

Wisconsin Public Media Diversity Statement

Diversity is central to our mission and our values. We embrace diversity in all respects: in our programming, our community engagement, our content sources and partners, and our staff. We believe that inclusivity is central to the vitality and vibrancy of Wisconsin.

Wisconsin Public Media is an equal opportunity employer and does not discriminate against individuals on the basis of any characteristic protected by law. But beyond legal compliance, recruiting and maintaining a diverse workforce and management team is an organizational responsibility and goal. Diverse perspectives contribute greatly to our knowledge and understanding of the culture and diversity of Wisconsin citizens. Diversity also directly affects our ability to deliver content and services that reflect that diversity and it helps us attract, grow, and engage audiences.

The reputation of public media rests on public trust and the public must be confident that Wisconsin Public Radio and PBS Wisconsin operate with the highest standards of honesty and integrity. Thus, we are committed to creating and supporting an inclusive workplace environment where every employee is valued for their unique skills, experiences and perspectives.

We are a stronger organization when our workforce consists of people with diverse backgrounds, people who bring different styles of thinking and have faced different challenges in life. We recognize that diversity comes in many forms, both apparent and sometimes invisible. At its heart, diversity speaks to the range of perspectives and ideas that come from a variety of individuals and their personal and cultural perspectives. Often this diversity is a result of different cultures, histories, races, ethnicities, genders, sexual orientation, abilities, age, national origins, religions, creeds, colors, and veteran status.

Diversity and Inclusion in Practice

As a university licensee, our governing board is the Board of Regents of the University of Wisconsin System. The Board of Regents sets policies and goals related to Equal Opportunity in Employment and Affirmative Action. Our leadership annually reviews and assesses our progress against those goals. We also assess the diversity of our staff each time we conduct a new recruitment. We review information from the University of Wisconsin-Madison on the availability of women and minority groups in the labor markets from which we recruit to determine whether under-utilization exists and if so, to develop an individualized recruitment plan for the position. We provide an EEO orientation for every recruitment committee. We are deliberate in all our employment practices to ensure that employment opportunities are widely advertised, that all applicants and employees are welcomed and treated fairly and equally, and that policies and practices are always administered in an unbiased and objective manner.

Our workforce is comprised of approximately 300 full-time and part-time employees and range in age from early twenties to early seventies. Our workforce does not currently match the racial and ethnic diversity as published in the most recent UW Census for the State of Wisconsin. We continue to identify new methods to attract and retain a more diverse workforce. One important way we do that is through our internship and fellowship programs.

Wisconsin Public Media originally published a DEI Action Plan in August 2015. WPM published its most recent plan in June 2019: the Diversity, Equity and Inclusivity Vision and Goals. This plan serves as a roadmap for the focus of our work in equity, diversity, and inclusion-related efforts including culture and retention, accessibility, content, and recruitment.