

**CORPORATION FOR PUBLIC
BROADCASTING**



**AFFIRMATIVE ACTION PLAN
FY 2004**

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AFFIRMATIVE ACTION PLAN, FY 2004

I. Policy, Objectives and Implementation

A. EEO Policy

The Corporation for Public Broadcasting, a private, nonprofit corporation established in the District of Columbia, is committed to Equal Employment Opportunity in all aspects of its relationship with employees and job applicants. CPB's firm commitment to Equal Employment Opportunity reflects the historical concern of CPB's Board members with these principles. The Corporation is not required to have an Affirmative Action policy; that it does is a positive affirmation of these principles and is consistent with applicable laws and regulations. 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 EEO Policy Through an Affirmative Action Plan

The Affirmative Action Plan, hereafter referred to as the "Plan," adopted annually in open session by the CPB Board of Directors, is an affirmation of CPB's commitment to equal employment opportunity. The Plan is revised and published annually.

C. Objectives

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 broadcast industry.

D. 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.

E. Individual Responsibilities

1. The President and Chief Executive Officer

The President and Chief Executive Officer (CEO) bears ultimate responsibility for the success of CPB's affirmative action/EEO policies and is responsible for an annual report to the Board of Directors on implementation of the Affirmative Action Plan.

2. The Assistant to the President for EEO

The Assistant to the President for EEO, with assistance from the Vice President, Finance and Administration and the Vice President, Program Operations, makes recommendations to the President and CEO for affirmative action as necessary. The Assistant to the President for EEO 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.

3. Department Heads

All department heads that have 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 EEO/Affirmative Action.

F. Complaints

Any CPB employee who believes that he or she has been discriminated against should contact the Assistant to the President for EEO 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.

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.

II. Analysis and Plan of Action

A. CPB Workforce and Employment Activities

The following summarizes CPB's employment activities during the period August 1, 2002 through July 31, 2003. (Note: The data collection includes the last two months of FY 2002 since we are unable to project the last two months of FY 2003.) During this period, the total number of employees on staff decreased from 111 to 101.

1. Employment of Women

Women continued to make up more than half of CPB's workforce and were represented in all job categories. Of 15 applicants hired during the reporting period, 9 are women. The number of women decreased, going from 65 to 59, however the percentage of women remained steady, at 58-59%. According to the latest available statistics, the CPB workforce profile exceeds national broadcast industry and local labor force participation rates for female employment in all job categories.

2. Minority Employment

Minorities were represented in all job categories in FY 2003. Two of three internship positions at CPB were filled by minorities. The total number of minorities decreased from 37 to 33, however minority representation remained constant at 33%. According to the latest available statistics, the CPB workforce profile exceeds national broadcast industry participation rates for minority employment in all professional level job categories, but is less than the local labor force participation rates in the Support category.

3. Employment of Qualified Individuals with Disabilities

Six persons known to have disabilities were employed in FY 2003, including individuals hired 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.

4. New and Departing Employees

A total of 15 new employees were hired, and 25 employees left CPB. (CPB reorganized several operations during the reporting period and is currently in the process of staffing new positions.) Of the new hires, 9 (60%) are women and 2 (13%) are minorities. Of the separated employees, 15 (60%) are women and 6 (24%) are minorities.

5. Promotions, Transfers, and Reclassifications

A total of 14 employees were promoted or transferred to other positions during the reporting period. Of the 14, 10 (71%) are women and 6 (43%) are minorities.

6. EEO Complaints

During this reporting period, no formal EEO complaints were filed against CPB.

B. Assessment of FY 2003 Actions

CPB's workforce continues to reflect racial/ethnic and gender diversity. The affirmative action employment activities resulted in the continued significant presence of women and minorities in its workforce during FY 2003 – exceeding industry and local labor force representation in most categories. Despite a strong employment record in these areas, the Corporation continues to be diligent in pursuing the Plan's objectives to the fullest in its policies and practices, including periodically reviewing its activities with regard to the implementation of the Plan to fulfill its commitment as an Affirmative Action/Equal Employment Opportunity Employer and to maintain a diverse staff. CPB continues to work with managers to facilitate the employment of qualified individuals with disabilities.

The following special efforts were undertaken in accordance with the plan of action for FY 2003. The numbered items refer to elements of the FY 2003 plan.

1. Continue to assure 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.
 - A woman was hired as VP, General Counsel & Corporate Secretary
 - A woman was hired as Director, Business Affairs
 - A woman was hired as Sr. Project Officer, Media
 - A woman was hired as IG Counsel/AIGI
 - A woman was hired as Business Affairs Specialist
 - A minority woman was hired as Project Administrator
 - A woman was hired as Executive Assistant
 - A woman was hired as Board Assistant
 - A minority man was hired as Administrative Assistant
 - A woman was hired as Administrative Assistant

- In order to gain a more diverse group of applicants, CPB strives to encourage applications from minorities and recruit from a wide and diverse pool of applicants. Internet recruiting has helped to expand our ability to reach a wider pool. We continue to use recruiting sources that have a wide circulation and traditionally attract a very diverse group of applicants, particularly Washington Post.com and Monster.com. We also post vacant positions with an additional group of recruitment sources that attract minorities and women, including:
 - iMinorities.com
 - African-American Village
 - Asian-American Village
 - Hispanic-American Village
 - Native-American Village
 - Women's Village
 - Minorities' Global Village
 - The Black Collegian Online
 - National Bar Association
 - Hispanic Bar Association of DC
 - National Black MBA Association
 - National Society of Hispanics MBAs
2. Continue to provide promotional opportunities to CPB employees, with particular emphasis on women and minorities. Encourage women, minorities and persons with disabilities to seek promotional opportunities at every level of employment at CPB:

Promotions of minorities:

A minority woman was promoted to Sr. Director, Outreach & Diversity

- A minority woman's position was promoted as Deputy Director and Counsel
- A minority woman was promoted to Manager, S&SD Administration
- A minority woman was promoted to Manager, Digital Planning and Projects
- A minority woman was promoted to Staff Accountant

Promotions of women (in addition to those listed above):

- A woman was promoted to Senior Project Officer, Media
 - A woman was promoted as Human Resources Manager
 - A woman was promoted to Senior Financial Officer
 - A woman was promoted to Human Resources Specialist
3. Continue offering skills development opportunities to CPB employees to encourage upward mobility of staff, particularly in the support, technical and professional categories.
- Tuition assistance was given to 13 employees for undergraduate, graduate and other approved educational courses. Of these participants, 9 (69%) are women and 5 (38%) are minorities.
 - During this reporting period, employees were offered attendance at various training courses and professional development seminars, based on the skills and knowledge needed in their positions or for other professional development purposes. All employees were encouraged to attend a career development seminar in which they had an opportunity to assess their interests and skills. All employees were also provided the opportunity for computer training throughout the plan year. Employees were also able to attend a retirement planning session with a representative from our retirement plan provider. Minorities and women were well represented in these training opportunities.
 - CPB provides a computer purchase loan program to assist employees in career development and skill enhancement. Through the program employees can obtain an interest-free loan for the purchase of a home computer. Of 8 program participants in this plan year, 3 (38%) were minorities and 3 (38%) were women.
 - Five minority employees in the Support category have broadened their skill sets by assisting departments other than their own on a temporary or part-time basis as needs have arisen.
4. Develop managers to better lead and develop staff which will benefit both managers and employees and foster growth.
- As part of management's commitment to developing the next generation of leaders, CPB sponsored four employees in a management

development program *Leadership in Action: Skills for Effective Change*. Program participants were provided with the opportunity to further develop their leadership skills. This group is half female and half minority. One of these leaders, a minority female, has been promoted since the program initially took place.

- Officers, managers and other staff participated in the development of CPB's workplan to support the Corporation's goals and objectives.
 - Managers and supervisors attended a session on *Leading in a Time of Change*. Managers were given the opportunity to provide senior management with their input on change that had occurred and further discuss the direction of the organization. At this session, senior management emphasized the EEO responsibility of each supervisor.
 - Individual managers were provided the opportunity to work with a management coach.
 - CPB provided managers with training sessions in meeting facilitation skills. Of those attending, 40% are minorities and 60% are women.
5. Continue to explore sources for identifying qualified applicants with disabilities and educate supervisors and staff regarding reasonable accommodations.
- CPB continues to have two part-time Mail Clerk positions in Office Services for individuals hired through the Green Door program, a nonprofit organization that trains, places and supervises individuals with a history of mental illness in temporary work assignments.
 - The Human Resources Office continues to work with managers to facilitate reasonable accommodations and employment for employees with both physical and mental disabilities.
6. Continue to take action to empower support staff as part of the CPB team. Encourage more effective communication and information sharing through all lines in the organization.

- CPB held a career development session for support staff. The session was led by members of the Leadership In Action team who engaged the group in a discussion of CPB's Goals and Objectives and held a group role play exercise. Ten minorities and 9 women attended this session.
 - CPB continues to offer a series of informational "Food For Thought" lunches that are open to all staff. These lunches provide staff with a forum for discussion and information sharing on practices and issues at CPB and in our industry.
7. Foster CPB's overall goal of diversity by helping staff recognize that the organization benefits from diverse viewpoints and experiences.
 - Diversity continues to remain embedded in CPB's business plan
 - Management continues to investigate opportunities to foster conversations about diversity.
 8. Review CPB's sexual harassment policy and ensure that managers and staff receive awareness training on the subject.
 - Human Resources began a review of the existing policy. In the coming plan year the policy will be updated and training will be scheduled.

C. Plan of Action in FY 2004

The following actions are emphasized in the FY 2004 Plan based on the analysis of the current CPB workforce and employment activities.

1. Continue to assure 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 a diverse pool of applicants, particularly taking advantage of the Internet to widen applicant pools.
2. Continue to provide promotional opportunities to CPB employees, with particular emphasis on women and minorities. Encourage women, minorities and persons with disabilities to seek promotional opportunities at every level of employment at CPB.
3. Continue to offer skills and career development programs to CPB employees through the tuition assistance program, and other professional development opportunities in order to encourage upward mobility of staff, particularly support, technical and professional staff.

4. Continue to develop managers to be better able to lead and develop their staff, which will benefit both managers and employees and foster growth.
5. Foster CPB's overall goal of diversity by helping staff recognize that the organization benefits from diverse viewpoints and experiences.
6. Review CPB's sexual harassment policy and ensure that managers and staff are respectful of all members of our diverse workforce.

The implementation of the Plan is tracked through continuous monitoring of employment activities and practices to ensure equal treatment of all employees and applicants.