



March 24, 2017

EEO Staff
Policy Division
Media Bureau
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Ref: KTVR-FM – Audit of EEO Program

Dear EEO Staff,

The requested information is below and attached regarding KTVR-FM's EEO program. The information provided below follows the outline of the February 8, 2017 letter.

Note: KTVR-FM is a part of Oregon Public Broadcasting (OPB). OPB's EEO report includes all employees based throughout the state and Vancouver, WA as one Employment Unit. We have 170 full-time employees in our Employment Unit.

3(a) The two most recent EEO public file reports are attached. Our web address is: www.opb.org and the current report can be found in our online public files at <http://www.opb.org/about/#moreinfo>. Attached is a list of each full-time hire and their start date.

3(b) For each full-time position filled during the period covered by the above EEO public files reports, please find attached copies of recruiting communications and appropriate reference documents. When the same job notice was sent to multiple sources, we made note of that in the attachments. We did not advertise openings on-air. Each job opening is advertised with the intention of casting a wide net, including sharing each local opening to local affirmative action organizations, listing each national opening to national affirmative action organizations, and particularly any upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities. All vacancies are shared via an All Staff email which all employees, interns and some volunteers receive to share through their networks and professional associations. Thus, recruitment initiatives include more than just hiring supervisors and human resources staff.

3(c) In the attachment for 3(a), please find the total number of interviewees for each vacancy and referral source for each interviewee for all full-time and a couple part-time vacancies filled during the period covered by the above EEO public file.

3(d) OPB has achieved broad and inclusive outreach through our use of recruitment and referral sources and through our EEO initiatives. There are 170 full-time employees in our Employment Unit and the population of the market in which the stations included in the Unit operate is 250,000 or more. Based on these two factors, we are required to perform four initiatives within a designated two-year period. We perform more than four initiatives annually. Here are some of our efforts:

- OPB had a booth at the Hispanic Metropolitan Chamber 12th Annual Employment & Business Fair in October 2014. The OPB booth was staffed by OPB's Manager of Recruitment and Benefits.
- OPB had a booth at the Urban League of Portland's 22nd Annual Career Connections Job Fair in April 2015. The OPB booth was staffed by OPB's Manager of Recruitment and Benefits.
- OPB had a booth at PGE's 2015 Diversity Summit in April, which was staffed by OPB's Manager of Recruitment and Benefits. Additionally, OPB's Chief Content Officer, Executive Editor of News and Director of Human and Volunteer Resources attended sessions and networked in the sessions.
- OPB had a booth at the 2015 National Association of Black Journalists (NABJ) 40th Annual Convention and Career Fair in Minneapolis, Minnesota. This is considered the nation's largest annual gathering of minority journalists. The OPB staff attending the conference and staffing the OPB booth included OPB's Vice President of Programming (oversees both TV and Radio programming) and our Manager of Recruitment and Benefits.
- OPB also had a booth at the 2015 Society for Professional Journalists Excellence In Journalism (EIJ) conference. This conference is a collaborative effort and includes The Radio Television Digital News Association (RTDNA), National Association of Hispanic Journalists (NAHJ) and Society of Professional Journalists (SPJ). The primary focus of EIJ is to be an educational, skills-building, career-oriented conference with high-caliber training. The OPB staff attending this conference and staffing the OPB booth included two Digital Producers from our newsroom and our Manager of Recruitment and Benefits

- OPB joined NPR and two dozen other public media organizations from across the country to host the first ever “Public Media Village” at the 2016 joint convention of the National Association of Black Journalists (NABJ) and the National Association of Hispanic Journalists (NAHJ) in Washington, D.C. This is considered the nation’s largest annual gathering of minority journalists. One of the focal points of this event was sharing information about career opportunities in public broadcasting. The OPB staff attending the conference and staffing the OPB booth included OPB’s Chief Content Officer, our Vice President of Programming (oversees both TV and Radio programming), one of our Digital Producers, and our Manager of Recruitment and Benefits.
- OPB also had a booth and representative (our Manager of Recruitment and Benefits) at the 2016 Excellence In Journalism (EIJ) conference in New Orleans. This conference is a collaborative effort and includes The Radio Television Digital News Association (RTDNA), Native American Journalists Association (NAJA) and the Society of Professional Journalists (SPJ). The primary focus of EIJ is to be an educational, skills-building, career-oriented conference with high-caliber training.
- OPB’s Manager of Volunteer Resources visited the University of Oregon’s School of Journalism and Communications in 2014 and 2015, talking with five classes about working in public media. She also conducted multiple faculty visits, hosted an informational session for students, and met with the staff of the student paper.
- OPB’s Executive Editor for News staffed a table at Columbia University’s Journalism Career Expo. She also met with CCNY students about internships and career opportunities at OPB. Both events happened in March 2015.
- In 2015 OPB media staff traveled to the University of Oregon and met with journalism graduate and under graduate students. There they viewed each student’s journalism project and critiqued each. This year *Oregon Art Beat’s* Executive Producer and an *Oregon Art Beat* producer worked with journalism students.
- In 2016, OPB’s Manager of Volunteer Resources visited Journalism classes at Portland Community College and Mount Hood Community College to talk about working in public media and OPB’s internship opportunities for students.
- Throughout the year OPB’s Manager of Recruitment and Benefits meets with students, both individually as well as in large groups (such as Linfield College’s annual visit in January 2016), to answer questions and provide guidance about the job search process and also to facilitate visits to OPB where students interested in media careers may spend a day onsite and sit in on the news meetings and the production of OPB’s daily radio public-affairs talk show, *Think Out Loud*.

- OPB has a long-standing and substantial volunteer program (approximately 900 volunteers annually) in which volunteers have opportunities to both support public media and receive training and gain new skills.
- OPB also has a well-developed internship program that includes paid and unpaid internship opportunities. Annually there are around 24 interns. In 2016, we established a new paid internship opportunity, OPB's Internship for Emerging Journalists because OPB is committed to creating public media career pathways for traditionally underrepresented individuals in public media.
- All upper-level openings (and many other openings) are advertised through trade groups and professional associations whose membership includes substantial participation of women and minorities.

3(e) No complaints were filed during the current license term.

3(f) The Human Resources (HR) unit has three staff who are most directly involved in recruiting and hiring. HR conducts training for every hiring supervisor as a part of each hiring effort. OPB senior executives discuss OPB's EEO policies and maintain OPB's commitment to diversity. OPB's commitment to no discrimination is captured in a policy statement on our internal intranet and included in our collective bargaining agreement. Generally, it states that it is the policy of OPB to not engage in discrimination against any employee or applicant for employment because of race, color, religion, national origin, age, sex, marital status, sexual orientation, disability, or other protected status. Further, OPB's Board of Directors discusses diversity at least annually as a part of our reporting requirements to the Corporation for Public Broadcasting (captured in our annual CPB Diversity Report).

Prior to each first interview session, HR staff discusses with each search committee the acceptable methodology of interviewing. Interview questions are reviewed and approved by HR prior to interviews. HR is present and actively participates in all interviews and hiring processes.

3(g) Annually, HR takes a census of the racial/ethnic background and gender of employees as a part of our EEO-1 reporting. They compare the data with the diversity numbers in the state of Oregon and the City of Portland. Additionally, they ask applicants to complete an anonymous survey collecting this information so that they can analyze our applicant pools for racial, ethnic and gender diversity. HR analyzes the results and continually seeks new and additional sources to encourage greater diversity within the organization.

3(h) OPB conducts regular compensation studies. Studies are conducted via job class which excludes any extraneous factors.

Benefits: Annually HR works with a brokerage company to elicit bids from a number of insurance companies asking for premium and coverage information. All full-time employees are eligible for any benefit plan available; there is not a premium plan for a specific group.

Seniority practices: follow collective bargaining agreement.

Promotions: similar to vacancies, all available promotional opportunities are publicized internally via All Staff email.

Selection techniques: HR reviews resumes for position minimum qualifications. All resumes meeting stated minimum qualifications are forwarded to a search committee for review. The search committee reviews those materials and selects those they feel will best meet the needs of the position. Selected applicant names are forwarded to HR for approval and interviews are scheduled through HR. HR staff facilitates all interviews.

OPB's commitment to no discrimination is revisited with each selection committee. In addition, our nondiscrimination policy states we do not engage in discrimination against any employee or applicant for employment because of race, color, religion, national origin, age, sex, familial status, sexual orientation, gender identity, disability status, Veteran status, and genetic information.

Bargaining unit: all hiring processes, regardless of union affiliation, are performed in the same manner.

3(i) Not applicable.

4(a), (b), (c) and (d) Not applicable.

I hereby certify the accuracy and completeness of this response.

Sincerely,



Steven M. Bass
President and CEO

attachments