

## CPB Annual Diversity Report - 2014

WMVS/WMVT, Milwaukee Public Television (MPTV), is licensed to the nine member Board of Directors of Milwaukee Area Technical College (MATC) in Milwaukee, Wisconsin.

The MATC District Board's duties and powers are outlined in Chapter 38 of the Wisconsin Statutes. Each member of the board has the responsibility to ensure that MATC is meeting its commitment in increasing the potential and productivity of the people in the district through the development and delivery of high-quality educational programs consistent with current and emerging educational and labor market needs.

As outlined in MATC Policy A0104-B: *“The Federal Communications Commission (FCC) has entrusted the District Board to operate the stations in the public interest, necessity, and convenience for the residents of southeastern Wisconsin. As the license holder of WMVS/WMVT the District Board:*

- 1 *Understands and contributes to the vision of WMVS/WMVT and approved mission statement.*
- 2 *Sets all standards and policies for the operation and continued development of program services.*
- 3 *Approves overall policy service goals and stations' objectives.*
- 4 *Assures overall policy direction per FCC and Corporation for Public Broadcasting (CPB) requirements including Equal Employment Opportunities, Americans With Disabilities Act, open meetings and records regulations, and technical broadcast requirements.*
- 5 *Assumes, holds, and assists in all fiduciary responsibilities, including revenue (and related expenses) required for WMVS/WMVT through MATC, community, state and federal sources.”*

Board members are selected through a statutory process that defines racial, gender and occupational criteria. The current board consists of five female and four male members of which four are persons of color.

District Board Directors serve without compensation. However, directors do receive reimbursement for actual and necessary expenses incurred in the performance of their duties.

The MATC Board has adopted a number of policies affirming its commitment to Equal Employment Opportunity and citing applicable state and federal laws regulating hiring practice:

MATC Affirmative Action/Equal Employment and Education

<http://www.matc.edu/administration/upload/C0200-10261>

Harassment

<http://www.matc.edu/administration/upload/C020>

Complaint Procedures

<http://www.matc.edu/administration/upload/c0202.pdf>

Discrimination Against Individuals with Disabilities

<http://www.matc.edu/administration/upload/C0203.pdf>

WMVS/WMVT Affirmative Action EEO Policy

<http://www.matc.edu/administration/upload/i0505.pdf>

MPTV, as a division of MATC, utilizes the services of the Human Resources Department and is bound by the policies and procedures established by the MATC Board for EEO, Nondiscrimination, Anti-Harassment and Complaint compliance. MPTV is further regulated by FCC and CPB requirements for tracking and reporting recruitment, hiring and EEO outreach efforts.

MPTV hiring statistics, recruitment sources and EEO Outreach efforts for the period July 22, 2013 – July 31, 2014 are available at the following links:

<http://www.mptv.org/about/reports/Full-Time-Positions.pdf>

[http://www.mptv.org/about/reports/Information\\_Regarding\\_Recruitment.pdf](http://www.mptv.org/about/reports/Information_Regarding_Recruitment.pdf)

[http://www.mptv.org/about/reports/Longer\\_Term.pdf](http://www.mptv.org/about/reports/Longer_Term.pdf)

MATC's Human Resources Department determines utilization criteria for each position opening and evaluates the application pool for adequate minority/gender representation. If the applicant pool is found to be underrepresented, positions are reposted, advertisements are modified and recruitment sources are reviewed and, if necessary, expanded.

MPTV has established a goal of striving for hiring pools that are representative of the population of the service area with the hope that, over time, the station staff overall, will reflect a similar diverse make up.

The Nielsen Company reports that the Milwaukee Designated Market Area is made up of 21% minority households; MPTV's fulltime minority workforce as reported in February 2014, for the 2013 CPB Station Activities Survey (SAS), is 14%, 26% part-time. Female population in metro Milwaukee area is reported at 51%; the percentage of fulltime females in the MPTV workforce is 53%, part-time 40%.

Diversity training for MPTV management staff is provided through seminars and webinars conducted by the Wisconsin Broadcasters Association (WBA), the Public Media Business Association (PMBA), the Public Broadcasting Service (PBS) and in-service training materials provided by the MATC Human Resources Department. Topics ranged from legal issues in hiring, promoting EEO, and preventing unlawful discrimination to FCC EEO tracking, outreach, and reporting requirements. MATC Human Resource professionals provide EEO/AA/ADA training to selection committees in candidate screening, interview question development, pitfall free interviewing, and ensuring confidentiality of the process.

### **2014 CPB Diversity Report Statement**

WMVS/WMVT Milwaukee Public Television (MPTV), as a department of Milwaukee Area Technical College (MATC), is committed to diversity in hiring, student recruitment and training, and acquiring and producing programming that celebrates our area's rich cultural heritage.

Staff hiring and board appointment, policy, goals and results are outlined in the body of the report. MPTV's initial goal of "*striving for hiring pools that are representative of the population*

of the service area” has been met. In most cases, hiring pools have included minority representation, although technical positions often generate a lower response.

MPTV’s service to the community considers diversity in program streams, program selection, local production, outreach efforts, and web offerings. Viewers can be assured that MPTV strives to acquire and produce programs that include editorial balance, inclusive casting, and non-traditional role models both in front of the camera and behind the scenes.

The MPTV broadcast service is comprised of two high definition, four standard definition, and three ancillary program streams. The two high definition channels offer locally scheduled network programs from PBS, APT, NETA, and the BBC, augmented by local, state, regional, independent, and collaborative productions. National programs of note are often presented with local follow-up productions and station outreach efforts. Town hall meetings, discussion panels, and community engagement sessions include local experts from diverse backgrounds to add depth to the topic. The program manager acquires and schedules specials around monthly national observances of racial, cultural, and religious commemorations. Several of MPTV’s standard definition channels – notably World, Create, the Spanish language channel Vme, and Jazz – offer frequent programs that highlight diverse issues and interests.

Two weekly MPTV productions stand out for their focus on minority populations in our coverage area. *Black Nouveau* highlights the events and issues in the African American community with positive stories told through its noteworthy residents and leaders. *¡Adelante!* approaches the Latino community in similar fashion, and is presented with open captions that translate the native language of guests so both Spanish and English speaking viewers can benefit from the program’s content. In the past year, *Nouveau* has won three awards from the National Association of Black Journalists, and *¡Adelante!* was honored with an Emmy Award for Outstanding Achievement for Public Affairs/Current Affairs Programming.

Virtually all other MPTV productions include diverse staffs and cover diverse topics. These include: *InterChange*, *I Remember*, *4<sup>th</sup> Street Forum*, *The Arts Page*, *Next Avenue Community Conversations*, *Around the Corner with John McGivern*, *Healthy Indian Flavors with Alamelu*, and *Tracks Ahead*. MPTV productions include African American, Latino, and Asian American producers and hosts; the executive producer of all MPTV local productions is Latino.

Community engagement efforts include children’s bilingual book acquisition and distribution to underprivileged youth, our annual Mittens & More service drive for needy families, PBS Kids writing contest and workshops, and print/web/event follow-up to local and national productions to help combat illiteracy, obesity, and poor graduation rates, and to provide information to our audiences on issues of health care, aging, and financial wellbeing.

MPTV also houses the MATC Television and Video Production Associate Degree program designed to train students for futures in the television and social media industries under the supervision of professional staff mentors. Considerable effort is made to recruit diversity into the program: the current graduating class includes 39% minority and 31% female students.