

Arkansas Educational Television Network
FCC/EEOC Recruitment Report for Calendar Years 2018-2019

January 2020

Under the specific EEO program requirements effective 3/10/03, broadcasters must comply with three key components: 1) Outreach/Recruitment, 2) Record-keeping/Reporting, and 3) Self Analysis of EEO Efforts. AETN has accomplished all of the following:

Outreach/Recruitment:

Goal: Full time job vacancies must be advertised broadly to all markets covered by AETN for a reasonable period, and notice of job vacancies must be provided to any groups requesting such.

Results: Distributed targeted information on each job opening using statewide using newspaper advertising, the Internet, social media outlets, postings provided to all State institutions via the state job line, the AETN web page and the PBS bulletin board. Also provided job information upon request to any who asked.

Goal fulfilled.

Goal: Completion of four (4) recruitment initiatives over a two-year period ending at our license renewal anniversary (February 1). From 16 initiatives AETN selected the following for the full two-year period **February 1, 2018– January 31, 2020:**

- a) Participate in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions.

Results: AETN participated in Career Fairs at the following locations: UAPB Spring Fair, March 7, 2018; ATU, Career & Intern Fair, Russellville, AR, September 18, 2018; Hendrix College Career and Internship Fair, March 7, 2019; ATU Business, Communications & Media Career & Internship Fair, September 16, 2019.

Goal fulfilled.

Recruitment booths were set up by the following personnel: Melissa Stamps, Assistant Personnel Manager; and Jennifer Killough, Human Resources Program Representative;

Goal fulfilled.

- b) Establish an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Results: AETN offers an ongoing intern program accepting students interested in any career field related to TV broadcast.

Goal fulfilled.

c) Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.

Results: *AETN offered various training programs to staff through the state's Inter-Agency Training Program (IATP), independent sources, in-house training sessions, and webinars. AETN staff, supervisors and directors participated in the following:*

Ongoing training through the IATP Training Program included HRkansas for Supervisors; Hiring Talent; Interpersonal Communications; You've Got Problems, We've Got Solutions; Performance Goals & Compensation; Accounting and Purchasing Forums.

All Staff training on Discrimination Law & Harassment Awareness, June 26, 2019, by Senior Assistant Attorney General Nga Mahfouz, Arkansas Attorney General's Office

d) Establish a mentoring program for station personnel.

Results: *Revamping the mentoring program for each new employee at AETN. Mentors are selected by the Executive Director or Deputy Director and are generally a peer from a different division.*

Goal fulfilled.

e) List each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Results: *Targeted advertising of AETN job openings for professional or technical positions with various media for statewide, regional coverage, and national coverage. Jobs also are posted on the state's web page, AETN's web page, AETN's internal bulletin board and target Facebook groups such as: PBS Digital Station Solution; NETA Content PLC; Public Media "Millennials"; Public Media Women in Leadership.*

Goal fulfilled.

Record-Keeping/Reporting:

Goal: Reports are required every year before the license renewal anniversary (February 1). These reports must be put into the Public File and posted on the web page.

Results: *EEO Public File Reports were posted on AETN's web page and in the public file in January, 2020.*

Goal fulfilled.

Goal: Data must be maintained on all full-time jobs filled, recruitment source for each, advertisement copies, names of applicants interviewed, referral source of interviewees, date each job was filled and proof of at least four (4) recruitment initiatives accomplished.

***Results:** Data is maintained on each position opening and each recruiting initiative to track required information throughout the year.*

Goal fulfilled.

Self-Analysis of EEO Efforts:

Goal: Regularly analyze recruitment programs used, assess their effectiveness, review seniority practices, examine pay and benefit rates for equity, use media for fair and broad recruitment, review promotion practices, and assure there's no discrimination based on race, age, color, national origin, religion, sex or disability.

***Results:** Recruitment activities are monitored by the Human Resources section to assure that all applicants are treated equally and fairly without regard to race, age, color, religion, sex, disability or national origin. Regular evaluation of pay is completed, and the appropriate State procedure followed to reclassify positions to accurately reflect the job.*

AETN often must compete with commercial broadcasters and the education communities for the talent needed and we cannot pay the market rate, so we do everything possible to make AETN a great place to work. AETN has won state and national awards for its workplace practices that helps AETN recruit the best and brightest. Many former employees who leave AETN eventually come back or want to come back to our "family first" culture.

Goal fulfilled.