

CPB Annual Diversity Report -2012

WMVS and WMVT, the Milwaukee Public Television (MPTV) stations, are licensed to the 9-member Milwaukee Area Technical College District Board (MATC), 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 makeup consists of 4 female and 5 male members, of which 4 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:

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

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

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

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

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

MPTV utilizes the services of the MATC Human Resources Department, and is bound by the policies and procedures for EEO, Nondiscrimination, Anti-Harassment and Complaint compliance established by the MATC District Board. 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 August 1, 2011 – July 31, 2012 are available at the following links:

<http://www.mptv.org/about/reports/EEOPublicFileReportAug2011-July2012.pdf>

<http://www.mptv.org/about/reports/RecruitmentSourcesAug-2011-July2012.pdf>

http://www.mptv.org/about/reports/12recrut_TS.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 may be reposted, advertisements modified, and recruitment sources are reviewed and, if necessary, expanded.

MPTV has established an initial 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 Milwaukee Designated Market Area is made up of a 16.8 percent minority population; MPTV's fulltime minority workforce, as reported in March 2012 for the 2011 CPB Station Activities Survey (SAS), is 18.8 percent. Since that report was filed, the staff of the MPTV Friends, Inc. was merged into the station staff, lowering that percentage to 15.5. However, the percentage of females in the MPTV workforce increased from 39.6% to 46.6% as a result of the merger.

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 are 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 Resources professionals provide EEO/AA/ADA training to selection committees in candidate screening, interview question development, pitfall-free interviewing, and ensuring confidentiality of the process.