

**CPB Community Service Grant (CSG)  
Annual Review– WTVI PBS Charlotte  
Fiscal Year 2017/2018**

**Background**

WTVI PBS Charlotte has served citizens in the Carolinas for almost fifty years. The station offers high quality, noncommercial, educational programs. PBS broadcasts include award-winning children’s programming, ground-breaking documentaries and original performances.

*Vision Statement - WTVI-PBS Charlotte’s vision is to be the best public broadcasting service in the nation.*

*Mission Statement - WTVI-PBS Charlotte is Charlotte’s public television service, providing education, culture, and citizenship across all electronic media platforms to serve the public interest and further the mission of Central Piedmont Community College.*

*Values - People trust WTVI-PBS Charlotte to provide programs of quality that engage the mind and spirit, that promote personal growth and lifelong learning, and that connect the community. People also want WTVI-PBS Charlotte to be a safe haven for children.*

*In order to maintain this trust, WTVI-PBS Charlotte staff upholds the qualities of trust (respect for the viewer), quality (high production standards), intelligence (programs that challenge the mind), balance (impartial, factual, little “spin”), uniqueness (different, unusual focus), and variety (diversity in genre, perspective, and niche).*

WTVI is licensed to Central Piedmont Community College, a public educational institution that has been part of the Charlotte landscape for over 50 years.

*Vision Statement - Central Piedmont Community College intends to remain the national leader in workforce development.*

*Mission Statement - Central Piedmont Community College is an innovative and comprehensive college that advances the life-long educational development of students consistent with their needs, interests, and abilities while strengthening the economic, social, and cultural life of its diverse community. The College accomplishes this purpose by providing high-quality, flexible pre-baccalaureate and career-focused educational programs and services which are academically, geographically, and financially accessible. This purpose requires a fundamental commitment to student success through teaching and learning excellence within a supportive environment.*

*Institutional Values - Student Success and Learning, Inclusiveness, Responsiveness, Excellence, Integrity, Accessibility, Innovation*

## **Diversity Commitment**

### WTVI PBS Charlotte

The WTVI Diversity Statement is posted on the station website at <http://www.wtvi.org/about/diversity-statement/>.

### Central Piedmont Community College

As an equal opportunity employer, Central Piedmont Community College is committed to equal opportunity and non-discrimination in personnel policies and intends that employees of the College and citizens of its service area shall be made aware of this commitment. All matters related to selection, compensation, benefits, promotion, social and recreational programs, and all treatment on the job will be free of discrimination based on any protected classification, including race, color, national origin, religion, gender, sexual orientation, disability, age, genetic information, political affiliation, or any other legally protected classification.

Equal Opportunity Policies may be found on the College's website as follows:

- [Equal Opportunity Program Policy](#)
- [Employee Discrimination and Harassment Policy](#)
- [Student Discrimination and Harassment Policy](#)

## **Programming**

American Graduate 2017 - WTVI PBS Charlotte continues to address the on-going achievement gap through a variety of educational programming. Station-led outreach events have focused on individual student achievement, early childhood education, family engagement, emotional and social support, parent participation, adult education, and community engagement. PBS Charlotte's American Graduate Day 2017 highlighted individuals from three local organizations in the community examining the vital role mentorship plays in the lives of young people while focusing on the need for multiple pathways to career success in the 21st century economy.

American Graduate 2018: Getting to Work- PBS Charlotte's latest initiative, The 3-D Project (Dreamers, Doers, Destiny) uses media to show students how to not just be dreamers, but doers with an emphasis on career pathways and leadership training to help teens create action plans to achieve their best destiny.

Cyberchase: Step it Up Challenge – PBS Charlotte continued the challenge to students and educators to find small opportunities to work more steps into their regular while enjoying the opportunity to learn related math. WTVI staff partnered with several Boys & Girls Clubs over the summer months

Tell Them We Are Rising – A preview screening of the local documentary examined the rich but under told history of America’s Historically Black Colleges and Universities (HBCUs) from pre-slavery to the present. Partnering with local colleges, universities, sororities, fraternities and libraries, participants took a deep look at the experiences and traditions of HBCU’s and how it influenced the course of the nation for over 150 years.

The Vietnam War in the Carolinas- told the epic story of the controversial War featuring footage and testimony from nearly 100 witnesses, including many Americans who fought in the war and others who opposed it, as well as Vietnamese combatants and civilians from both the winning and losing sides.

**Governance**

CPCC Board of Trustees

The authority of the Central Piedmont Community College Board of Trustees is established by [Chapter 115D of the North Carolina General Statutes](#) and is further defined in the [State Board of Community Colleges Code 1B SBCCC 300.2](#).

The Board of Trustees consists of twelve members, appointed in three groups of four trustees each, and the President of the Student Government Association, who is an *ex-officio* non-voting member. The four trustees in group one are appointed by the Charlotte-Mecklenburg Board of Education; the four in group two by the Board of County Commissioners of Mecklenburg County; and the four in group three by the Governor of North Carolina. Unless otherwise provided by law, trustees serve for terms of four years.

Name	Gender	Ethnicity	Title	Appointed By
Kandi W. Deitemeyer	Female	Caucasian	Secretary	
Edwin A. Dalrymple	Male	Caucasian	Chairman	Governor
Caldwell R. Rose	Male	Caucasian		Governor
Michael Hawley	Male	Caucasian		Governor
Scott Syfert	Male	Caucasian		Governor
Judith N. Allison	Female	Caucasian	Vice Chair	Mecklenburg Board of County Commissioners
Dr. Wilhelmenia Rembert	Female	African-American		Mecklenburg Board of County Commissioners
Benton S. Bragg	Male	Caucasian		Mecklenburg Board of County Commissioners
Madelyn L. Caple	Female	Caucasian		Mecklenburg Board of County Commissioners
Violeta Moser	Female	Hispanic		Charlotte-Mecklenburg Board of Education
Richard T. Williams	Male	African-American		Charlotte-Mecklenburg Board of Education
Cecilia A. Ramirez	Female	Hispanic		Charlotte-Mecklenburg Board of Education
Linda Lockman-Brooks	Female	African-American		Charlotte-Mecklenburg Board of Education

Due to the process of Board of Trustee selection explained above, WTVI is not in a position to set a diversity goal for its Board of Trustees.

**WTVI Workforce**

WTVI currently employs 18 full-time employees. Of these employees, 11% are minorities and 44% are female.

Title	Gender	Ethnicity	Administrative
Development Specialist	Female	Caucasian	No
Corporate Sales Executive	Male	Caucasian	No
General Manager	Female	Caucasian	Yes
Director Media Operations (Traffic)	Female	Caucasian	Yes
Education & Outreach Coordinator	Female	African-American	No
Executive Producer	Female	Caucasian	Yes
Membership Coordinator	Female	Hispanic	No
Multi-Media Journalist	Male	Caucasian	No
Office Manager	Female	Caucasian	No
Producer	Male	Caucasian	No
Producer	Male	Caucasian	No
Producer	Male	Caucasian	No
Production Manager	Male	Caucasian	Yes
Promotions Editor/ITS Specialist	Male	Caucasian	No
Senior Coordinator Media Operations	Male	Caucasian	No
Video Broadcast Engineer	Male	Caucasian	No
Membership Support Specialist	Female	Caucasian	No
Reporter/Producer	Male	Caucasian	No

Previous Fiscal Year SAS reports have indicated the following minority and female percentages:

	FY 2013 SAS Report	FY 2014 SAS Report	FY 2015 SAS Report	FY 2016 SAS Report	FY 2017 SAS Report
<b>Minorities</b>	22%	35%	29%	16%	11%
<b>Females</b>	30%	40%	24%	37%	39%

As a service of licensee Central Piedmont Community College, WTVI is required to adhere to [North Carolina Administrative Code Title 23 02C .0703](#). This statute requires that the station shall seek to employ women and minorities in administrative positions. Four of the 18 full-time positions listed above are administrative positions. Of these, 75% are female and 0% are minority. WTVI complies with the tenets of the CPB SABA/SAS reporting policies by annually reporting diversity by job type. WTVI also complies with FCC EEO requirements by widely disseminating job vacancy announcements and undertaking additional outreach measures in fulfillment of EEO responsibilities.

## **Annual Initiative**

The College shall strive to require every full-time employee of the College (including all WTVI personnel) to complete annual Institutional Equity Training.

## **Recruiting**

The College shall strive to interview at least one qualified diversity candidate for each senior leadership position hire at WTVI.

## **WTVI Community Outreach Events**

**PBS Kids Summer Learning** - During the out-of-school-time. WTVI conducted 10 workshops at area libraries serving low-income families. WTVI provides them with a variety of free and educational resources to encourage young learners to continue developing and improving math and literacy skills over summer vacation.

**WTVI Raising Readers** – This past year, PBS Charlotte conducted over 70 workshops with educators and parents impacting over 6,200 children at risk of failing out of school. Raising Readers is an early literacy and family engagement program for at risk children ages 2-8 that helps families develop book-sharing routines with their child.

**Ally Financial Literacy** – WTVI conducted a series of eight financial literacy workshops with students in grades four through six at the Beatties Ford YMCA after school program. Students were introduced to concepts such as needs versus wants, savings, spending wisely, credit versus debit.

**The Vietnam War** - PBS Charlotte and dozens of local partners organized a sneak preview screening and panel discussion of both the national and local documentaries. Over 400 individuals attended the event that ended with a dessert reception. As part of the screening, and in partnership with the Department of Defense a pinning ceremony was conducted, designed to thank and honor veterans of the Vietnam War, to thank them for their service, and pay tribute to their contributions.

**PBS NewsHour Student Reporting Labs** - PBS Charlotte reporters and videographers served as station mentors with three local schools participating in the PBS NewsHour Student Reporting Labs (SRL) program. PBS Charlotte staff led conversations with students about how to decipher between what's fake and real news, and how to be smarter news consumers. Students also learned tips to improve their storytelling, videography and editing techniques

**The Blumey Awards** - PBS Charlotte partnered with Blumenthal Performing Arts Center and Wells Fargo to broadcast The Blumey Awards. The mission of the program is to recognize, reward and encourage talent and achievement in musical theater among 46 high schools across the Charlotte region.

**Economic Mobility Town Hall** - As part of our 3-D Project, the station hosted an Economic Mobility Town Hall gathering a panel of experts from a cross section of education, business and

community leaders who are involved in addressing the upward mobility challenges across the Charlotte region. This one-hour discussion was broadcast as a special Carolina Impact report.

Carolina Collectibles - Station cameras were rolling—capturing experts from Everything But the House as they examined rare finds and unique treasures from over 100 individuals who came to the PBS Charlotte studio during a taping of “Carolina Collectibles,” our version of “Antiques Roadshow.”