



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

Reporting Period: November 22, 2017 - November 21, 2018

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

Requisition Number	Title	Status
ASSOC01288	Associate Producer	Full-Time
ASSOC01313	Associate Producer	Full-Time
BUSIN01278	Business Development and Sponsorship Specialist	Full-Time
BUSIN01295	Business Intelligence Analyst	Full-Time
COORD01274	Coordinating Producer	Full-Time
DEVEL01305	Development & Administrative Assistant	Full-Time
DIGIT01312	Digital Engineering Manager	Full-Time
DIGIT01314	Digital Media Specialist - Ready to Learn	Full-Time
EDUCA01281	Educational Content and Outreach Specialist	Full-Time
EVENT01273	Events Volunteer Specialist	Full-Time
EXECU01286	Executive Producer	Full-Time
OUTRE01289	Outreach Coordinator	Full-Time
PARTN01307	Partnership Development Manager	Full-Time
PRODU01269	Production Equipment Manager and Field Audio Technician	Full-Time
PRODU01284	Production Coordinator	Full-Time
PROJE01280	Project Coordinator	Full-Time
PROJE01302	Project Coordinator	Full-Time
SOFTW01317	Software Development Engineer	Full-Time
SPECI01316	Special Project Development Manager	Full-Time
STAFF01277	Staff Services & Front Desk Coordinator	Full-Time
SYSTE01275	Systems Administrator	Full-Time
VICEP01290	Vice President of Digital Publishing	Full-Time
WEBED01299	Web Editor, Health & Caregiving	Full-Time



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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.**

[Community and Diversity Outreach FINAL - Detail.pdf](#)

The attached “Community and Diversity Outreach Efforts” 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) and with JobsofMinneapolis.com. Indeed.com and Make it.MSP also take our positions and aggregate them into their job listings.

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 new hire for each full-time vacancy during the preceding year.

Requisition Number	Title	Source
ASSOC01288	Associate Producer	I am a Current TPT Employee
ASSOC01313	Associate Producer	Employee Referral
BUSIN01278	Business Development and Sponsorship Specialist	Indeed.com
BUSIN01295	Business Intelligence Analyst	LinkedIn
COORD01274	Coordinating Producer	I am a Current TPT Employee
DEVEL01305	Development & Administrative Assistant	TPT Career Site
DIGIT01312	Digital Engineering Manager	I am a Current TPT Employee
DIGIT01314	Digital Media Specialist - Ready to Learn	TPT Career Site
EDUCA01281	Educational Content and Outreach Specialist	TPT Career Site
EVENT01273	Events Volunteer Specialist	Indeed.com
EXECU01286	Executive Producer	Other
OUTRE01289	Outreach Coordinator	Employee Referral
PARTN01307	Partnership Development Manager	TPT Career Site
PRODU01269	Production Equipment Manager and Field Audio Technician	I am a Current TPT Employee
PRODU01284	Production Coordinator	Employee Referral
PROJE01280	Project Coordinator	TPT Career Site
PROJE01280	Project Coordinator	Indeed.com
PROJE01302	Project Coordinator	TPT Career Site
SOFTW01317	Software Development Engineer	Indeed.com
SPECI01316	Special Project Development Manager	TPT Career Site
STAFF01277	Staff Services & Front Desk Coordinator	I am a Current TPT Employee
SYSTE01275	Systems Administrator	Indeed.com
VICEP01290	Vice President of Digital Publishing	Employee Referral
WEBED01299	Web Editor, Health & Caregiving	Indeed.com



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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.

Requisition Number	Opportunity Title	Source of Interviewed
ASSOC01288	Associate Producer	I am a Current TPT Employee
ASSOC01288	Associate Producer	I am a Current TPT Employee
ASSOC01288	Associate Producer	I am a Current TPT Employee
ASSOC01313	Associate Producer	LinkedIn
ASSOC01313	Associate Producer	TPT Career Site
ASSOC01313	Associate Producer	Employee Referral
BUSIN01278	Business Development and Sponsorship Specialist	TPT Career Site
BUSIN01278	Business Development and Sponsorship Specialist	Employee Referral
BUSIN01278	Business Development and Sponsorship Specialist	I am a Current TPT Employee
BUSIN01278	Business Development and Sponsorship Specialist	Indeed.com
BUSIN01278	Business Development and Sponsorship Specialist	Indeed.com
BUSIN01295	Business Intelligence Analyst	Indeed.com
BUSIN01295	Business Intelligence Analyst	LinkedIn
BUSIN01295	Business Intelligence Analyst	Other
BUSIN01295	Business Intelligence Analyst	TPT Career Site
COORD01274	Coordinating Producer	TPT Career Site
COORD01274	Coordinating Producer	Employee Referral
COORD01274	Coordinating Producer	I am a Current TPT Employee
COORD01274	Coordinating Producer	Employee Referral
COORD01274	Coordinating Producer	Employee Referral
COORD01274	Coordinating Producer	Employee Referral
DEVEL01305	Development & Administrative Assistant	TPT Career Site
DEVEL01305	Development & Administrative Assistant	TPT Career Site
DEVEL01305	Development & Administrative Assistant	Employee Referral
DEVEL01305	Development & Administrative Assistant	Indeed.com
DEVEL01305	Development & Administrative Assistant	TPT Career Site
DEVEL01306	Major and Planned Giving Officer	I am a Current TPT Employee



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DEVEL01306	Major and Planned Giving Officer	Employee Referral
DEVEL01306	Major and Planned Giving Officer	LinkedIn
DEVEL01306	Major and Planned Giving Officer	Online Job Site
DEVEL01306	Major and Planned Giving Officer	Employee Referral
DEVEL01306	Major and Planned Giving Officer	Online Job Site
DEVEL01306	Major and Planned Giving Officer	Online Job Site
DIGIT01282	Digital Content Manager	TPT Career Site
DIGIT01282	Digital Content Manager	Employee Referral
DIGIT01282	Digital Content Manager	Employee Referral
DIGIT01282	Digital Content Manager	I am a Current TPT Employee
DIGIT01282	Digital Content Manager	Indeed.com
DIGIT01282	Digital Content Manager	TPT Career Site
DIGIT01282	Digital Content Manager	I am a Current TPT Employee
DIGIT01282	Digital Content Manager	LinkedIn
DIGIT01282	Digital Content Manager	Employee Referral
DIGIT01300	Digital Content Director	I am a Current TPT Employee
DIGIT01300	Digital Content Director	I am a Current TPT Employee
DIGIT01300	Digital Content Director	TPT Career Site
DIGIT01300	Digital Content Director	Online Job Site
DIGIT01300	Digital Content Director	Indeed.com
DIGIT01300	Digital Content Director	I am a Current TPT Employee
DIGIT01312	Digital Engineering Manager	Indeed.com
DIGIT01312	Digital Engineering Manager	Indeed.com
DIGIT01312	Digital Engineering Manager	Indeed.com
DIGIT01312	Digital Engineering Manager	Other
DIGIT01312	Digital Engineering Manager	Social Media
DIGIT01312	Digital Engineering Manager	I am a Current TPT Employee
DIGIT01312	Digital Engineering Manager	Indeed.com
DIGIT01314	Digital Media Specialist - Ready to Learn	TPT Career Site
DIGIT01314	Digital Media Specialist - Ready to Learn	TPT Career Site
DIGIT01314	Digital Media Specialist - Ready to Learn	TPT Career Site
DIGIT01314	Digital Media Specialist - Ready to Learn	TPT Career Site



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DIGIT01314	Digital Media Specialist - Ready to Learn	LinkedIn
DIGIT01314	Digital Media Specialist - Ready to Learn	TPT Career Site
DIGIT01314	Digital Media Specialist - Ready to Learn	TPT Career Site
EDUCA01281	Educational Content and Outreach Specialist	LinkedIn
EDUCA01281	Educational Content and Outreach Specialist	Employee Referral
EDUCA01281	Educational Content and Outreach Specialist	TPT Career Site
EDUCA01281	Educational Content and Outreach Specialist	Indeed.com
EDUCA01281	Educational Content and Outreach Specialist	Indeed.com
EDUCA01281	Educational Content and Outreach Specialist	Indeed.com
EDUCA01281	Educational Content and Outreach Specialist	Employee Referral
EDUCA01281	Educational Content and Outreach Specialist	Indeed.com
EDUCA01281	Educational Content and Outreach Specialist	TPT Career Site
EDUCA01281	Educational Content and Outreach Specialist	Indeed.com
EDUCA01281	Educational Content and Outreach Specialist	Indeed.com
EDUCA01281	Educational Content and Outreach Specialist	Indeed.com
EDUCA01281	Educational Content and Outreach Specialist	Indeed.com
EVENT01273	Events Volunteer Specialist	Indeed.com
EVENT01273	Events Volunteer Specialist	TPT Career Site
EVENT01273	Events Volunteer Specialist	Indeed.com
EVENT01273	Events Volunteer Specialist	Indeed.com
EVENT01273	Events Volunteer Specialist	Indeed.com
EVENT01273	Events Volunteer Specialist	Indeed.com
EVENT01273	Events Volunteer Specialist	Employee Referral
EVENT01273	Events Volunteer Specialist	Indeed.com
EVENT01273	Events Volunteer Specialist	Online Job Site
EVENT01273	Events Volunteer Specialist	Indeed.com
EVENT01273	Events Volunteer Specialist	Employee Referral
EVENT01273	Events Volunteer Specialist	Employee Referral
EVENT01273	Events Volunteer Specialist	Indeed.com
EVENT01273	Events Volunteer Specialist	Employee Referral
EVENT01273	Events Volunteer Specialist	LinkedIn
EVENT01273	Events Volunteer Specialist	Indeed.com



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EVENT01273	Events Volunteer Specialist	Employee Referral
EVENT01273	Events Volunteer Specialist	Indeed.com
EXECU01286	Executive Producer	Other
GRANT01264	Grant Accountant	Online Job Site
INTER01268	Interactive Project Specialist	TPT Career Site
INTER01268	Interactive Project Specialist	Online Job Site
ITSUP01301	IT Support Engineer	Online Job Site
ITSUP01301	IT Support Engineer	Indeed.com
ITSUP01301	IT Support Engineer	I am a Current TPT Employee
ITSUP01301	IT Support Engineer	Indeed.com
ITSUP01301	IT Support Engineer	Online Job Site
ITSUP01301	IT Support Engineer	Online Job Site
OUTRE01289	Outreach Coordinator	Indeed.com
OUTRE01289	Outreach Coordinator	I am a Current TPT Employee
OUTRE01289	Outreach Coordinator	Employee Referral
OUTRE01289	Outreach Coordinator	TPT Career Site
OUTRE01289	Outreach Coordinator	LinkedIn
OUTRE01289	Outreach Coordinator	LinkedIn
OUTRE01289	Outreach Coordinator	Employee Referral
OUTRE01289	Outreach Coordinator	I am a Current TPT Employee
OUTRE01289	Outreach Coordinator	LinkedIn
OUTRE01289	Outreach Coordinator	Employee Referral
OUTRE01289	Outreach Coordinator	TPT Career Site
OUTRE01289	Outreach Coordinator	Employee Referral
OUTRE01289	Outreach Coordinator	Employee Referral
OUTRE01289	Outreach Coordinator	Other
OUTRE01289	Outreach Coordinator	TPT Career Site
PARTN01307	Partnership Development Manager	TPT Career Site
PARTN01307	Partnership Development Manager	Employee Referral
PRODU01269	Production Equipment Manager and Field Audio Technician	I am a Current TPT Employee
PRODU01269	Production Equipment Manager and Field Audio Technician	I am a Current TPT Employee
PRODU01284	Production Coordinator	TPT Career Site



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PRODU01284	Production Coordinator	Indeed.com
PRODU01284	Production Coordinator	Career Fair / Campus Recruiting
PRODU01284	Production Coordinator	TPT Career Site
PRODU01284	Production Coordinator	Indeed.com
PRODU01284	Production Coordinator	Indeed.com
PRODU01284	Production Coordinator	TPT Career Site
PRODU01284	Production Coordinator	Indeed.com
PRODU01284	Production Coordinator	LinkedIn
PRODU01284	Production Coordinator	TPT Career Site
PRODU01284	Production Coordinator	Employee Referral
PROJE01280	Project Coordinator	TPT Career Site
PROJE01280	Project Coordinator	TPT Career Site
PROJE01280	Project Coordinator	TPT Career Site
PROJE01280	Project Coordinator	Indeed.com
PROJE01280	Project Coordinator	Indeed.com
PROJE01280	Project Coordinator	Indeed.com
PROJE01280	Project Coordinator	Employee Referral
PROJE01302	Project Coordinator	Online Job Site
PROJE01302	Project Coordinator	Employee Referral
PROJE01302	Project Coordinator	TPT Career Site
PROJE01302	Project Coordinator	TPT Career Site
PROJE01302	Project Coordinator	Indeed.com
PROJE01302	Project Coordinator	Online Job Site
PROJE01302	Project Coordinator	Indeed.com
PROJE01302	Project Coordinator	TPT Career Site
PROJE01302	Project Coordinator	Indeed.com
SOFTW01317	Software Development Engineer	Employee Referral
SOFTW01317	Software Development Engineer	Other
SOFTW01317	Software Development Engineer	Other
SOFTW01317	Software Development Engineer	Indeed.com
SOFTW01317	Software Development Engineer	Employee Referral
SPECI01316	Special Project Development Manager	TPT Career Site



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SPECI01316	Special Project Development Manager	Online Job Site
SPECI01316	Special Project Development Manager	Online Job Site
STAFF01277	Staff Services & Front Desk Coordinator	Indeed.com
STAFF01277	Staff Services & Front Desk Coordinator	Indeed.com
STAFF01277	Staff Services & Front Desk Coordinator	Online Job Site
STAFF01277	Staff Services & Front Desk Coordinator	Indeed.com
STAFF01277	Staff Services & Front Desk Coordinator	Employee Referral
STAFF01277	Staff Services & Front Desk Coordinator	Online Job Site
STAFF01277	Staff Services & Front Desk Coordinator	I am a Current TPT Employee
SYSTE01275	Systems Administrator	Online Job Site
SYSTE01275	Systems Administrator	Employee Referral
SYSTE01275	Systems Administrator	Indeed.com
SYSTE01275	Systems Administrator	LinkedIn
VICEP01290	Vice President of Digital Publishing	Other
VICEP01290	Vice President of Digital Publishing	Employee Referral
VICEP01290	Vice President of Digital Publishing	LinkedIn
VICEP01290	Vice President of Digital Publishing	TPT Career Site
VICEP01290	Vice President of Digital Publishing	Employee Referral
VICEP01290	Vice President of Digital Publishing	Online Job Site
VICEP01290	Vice President of Digital Publishing	Online Job Site
VICEP01290	Vice President of Digital Publishing	LinkedIn
VICEP01290	Vice President of Digital Publishing	Employee Referral
WEBED01299	Web Editor, Health & Caregiving	Indeed.com
WEBED01299	Web Editor, Health & Caregiving	Indeed.com
WEBED01318	Web Editor - Rewire	Social Media



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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, Minnesota Educators Association Conference, Catalyst Multi-Profession Diversity Job Fair, 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 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 “Women in Public Media” featuring five women talking about similarities and differences in media today and career opportunities. In addition, a staff member was a guest speaker for the Humphrey School of Public Affairs, as well as the Midwest Broadcast Journalists Association.
- In August, TPT staff participated in the *Public Radio Content Conference* and presented on “Diversity and Inclusion Metrics: What to Measure to Drive Positive Change” – the focus was on public media work.
- In September, TPT staff participated in the fifth annual Trans Equity Summit which offered breakout sessions on overcoming barriers to health, wellness and careers.
- “Almanac Evenings” – offered four times a year for community to come in and learn about live public affairs programming. We also offer open house events for community come in and tour the building and learn about opportunities at the station. Both events allow for question and answer time with the guests.



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(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 four (4) 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.

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

Description: TPT continues to partner with Mellon / ACLS Fellowship. Our graduate student is learning our public broadcasting business and assisting us in better meeting the needs of the community. Through a Strategic Impact Analyst position, this role is helping 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. This fellow continues to work with quantitative assessment tools and integrating them into her TPT work.

In addition, we also partnered with two other scholarship programs. YWCA Minneapolis *Eureka!* program is designed for high school girls to learn more about business opportunities in Science, Technology, Engineering and Math (STEM). TPT host two students during the summer of 2018 to learn more about our *SciGirls* programming and outreach, hoping to build a future pipeline to public media. The second was a grant was through the *Knight Foundation* creating a special partnership with the St. Paul Neighborhood Network (SPNN) to provide paid summer learning program for seven (7) students interested in learning more about public media.



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(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 continued partnership with DeepSEE Consulting to lead 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 created an *Emerging Leaders* program designed to provide foundational knowledge about public media and prepare the cohort for larger scale initiatives and leadership roles. To date, 83% of the initial cohort have received a promotion, recognition or taken on additional scope work.
- TPT partnered with *DevJam* to help teach, coach and assist others in building project management skills.
- TPT provided on-going leadership coaching for three (3) key leaders in our organization to continue to build their leadership skills.
- *Destra Change Management* provided two full day sessions for staff members to assist in accelerating change and transitions, decision-making, and workforce dynamic assessments. They also hosted two day session with content teams on process improvement.
- 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 160 hours of staff education sessions were offered around topics of diversity, wellness, and compliance and community initiatives.
- Online training – Through our LinkedIn Learning / Lynda.com training program and Webinars.
- Talent Acquisition training was offered to all managers with hiring authority regarding how to appropriately recruit, select, and hire employees.
- Annual budget and workforce planning training was offered to all our budget managers.



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(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, partnered with McNally Smith College of Music, before they closed in December, and provided 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.
- *Minnesota Original* (MN-O) continued work with local public schools, providing hands-on experience around audio and video production.
- *Hands-on Science* production team has worked with local students to provide hands-on experiences on science, as well as behind-the-scenes exposure to broadcasting.
- 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. Additionally two (2) members participated in Minnesota Department of Human Rights' Commissioner Chat with Kevin Lindsey in October. Discussion was to gain input on the direction and future of civil and human rights on a variety of subjects including: diversity, equity, human and civil rights in education, housing, healthcare, employment, and many other areas.
- 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.
- 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.