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ABC11/WTVD-TV RALEIGH DURHAM JOINS LOCAL INITIATIVE TO ADVANCE DIVERSITY, EQUITY AND INCLUSION IN NORTH CAROLINA MEDIA

ABC 11 will work with the North Carolina Media Equity Project, a Pilot at Elon University

[ABC11/WTVD-TV Raleigh-Durham](#) joins the [NC Local News Workshop](#) at Elon University in the North Carolina Media Equity Project, a pilot program launched to advance diversity, equity and inclusion in North Carolina media.

The project grew out of national and local conversations stemming from the Black Lives Matter movement. It brings media organizations together “as a learning cohort and support network” to be more inclusive when serving North Carolina residents who are Black, Native American, Latino, LGBTQ, and other diverse groups who lack representation in media.

“Our team is excited to be part of this groundbreaking project and we know we will learn and grow from the experience,” said Rob Elmore, President and General Manager, ABC11/WTVD-TV. “We are committed to ensuring that the content and culture at our station reflects the rich diversity of the communities we serve here in North Carolina.”

ABC11’s participants who meet with the cohort regularly include news director Bervette Carree, director of Community Engagement Monica Barnes, manager of Operations and Business planning Kaila Mitchell and president and general manager Rob Elmore.

The station’s mission is to inform, serve and reflect the diverse communities it serves. At the start of February, ABC11 announced its month-long exclusive Black History Month content, which included a [weeklong series](#) paying homage to North Carolina’s historically Black colleges and universities (HBCU), a [“vaccine equity” town](#)

[hall](#) addressing disparities in communities of color, and numerous specials that focus on the Black culture and experience.

ABC11 is joined by six other media organizations who will gather in four quarterly sessions and have agreed to work together in a long-term commitment to change internal practices and culture across their respective organizations.

About ABC11/WTVD-TV Raleigh-Durham

The only local news station with three downtown newsrooms (Raleigh/Fayetteville/Durham), ABC11 Eyewitness News is the No. 1 morning newscast, with the station providing 47.5 hours of local news every week, serving more than 1 million households in a 23-county area in North Carolina and Virginia. Eyewitness News also provides news, weather and sports information 24 hours a day on ABC11.com, the ABC11 mobile news app and the new connected TV app available on Roku, Fire, Apple, and Android TVs. ABC11 WTVD is one of eight ABC Owned Stations as part of the Disney Media & Entertainment Distribution division. For more information, go to <http://www.abc11.com>.

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WTVD/ABC Owned Television Stations

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