



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

Reporting Period: November 22, 2018 - November 21, 2019

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
APPLI01351	Application Engineer
ASSOC01331	Associate Editor, Rewire (Temporary)
AUDIE01358	Audience Engagement Editor
AUDIE01359	Audience Engagement Manager
BUILD01346	Building Services Crew Member
COMMU01344	Community Relationship and Engagement Manager
CUSTO01352	Customer Service Representative
DEVEL01306	Major Gifts and Planned Giving Officer
DIGIT01314	Digital Media Specialist
DIGIT01322	Digital Product Manager
DIGIT01330	Digital Marketing Specialist
DIGIT01333	Digital Content Engagement & Distribution Specialist
DIREC01361	Director Impact Strategy
DIVIS01356	Division Finance Manager
DONOR01353	Donor Engagement and Communications Specialist
EDUCA01321	Educational Game Designer
GRANT01325	Grant Accountant
IMPAC01337	Impact Producer
ITSUP01319	IT Support Engineer
MARKE01366	Social Media, Marketing and Promotions Specialist – Ready to Learn
MEDIA01328	Media Asset Specialist
POSTP01335	Post Production Coordinator
PRODU01324	Production Coordinator
PRODU01326	Production Maintenance Engineer
PRODU01363	Production Manager
QAANA01332	Quality Assurance Analyst
QAANA01365	Quality Assurance Analyst
SOFTW01327	Software Development Engineer
SPECI01351	Special Projects Manager, Minnesota Journeys
WEBED01318	Web Editor - Rewire



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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 email or contact information.**

Community and Diversity Outreach 2019 Detail_FINAL.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
APPLI01351	Application Engineer	TPT Career Site
ASSOC01331	Associate Editor, Rewire (Temporary)	TPT Career Site
AUDIE01358	Audience Engagement Editor	Indeed.com
AUDIE01359	Audience Engagement Manager	TPT Career Site
BUILD01346	Building Services Crew Member	Indeed.com
COMMU01344	Community Relationship and Engagement Manager	I am a Current TPT Employee
CUSTO01352	Customer Service Representative	TPT Career Site
DEVEL01306	Major Gifts and Planned Giving Officer	Online Job Site
DIGIT01314	Digital Media Specialist	TPT Career Site
DIGIT01322	Digital Product Manager	Other Outreach
DIGIT01330	Digital Marketing Specialist	Employee Referral
DIGIT01333	Digital Content Engagement & Distribution Specialist	Indeed.com
DIREC01361	Director Impact Strategy	I am a Current TPT Employee
DIVIS01356	Division Finance Manager	I am a Current TPT Employee
DONOR01353	Donor Engagement and Communications Specialist	Online Job Site
EDUCA01321	Educational Game Designer	Indeed.com
GRANT01325	Grant Accountant	Online Job Site
IMPAC01337	Impact Producer	I am a Current TPT Employee
ITSUP01319	IT Support Engineer	LinkedIn
MARKE01366	Social Media, Marketing and Promotions Specialist – Ready to Learn	Employee Referral
MEDIA01328	Media Asset Specialist	TPT Career Site
POSTP01335	Post Production Coordinator	Employee Referral
PRODU01324	Production Coordinator	Online Job Site
PRODU01326	Production Maintenance Engineer	I am a Current TPT Employee
PRODU01363	Production Manager	Indeed.com
QAANA01332	Quality Assurance Analyst	Indeed.com
QAANA01365	Quality Assurance Analyst	Other Outreach
SOFTW01327	Software Development Engineer	Indeed.com
SPECI01351	Special Projects Manager, Minnesota Journeys	I am a Current TPT Employee
WEBED01318	Web Editor - Rewire	TPT Career Site



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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
APPLI01351	Application Engineer	TPT Career Site
		TPT Career Site
		Other
		Other
		Indeed.com
ASSOC01331	Temporary Associate Editor, Rewire	Indeed.com
		Indeed.com
		TPT Career Site
AUDIE01358	Audience Engagement Editor	Employee Referral
		LinkedIn
		Indeed.com
		Social Media
		TPT Career Site
		Indeed.com
		Indeed.com
		Employee Referral
		TPT Career Site
Indeed.com		
AUDIE01359	Audience Engagement Manager	TPT Career Site
		I am a Current TPT Employee
		Online Job Site
		LinkedIn
		Social Media
BUILD01346	Building Services Crew Member	Indeed.com
		Indeed.com
		Indeed.com
		Indeed.com
COMMU01344	Community Relationship and Engagement Manager	Employee Referral
		Other



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		Other
		Indeed.com
		Online Job Site
		I am a Current TPT Employee
		Employee Referral
		Indeed.com
		Employee Referral
		Online Job Site
		Indeed.com
		Indeed.com
		Online Job Site
		TPT Career Site
		Other
		TPT Career Site
		Other
		Indeed.com
		Indeed.com
		TPT Career Site
		Social Media
CUSTO01352	Customer Service Representative	Employee Referral
		TPT Career Site
		Indeed.com
		LinkedIn
		Indeed.com
		TPT Career Site
		I am a Current TPT Employee
		Indeed.com
		TPT Career Site
		LinkedIn
		Online Job Site
		TPT Career Site
		TPT Career Site
		TPT Career Site
		TPT Career Site



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		Other
		Indeed.com
DEVEL01306	Major and Planned Giving Officer	Online Job Site
		I am a Current Employee
		Employee Referral
		Employee Referral
		LinkedIn
		Online Job Site
DIGIT01314	Digital Media Specialist – Ready to Learn	TPT Career Site
		LinkedIn
		TPT Career Site
		TPT Career Site
		TPT Career Site
		TPT Career Site
		TPT Career Site
DIGIT01322	Digital Product Manager	Social Media
		Online Job Site
		TPT Career Site
		I am a Current TPT Employee
		Online Job Site
		Online Job Site
		Other
		Online Job Site
		Other
		LinkedIn
DIGIT01330	Digital Marketing Specialist	Indeed.com
		Indeed.com
		Indeed.com
		LinkedIn
		LinkedIn
		Indeed.com
		Indeed.com
		Employee Referral



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		Indeed.com
		Indeed.com
		I am a Current TPT Employee
		Indeed.com
		Employee Referral
DIGIT01333	Digital Content Engagement & Distribution Specialist	TPT Career Site
		Employee Referral
		Indeed.com
		Indeed.com
		Indeed.com
		LinkedIn
		LinkedIn
DIREC01361	Director Impact Strategy	I am a Current TPT Employee
		I am a Current TPT Employee
DIVIS01356	Division Finance Manager	LinkedIn
		LinkedIn
		Indeed.com
		TPT Career Site
		I am a Current TPT Employee
DONOR01353	Donor Engagement & Communication Specialist	Other
		TPT Career Site
		Online Job Site
		Employee Referral
		TPT Career Site
		Online Job Site
		Online Job Site
		Online Job Site
		Online Job Site
		Online Job Site
EDUCA01321	Educational Game Designer	Employee Referral
		Indeed.com
		LinkedIn
		Social Media
		Employee Referral
		TPT Career Site



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GRANT01325	Grant Accountant	LinkedIn
		Online Job Site
		Employee Referral
		Online Job Site
IMPAC01337	Impact Producer	Employee Referral
		I am a Current TPT Employee
ITSUP01319	IT Support Engineer	LinkedIn
		TPT Career Site
		Indeed.com
MARKE01366	Social Media, Marketing and Promotions Specialist, Ready to Learn	Employee Referral
		Other
		Other
		LinkedIn
MEDIA01328	Media Asset Specialist	Online Job Site
		TPT Career Site
		TPT Career Site
		Indeed.com
		LinkedIn
POSTP01335	Post Production Coordinator	Employee Referral
		Indeed.com
		Employee Referral
		TPT Career Site
PRODU01324	Production Coordinator	Online Job Site
		LinkedIn
		TPT Career Site
		Indeed.com
		TPT Career Site
		Indeed.com
		Employee Referral
		LinkedIn
		TPT Career Site
Indeed.com		



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		LinkedIn
		Indeed.com
		Indeed.com
		LinkedIn
		TPT Career Site
PRODU01326	Production Maintenance Engineer	I am a Current TPT Employee
PRODU01363	Production Manager	Employee Referral
		Indeed.com
		I am a Current TPT Employee
		Other
		I am a Current TPT Employee
		Other
QAANA01332	QA Analyst	Indeed.com
		Other
		Indeed.com
		Indeed.com
		Employee Referral
QAANA01365	QA Analyst	Indeed.com
		Online Job Site
		LinkedIn
		Indeed.com
		Indeed.com
		Other
SOFTW01327	Software Development Engineer	Indeed.com
		Online Job Site
		Indeed.com
		Indeed.com
SPECI01355	Special Projects Manager, Minnesota Journeys	Employee Referral
		I am a Current TPT Employee
		I am a Current TPT Employee
		I am a Current TPT Employee
		I am a Current TPT Employee
		I am a Current TPT Employee
		I am a Current TPT Employee



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WEBED01318	Web Editor - Rewire	Social Media
		Indeed.com
		TPT Career Site
		Online Job Site
		Indeed.com
		Indeed.com
		TPT Career Site

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, *Make It. MSP* Career and Internship Fair, and the Minnesota State Fair. All four events had hiring managers and/or human resource staff with job related information.
- 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.

(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, six (6) TPT staff participated in the *Truth and Transformation: Changing Racial Narratives in Media*. This two-day workshop was aimed to equip media professionals with tools to overcome bias in the industry. This event was in collaboration with The Minnesota Humanities Center, Minnesota Public Radio, KMOJ, Pillsbury United Communities, ThreeSixty Journalism at the University of St. Thomas, and Hamline University.
- In May, two (2) HR staff members attended and presented at the PBS Annual Conference. The breakout sessions were on Leadership Development and Diversity, Equity and Inclusion in the workplace. Both sessions were collaborative discussions with other stations in the system and was specifically targeting employment and retention issues impacting public media.
- 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 sixth annual Trans Equity Summit which offered breakout sessions on overcoming barriers to health, wellness and careers.
- TPT also hosts four “Almanac Evenings” and new member events for our community to tour TPT and learn about opportunities at the station.



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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 a 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 six (6) 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 continued to partner with Mellon / ACLS Fellowship – a two year commitment through August 2019. Our graduate student was learning our public broadcasting business and assisting us in better meeting the needs of the community. Through Strategic Impact Analysis, this role helped TPT better tell the story of its work to the public. Following the successful completion of this fellowship, we posted and hired a Director of Impact Strategy to continue to build our efforts. We are now in the application process for another Mellon / ACLS Fellowship for 2020.

(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 *Team Dynamics* to lead a series of cultural competencies workshops and assessments for TPT. It's a "train the trainer" model and leaders are taking new skills and tools back to their teams to further develop knowledge, skills and abilities to identify and navigate through difference.
- TPT concluded 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, 91% of the initial cohort have received a promotion, recognition or taken on additional scope work.
- TPT launched a *Leadership Development* cohort program with 14 leaders. This program is designed to further develop their management, leadership and emotional intelligence skills.
- TPT provided one-on-one leadership coaching for three (3) key leaders in our organization to continue to build their leadership skills.
- 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 / Policy Training – TPT offered a minimum of three (3) hours of training to all staff and managers on topics of codes of conduct, policy review and coaching conversations.



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- Information Technology provides ongoing training and support to enhance desktop and application experience for staff.
- More than 150 hours of staff education sessions were offered around topics of diversity, technical /on-the-job, professional development, wellness, and compliance and community initiatives. In addition, we offered a week of “Speed Learning” sessions for staff to learn more about specific team activities or projects.
- 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.

(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.

- The University of Minnesota’s Carlson School of Management partnered with TPT’s HR team for three months to assess our Recruiting and Hiring practices. This graduate program was designed for the students to learn more about careers in broadcasting and our human resource recruiting efforts. The results of this collaboration led to assessments of our current hiring systems, processes, and our supporting policies, as well as benchmarking with other local nonprofits in recruiting.
- *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.
- Our *Ready to Learn* team partnered with Dr. Roni Ellington, Morgan State University, to design and implement a transformative transmedia framework for early STEM learners.
- Our Digital Publishing team partners with the Asian American Journalists Association (AAJA) resulting in four talented journalists interested in freelancing with TPT.



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(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.

- All Managers receive annual training on our 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.
- One HR staff member is working toward a Society of Human Resources Management (SHRM) Certified Professional distinction, which supports these efforts. One HR staff member partners regularly with Littler Learning Groups, attending online *Presentation* regarding compliance issues. One HR staff member regularly attends monthly community Diversity Round Table with other diversity, equity and inclusion organizational leaders on various topics that support our EEO and inclusive work environment.