



**Virgin Islands Public Broadcasting System
(WTJX-TV Channel 12 and WTJX-FM 93.1)**

Corporation for Public Broadcasting (CPB)
2020 Diversity Eligibility Report

INTRODUCTION

This report reflects the diversity initiatives of the Virgin Islands Public Broadcasting System, WTJX-TV Channel 12 and WTJX-FM 93.1. WTJX is committed to ensuring that its workforce and Board of Directors reflect the diversity found in the community in which we serve. We are committed to fostering, cultivating and preserving a culture of diversity and inclusion.

STATION HISTORY

The Virgin Islands Public Broadcasting System, known also as the "System" and its call letters, WTJX (for St. Thomas, St. John and St. Croix), is committed to diversity in its workforce, management and Board of Directors. WTJX has been broadcasting in the Virgin Islands for 51 years. Our programs and services educate, entertain, inform and inspire. In addition to providing a full schedule of PBS programming, we continue to produce regularly scheduled public affairs programs, documentaries, and provide live coverage of cultural, historic and notable events throughout the community.

CPB DIVERSITY REQUIREMENTS AND COMPLIANCE

The System is eligible for funds from the Corporation for Public Broadcasting (CPB), which is a private corporation created by the Federal government. It is the largest single source of funding for public television and radio programming. The System is regulated by the Federal Communications Commission (FCC). WTJX-TV is a member of the Public Broadcasting Service (PBS), a private, non-profit media enterprise, owned and operated by member stations which produces and distributes programs. In order to meet CPB's diversity requirements, the System has prepared the following data for this report.

2021 DIVERSITY GOALS:

WTJX has established the following diversity goals for 2021:

- 1. We will strengthen our ability to deliver more content across multi-media platforms in order to reach more diverse audiences;*

2. *We will continue to sustain our current gender and race equality positions throughout our organization;*
3. *We will continue to monitor recruitment activity to ensure that we maintain a diverse workforce;*
4. *Advocate for community involvement that will promote non-discrimination and equality; and*
5. *We will partner with companies, groups, foundations, and organizations throughout our community in an effort to collaborate resources and promote more diverse services, programming, entertainment and information for the community in which we serve.*

WTJX's Board of Directors and officials reviewed the practices that are designed to fulfill the station's commitment to diversity and to meet the applicable FCC guidelines (see 47 C.F.R. 73.2080).

DIVERSITY STATEMENT

Found on this webpage under the report section entitled - Diversity Statement

ACTIONS UNDERTAKEN

WTJX continued to create and foster programming and educational forums that promoted awareness about diversity issues in our community. We included diversity in our local on-air programming by including panelists from diverse backgrounds and groups that promoted diversity based on their different experiences and perspectives. We also conducted training for staff and managers about the importance of inclusion, diversity, and non-discrimination in the workplace.

DIVERSITY PRACTICES AND INITIATIVES

Diversity and inclusion are instrumental at WTJX, as it contributes greatly to our success in providing services for our community. As such, we have the following initiatives in place:

- *WTJX will continue to explore new opportunities for achieving and promoting diversity and we will monitor and evaluate our success;*
- *We will review and update our diversity goals annually;*
- *We will ensure appropriate staff and the Board of Directors participate in annual training that focuses on diversity awareness, non-discrimination, and harassment compliance;*
- *We will strive to provide a host of educational programming and community outreach initiatives that connect to the diverse community in which we serve; and*
- *We will provide opportunities for others to learn and become acquainted with the rich and diverse aspects of our community.*