

Introduction

As UVA's community radio and podcasting operation, WTJU enriches the culture of Virginia and extends the University's educational mission by bringing people together through exceptional music and conversation. WTJU envisions a community in which everyone can experience belonging, connection, and beauty – a community in which all of us can flourish.

WTJU carries out this mission primarily through the following: 1) operating a community/public radio station (WTJU 91.1 FM); 2) operating an all-student radio station (WXTJ 100.1 FM); 3) operating a podcast collective (VirginiaAudio.org); 4) hosting a variety of year-round educational programs for a span of ages; and 5) hosting a number of live concerts and community music events & festivals.

To develop this plan, WTJU had a series of meetings of our staff, Leadership Team, and Community Advisory Board. We also consulted with leaders of a number of our partner organizations in the Charlottesville-area community. In addition, the equity action steps by the national Public Media For All coalition were an invaluable resource, as were the Inclusive Excellence resources available from the University's Division for Diversity, Equity, & Inclusion.

Self-Assessment

WTJU brings a number of strengths to this work, including:

- Hundreds of connected and committed volunteers, including our on-air hosts and department directors, as well as a very dedicated and multi-skilled staff
- A tremendous history in this community, a very loyal core audience, a lot of public good will toward the station
- Broad and deep connections with both UVA units (especially arts) and UVA students, as well as community non-profits, musicians, and organizations
- A commitment on the part of management and staff to be of, by, and for the community we serve

However, WTJU also faces a number of challenges in this work:

- While participants in WXTJ and our podcast collective are more representative of the communities we serve, both listenership and the volunteer corps for WTJU is overwhelmingly white.
- WTJU's history of volunteer recruitment has largely been "let them come to us," buoyed by social relationships between our current hosts and new volunteers. As social groups have often been de facto racially & ethnically segregated in Charlottesville, that pattern has been replicated among our volunteer corps.

At present, WTJU's core listening audience and volunteer corps both consist of music lovers and curious seekers with a connection to UVA and/or Charlottesville.

While all vectors of diversity are important and call for regular attention (e.g. gender, disability status, etc.), WTJU has identified two priority areas to work on over the next 3-5 years: more black & brown folks and more younger adults (approximately age 22-49). Our goals are to increase representation from these groups in both our volunteer participation and our listenership. The goals, actions, and measures described below primarily address WTJU's need for more racial/ethnic diversity.

Goals, Actions, Measures, and Implementation Plan

Access + Success		2030 Vision: <i>Recruit and support exceptionally talented, diverse, and service-oriented students. Recruit, support, and retain excellent and diverse faculty and staff.</i>			
Goals/Objectives	Actions	Outcomes (Data/Metric)	Timeframe(s)	Responsible Office/Position	Funding/Resource Allocation
Identify areas in which WTJU can diversify its programming.	Comprehensively analyze WTJU's on-air and off-air programming, including what airs on WTJU, when, and why.	We will produce a report that informs programming decisions and resource allocation over the coming years.	FY 2022	General Manager + staff	Low financial cost. Will mostly take time.
Recruit and support more black and brown folks as on-air programmers.	Draw on existing partnerships and cultivate new ones to bring together a team of stakeholders to help us develop and execute a plan for new programming hosted, produced, and led by voices new-to-WTJU.	On-air programming reflects the demographics of our community within 3-5 years.	FY22 – FY24	General Manager + staff	Low financial cost. Will mostly take time.

Climate + Intergroup Relations		2030 Vision: <i>Continuously promote and strengthen an inclusive community of trust, a culture of integrity, mutual respect, excellence, collaboration, and innovation.</i>			
Goals/Objectives	Actions	Outcomes (Data/Metric)	Timeframe(s)	Responsible Office/Position	Funding/Resource Allocation
Publicly state our commitment to this work and the public accountability that follows.	Affirm that it is imperative to the survival of WTJU and the success of its service that we diversity our programming, audiences, and staffing.	Affirmation is made and communicated.	Summer 2021	General Manager + staff	Low financial cost. Will mostly take time.

WTJU IE Plan (draft April 2021)

Commit to internal diversity, equity, and inclusion work.	Include DEI priorities in the mission, values, goals, budget, and work schedules of WTJU.	DEI priorities are successfully interwoven into these areas of WTJU operations.	FY 2022	General Manager + staff	Low financial cost. Will mostly take time.
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Infrastructure + Investment		2030 Vision: <i>Be a community that consistently lives its values and ensure that our systems enable our students, faculty, and staff to do their best work.</i>			
Goals/Objectives	Actions	Outcomes (Data/Metric)	Timeframe(s)	Responsible Office/Position	Funding/Resource Allocation
Ensure that internships are accessible to all.	Ramp up summer intern pay to a living wage over the coming years.	Interns are paid a living wage, with "living wage" to be revised as inflation grows.	2020 baseline: \$10.50/hr 2021: \$12.00/hr 2022: \$13.50/hr 2023: \$15.00/hr	General Manager & Business Manager	Budget accordingly in WTJU's operating funds
Ensure that WTJU staff are paid equitably.	Work with UVA HR and the Division of DEI to conduct a pay equity review of all staff, including temp workers.	Ensure that everyone is compensated without racial and gender bias.	Conduct the review in FY22. Address inequities through raises in FY22, FY23, and FY24	General Manager & Business Manager	Budget accordingly in WTJU's operating funds

Community + Partnership		2030 Vision: <i>Be a strong partner with and good neighbor to our region, contributing to economic and social well-being by providing accessible healthcare, innovative education, opportunity, and engaging alumni.</i>			
Goals/Objectives	Actions	Outcomes (Data/Metric)	Timeframe(s)	Responsible Office/Position	Funding/Resource Allocation
Ensure that WTJU's events and community engagement programming are of, by, and for the communities we serve	Build on WTJU's successful inclusivity-oriented programs, e.g. Black Business Expo, Freefall concerts. Invite more diverse partners to get involved and for WTJU to amplify their work.	WTJU's engagement programs and Advisory Board reflect the diversity of our community. WTJU has best practices for working in partnerships, as well as a system to ascertain the goals, aspirations and needs of our community	FY22 - FY24	General Manager & staff	Modest financial cost. Will mostly take time and some resources from WTJU operating budget.



Communication Plan

WTJU will share our Inclusive Excellence plan on our website (wtju.net). We will also communicate stories from and related to this IE plan through on-air segments, email newsletters, and social media.

WTJU's General Manager will communicate progress and impacts of this plan via the WTJU annual meeting each August and at Advisory Board meetings throughout the year. (All of these are open to the public.)

WTJU will work with UVA's Division of Diversity, Equity, and Inclusion for periodic reviews of our DEI efforts. We will commit to any improvements recommended in these reviews and will make the findings of these reviews publicly available at our website.