



## **Twin Cities Public Television Annual EEO Public File Report Stations KTCA-TV & KTCI-TV December 1, 2022 - November 30, 2023**

### **Statement of EEO Policy**

Twin Cities Public Television, Inc. (“TPT”) is an equal opportunity employer, and makes employment decisions without regard to race, color, age, religion, sex, marital status, sexual preference, gender identity, gender identity expression, national origin, citizenship, veteran status, the presence of any sensory, mental, or physical disability, pregnancy and childbirth, genetic information, familial status, or any other protected basis in accordance with local, state, and federal laws.

TPT publicizes the availability of job information via an EEO PSA that airs in general rotation on Stations KTCA and KTCI; however, no organization has made a specific request to TPT to receive notification of job vacancies.

### **Commitment to Inclusion, Diversity, Equity, Accessibility**

TPT is committed to advancing inclusion, diversity, equity, and accessibility across all levels of our organization. TPT is actively working to increase its representational diversity, create welcoming and inclusive environments for our staff and community members, ensure our content and programming is accessible, and include the voices and experiences of Black communities, Indigenous communities, communities of color, LGBTQIA+ communities, disabled communities, and other historically marginalized groups.

### **TPT’s Vacancy-Specific Recruitment & Recruitment Sources**

TPT publicizes job vacancies in a variety of ways. TPT announces all of its job postings to current employees via a contemporaneous “all staff email,” and posts all openings on the careers page of the TPT website ([TPT.org](https://www.tpt.org)), on the Minnesota Council of Non-Profits website ([minnesotanonprofits.org](https://www.minnesotanonprofits.org)). In addition, TPT utilizes its HR software service provider (UKG) to post TPT’s job vacancies to the following aggregator websites which utilize AI to push listings out to other online job search engines: Appcast Job Sites ([appcast.io](https://www.appcast.io)), EQuest Job Sites ([equest.com](https://www.equest.com)), Indeed Job Sites ([indeed.com](https://www.indeed.com)), Radancy Job Sites ([radancy.com](https://www.radancy.com)), SmashFly Job Sites ([smashfly.com](https://www.smashfly.com)), Symphony Talent ([symphonytalent.com](https://www.symphonytalent.com)), TeamWork Online Job Sites ([teamworkonline.com](https://www.teamworkonline.com)) and WayUp Job Sites ([wayup.com](https://www.wayup.com)). TPT also utilizes [DiversityCatalyst.com \(CIRCA\)](https://www.diversitycatalyst.com), which posts jobs to a catalog of over 600 diverse and inclusive community sites, based on algorithms that indicate the best match for potential applicants (see attached for a listing of the DiversityCatalyst sub-postings). Finally, TPT posts and promotes many of its job postings on TPT-branded social media channels (*e.g.*, Facebook, Instagram, LinkedIn, etc.).

TPT used the aforementioned referral sources for all openings during the reporting period, and occasionally supplemented those with additional sources for particular openings, as indicated in the table below.

### **Full-Time Vacancies Filled During Reporting Period**

<b>Job Posting Title</b>	<b>Number of Candidates Interviewed</b>	<b>Hire Source</b>	<b>Number of Candidates Interviewed per source</b>
Accounting Manager	1	Internal Candidate	Internal - 1
Broadcast Engineer	2	LinkedIn	LinkedIn – 1 Indeed - 1
Chief Advancement Officer	7	Employee Referral	LinkedIn – 3 Employee Referral – 1 Indeed – 1 TPT Career Site - 2
Chief Content Officer	12	Employee Referral	Employee Referral – 5 Internal – 1 Indeed – 2 LinkedIn – 2 TPT Career Site - 2
Customer Support Specialist	7	Current Employee	Indeed – 2 Internal – 1 Employee Referral – 2 LinkedIn - 2
Digital Specialist	1	Employee Referral	Employee Referral - 1
Director of Production Management	7	TPT Career Site	Employee Referral – 1 Internal – 1 Indeed – 1 LinkedIn- 1 TPT Career Site – 3
Editor/Producer PBS Fellow	4	Employee Referral	Employee Referral - 4
Event & Volunteer Coordinator	13	Linked	Career fair – 1 Current.org – 1 Employee Referral – 1 Indeed – 4 LinkedIn – 3 MN Council For Non-Profits – 1 TPT Career Site - 2

Front Desk Officer	2	Employee Referral	Employee Referral – 1 TPT Career Site - 1
Full Stack Software Developer	19	TPT Career Site	Career Fair – 1 Employee Referral – 2 Indeed – 7 LinkedIn – 5 TPT Career Site – 2 Social Media - 2
General Counsel	10	Indeed	Indeed – 8 LinkedIn – 1 TPT Career Site - 1
Graphic Designer	14	LinkedIn	Indeed – 10 LinkedIn – 2 Employee Referral – 1 TPT Career Site - 1
TPT History Documentary Internship	43	Employee Referral	Career Fair – 3 Employee Referral – 2 Indeed – 9 LinkedIn – 6 MN Council for Non-Profits – 5 TPT Career Site – 18
History Internship	4	Internal	Internal – 1 MN Council for Non-Profits – 1 Career fair – 1 TPT Career Site - 1
HR Benefits Coordinator	9	LinkedIn	Indeed – 7 LinkedIn – 1 TPT Career Site – 1
Human Resources Business Partner	11	Indeed	Indeed – 8 LinkedIn - 3
Internship – Ready to Learn (3 openings)	12	TPT Career Site, LinkedIn, Indeed	Indeed – 3 LinkedIn – 4 MN Council for Non-Profits – 1 TPT Career Site – 3
Lead Developer	3	Indeed	Indeed – 3
Marketing & Communications Intern	8	Career Fair	Career Fair – 1 Indeed – 1 LinkedIn – 2 MN Council for Non-Profits – 1 TPT Career Site - 3

Project Manager	15	TPT Career Site	Employee Referral – 3 Indeed – 6 LinkedIn – 4 TPT Career Site- 2
Public Affairs Associate Producer	10	Employee Referral	Current.org – 1 Employee Referral – 1 Internal Career Site – 3 LinkedIn – 2 TPT Career Site – 3
Staff Services & Front Desk Coordinator	15	Indeed	Employee Referral – 1 Internal – 1 Indeed – 7 MN Council for Non-profits – 3 TPT Career Site – 3
State Fair Membership Representative - Temporary	4	Employee Referral	Employee Referral – 4

Total Number of Interviewees (all sources): 242

## Supplemental Recruitment and Outreach Initiatives

<p><b>Internships.</b> TPT offers internship opportunities for students and recent graduates in various departments, including in its Education, Ready-to-Learn and Marketing-Events. In addition, after a long hiatus, in 2022 TPT relaunched "HYPE 2.0" an in-person after-school-program geared towards high school students interested in learning about media and broadcast/digital production.</p>		
Date	Initiative and Description	Station Participants/Personnel Involved
June - August 2023	<p><b>Ready to Learn Internships:</b> Hired 2 summer interns to assist with community outreach and education programs</p>	Production Project Specialist
June - August 2023	<p><b>MN Media – History Internship:</b> Hired 2 summer interns to assist with various aspects of the development, production, and post-production work for History media projects for diverse community audiences.</p>	Managing Director – MN Media & Executive Producer – MN Media
June - August 2023	<p><b>Marketing/Communication Internship:</b> Hired 1 summer intern to assist with promoting TPT content and events through multiple communication platforms.</p>	Director of Communications
May 2023 - May 2024	<p><b>PBS Fellow for Diverse Voices:</b> Hired 1 fellow. This year long Fellowship provides mid-career content makers from underrepresented backgrounds opportunities working on PBS shows on the local and national level.</p>	Senior Director of National Productions
December 2022 – ongoing	<p><b>HYPE 2.0</b> is a hands-on participatory project for Indigenous, Black, Latinx and Asian high school students, in which they learn the craft of media storytelling using digital and video production techniques. Meeting weekly during the school year, the HYPE curriculum is a mix of media production, history of public television in communities of color, and media literacy.</p>	Director of TPT Education, along with TPT's Educational Project Specialist and TPT's Exec. Producer & Managing Director

<b>Ongoing Staff Training.</b>		
<b>Date</b>	<b>Initiative and Description</b>	<b>Station Participants/Personnel Involved</b>
4/13/2023	Manager Training – How to manage employees effectively and provide performance feedback	All TPT Managers (with direct reports) led by Julie Showers, an outside consultant
4/20/2023	Manager Training – Spring Goal Check-In Meetings	All TPT Managers (with direct reports) led by TPT’s Interim VP of HR & Director of People Ops
4/21/2023	Employee Training – Spring Goal Update Process	All TPT Employees led by TPT’s Interim VP of HR & Director of People Ops
5/23/2023	Department Leader Training - Developing Conflict Competencies	TPT Department Leadership led by Julie Showers, outside consultant
7/18/2023	Department Leader Workshop – Developing Organizational Strategic Priorities	TPT Department Leadership led by TPT’s COO
7/25/2023	Department Leader Workshop – Developing Departmental Work Plans & Cross-functional Projects	TPT Department Leadership led by TPT’s COO
9/7/2023	Individual Goal Setting Training	All TPT Employees led by TPT’s Interim VP of HR and COO
9/13/2023	Manager Training – Performance Review Refresher	All TPT Managers (with direct reports) led by TPT’s Interim VP of HR and Director of People Ops
9/14/2023	Employee Training – Self-Review Refresher	All TPT Employees led by TPT’s Interim VP of HR and Director of People Ops
Ongoing	Every TPT staff member must, at the time of hiring, complete online training programs covering the prevention of discrimination and harassment in the workplace and workplace diversity.	All station employees
Annual CPB Harassment Training	Every TPT staff member employed as of September 30, must complete CPB’s online Anti-Bias and Harassment Training program, covering the recognition of bias and the prevention of harassment in the workplace.	All station employees



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<b>Participation in Educational Programs</b>		
Twice Annually - once in the Fall and once in the Spring semesters.	<b>Communications Course at Saint Catherine University</b> – Three staff members in TPT’s Minnesota History production team were featured speakers at a classroom session, offering insights and education about working in public media.	Exec. Producer & Managing Director, Special Projects Producer, Associate Producer
October 10, 2023	An Indigenous Perspective to Culturally Responsive Instruction and Trauma Informed Instruction. In partnership with Prairie Island Indian Community	14 staff participated within Marketing, Communications, Sponsorships, Events, Content and Community Engagement
February 14 – 16, 2023	<b>Skillsville Children’s training program;</b> St. Paul Freedom Schools, Girls Inc. of Tennessee Valley	Community Engagement Supervisor, Professional Development & Community Engagement Specialist
February 16 – 17, 2023	<b>Skillsville Family Program;</b> 2.0A: ISD 191, 2.0B: ISD 191	Community Engagement Supervisor, Professional Development & Community Engagement Specialist, Engagement Coordinator, Sr. Manager Digital Programming, Educational Game Developer, Digital Engagement & Distribution Specialist, Educational Engagement Specialist
9/19/23, 6/28/23, 8/24/23,	<b>Skillsville Family Program;</b> Virtual training, WFYI, WSOU, ISD 191,	Professional Development & Community Engagement Specialist
August 5, 2023	<b>Skillsville Innovation Program pilot</b> at Saint Paul Public Library	Community Engagement Supervisor, Engagement Coordinator, Educational Research Specialist, Education Specialist
August 29, 2023	<b>Skillsville Children’s Program</b> training for Boys & Girls Club of Central Minnesota	Engagement Coordinator, Community Engagement Supervisor

January – August 2023	PBS Data Literacy Cohort	Senior marketing Specialist
February 28, 2023	<b>ChatGPT for Marketing:</b> The Good, Bad, and Ugly.	Senior marketing Specialist
April 2023	Greater Public Audience Development Summit	Director of Marketing & Audience Development



## List of Referral Sources

TPT publicizes the availability of job information via an evergreen EEO PSA that airs in general/ROS schedule on Stations KTCA and KTCI; however, no organization has made a specific request to TPT to receive notification of job vacancies.

## Job Postings

TPT (Twin Cities Public Television) posts all jobs on the following sites:

- [TPT.org/careers](http://TPT.org/careers)
- Minnesota Council of Non-Profits
- Current
- Appcast Job Sites
- EQuest Job Sites
- Indeed Job Sites
- Radancy Job Sites
- SmashFly Job Sites
- Symphony Talent: SmashFlyX Job Sites
- TeamWork Online Job Sites
- WayUp Job Sites
- DiversityCatalyst.com (CIRCA) - please see below for details

Diversitycatalyst.com (CIRCA) posts jobs to a catalog of over 600 diverse and inclusive community sites, based on algorithms that indicate the best match for potential applicants: from 12/1/2021 through 12/1/2022, TPT jobs were posted to the following sites:

<b>Referral Source</b>	<b>Website</b>
<a href="#">Adult Options In Education - St. Louis Park</a>	<a href="http://www.adultooptions.org/">http://www.adultooptions.org/</a>
<a href="#">African Development Center</a>	<a href="http://www.adcminnesota.org/">http://www.adcminnesota.org/</a>
<a href="#">Aging and Disability Resource Center - St. Croix County</a>	<a href="http://www.dhs.wisconsin.gov/">http://www.dhs.wisconsin.gov/</a>
<a href="#">American Indian Family Center</a>	<a href="http://www.aifc.net/">http://www.aifc.net/</a>
<a href="#">American Institute of Technical Education</a>	<a href="http://www.instituteusa.com/">http://www.instituteusa.com/</a>
<a href="#">AMVETS - St. Paul</a>	<a href="http://amvets.org/">http://amvets.org/</a>
<a href="#">Anoka Ramsey Community College</a>	<a href="http://anokaramsey.edu/">http://anokaramsey.edu/</a>
<a href="#">Asian American Chamber of Commerce</a>	<a href="http://asianamericanmn.com/">http://asianamericanmn.com/</a>
<a href="#">Asian American Journalists Association - Minneapolis</a>	<a href="http://aajamn.googlepages.com/">http://aajamn.googlepages.com/</a>
<a href="#">Asian American Press</a>	<a href="http://aapress.com/">http://aapress.com/</a>
<a href="#">Autism Society of Minnesota</a>	<a href="http://ausm.org/">http://ausm.org/</a>
<a href="#">Bemidji State University</a>	<a href="http://www.bemidjistate.edu/">http://www.bemidjistate.edu/</a>
<a href="#">Bethel University</a>	<a href="http://www.bethel.edu/">http://www.bethel.edu/</a>

<a href="http://www.metronorthabe.org/">Blaine Learning Lab</a>	<a href="http://www.metronorthabe.org/">http://www.metronorthabe.org/</a>
<a href="http://www.va.gov/directory/guide/facility.asp?ID=5913">Brooklyn Park Vet Center</a>	<a href="http://www.va.gov/directory/guide/facility.asp?ID=5913">http://www.va.gov/directory/guide/facility.asp?ID=5913</a>
<a href="http://browngirlsdocmafia.com/">Brown Girls Doc Mafia</a>	<a href="http://browngirlsdocmafia.com/">http://browngirlsdocmafia.com/</a>
<a href="http://mnwfc.org/">Cambridge - Minnesota WorkForce Center - Veterans</a>	<a href="http://mnwfc.org/">http://mnwfc.org/</a>
<a href="http://www.careerforcemn.com/">CareerForce in Blaine</a>	<a href="http://www.careerforcemn.com/">http://www.careerforcemn.com/</a>
<a href="http://www.carleton.edu/">Carleton College</a>	<a href="http://www.carleton.edu/">http://www.carleton.edu/</a>
<a href="http://www.csom.umn.edu/">Carlson School of Management at the University of Minnesota</a>	<a href="http://www.csom.umn.edu/">http://www.csom.umn.edu/</a>
<a href="http://www.clcmn.edu/">Central Lakes College</a>	<a href="http://www.clcmn.edu/">http://www.clcmn.edu/</a>
<a href="http://www.century.edu/">Century College</a>	<a href="http://www.century.edu/">http://www.century.edu/</a>
<a href="http://www.clac.state.mn.us/">Chicano Latino Affairs Council</a>	<a href="http://www.clac.state.mn.us/">http://www.clac.state.mn.us/</a>
<a href="http://www.clues.org/">CLUES - Comunidades Latinas Unidas En Servicio</a>	<a href="http://www.clues.org/">http://www.clues.org/</a>
<a href="http://www.css.edu/">College of St. Scholastica</a>	<a href="http://www.css.edu/">http://www.css.edu/</a>
<a href="http://www.columbiasouthern.edu/">Columbia Southern University</a>	<a href="http://www.columbiasouthern.edu/">http://www.columbiasouthern.edu/</a>
<a href="http://www.womenshelters.org/cit/wi-milltown">Community Referral Agency, Inc.</a>	<a href="http://www.womenshelters.org/cit/wi-milltown">http://www.womenshelters.org/cit/wi-milltown</a>
<a href="http://www.careercounselingcenters.com/minnesotacareertraining.htm">Complete Career Services</a>	<a href="http://www.careercounselingcenters.com/minnesotacareertraining.htm">http://www.careercounselingcenters.com/minnesotacareertraining.htm</a>
<a href="http://www.linkedin.com/company/courage-center/about/">Courage Kenny Rehabilitation Institute</a>	<a href="http://www.linkedin.com/company/courage-center/about/">http://www.linkedin.com/company/courage-center/about/</a>
<a href="http://www.customizedoptions.org/">Customized Options Nonprofit</a>	<a href="http://www.customizedoptions.org/">http://www.customizedoptions.org/</a>
<a href="http://www.davmembersportal.org/chapters/mn/39/default.aspx">Disabled American Veterans - Anoka #39</a>	<a href="http://www.davmembersportal.org/chapters/mn/39/default.aspx">http://www.davmembersportal.org/chapters/mn/39/default.aspx</a>
<a href="http://www.mn.gov/">Disabled Veterans Opportunity Program Representative</a>	<a href="http://www.mn.gov/">http://www.mn.gov/</a>
<a href="http://dsamn.org/">Down Syndrome Association of Minnesota</a>	<a href="http://dsamn.org/">http://dsamn.org/</a>
<a href="http://www.dressforsuccesstwincities.org/">Dress for Success Twin Cities</a>	<a href="http://www.dressforsuccesstwincities.org/">http://www.dressforsuccesstwincities.org/</a>
<a href="http://www.emerge-mn.org/">EMERGE Community Development Center</a>	<a href="http://www.emerge-mn.org/">http://www.emerge-mn.org/</a>
<a href="http://www.employerpartnership.org/">Employer Partnership of the Armed Forces - Minneapolis</a>	<a href="http://www.employerpartnership.org/">http://www.employerpartnership.org/</a>
<a href="http://www.esgr.mil/">ESGR - Employer Support of the Guard and Reserve - Minneapolis</a>	<a href="http://www.esgr.mil/">http://www.esgr.mil/</a>
<a href="http://www.mnliteracy.org/">FATHER Project - Adult Education</a>	<a href="http://www.mnliteracy.org/">http://www.mnliteracy.org/</a>
<a href="http://www.co.goodhue.mn.us/187/Veterans-Service">Goodhue County Veterans Services</a>	<a href="http://www.co.goodhue.mn.us/187/Veterans-Service">http://www.co.goodhue.mn.us/187/Veterans-Service</a>