



2015-2016 Recruiting & Outreach Report

Public Broadcasting of Colorado, Inc. (PBC) continues to work on the diversity effort through several avenues, including keeping diversity as a priority in the recruiting and hiring efforts. PBC is also committed to training and development at all staff levels, to increase knowledge and skills so there are opportunities to advance within PBC and the public broadcasting industry.

Recruitment Efforts:

PBC began participating in the Colorado Broadcaster's Association job fairs in early 2014. These virtual job fairs have a statewide reach and connect to a significant audience of potential candidates. PBC has participated in six through 2016 and had over 4,000 visits from a wide range of prospective applicants.

PBC continues to provide general job opening announcements on air and on social media reaching hundreds of thousands of listeners and digital readers, and directing potential applicants to the website for further information.

PBC sends staff members to different conferences to reach out and provide information to those that might be interested in careers with public media. A good example is PBC's participation in August 2016 with NPR and about 30 other public media organizations to connect to minority journalists at the National Association of Black Journalists/National Association of Hispanic Journalists conference in Washington, D.C. The "Public Media Village" reached hundreds of minority journalists. The group's "Think Public Media" web site is a compilation of public media jobs that is being used to continue to reach diverse journalists.

Fellowship Program:

PBC began offering a fellowship program in 2015 including two tracks, one in the news department and one in the music area. The two positions are involved in several disciplines and with various staff members within each department.

These fellowships continue through 2016 with emphasis in areas such as:

- Content creation and systems
- Production and show prep
- Supporting departmental goals

Training Program for Higher Level Skills:

Training opportunities were established and designed to enable station staff to acquire skills that may qualify them for positions with additional responsibilities. Included in this effort is identifying high potential employees that have shown capacity to move into higher level positions in the future.

Other Management Training:

Other training for managerial level staff includes topics that emphasize the need for equal employment opportunity hiring, preventing discrimination based on federal law and other applicable laws during recruitment and managing employees. All managers receive this training periodically.

Human Resources Department:

One of the core values of PBC is being inclusive. To strive toward this value, the staff of Human Resources continually attends workshops, conferences, watches webinars and reads articles to keep up to date on topics pertaining to diversity and inclusiveness.