

**WCNY DIVERSITY AND INCLUSION
2014 ANNUAL REPORT
October 1, 2013 – September 30, 2014**

DIVERSITY AND INCLUSION POLICY:

Definition of Diversity:

WCNY defines diversity as a collection of individual attributes that together help WCNY pursue organizational objectives efficiently and effectively. These include, but are not limited to, characteristics such as national origin, language, race, color, disability, ethnicity, gender, age, religion, sexual orientation, gender identity, socio-economic status, veteran status, and family structures. The concept also encompasses differences among people concerning where they are from and where they have lived and their differences of thought and life experiences.

Definition of Inclusion:

WCNY defines inclusion as a culture that connects each employee to the organization; encourages collaboration, flexibility, and fairness; and leverages diversity throughout the organization so that all individuals are able to participate and contribute to their full potential.

Policy Statement:

WCNY is committed to fostering, cultivating and preserving a culture of diversity and inclusion. Our human capital is the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our employees and board members invest in their work represents a significant part of not only our culture, but our reputation and company's achievements as well.

We embrace and encourage our employees' and board members' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees and board members unique.

WCNY's diversity initiatives are applicable – but not limited – to our practices and policies on recruitment and selection of employees and board members; compensation and benefits; professional development and training; promotions; transfers; social and recreational programs; layoffs; terminations; and the ongoing development of a work environment built on the premise of gender and diversity equity that encourage and enforces:

- Respectful communication and cooperation between all employees.
- Respectful communication and cooperation between all board members.
- Employer and employee contributions to the communities we serve to promote a greater understanding and respect for the diversity.

All employees and board members of WCNY have a responsibility to treat others with dignity and respect at all times. All employees are expected to exhibit conduct that reflects inclusion during work, at work functions on or off the work site, and at all other company-sponsored and participative events. All employees are required to attend and complete annual diversity awareness training to enhance their knowledge to fulfill this responsibility.

Purpose of this Policy:

It is the intent and goal of the Diversity and Inclusion Policy to:

- 1) Provide opportunities for growth equitably for all employees by creating a supportive environment that promotes employee development.
- 2) Cultivate a culture that encourages collaboration, flexibility, and fairness to enable individuals to contribute to their full potential and further retention.
- 3) Acquire and sustain a vital and effective workforce by making a commitment of management and resources to ensure that employees receive the training, developmental experiences, and tools they need to attain the highest levels of professional excellence and personal growth in order to perform to WCNY's mission.

Any employee found to have exhibited any inappropriate conduct or behavior against others may be subject to disciplinary action.

Any board member found to have exhibited any inappropriate conduct against others may be subject to revocation from the board.

Employees who believe that they have been subjected to any kind of discrimination that conflicts with the company's diversity policy and initiatives should seek assistance from the Vice President of Human Resources.

Diversity Goal

WCNY's goal, including its hiring goal, is to cultivate and preserve a culture of diversity and inclusion throughout the organization, from its employees, Boards, and volunteers to its programming and community outreach initiatives. To achieve that goal, WCNY will annually comply with the initiatives outlined in the Diversity & Inclusion Policy.

WCNY values the diverse perspectives of its employees. All people--regardless of race, creed, color, national origin, culture, gender, sexual orientation, age, physical ability, religious beliefs, or preference for no religious affiliation--are welcome employees at WCNY.

Our goal is to attract, develop and retain the best talent from a variety of experiences and backgrounds and to provide a culture of inclusion where all individuals feel respected, are treated fairly, and have the opportunity to excel in their careers.

To achieve this goal also requires all employees to do their part. Management must possess diversity and inclusion competencies to lead and manage an engaged workforce. All employees must treat their colleagues with respect by listening to different viewpoints, opinions, thoughts and ideas and embracing a culture of inclusion.

WCNY's commitment to diversity is reflected in its employment policies. Our Employee Handbook specifically includes an Equal Employment Opportunity Statement:

It is the policy of WCNY to provide for and promote equal employment opportunity in its hiring practices, employment compensation and other terms and conditions of employment without discrimination based on age, race, religion, creed, color, national origin, gender, sexual orientation, disability, marital status, veteran status, military status, domestic violence victim status, genetic predispositions or carrier status or any other legally protected basis.

WCNY is committed to assuring equal employment opportunity and equal access to services, programs and activities for individuals with disabilities. It is the policy of WCNY

to provide reasonable accommodation to a qualified individual with a disability to enable such individual to perform the essential functions of the position for which he/she is applying or in which he/she is employed.

This policy applies to all employment practices and actions. It includes, but is not limited to, recruitment, job application process, examination and testing, hiring, training, disciplinary actions, rate of pay or other compensation, advancement, classification, transfer, reassignment and promotions.

WCNY's diversity goal is reflected in our policies, practices and procedures, including but not limited to recruiting and selection; compensation and benefits; professional development and training; promotions; transfers; social and recreational programs; layoffs and terminations. Further, our work environment is built on the premise of diversity equity that encourages:

- Respectful communication and cooperation among all employees;
- Teamwork and employee participation, permitting the representation of all groups and employee perspectives;
- Work/life balance through flexible work schedules to accommodate employees' varying needs; and
- Employer and employee contributions to the communities we serve to promote a greater understanding and respect for diversity.

All employees are required to complete diversity awareness training. In addition, employees are required to treat all colleagues with dignity and respect and to exhibit conduct that reflects inclusion during work, at on or off site work functions, and at all other company-sponsored events.

ACTIONS TAKEN

The following actions were undertaken by WCNY from October 1, 2013, to September 30, 2014, to (1) support achievement of its Diversity & Inclusion Goal; and (2) comply with the Diversity Eligibility Criteria of the Corporation for Public Broadcasting (CPB):

1. Reviewed with its governing board those practices designed to fulfill its commitment to diversity and to meet the applicable FCC guidelines

As part of its commitment to diversity and inclusion, and in compliance with the Equal Employment Opportunity (EEO) rules of the Federal Communications Commission (FCC), WCNY has in place specific processes for the purpose of ensuring equal opportunity and nondiscrimination in its employment practice. Those specific processes include:

- recruitment for all full-time openings and the wide dissemination of public notice about those openings;
- public notice that community organizations may request notification of open positions;
- the establishment and continuation of an internship program designed to assist members of the community acquire skills needed for broadcast employment (example of a long-term initiative);
- the completion of an annual EEO Report (posted on [http://www.wcny.org/about-us/financials & policies](http://www.wcny.org/about-us/financials-&-policies)) detailing, among other information, full-time openings filled during the reporting year,

recruitment sources used to widely disseminate public notice about the openings, the recruitment source of the individual hired, the total number of candidates interviewed from each source, and a description of the long-term initiatives undertaken. *(Please note that the EEO Report and the Annual Diversity Report have different reporting periods, so data reported is not identical.)*

2. Diversity and Inclusion Training for Management and Staff

WCNY implemented formal Diversity & Inclusion training with all in January 2014.

The training covered the following topics:

- The business case for diversity and inclusion - why diversity and inclusion are essential to achieving excellence
- Building an infrastructure that supports diversity and inclusion – how to engage staff, demonstrate that they are valued and that their skills, knowledge and talents are recognized
- How to move the Diversity & Inclusion initiative throughout the entire organization.

3. Complete an annual report of the organization’s hiring goals, guidelines, employment statistics, and actions undertaken to satisfy the Diversity Eligibility Policy and post the report on the station’s website and make it available for public inspection upon request within a reasonable amount of time.

Employment Statistics

| | Male | | | | Female | | | | Totals | |
|------------|--------------|-----|----------|-----|--------------|-----|----------|----|--------|------|
| | Non-Minority | | Minority | | Non-Minority | | Minority | | | |
| | Count | % | Count | % | Count | % | Count | % | Count | % |
| Headcount | 34 | 49% | 3 | 4% | 31 | 45% | 1 | 2% | 69 | 100% |
| Management | 7 | 50% | 0 | 0% | 6 | 43% | 1 | 7% | 14 | 100% |
| New Hires | 9 | 41% | 3 | 14% | 10 | 45% | 0 | 0% | 22 | 100% |
| Promotions | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |

Board of Trustees Statistics

| Male | | | | Female | | | | Totals | |
|--------------|-----|----------|----|--------------|-----|----------|----|--------|------|
| Non-Minority | | Minority | | Non-Minority | | Minority | | | |
| Count | % | Count | % | Count | % | Count | % | Count | % |
| 7 | 64% | 1 | 9% | 2 | 18% | 1 | 9% | 11 | 100% |

Community Advisory Board Statistics

| Male | | | | Female | | | | | |
|--------------|-----|----------|-----|--------------|-----|----------|----|--------|------|
| Non-Minority | | Minority | | Non-Minority | | Minority | | Totals | |
| Count | % | Count | % | Count | % | Count | % | Count | % |
| 8 | 44% | 2 | 12% | 8 | 44% | 0 | 0% | 18 | 100% |

Notes:

-Minority includes Black or African American, Asian, Hispanic/Latino(a), Native American or Alaska Native, and Native Hawaiian or other Pacific Islander.

-Management are those positions that supervise others.

This document serves as WCNY’s annual report of the organization’s hiring goals, guidelines, employment statistics, and actions undertaken to satisfy the Diversity Eligibility Policy. This report is posted on the WCNY website and will be made available for public inspection upon request.