

CORPORATION FOR PUBLIC
BROADCASTING



AFFIRMATIVE ACTION PROGRAM

FY 2008 and FY 2009 Performance Report and
FY 2010 Affirmative Action Plan

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CORPORATION FOR PUBLIC BROADCASTING

AFFIRMATIVE ACTION POLICIES AND IMPLEMENTATION

A. Equal Employment Opportunity Policy

The Corporation for Public Broadcasting, a private, nonprofit corporation established in the District of Columbia, is committed to Equal Employment Opportunity (EEO) which is generally implemented by companies through an affirmative action plan. While the Corporation is not required by Executive Order 11246 to have an Affirmative Action policy, it does so voluntarily. CPB will not discriminate against any individual on the basis of race, color, religion, national origin, sex, age, pregnancy, marital status, personal appearance, sexual orientation, family responsibilities, physical or mental handicap or disability, matriculation, or political affiliation. It will not tolerate sexual harassment in its workplace. Further, it will take all reasonable steps necessary to ensure the practice of nondiscriminatory treatment of all persons in its workforce.

B. Implementation of CPB's Policy through an Affirmative Action Plan

CPB creates an annual Affirmative Action Plan for adoption by the Board of Directors to implement its policies, hereafter, referred to as the "Plan." The Plan positions the Corporation to: ensure that all qualified applicants receive an equal opportunity for employment at CPB, including individuals with a physical or mental disability; maintain diversity in racial/ethnic and gender representation in its workforce; and serve as a leader in the area of affirmative action/equal employment opportunity in the public broadcasting industry.

C. Dissemination

All new and current employees are notified of the Plan's approval and publication on CPB's Intranet site. All CPB employment postings, advertisements, and application forms acknowledge the Corporation's status as an Equal Opportunity/Affirmative Action employer.

D. Individual Staff Responsibilities

1. The President and Chief Executive Officer: The President and Chief Executive Officer (hereafter referred to as the "President") bears ultimate responsibility for the success of CPB's affirmative action/EEO policies and is responsible for delivering an annual report to the Board of Directors on implementation of the Affirmative Action Plan.
2. The Corporate EEO Officer: The Corporate EEO Officer makes recommendations to the President for affirmative action as necessary. The Corporate EEO Officer advises the President on the resolution of affirmative action/EEO problems; maintains procedures to ensure EEO compliance in all employment-related activities; keeps

current on changes in EEO laws and regulations; informs the CPB staff of any such changes; and maintains corporate EEO files. Currently the Human Resources Department works together to fulfill the role of Corporate EEO Officer in conjunction with the Chief Financial Officer.

3. Department Heads: All department heads with supervisory authority are expected to abide by EEO corporate policies and procedures. They are responsible for ensuring that employees in their unit(s) are free from all forms of discrimination, including sexual harassment. Supervisors receive management training and are evaluated on how well they meet their responsibility for Affirmative Action/EEO.

E. Complaints

Any CPB employee who believes that he or she has been discriminated against should contact the Corporate EEO Officer or his/her designee, to seek informal resolution of the complaint. Any formal complaint must be filed in accordance with the procedures outlined in the Corporation's Personnel Policies Manual (see policy 404).

Nothing in the CPB process for resolving EEO complaints is intended to limit or prohibit any CPB employee from exercising his or her right to seek redress with federal or local government agencies.

CORPORATION FOR PUBLIC BROADCASTING

FY 2008 AND FY 2009 AFFIRMATIVE ACTION PERFORMANCE REPORT

A. Summary of CPB Workforce and Employment Activities

For the FY 2008 reporting period, the total number of employees decreased from 102 to 99. A total of 18 new employees were hired, and 21 employees left CPB. Of the new hires, 10 (56%) were women and 10 (56%) were minorities. Of the employees who left CPB, 12 (57%) were women and 10 (48%) were minorities. Additionally, in FY 2008 CPB hired four student interns in various departments; one male, three females and two of the four were minorities.

In FY 2009 the total number of employees on staff increased from 100 to 114. A total of 26 new employees were hired, and 12 employees left CPB. Of the new hires, 13 (50%) are women and 10 (38%) are minorities. Of the employees who left CPB, 9 (75%) are women and 4 (33%) are minorities. In FY 2009 CPB hired five student interns in various departments; one male, four females and three of the five were minorities.

During these reporting periods, no formal EEO complaints were filed against CPB.

B. CPB Workforce at a Glance

Table I shows CPB’s 2008 and 2009 workforce profile at the beginning and end of the reporting period, compared to U.S. Census Bureau statistics for the Washington/Baltimore metropolitan area (Washington-Baltimore DC-MD-VA-WV).

Table I	Corporation for Public Broadcasting				2000 U.S. Census (Wash.-Balt.)
	September 30, 2008		September 30, 2009		
Total Staff	100	100%	114	100%	100%
Non-Minority	60	61%	69	61%	68%
Minorities	40	40%	45	39%	32%
Males	41	41%	51	45%	44%
Females	59	59%	63	55%	56%

As reflected in this table, CBP has exceeded the census availability percentages for female and minority representation in both FY 2008 and FY 2009.

Table II shows CPB’s female workforce by job group, as of September 30, 2008 and 2009, compared to that of the Washington/Baltimore metropolitan area census.

Table II	Female Staff Representation				2000 U.S. Census (Wash.-Balt.)
	September 30, 2008		September 30, 2009		
Total Females	59	59%	63	55%	56%
Executive/Sr Officials & Mgrs.	1	11%	2	17%	39%
First/Mid Level Officials & Mgrs.	10	50%	7	37%	56%
Professionals	34	62%	36	59%	59%
Administrative Support	14	82%	18	77%	79%

Employment of Women: As illustrated above, women continue to make up more than half of CPB’s workforce (55% at the end of FY 2009) and are represented in all four job groups. In two of the four job groups, Executive/Senior Official & Managers and First/Mid Level Officials & Managers, our percentage representation falls below the 2000 census availability data. In the other two job groups, Professionals and Administrative Support, we meet or exceed the availability data.

Table III shows CPB’s minority workforce by job group, as of September 30, 2008 and 2009, compared to that of the Washington/Baltimore metropolitan area census.

Table III	Minority Staff Representation				2000 U.S. Census (Wash.-Balt.)
	September 30, 2008		September 30, 2009		
Total Minorities	38	39%	43	39%	32%
Executive/Sr. Officials & Mgrs.	1	11%	2	17%	18%
First/Mid Level Officials & Mgrs.	5	25%	5	26%	32%
Professionals	19	36%	22	38%	39%
Administrative Support	13	77%	14	64%	49%

Employment of Minorities: Minorities were represented in all job groups in FY 2008 and 2009. Additionally, CPB improved its job group representation in FY 2009 as it essentially met or exceeded minority representation as compared to the census data in each of the groups.

C. Comparison of Incumbency to Availability

CPB has conducted a comparison of the current percentage of female and minority incumbents within each of our job groups against the final availability established for each group. This was completed using the “80%” test, a methodology available for employers to use to evaluate the female and minority representation within their workforce. This test requires that a “placement goal” be established in any job group in which representation is less than 80% of the availability for that job group. Such goals are not a quota of any kind. Rather, they are quantifiable targets that are reasonably attainable with good faith efforts.

CPB will undertake good faith efforts to meet any placement goals established, while continuing to evaluate all applicants without regard to race, sex, color, age, religion, national origin, disability, sexual orientation, marital status, or any other protected basis under applicable federal and District of Columbia laws.

The results of our comparison of incumbency to availability are summarized on the charts below. Job groups where incumbency for minorities and/or females with representation less than 80% of the availability are highlighted to reflect that a placement goal is required.

CPB COMPARISON OF INCUMBENCY TO AVAILABILITY

FEMALES – FY 2008

EEO Job Group Name	Females Availability	Total Incumbents	Total Females	% Females	Incumbency Compared to Availability	Goal Required YES/NO
Executives/Sr. Officials & Mgrs	39%	9	1	11%	28%	YES
First/Mid Level Officials & Mgrs	56%	20	10	50%	89%	NO
Professionals	59%	54	34	63%	107%	NO
Administrative Support	79%	17	14	82%	104%	NO
TOTALS		100	59	59%		

FEMALES – FY 2009

EEO Job Group Name	Females Availability	Total Incumbents	Females	% Females	Incumbency Compared to Availability	Goal Required YES/NO
Executive/Sr. Officials & Mgrs	39%	12	2	17%	44%	YES
First/Mid Level Officials & Mgrs	56%	19	7	37%	66%	YES
Professionals	59%	58	36	62%	105%	NO
Administrative Support	79%	22	18	82%	104%	NO
TOTALS		114	63	55%		

MINORITIES – FY 2008

EEO Job Group Name	Minorities Availability	Total Incumbents	Minorities	% Minorities	Incumbency Compared to Availability	Goal Required YES/NO
Executive/Sr. Officials & Mgrs	18%	9	1	11%	62%	YES
First/Mid Level Officials & Mgrs	32%	20	5	25%	79%	YES
Professionals	39%	53	20	38%	97%	NO
Administrative Support	49%	17	14	82%	167%	NO
TOTALS		100	40	38%		

MINORITIES – FY 2009

EEO Job Group Name	Minorities Availability	Total Incumbents	Minorities	% Minorities	Incumbency Compared to Availability	Goal Required YES/NO
Executive/Sr. Officials & Mgrs.	18%	12	2	17%	94%	NO
First/Mid Level Officials & Mgrs	32%	19	5	26%	81%	NO
Professionals	39%	58	23	40%	97%	NO
Administrative Support	49%	22	15	64%	131%	NO
TOTALS		114	45	39%		

D. Identification of Opportunities

The overall composition of CPB's workforce as of September 30, 2009, was 55% female and 39% minority for a total staff of 114 employees.

The results of our incumbency compared to availability indicate that in all job groups our incumbent representation of minorities is greater than the availability. Two of the four job groups have an incumbent to availability ratio of less than 80% females and, for those two groups, CPB has established placement goals equal to the percentage of availability. For the Executive/Senior Officials and Managers and First/Mid Officials and Managers groups, the percentage representation for females is less than would reasonably be expected based upon their availability.

E. Establishment of Goals

Based upon the identification of job groups with female representation below the 80% census availability level, the following two placement goals have been established:

Job Group	Total % Females	Census Availability	Goal
Exec/Sr. Officials & Mgrs	17%	39%	Increase female representation to availability.
First/Mid Level Officials & Mgrs	37%	56%	Increase female representation to availability.

It should be noted that placement goals established because female representation is less than would reasonably be expected based on the availability do not amount to an admission of impermissible conduct, a finding of discrimination, or a lack of good faith affirmative action efforts.

Although placement goals have been established for specific job groups where representation is less than would reasonably be expected, CPB will continue to make efforts to place qualified females within all departments.

F. Performance of Specific FY 2009 Affirmative Action Objectives

1. Objective:

Ensure that equal employment opportunity guides every phase of the recruitment process. Encourage women, minorities, and individuals with disabilities to apply for CPB job openings. Continue to identify and utilize new sources for recruiting minorities and females, particularly taking advantage of the Internet to widen applicant pools.

Results:

During the reporting period, CPB encouraged applications from women and minorities and recruited from a wide and diverse pool of applicants. We continued to use recruiting sources that have a wide circulation and traditionally attract a very diverse group of applicants, particularly Washington Post.com and JobFox.com. During the reporting period we posted vacant positions with an additional group of recruitment sources particularly aimed at attracting minorities and women including:

- National Association of Multi-Ethnicity in Communications
- IMDiversity
- Women for Hire
- American Women in Radio & Television
- Second Chance Employment Service

- Diversity and Inclusion
- Aquent Diversity Talent Network

In FY 2009 we made a concerted effort to have a strong intern program in CPB and to recruit and hire a diverse group of applicants. This year CPB provided five summer internships for students at the graduate and undergraduate level. Of the five interns, four were female and three were minorities. The chart below summarizes new hires.

CPB New Hires						
	FY 2008			FY 2009		
	Minority	Female	Total	Minority	Female	Total
Exec/Sr. Officials & Mgrs.	1		1	1	1	3
First/Mid Level Officials & Mgrs.	1	1	1	1	1	3
Professionals	6	7	13	5	6	11
Admin Support	2	2	3	3	5	9
TOTAL	10	10	18	10	13	26
PERCENT	56%	56%	100%	38%	50%	100%

CPB also hires through the Green Door program, which places and trains individuals with a history of mental illness in temporary work assignments. CPB has had a successful history with this program.

2. Objective:

Continue to develop managers to better lead and develop staff which will benefit both managers and employees and foster growth.

Results:

Expand on staff training program which will encompass development in the areas of management, hiring, orientation for new employees, project and contract management, and compliance.

3. Objective:

Foster CPB's overall goal of diversity by helping staff recognize that the organization benefits from diverse viewpoints and experiences. Help prepare public broadcasting for the future through activities intended to foster a more diverse workforce.

Results:

In 2008, CPB made strategic investments in three key areas – Digital, Dialogue and Diversity – to ensure that the climate for diversity continues to evolve. We also expanded our initiatives to include more resources for community engagement and technology because of their role in increasing public media’s reach into our interconnected world.

Diversity

CPB expanded relationships with our diversity partners to broaden the reach of public media and allow greater opportunities for underrepresented groups. In order to strengthen our capacity to serve as a catalyst within the industry, we hired a Senior Vice President responsible for diversity and innovation to help achieve our goals.

Digital

CPB funded projects to explore how emerging digital platforms can be used to build dialogue and civic engagement with different audiences. We also supported training initiatives to help underrepresented groups adapt to the digital age.

Dialogue

Dialogue is necessary for finding common ground, reducing misinformation and building bridges. With this in mind, CPB spearheaded the development of a “vision paper” to articulate a plan and spark action within the public media system as it relates to minority population segments. CPB also helped stations strengthen their connections to communities by funding engagement campaigns targeting underrepresented groups.

Diversity is the cornerstone of a democratic media society; we are privileged to play a role in creating an atmosphere where diverse voices are perceived as our greatest strength and asset. Where democracy flourishes, diverse ideas and viewpoints can be freely discussed, improved upon, rejected, or conserved. Where diversity flourishes, innovation and progress are generated when different perspectives come together on common ground. Where dialogue flourishes, a democratic, diverse discourse brings about understanding and enlightenment. Public service media in the digital age connects the greater community with common venues of communication that help define the rights and responsibilities of citizenship.

The organization has continued to serve as a national partner in the Emma L. Bowen Scholarship program which provides minority students with summer internships at public broadcasting stations.

CPB funds the Minority Consortia, which in turn select and fund programs about their communities, including African Americans, Native Americans, Latinos, Asian

Americans, and Pacific Islanders.

The Consortia functions as developers, producers, and distributors of radio and television programming that appeals to diverse audiences and harnesses the creative talents of minority communities. These organizations also award grants to producers for program production, training, exhibition, and outreach activities.

Over the course of several years, CPB has been working to develop a public radio service that will target the needs of Latino listeners. In FY 2009 CPB continued work to establish the Latino Radio Program Service, including working with a public radio station in the Los Angeles market to carry the service and exploring the potential of exporting this service through syndication to other established markets. There is also broad potential for further distribution of this content.

Enhancing Services for Underserved Audiences: CPB embarked on a project to increase public broadcasting services to underserved audiences by helping minority organizations develop strategies and financial investments to achieve a higher, more effective level of service. The project included assessing and analyzing efforts by the television National Minority Consortia, the equivalent radio minority organizations, and other stakeholders in the industry. (See detailed findings and recommendations in Appendix I.)

4. Objective:

Implement changes to, and train staff on, CPB's EEO and sexual harassment policies. Ensure that managers and staff are respectful of all members of our diverse workforce.

Results:

CPB will undertake a review of its personnel policies, including those on EEO, compliance procedures and sexual harassment. To take place in FY 2010, CPB has retained a consulting firm to develop and conduct training for staff and management on these areas, as well as other areas related to management and compliance.

CORPORATION FOR PUBLIC BROADCASTING

FY 2010 AFFIRMATIVE ACTION PLAN

Based on the analysis of the current CPB workforce and employment activities, the following objectives, activities and measures of success have been developed for FY 2010. Human Resources will track activities and report results to management on a quarterly basis.

Objective #1: Maintain or increase overall minority and female representation within CPB workforce through an external recruitment process designed to attract minority and female applicants.

Resources/Activities: Continue to identify and use new sources, especially the Internet, for recruiting a diverse pool of applicants. For external recruitments and non-executive positions, employ at least three sources likely to yield a diverse applicant pool; for executive positions, use at least five sources. Ensure that external recruiting agencies hired by CPB present qualified female and/or minority applicants to CPB for each position. Ensure that departments consider qualified female and/or minority applicants.

Measures of Success: Maintain or increase overall minority and female representation within the CPB workforce.

Objective #2: Maintain or increase minority and female representation within the Executive/Sr. Officials & Managers and First/Mid Level Officials & Managers job groups, through external recruitment processes, internal promotions and other retention strategies.

Resources/Activities: Ensure the recruiting agencies hired by CPB offer qualified female and/or minority applicants for each open position in Executive/Sr. Officials & Managers and First/Mid Level Officials & Managers job groups, and that recruitment includes potential internal candidates. Ensure that departments consider qualified female and/or minority applicants. Ensure that professional development is a required aspect of annual CPB performance reviews. Employees in the First/Mid Level Officials and Managers and Professionals job groups and their supervisors should plan for professional development to build skills currently needed in Executive/Sr. Officials & Managers and First/Mid Level Officials & Managers positions. Continue tuition support, computer loan program and career development. Encourage current female and minority staff members to apply for Executive/Sr. Officials & Managers and First/Mid Officials & Managers positions; if not qualified, address skills shortfalls with professional development planning.

Measures of Success: Maintenance or increase in minority and female representation in

the Executive/Sr. Officials & Managers and the First/Mid Officials and Managers job groups.

Objective #3: As part of a comprehensive internal training program, develop and implement on EEO Policies and Procedures module for managers, and a Diversity/Sexual Harassment Awareness module for all staff members.

Resources/Activities: Working with the consulting firm, KnowledgeBank, develop a curriculum that includes learning objectives, delivery/training methods and materials (such as policy manuals). Conduct training sessions, and distribute materials as needed. Following training sessions, survey managers and staff regarding their awareness and attitudes towards CPB's EEO and sexual harassment policies and procedures.

Measures of Success: Survey results showing that managers have a sound understanding of, and positive attitudes towards CPB's EEO and sexual harassment policies and procedures.

Objective #4: Increase the participation of minorities and females in public broadcasting by supporting professional and leadership development for diverse students, producers and/or station staff.

Resources/Activities: Continue to ensure opportunities for women and minorities in the CPB-funded professional development projects such as Producer's Academy, National Association of Latino Independent Producer's professional development project, the National Black Programming Consortium's New Media Institute, and scholarships to attend industry conferences and events like the Third Coast International Audio Festival. CPB has invested in the Emma Bowen Scholarship program, which placed minority students in multi-year paid internships at public radio and television stations, and several students are now graduating and seeking jobs. We intend to continue the partnership with the Emma Bowen Foundation and those graduates to ensure their employment, where feasible, at public media stations and organizations.

Measures of Success: Increased participation of females and minorities in programs and projects described above.
