

**Maryland Public Television
Annual EEO Public File Report
Reporting Period June 1, 2010 – May 31, 2011**

I. Vacancies Filled:

Position Title	<u>Recruitment Sources</u>	<u># of Applicants Interviewed</u>	<u># of Interviewees from Sources</u>	<u>Recruitment Source for This Hire</u>
Manager - Research	MPT website, CareerBuilder, State of Maryland web site, colleges	4	3- MPT Web Site 1- Employee referral	MPT Web Site
Manager – Major and Planned Giving	MPT website, PBS, cpb, CareerBuilder, State of Maryland web site, AFP Web Site, Idealist.org, colleges	4	2- Idealist.org 1 – AFP MD Web Site 1 – Career Builder	AFP MD. Web Site
National Client Services Representative	MPT web site, PBS, CPB, Career Builder, , State of Maryland web site, colleges	10	10 – Career Builder	Career Builder
Producer	MPT web site, PBS, CPB, The Current, colleges	6	3- In-house candidates 2 – MPT Web Site 1 – Career Builder	MPT Web Site

There were 24 applicants interviewed during this reporting period.

II. Recruitment Sources:

of Interviewees Referred by This Source

Careerbuilder.com

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Joe Batterman
8420 West Bryn Mawr Ave
Suite 1000
Chicago, Illinois 60631
888-488-4473

CPB Website

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Corporation for Public Broadcasting
401 Ninth Street, N.W.

Washington, D.C. 20004-2129
Amy Turman
202-879-9600
Contact: Jobline@cpb.org

Maryland Public Television Website & Internal **8**

11767 Owings Mills Blvd
Owings Mills, MD 21117
Bob Wilson
410-581-4180
www.mpt.org

PBS Website **0**

PBS Express (First Class)
1320 Braddock Place
Alexandria, VA 22314
Phone: 703-739-5132
www.pbs.org

State of Maryland Job Board

Doug Swanson
410-767-4898
dswanson@dbm.state.md.us

College and University Recruitment Sources

University of Maryland, Baltimore County 0
1000 Hilltop Circle Math/Psych #410
Baltimore, MD 21250
Diane Fogle Crump
410-455-2216

Towson University 0
8000 York Road
Towson, MD 21252
Career Services, Glenda Hinkle
410-704-2233

Morgan State University 0
1700 E. Cold Spring Lane
Montebello Complex C Rm 224
Baltimore, MD 21251
William Carson
443-885-3110

University of Baltimore 0
Student Center Room 306
1420 N. Charles Street
Baltimore MD 21201
Barry Dunkin
410-837-5440

410-532-5387

Prong 1. Wide dissemination of notice of all full time vacancies.

Wide dissemination of our vacancies is a business imperative and ensures that we obtain a broad pool of qualified candidates.

As documented by the sources listed above MPT recruits for every full time vacancy using a variety of sources. Every effort is made to reach candidates in the greater Baltimore metropolitan area. Many of our recruitment sources (CareerBuilder, CPB,, PBS, university career/alumni websites) reach candidates throughout the US.

Prong 2. Notice of each full time vacancy to recruitment organizations that have requested it.

MPT maintains a list of organizations interested in receiving notices of full time vacancies. MPT also places notices on-air, asking organizations that may be interested in receiving notices to contact MPT's human resources department. Thus far, we have received no inquiries from any organization interested in receiving these notices.

Prong 3. Participation in longer- term recruitment initiatives (job fairs, scholarship and internship programs and community events) designed to inform the public of employment opportunities in broadcasting.

April 14th, MPT Hosted a “careers in television workshop/annual meeting” at our studios for *Women In Film* of Maryland.

April 29th, Volunteer Coordinator gave tour about careers in television to Film & Video students from ITT Technical Institute.

Participation in Job Fairs by station personnel who have substantial responsibility in hiring decisions.

October 18, 2010

University of Maryland

Susan Schmitt, Director of Compensation and Benefits and Gladys Kaplan, Vice President – Facilities and Human Resources attended intern career fair at University of Maryland, College Park, Md.

February 8, 2011

Morgan State University

Susan Schmitt, Director of Compensation and Benefits attended an internship job fair at Morgan State University. Copies of internship opportunities were distributed and discussed careers with students.

March 12, 2011

Gladys Kaplan, Vice President-Facilities and Human Resources and Kim Holcomb, Director- special Projects attended Women in Film and Video DC Chapter Video Media Job Fair at Luke C. Moore Academy, 10th and Lawrence Streets, NE, Wash., DC 20017

April 1, 2011

Maryland Institute College of Art

Susan Schmitt, Director of Compensation and Benefits participated in career fair and distributed internship descriptions. Spoke to students about careers in public broadcasting.

April 22, 2011

UMBC Intern Road Show

Students interested in careers in public media traveled to MPT and learned of internship opportunities. A video presentation about our activities was presented. Representatives from two departments spoke of the kinds of activities and hands-on projects that interns were in last year. A current intern spoke of her experiences. A station tour was provided.

Establishment of an internship program designed to develop skills needed for broadcast employment.

Maryland Public Television has an active internship program and posts internship opportunities on university and college job/internship online message boards throughout the greater Baltimore metropolitan area.

We were able to provide internships to 21 students in the summer of 2010. Students had the opportunity to experience live television production and also assisted with production of Chesapeake Collectibles. This “class” of interns formed strong personal and professional relationships and continue to communicate with each other via Facebook. Interns represented University of Maryland, Towson University, Morgan State University, Cornell, Brandeis, USC, Shippensburg University and Stevenson University.

Currently (Spring '11) there are 6 interns at MPT. We continue to interview and select students for summer and fall internships..

Participation in scholarship programs directed to students who want to pursue a career in broadcasting.

MPT’s Motor Week program received funding for an intern through the U.S Department of Energy’s Clean Cities Program. This unique program provided the intern with a salary of \$15.00 per hour for 16 weeks at 20 hours per week. Due to the salary and the opportunity to work in media, we received a very large response to the posting. This

opportunity was designed to provide the selected student with hands-on television production experience and was posted at University of Md., Towson, University, Morgan State University, Stevenson University and MICA as well as MPT's public web site. We interviewed several students and selected a student from UMBC. The student began work in mid-January and we expect to receive additional funding for work in the summer.

Establishment of training or mentoring program designed to enable employees to acquire skills to qualify for higher level positions.

MPT has a formal training program in place for Transmitter Engineers. Under the supervision of our Transmitter Supervisor and Chief Trainer, Richard Logan, candidates are hired and trained in transmitter related engineering operations in order to be promoted to the Engineer level.

MPT also has an informal training program in place that allows employees hired at the Assistant Producer level to continue to advance to Associate Producer, Producer and Executive Producer level positions.

Participation in events or programs relating to career opportunities sponsored by educational institutions.

On-Going

Maryland Department of Education

Arts, Media & Communications state-wide advisory panel

Alex Vitalo, Director, Creative Services and Interactive Media, regularly attends Maryland State Department of Education (MSDE)meetings as an industry expert relating to the formation of standards for a new curriculum of Interactive Media Production.

She also serves on the local school advisory board for the Baltimore City Schools in the same capacity, as an advisor for the TV careers cluster. Additionally, she is also an advisor/mentor to the broadcast career teacher group. This involves separate meetings with each group throughout the year.

This past year, she was able to arrange the donation of used and outdated (but still working) broadcast graphics equipment to Frederick County and Queen Anne County High Schools. This is to aid their curriculum in the broadcast career area, rather than MPT receiving financial compensation by selling it on govdeals.com.

Listing each upper level opening in a job bank or newsletter of a media trade group with broad based membership, including participation of women and minorities.

When upper level positions are open, Maryland Public Television lists all upper level and TV related job openings with PBS and the Corporation of Public Broadcasting. Most

recently – January, 2011 – MPT listed the President/CEO vacancy on National Association of Black Journalist, Asian American Journalists, National Association of Hispanic Journalists and Women in Film and Video. The President/CEO position will be filled on July 1, 2011, which is after this reporting period.

Provide training to upper level management personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

In addition to formal training that was conducted in the past, managers are advised of these issues on a regular basis during senior management meetings. Information on the numbers and percentages of minorities and females is shared on a monthly basis. When recruitment is taking place, each manager is given individual training and guidance on equal opportunity policies.

Participation in other activities designed to disseminate information as to employment opportunities in broadcasting to job candidates who might be unaware of such opportunities.

October 6th, Volunteer Coordinator attended the Volunteer/Job Fair of the Baby Boomer/Senior Expo.

Feb. 14th, Volunteer Coordinator gave tour about careers in television to Harbour High School students.