

**EEO Public Inspection File Report**  
**Stations WETA-TV/-FM, Washington, DC**  
**For Period June 1, 2010 to May 31, 2011**

**Long-Term Recruitment Initiatives**

A. **Attendance at Career, Job or Intern Fairs**

Since June 1, 2010 WETA representatives have attended or submitted information to the following career, job and intern fairs. At each event, WETA distributed relevant information about job openings, internships, and/or volunteer opportunities, provided attendees with information about WETA and its programming, and collected resumes from interested attendees.

- Online News Association Job Fair, October 28, 2010. Attended by the Employment Manager
- National Urban League Job Fair, July 29, 2010. Attended by the Employment Manager, Human Resources Coordinator, and a WETA manager, Director, Research and Marketing.
- Howard University Career Exploration Fair, October 6, 2010. Attended by the Employment Manager and Human Resources Coordinator.
- George Washington University Spring 2011 Career and Internship Fair, March 8, 2011. Attended by the Employment Manager and Human Resources Coordinator.
- George Mason University Job and Internship Fair, February 23, 2011. Attended by the Employment Manager and Human Resources Coordinator.
- NPR Internship, January 28, 2011. Attended by the Employment Manager and Human Resources Coordinator.
- Arlington Teen Expo, April 9, 2011 Vacancy and internship announcements were sent to job fair coordinator for distribution to attendees.
- Women in Film and Video, March 12, 2011 Vacancy and internship announcements were sent to job fair coordinator for distribution to attendees.

B. **Sponsorship of Community Events About Employment Opportunities**

Since June 1, 2010, WETA representatives have participated in the following community and outreach events. At these events, WETA provides information about its operations and activities as well as the specific program in these meetings.

- Since June 1, 2010, WETA has provided tours of its radio and television production facilities to a variety of organizations in the metropolitan Washington, DC area such as viewers, college alumni groups and journalism students. During these tours, WETA discusses with the groups its operations and opportunities.
- August 2010 - WETA Outreach conducted its first community-wide train-the-trainer workshop to kick off *Ready To Learn* (RTL) 16th year. Twenty-five childcare providers representing organizations in DC and VA attended the two-day event. WETA provided technical assistance and the materials (including books and program clips) needed for these sites to successfully integrate RTL into their offerings for parents and staff.
- March 2011 - WETA hosted Educators' Day in the Workplace 2011 for teachers, counselors and administrators who work in elementary, middle, high and post-secondary schools in Fairfax County. WETA provided information on operations and activities so that the educators can prepare their students for successful careers in the future. Objectives included trends in the workplace and careers; identifying skills; and exploring career paths. Tours of WETA's radio and television production facilities were also provided to the educators.

### C. Internship Program

Throughout the year, WETA hosted 35 interns from colleges and universities throughout the U.S., including George Washington University, University of Maryland, University of Virginia, George Mason University, Georgetown University, Harvard University, Howard University, James Madison University, Shepherd University, American University, The Catholic University of America, Columbia University, Ithaca College, Morgan State University, Penn State World Campus Online, The Art Institute of Washington, Towson University, Tufts University, University of California- San Diego, University of Rochester, Virginia Tech, and Wesley College. Interns were placed in many departments including National Programming, Digital Media, Production

& Creative Services, Learning Media, Corporate Marketing, and Communications. Human Resources worked with each student, his/her school, and departmental supervisors to define components of the work experience that would qualify for college credit, and to ensure that interns gained valuable job skills.

#### D. Employee Training Programs

##### Tuition Reimbursement

Through the company's Tuition Reimbursement benefit, WETA offers regular full-time employees reimbursement of tuition for courses taken at accredited institutions upon the employee's successful completion of a course related to professional advancement. From June 2010 to the present, a total of three employees took advantage of our tuition assistance program.

##### Career Development Training

WETA offers employee training related to career and professional skill development. Since June 1, 2010 this training has included briefings and presentations, CPR training, PhotoShop, social media classes, Google Analytics, and intermediate Excel.

Additionally, WETA has supported and pays for participation in industry conferences and continuing education courses including PBS Showcase and Annual Meeting, legal, accounting and finance continuing education courses, professional roundtables, and 403(b) retirement seminars

#### E. Management Training on Methods of Ensuring Equal Employment Opportunity

Since June 2010, WETA has offered a number of management training workshops. The workshops have been designed to ensure that managers and supervisors have the knowledge and skills required to ensure equal employment opportunity and manage staff legally and fairly. The following workshops were offered:

- Respectful Workplace Training, March 2011
- Strengthening Interpersonal Relations, March 2011
- Managing Conflict, May 2011
- Managers and the Law, May 2011

F. Mentorship

Beginning in June 2009, WETA has offered a mentorship program to newly hired or promoted managers who are teamed up with more seasoned managers, often from different departments, to support their transition to their new responsibilities and refine their management skills. The program seeks to teach and guide them in their career at WETA, groom them as managers and leaders and connect them with other WETA employees.

## **Narrative Statement**

WETA consistently develops broad and comprehensive recruitment plans for its job openings. Each vacancy is recruited for widely in our community. We continually seek opportunities to strengthen our recruitment practices and to identify new recruitment sources. WETA also supports employee professional development and advancement. A variety of workshops are offered to management staff to support effective management and equal employment opportunities.

### **A. Diverse Recruitment Sources**

WETA advertises its vacancies with a number of different resources to ensure that job vacancy information is widely disseminated to a broad and inclusive pool of candidates. Sources we've used to fill positions include the following:

40+ of Greater Washington DC (40+)	K Force
Aerotek, Inc	The Ladders
African American NonProfit Network	Levine School for Music
American University	Liberal Arts Career Network
Association of Fundraising Professionals	Marymount University
Career, Inc.	Mandy
Catholic University	MD Workforce Exchange
Corporation of Public Broadcasting (CPB)	Maryland Film Office
Chronicle of Philanthropy	Mergis Group
Creative Hotlist	National Academy of Television Arts and Sciences (NATASDC)
Cultural Alliance of Greater Washington	National Association of Broadcast Employees and Technicians-Communications Workers
Current Newspaper	ProGay Jobs
DC Networks	Public Broadcasting Management Association (PBMA)/ National Educational Telecommunications Association (NETA)
DC Web Women	Public Broadcasting Service (PBS)
Direct Marketing Association	Robert H. Smith School of Business
FILM DC	University of Maryland
Foundation Center	Society of Broadcast Engineers (SBE)
George Mason University	Spotlight 24/7
George Washington University	Stephen James Associates
Georgetown University	Trinity Washington University
Gorkana Group	Tvgigsonline
Greater Washington Association for Financial Professionals (GWAFP)	TVJobs.com
Howard University	
Idealist	
Indeed	

VA Workforce Connection  
Washington Area Metropolitan Chapter  
- American Payroll Association  
(WMAC-APA)

Washington Post  
WETA  
Women in Film & Video (WIFV)  
Young Nonprofit Professionals Network

## **B. Elected long term recruitment options**

### **a. Recruitment Program**

WETA representatives have attended or submitted information to the following career job and intern fairs in an effort to disseminate relevant information about job openings, internships, and/or volunteer opportunities, provided attendees with information about WETA and its programming, and collected resumes from interested attendees.

- i. Online News Association Job Fair, October 28, 2010. Attended by the Employment Manager
- ii. National Urban League Job Fair, July 29, 2010. Attended by the Employment Manager, Human Resources Coordinator, and a WETA manager, Director, Research and Marketing.
- iii. Howard University Career Exploration Fair, October 6, 2010. Attended by the Employment Manager and Human Resources Coordinator.
- iv. George Washington University Spring 2011 Career and Internship Fair, March 8, 2011. Attended by the Employment Manager and Human Resources Coordinator.
- v. George Mason University Job and Internship Fair, February 23, 2011. Attended by the Employment Manager and Human Resources Coordinator.
- vi. NPR Internship, January 28, 2011. Attended by the Employment Manager and Human Resources Coordinator.
- vii. Arlington Teen Expo, April 9, 2011. Vacancy and internship announcements were sent to job fair coordinator for distribution to attendees.
- viii. Women in Film and Video Job Fair, 2010 and 2011. Vacancy and internship announcements were sent to job fair coordinator for distribution to attendees.
- ix. LatPro/National Society for Hispanic Professionals Diversity Job Fair, May 13, 2010. Attended by the Employment Manager, Human Resources Coordinator, and a WETA manager, Director, Research and Marketing.

- x. American University Job and Internship Fair, March 25, 2010. Attended by the Employment Manager and Human Resources Coordinator.

b. Internship Program

In the two years covered by this report, WETA hosted approximately 75 interns from colleges and universities throughout the U.S., including George Washington University, University of Maryland, University of Virginia, George Mason University, Georgetown University, Harvard University, Howard University, James Madison University, Shepherd University, American University, The Catholic University of America, Columbia University, Ithaca College, Morgan State University, Penn State World Campus Online, The Art Institute of Washington, Towson University, Tufts University, University of California- San Diego, University of Rochester, Northern Virginia Community College, University of Virginia, Wake Forest University, Boston University, University, East Tennessee State University, Wesley College Montgomery College, Morgan State University, Pratt Institute, Southern Methodist University, Temple University, The Art Institute of Washington, University of Delaware, Virginia Commonwealth University, and Virginia Polytechnic Institute & State University. Interns were placed in many departments including National Programming, Digital Media, Production & Creative Services, Learning Media, Corporate Marketing, and Communications. Human Resources worked with each student, his/her school, and departmental supervisors to define components of the work experience that would qualify for college credit, and to ensure that interns gained valuable job skills.

c. WETA Studio Tours

WETA provides tours of its radio and television production facilities to a variety of organizations in the metropolitan Washington, DC area such as viewers, college alumni groups, journalism students, the United States Telecommunications Training Institute, PBS, and the Defense Information School. During these tours, WETA discusses with the groups its operations and, if applicable, opportunities.

d. Mentoring Program

Beginning in June 2009, WETA has offered a mentorship program to newly hired or promoted managers who are teamed up with more seasoned managers to support their transition to their new

responsibilities. The program seeks to teach and guide them in their career at WETA, groom them as managers and leaders and connect them with other WETA employees.

e. Career Development Program

WETA offers employee training related to career and professional skill development, including briefings and presentation skills, CPR training, PhotoShop, FinalCut Pro, social media classes, Google Analytics, server and archive training, business writing and intermediate Excel. WETA also provided training on new master control switcher and multi-screen display equipment.

Additionally, WETA has supported and pays for participation in industry conferences and continuing education courses including PBS Showcase and Annual Meeting, legal, accounting and finance continuing education courses, professional roundtables, and 403(b) retirement seminars.

f. Tuition Reimbursement

WETA offers regular full-time employees reimbursement of tuition for courses taken at accredited institutions upon the employee's successful completion of a course related to professional advancement. From June 2009 to the present, a total of six employees took advantage of our tuition assistance program.

g. Additional Outreach

WETA hosted Educators' Day in the Workplace 2010 and 2011 for teachers, counselors and administrators who work in elementary, middle, high and post-secondary schools in Fairfax County. WETA provided information on operations and activities so that the educators can prepare their students for successful careers in the future. Objectives included trends in the workplace and careers; identifying skills; and exploring career paths. Tours of WETA's radio and television production facilities were also provided to the educators.

**C. On going internal analysis**

Following the criteria outlined by the FCC, WETA conducted a self-analysis of its EEO and recruitment practices in May 2010. WETA's HR and legal departments carefully reviewed each area and as a result of this process, WETA believes that

all FCC requirements have been met and satisfied. WETA will continue to do such self-analysis of its EEO and recruitment program on a regular basis.

**D. Nondiscrimination station policies for hiring, recruitment, pay, benefits and promotion**

- a. Recruitment strategy and sources are specific to the nature of the job. Job postings are placed where a wide variety of candidates will find them.
- b. Pay rates and benefits are periodically reviewed to ensure equity, consistency and fairness.
- c. Promotions are based upon merit, job changes, department needs and budget resources. Promotions and salary adjustments are reviewed by the Vice President for Human Resources for internal equity and market value, and approved by WETA's CFO and/or COO.

**E. Responsibility for EEO policies**

WETA's HR and Legal Departments oversee EEO policies, management of EEO complaints and organizational compliance. Policies and practices are periodically reviewed and communicated to ensure compliance.

To complement and support EEO policies and practices, WETA has offered a number of training workshops over the past two years, many of which are mandatory for management. The workshops are designed to provide managers with the knowledge and skills to effectively manage staff and to ensure equal opportunity. The following is a sample of workshops offered:

- a. Managers and the Law, May 2011
- b. Managing Conflict, May 2011
- c. Strengthening Interpersonal Relations, March 2011
- d. Respectful Workplace Training, March 2011
- e. Difficult Conversation and Bias, May – June 2010
- f. Motivation for Yourself and Others, April – May 2010
- g. Emotional Intelligence for Individuals and Teams, March – April 2010
- h. Management and Communication Style, February – March 2010
- i. FCC EEO Compliance Webinar, June 2009
- j. Respectful Workplace Training, June 2009