

WPSU

Race Relations and Diverse Content

Race Relations Discussions July 9, 2020



What we heard

- They feel invisible
- Not enough representation of full scope of experiences
 - Event-based stories. No context behind people's personal why
 - Stories tend to highlight the struggles of people of color
 - Don't only have people of color talk about race, they have expertise
 - Amplify the voices and stories of minority groups
- Not represented on-air including as Pledge hosts
- Marketing needs to be more specifically targeted to particular groups
- We need to be a connector of the communities we serve
- Events could be centered around diverse programs
- Historically we invested in diverse programming (Race Matters, Terrell Jones funding, etc.)

What we're doing now

- Audits of diversity of our radio, TV, and digital original productions
- Digital Short on “Voices of the Protests”
- Incorporating diversity into strategic plan
- Having conversations with producers about taking the time to find diverse voices in our existing programs
 - Lindsey learning lunch about finding diverse sources
- Grant submitted for radio story series “Beyond the Protests: Race in Rural Pennsylvania”
- Planning for short, mid, long-term and ongoing work around these issues

When We Get it Right

Feedback from *Speaking Grief*

- “I had the pleasure of screening *Speaking Grief* last night, courtesy of Maryland Public Television's "Passport" subscriber streaming service...I thought it was exceptional in its diversity, empathy, and inclusiveness...
- “Fabulous documentary! Enjoyed the diversity represented and the opportunities it can present for conversations and our advocacy for those in grief.”
- “This documentary was beautiful done. I especially enjoyed seeing the diverse representation in the film... grief knows no boundaries, it is a universal human experience. Well done!”
- About the Facebook Live: “I had not made the connection between the unspokenness of both grief and racism in America and how the two can be so intertwined.”



What's Next

- This requires sustained commitment and intention at all levels of the organization in all areas of our work, not just content.
 - Hiring, education, events, marketing, etc.
- This is an obligation for us as a public media organization with a mission to serve our local communities. We need to educate people specifically about race and racism.
- Diversity should be a part of the normal work that we do everyday, not just a special project or topic
- We need internal within the organization education as well as public education
- Public Media stations have created resources pages specifically around [this](#) topic and we could do the same
- Intention-Goals, tracking, accountability
 - We should be as committed to this as our COVID-19 coverage