice, Equality, Diversity and Inclusion) training provided by August Ball/Cream City Conservation and Consulting. January 2021-July 2022.

All WUWM employees completed the Corporation for Public Broadcasting’s – Harassment & Bias Prevention Training (May – September 2022)

5. Continue to assist in developing a more diverse future workforce with professional skills in the broadcasting/media industry by recruiting diverse candidates for WUWM internship opportunities and/or by participating in job fairs.

WUWM staff participates in Job Fairs designed to share information about careers in broadcasting and to highlight vacancies.

WUWM's Becky Mortensen (Executive Producer Lake Effect) and Michelle Maternowski (Digital Manager) attended the UW-Milwaukee Job and Internship Fair on April 12, 2022.

WUWM's Dan Kuznicki (Chief Engineer) and Jason Rieve (Studio Engineer) participated in the Wisconsin Broadcasters Association Job Fair at the Radisson Hotel in La Crosse, WI on June 22, 2022.

6. Continue to work towards sustaining an annual broadcast fellowship in honor of well-respected Milwaukee journalist and commentator, Eric Von, who died in 2016 after a more than 25-year career in the radio industry. This fellowship provides a one-year full-time hands-on professional experience for a recently graduated journalism student.
7. The University of Wisconsin has completed the Title and Total Compensation Project (TTC) to create clear, consistent and relevant job titles and job descriptions. This project also included a market-informed comprehensive pay equity review of positions and compensation structures. The TTC Project will also provide a framework for career development at the UW-System. The titling phase of the TTC Project has been distributed and assigned titles to staff. Title reviews and appeals have now been completed.

8. Outreach Activities

WUWM participated in outreach events with community organizations related to career opportunities in broadcasting.

Maayan Silver (Reporter) gave a presentation on reporting as part of a series of community talks given by WSUM 91.7FM, Madison Student Radio for their 20th anniversary since going on air on February 18, 2022.

Emily Files (Education Reporter) spoke to the Marquette University O'Brien journalism fellowship interns on May 19, 2022.

Emily Files (Education Reporter) was the guest speaker at a luncheon for the retired members of the Milwaukee Public Schools Administrators and Supervisors Council (ASC) on June 7, 2022.

WUWM participated in and reporters moderated Listen MKE. Listen MKE is a community listening project of the Ideas Lab at the Milwaukee Journal/Sentinel, and WUWM, and Milwaukee's PBS. It's an initiative aimed at helping neighborhood residents get the information they need.