

VPM Diversity Statement

To serve VPM's mission and vision, we must fully embrace and prioritize diversity, equity and inclusion (DEI). It is not just a moral imperative, but also a business imperative to ensure VPM is a thriving public media organization that serves the needs of our communities.

Following the death of George Floyd in 2020, we committed to taking a more intentional approach to DEI in order to make meaningful change in our organization.

We know that DEI must be threaded through everything -- the content we produce, the news we cover, the people who make up our leadership, staff, Board and volunteers, and every aspect of our workplace.

We are currently working on a DEI roadmap and will update this statement later this summer with more detail about the work ahead.

DEI in Content

VPM's content must reflect the diversity of our audience across the state of Virginia.

We broadly define diversity to include race, ethnicity, gender, religion, culture, sexual orientation, ability, political beliefs, region and economic status. In our content, we aim to tell stories that highlight various viewpoints and feature stories not often told.

Over the past year, we produced a variety of documentaries that represent our broad approach to storytelling. These included:

- "Heard," featuring first-person accounts of people surviving and thriving in Richmond's public housing;
- "Dismantling Democracy," a look at the state of democracy in the U.S. and around the world from experts, historians and politicians across the political spectrum;
- "Why This Moment," a first-person account capturing Richmond's fight for racial justice during the summer of 2020;
- "Statecraft: The Bush 41 Team," a film examining what made George H.W. Bush's foreign policy team successful;
- "The Inn at Little Washington," a documentary about Chef Patrick O'Connell and his dream of a creating a Michelin Three-Star restaurant in rural Virginia; and
- "These Things Can Be Done," a look at women's suffrage in Virginia.

VPM's human interest series "Virginia Currents" focuses on the people and organizations who make a difference in the community. Stories over the past year included a transgender woman's journey to finding her true self, a look at the hardships and the successes of the Asian Pacific Islander community and a feature on an organization helping young people with autism become more independent.

Additionally, we expanded to new platforms and leveraged partnerships to create diverse stories and reach beyond familiar audiences. For example, VPM produced the digital-only series "Brewer's

Sessions," featuring musicians playing at a Richmond coffee shop, and developed the podcast series "Resettled," which showcased the stories of refugees as they adjusted to their new lives in Virginia.

As we navigated the pandemic in 2020, VPM created several new programs for children pre K-12 that were broadcast over-the-air to reach families without access to broadband. Each show featured diverse educators and storytellers. These included "Fitness Dawgs," "Songs and Stories with Mary and Mike," "Circle Time at Home," "NASA At Home" and "The Creative Corner."

To better understand how our content reflects our market's demographics, we are conducting a content audit in 2021 to gather data on the topics we covered and the content makers.

DEI in Staff and Governance

We also are making progress to diversify our staff, which includes approximately 100 full-time employees. We are working with new partners to market and recruit for open positions and internships, and strive to assemble a diverse slate of candidates for each position.

The VPM Board of Directors supports VPM's DEI efforts. Diversity is also a key consideration for Board selection. The VPM Board of Directors currently includes 13 members. Four members are women, eight are men, and four identify as non-white. Seven directors represent Richmond while 6 represent Charlottesville and the Shenandoah Valley.