



**Twin Cities Public Television  
Annual EEO Public File Report  
Stations KTCA-TV and KTCI-TV**

**Reporting Period: November 22, 2016 - November 21, 2017**

1. A list of all full-time vacancies filled by the station's employment unit during the preceding year, identified by job title.

Box Number	Title	Status
944-16	Vice President of National Productions*	Full Time
999-17	Production Assistant - Almanac	Full Time
100-17	Traffic Administrator	Full Time
103-17	Project Budget Analyst	Full Time
104-17	Arts and Cultural Engagement Coordinator	Full Time
107-17	Web Site Developer	Full Time
108-17	Systems Administrator	Full Time
111-17	Managing Producer	Full Time
112-17	Partnership Manager	Full Time
117-17	Education Research & Analytics Specialist	Full Time
120-17	Quality Assurance Analyst	Full Time
122-17	Web Developer	Full Time
125-17	Planned and Major Giving Officer	Full Time
DIGIT01232	Digital Media Producer, Rewire	Full Time
ASSOC01239	Associate Editor	Full Time
PROGR01241	Program Development Coordinator	Full Time
HUMAN01251	Human Resources and Legal Coordinator	Full Time
STAFF01243	Staff Attorney	Full Time
QAANA01257	QA Analyst	Full Time
DIGIT01240	Digital / Email Marketing Specialist	Full Time

\*Although the Vice President of National Productions position was originally posted in November 2015, the position was officially filled in 2017. So, outreach will reflect back to November 2015.



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- 2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, recruitment organizations that specifically requested notification of job vacancies, which should be separately identified), identified by name, address, contact person and telephone number.**

The attached “2017 FCC Community and Diversity Outreach Efforts” PDF pages outline the various outreach and recruiting resources used to fill our full time vacancies with identification. In addition to those efforts, TPT also utilizes social media outlets like TPT’s Facebook, Twitter and LinkedIn pages. All positions are also posted with three (3) different job boards: Minnesota Works, Job Connect, and City of St. Paul ([affirmativeaction@ci.stpaul.mn.us](mailto:affirmativeaction@ci.stpaul.mn.us)) and with JobsofMinneapolis.com and Indeed.com.



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*No organization has made a specific request to TPT to receive notification of job vacancies.*



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**3. The recruitment source that referred the hiree for each full-time vacancy during the preceding year.**

Box Number	Title	Source
944-16	Vice President of National Productions*	Non-Employee Referral
999-17	Production Assistant - Almanac	Employee Referral
100-17	Traffic Administrator	Indeed
103-17	Project Budget Analyst	TPT Career Website
104-17	Arts and Cultural Engagement Coordinator	TPT Career Website
107-17	Web Site Developer	TPT Career Website
108-17	Systems Administrator	TPT Career Website
111-17	Managing Producer / Coordinating Producer	Employee Referral
112-17	Partnership Manager	TPT Career Website
117-17	Education Research & Analytics Specialist	TPT Career Website
120-17	Quality Assurance Analyst	Non-Employee Referral
122-17	Web Developer	Employee Referral
125-17	Planned and Major Giving Officer	Non-Employee Referral
DIGIT01232	Digital Media Producer, Rewire	Job Board / Other
ASSOC01239	Associate Editor	LinkedIn
PROGR01241	Program Development Coordinator	TPT Career Website
HUMAN01251	Human Resources and Legal Coordinator	TPT Career Website
STAFF01243	Staff Attorney	LinkedIn
QAANA01257	QA Analyst	TPT Career Website
DIGIT01240	Digital / Email Marketing Specialist	TPT Career Website



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**4. Data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.**

Box #	Position Title	Source of interviewed
944-16	Vice President of National Productions	Other
944-16	Vice President of National Productions	TPT Career Site
944-16	Vice President of National Productions	Other
944-16	Vice President of National Productions	Other
944-16	Vice President of National Productions	Other
944-16	Vice President of National Productions	Other
944-16	Vice President of National Productions	Other
944-16	Vice President of National Productions	Employee Referral
944-16	Vice President of National Productions	Non-Employee Referral
944-16	Vice President of National Productions	Current Employee
944-16	Vice President of National Productions	Other
<b>944-16 Count</b>		<b>12</b>
999-17	Production Assistant - Almanac	Employee Referral
999-17	Production Assistant - Almanac	JournalismJobs.com
999-17	Production Assistant - Almanac	Non-Employee Referral
999-17	Production Assistant - Almanac	Employee Referral
999-17	Production Assistant - Almanac	JournalismJobs.com
999-17	Production Assistant - Almanac	Internet: Facebook
999-17	Production Assistant - Almanac	Internet: Facebook
999-17	Production Assistant - Almanac	Internet: Twitter
999-17	Production Assistant - Almanac	Internet: Twitter
999-17	Production Assistant - Almanac	Other
999-17	Production Assistant - Almanac	Indeed.com
999-17	Production Assistant - Almanac	Indeed.com
999-17	Production Assistant - Almanac	Indeed.com



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Box #	Position Title	Source of interviewed
999-17	Production Assistant - Almanac	Indeed.com
<b>999-17 Count</b>		<b>14</b>
100-17	Traffic Administrator	Indeed.com
100-17	Traffic Administrator	Current Employee
100-17	Traffic Administrator	Indeed.com
100-17	Traffic Administrator	Other
<b>100-17 Count</b>		<b>4</b>
103-17	Project Budget Analyst	Indeed.com
103-17	Project Budget Analyst	Employee Referral
103-17	Project Budget Analyst	TPT Career Site
<b>103-17 Count</b>		<b>3</b>
104-17	Arts and Cultural Engagement Coordinator	TPT Career Site
104-17	Arts and Cultural Engagement Coordinator	Indeed.com
104-17	Arts and Cultural Engagement Coordinator	Indeed.com
104-17	Arts and Cultural Engagement Coordinator	Other
104-17	Arts and Cultural Engagement Coordinator	Indeed.com
104-17	Arts and Cultural Engagement Coordinator	TPT Career Site
<b>104-17 Count</b>		<b>6</b>
107-17	Web Site Developer	TPT Career Site
<b>107-17 Count</b>		<b>1</b>
108-17	Systems Administrator	TPT Career Site
108-17	Systems Administrator	Employee Referral
108-17	Systems Administrator	Indeed.com
108-17	Systems Administrator	Indeed.com
108-17	Systems Administrator	Other
108-17	Systems Administrator	Indeed.com
108-17	Systems Administrator	Indeed.com
108-17	Systems Administrator	TPT Career Site



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Box #	Position Title	Source of interviewed
108-17	Systems Administrator	Indeed.com
108-17	Systems Administrator	Other
<b>108-17 Count</b>		<b>10</b>
111-17	Managing Producer	Employee Referral
111-17	Managing Producer	LinkedIn
111-17	Managing Producer	Employee Referral
<b>111-17 Count</b>		<b>3</b>
112-17	Partnership Manager	TPT Career Site
112-17	Partnership Manager	Employee Referral
112-17	Partnership Manager	I am a Current Employee
112-17	Partnership Manager	TPT Career Site
112-17	Partnership Manager	TPT Career Site
112-17	Partnership Manager	TPT Career Site
<b>112-17 Count</b>		<b>6</b>
117-17	Education Research & Analytics Specialist	TPT Career Site
117-17	Education Research & Analytics Specialist	Employee Referral
117-17	Education Research & Analytics Specialist	Non-Employee Referral
117-17	Education Research & Analytics Specialist	Non-Employee Referral
117-17	Education Research & Analytics Specialist	TPT Career Site
117-17	Education Research & Analytics Specialist	Other
117-17	Education Research & Analytics Specialist	Other
117-17	Education Research & Analytics Specialist	Indeed.com
117-17	Education Research & Analytics Specialist	Indeed.com
117-17	Education Research & Analytics Specialist	TPT Career Site
117-17	Education Research & Analytics Specialist	Indeed.com
117-17	Education Research & Analytics Specialist	TPT Career Site
<b>117-17 Count</b>		<b>12</b>
120-17	Quality Assurance Analyst	Non-Employee Referral



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Box #	Position Title	Source of interviewed
120-17	Quality Assurance Analyst	Indeed.com
120-17	Quality Assurance Analyst	Indeed.com
120-17	Quality Assurance Analyst	Other
120-17	Quality Assurance Analyst	I am a Current Employee
120-17	Quality Assurance Analyst	Indeed.com
120-17	Quality Assurance Analyst	Non-Employee Referral
<b>120-17 Count</b>		<b>7</b>
122-17	Web Developer	Employee Referral
122-17	Web Developer	Indeed.com
122-17	Web Developer	Indeed.com
122-17	Web Developer	Indeed.com
122-17	Web Developer	Employee Referral
122-17	Web Developer	Indeed.com
<b>122-17 Count</b>		<b>6</b>
125-17	Planned and Major Giving Officer	Non-Employee Referral
125-17	Planned and Major Giving Officer	Other
125-17	Planned and Major Giving Officer	I am a Current Employee
125-17	Planned and Major Giving Officer	
<b>125-17 Count</b>		<b>4</b>
ASSOC01239	Associate Editor	LinkedIn
ASSOC01239	Associate Editor	Current Employee
ASSOC01239	Associate Editor	Other
ASSOC01239	Associate Editor	LinkedIn
ASSOC01239	Associate Editor	TPT Career Site
<b>ASSOC01239 Count</b>		<b>5</b>
DIGIT01232	Digital Media Producer, Rewire	Indeed.com
DIGIT01232	Digital Media Producer, Rewire	Indeed.com
DIGIT01232	Digital Media Producer, Rewire	Indeed.com



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Box #	Position Title	Source of interviewed
DIGIT01232	Digital Media Producer, Rewire	I am a Current Employee
DIGIT01232	Digital Media Producer, Rewire	Internet: Facebook
DIGIT01232	Digital Media Producer, Rewire	Other
DIGIT01232	Digital Media Producer, Rewire	TPT Web Site
<b>DIGIT01232 Count</b>		<b>7</b>
DIGIT01240	Digital / Email Marketing Specialist	TPT Career Site
DIGIT01240	Digital / Email Marketing Specialist	LinkedIn
DIGIT01240	Digital / Email Marketing Specialist	Indeed.com
DIGIT01240	Digital / Email Marketing Specialist	TPT Career Site
DIGIT01240	Digital / Email Marketing Specialist	LinkedIn
DIGIT01240	Digital / Email Marketing Specialist	TPT Career Site
DIGIT01240	Digital / Email Marketing Specialist	Employee Referral
DIGIT01240	Digital / Email Marketing Specialist	LinkedIn
DIGIT01240	Digital / Email Marketing Specialist	TPT Career Site
DIGIT01240	Digital / Email Marketing Specialist	Online Job Site
<b>DIGIT01240 Count</b>		<b>10</b>
HUMAN01251	Human Resources and Legal Coordinator	TPT Career Site
HUMAN01251	Human Resources and Legal Coordinator	TPT Career Site
HUMAN01251	Human Resources and Legal Coordinator	TPT Career Site
HUMAN01251	Human Resources and Legal Coordinator	Online Job Site
HUMAN01251	Human Resources and Legal Coordinator	Other
HUMAN01251	Human Resources and Legal Coordinator	Online Job Site
HUMAN01251	Human Resources and Legal Coordinator	LinkedIn
HUMAN01251	Human Resources and Legal Coordinator	LinkedIn
<b>HUMAN01251 Count</b>		<b>8</b>
PROGR01241	Program Development Coordinator	Employee Referral
PROGR01241	Program Development Coordinator	Online Job Site
PROGR01241	Program Development Coordinator	TPT Career Site





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Box #	Position Title	Source of interviewed
PROGR01241	Program Development Coordinator	Employee Referral
PROGR01241	Program Development Coordinator	Current Employee
PROGR01241	Program Development Coordinator	TPT Career Site
PROGR01241	Program Development Coordinator	Employee Referral
<b>PROGR01241 Count</b>		<b>7</b>
QAANA01257	QA Analyst	TPT Career Site
QAANA01257	QA Analyst	Employee Referral
QAANA01257	QA Analyst	Other
QAANA01257	QA Analyst	Indeed.com
QAANA01257	QA Analyst	TPT Career Site
QAANA01257	QA Analyst	Indeed.com
QAANA01257	QA Analyst	Indeed.com
QAANA01257	QA Analyst	Indeed.com
QAANA01257	QA Analyst	Indeed.com
QAANA01257	QA Analyst	Indeed.com
QAANA01257	QA Analyst	Indeed.com
QAANA01257	QA Analyst	LinkedIn
<b>QAANA01257 Count</b>		<b>11</b>
STAFF01243	Staff Attorney	LinkedIn
STAFF01243	Staff Attorney	Online Job Site
STAFF01243	Staff Attorney	Social Media
STAFF01243	Staff Attorney	Current Employee
STAFF01243	Staff Attorney	TPT Career Site
STAFF01243	Staff Attorney	Current Employee
STAFF01243	Staff Attorney	Other
STAFF01243	Staff Attorney	LinkedIn
<b>STAFF01243 Count</b>		<b>8</b>



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**5. A list and brief description of initiatives undertaken to satisfy the requirements to complete four “menu options” within a two-year period.**

*(i) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decision.*

- TPT was represented at the University of Minnesota Diversity Job and Internship Fair, Institute of Production and Recording (IPR), Minnesota Educators Association Conference, and the Minnesota State Fair. All four events had hiring managers, human resource staff and information about job opportunities.
- In technology, we continue to partner with PRIME Digital Academy to build connections and offer career counseling for students of varying technical levels on how their experiences could align with a future media position. We also participated in their “Career Day” program for graduating students.

*(iv) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops and similar activities*

**Description:** During the preceding year, TPT participated in multiple events with organizations designed for connecting with our community and finding groups who are interested in broadcast employment.

- In January, TPT hosted a Professional Broadcast Development series. TPT brought in Women in Cable Telecommunications (WICT), National Association for Multi-Ethnicity in Communications – MN Chapter (NAMIC), and Pollen Midwest to discuss trends, employment opportunities and provide professional resources that allow staff and media community partners to cultivate their individual careers.
- In March, TPT participated again in the St. Thomas University’s *Forum on Workplace Inclusion*, a three-day workshop where TPT acted as both an exhibitor and as participants. The focus is on engaging people, advancing ideas and igniting change around the topics of diversity, inclusion and equity in the workplace. Additionally, our *Minnesota Original* team led a discussion around Minnesota Women in the Arts.
- In April, TPT hosted a panel discussion on “Generations in the Workplace” featuring all five generations talking about similarities and differences in media today and career opportunities.

*(v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.*

**Description:** During the preceding year, TPT offered our standard internship program which includes real-work experience, shadowing experienced employees, coaching/mentoring, and formalized feedback. TPT trained managers on the process and procedures of hiring interns for this program through one-on-one instruction based on the TPT Internship Guide. TPT had seven (7) students participate in one of the organization’s paid internship programs. These opportunities were advertised at a variety of colleges, including non-technical and technical positions that prepare students for the media workforce.



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*(vii) Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.*

**Description:** Following a new strategic planning process, TPT identified a Mellon / ACLS Fellowship Scholar opportunity that allows a graduate student to better learn our public broadcasting business and assist us in better meeting the needs of the community. TPT created a Strategic Impact Analyst position to help TPT better tell the story of its work to the public. Specifically, this scholar plays a critical role in how we gather data, analyze results and propose recommendations that will directly affect TPT's decision-making processes in multiple areas of the business. The Analyst will have opportunities for professional development by working with quantitative assessment tools and integrating them into his/her work.

*(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.*

**Description:** A training program has been established that encompasses the following training modules (individual workshops or sessions). Some of these modules are available or required of all employees. Others are more tailored to provide specific areas with additional skills related to their specific job functions.

- TPT partnered with DeepSEE Consulting to develop a series of cultural competencies workshops and assessments for all TPT employees and Board members, resulting in the most in-depth and intentional diversity programming undertaken at TPT to date. TPT remains committed to integrating insight gained from DeepSEE programming into our shared culture and processes, hiring practices, retention efforts and community engagement.
- TPT digital staff participated in **DevJam**, designed to help teach, coach and assist others in building and validating software products and services.
- TPT provided on-going Executive Coaching for seven (7) key leaders in our organization to continue to build their leadership skills.
- **Destra Change Management** provided two full day sessions for 25 staff members to assist in accelerating change and transitions, decision-making, and workforce dynamic assessments.
- 20 station personnel and educators trained on how to integrate **SciGirls** STEM curriculum into youth-serving organizations for our community outreach and local educational partnerships.
- Performance Management Training – TPT offered three (3) hours of training to staff and managers on topics of onboarding, codes of conduct / policy review and coaching conversations.
- Information Technology provides ongoing training and support to enhance desktop and application experience for staff.
- More than 148.5 hours of staff education sessions were offered around topics of diversity, wellness, and compliance and community initiatives.
- Online training – Through our Lynda.com training program and Webinars, staff completed more than 130 training hours of online learning.
- Talent Acquisition training was offered to all managers with hiring authority regarding how to appropriately recruit, select, and hire employees.



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- Annual budget and workforce planning training was offered to all our budget managers.

*(x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting*

**Description:** TPT has built ongoing partnerships with various educational and nonprofit institutions to expand broadcast learning opportunities.

- TPT's *Minnesota Original* (MN-O) production team, continued its partnership with McNally Smith College of Music, and provides music composition students with a unique learning opportunity to build professional experience by creating original music for television and further developing the knowledge and skills necessary to be successful media composers and music content creators.
- This year, *Minnesota Original* (MN-O) also worked with The Saint Paul Public Schools students, providing hands-on experience around audio and video production.
- TPT's *The Lowertown Line* production team partnered with Institute of Production and Recording (IPR) to create a special hands-on learning experience. Students got a first-hand opportunity to participate on the full *The Lowertown Line* production life-cycle, participating in one-on-one conversations with crew, producers, camera operators, lighting directors, and audio engineers. Following the performance, students came back to the station to see the post-production operation.
- TPT engaged more than 7,000 students in the Twin Cities through the *SciGirls Connect* outreach network. These programs gave students opportunities to learn more about STEM, while also getting exposure on different broadcasting roles and asking TPT staff questions about their careers.

*(xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.*

**Description:** Twin Cities PBS (TPT) is committed to fostering a culturally agile organization to best serve our staff and community. We acknowledge and embrace our differences, value them, and integrate them into our work. Additionally, we seek our audience's multiple perspectives, identities and priorities to encourage ongoing transformation and growth. As part of this effort, TPT provides annual and on-going training the below areas.

- Four (4) members of the Human Resources department and two (2) members of our Legal department received annual employment law training during the preceding year. The training session covered equal employment opportunity and discrimination topics. Also, one HR staff member took classes through Society for Human Resource Management - Twin Cities. The courses represented all areas of HR practice and further our efforts in ensuring EEO compliance and support.



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- Management level personnel receive recruitment process training annually. This provides training on the talent acquisition process, how to comply with fair hiring practices, EEO guidelines, TPT policies and affirmative action laws. It also informs our managers on TPT's commitment to our affirmative action plan.
- Annually, all employees are trained on company policies regarding discrimination, sexual and other harassment in the workplace, ethics, ADA, and codes of conduct.
- TPT's updated online careers platform provides a more inclusive, user-friendly and mobile experience; integrates more culturally responsive language into recruitment materials; and provides hiring managers with more training resources on how to best recruit and retain a diverse workforce.
- This year, TPT also partnered with Minnesota Department of Human Rights to create three (3) documentaries about the history of human rights activism in Minnesota.