

OAB Diversity Equity & Inclusion Advisory Committee Report to OAB Board (09/14/2023)

OAB DE&I Commitment Statement (approved by OAB Board – 12/2/2020):

The Ohio Association of Broadcasters is the trade association of over-the-air radio and television stations in the state. We are committed to supporting diversity, equity and inclusion efforts at our member stations and promoting increased diversity within our industry. Specifically, we are focused on:

- 1. Offering resources for staff at member stations to support building a more inclusive work environment.*
 - 2. Providing recruitment resources to support stations in gaining greater diversity in applicants for their open positions.*
 - 3. Encouraging students of diverse backgrounds to consider careers in the broadcast industry.*
-

The OAB Diversity Equity & Inclusion (DE&I) Advisory Committee's priorities for 2023 include continuing to provide DE&I-related training resources for our member stations, expanding our station internship grant program, piloting a media sales training program for students, and increasing outreach to students of diverse backgrounds to consider careers in the broadcast industry.

Activities During Q1 – Q3

During Q1, we funded a “pop-up” media sales training program, called P1 Futures, which was incorporated into a professional development class for communications majors at Central State University. P1 Futures includes a curriculum of short videos covering various topics related to broadcast sales that students complete outside of class, as well as interactive sessions during class time. The pilot was well-received by the students and professor. For the fall 2023 semester, we are funding the P1 Futures program again in two Central State classes. This time we will include two sets of panel discussions for students – one with account executives discussing their experiences in media sales and the other with station GMs discussing opportunities to work at stations.

During Q2, we managed our OAB Internship Support Program which provided six stations with \$2,500 grants to fund summer internships. The goal of the program is to provide students of diverse backgrounds with the opportunity to work at a broadcast station. While stations receiving internship grants are not required to hire students from under-represented communities, they are asked to broadly promote their internship to reach candidates of diverse backgrounds. Now that the internships are complete, we have been meeting with each of the interns regarding their experience.

We have also been working on a pilot program to organize station tours for high school students. Working with WCPO-TV and the Radio One stations in Cincinnati, we are planning a field trip in October for a communications class from a local school in Cincinnati to visit the stations. The hope is that we can use this pilot to replicate the program in other markets around the state.