

Arkansas Educational Television Network
FCC/EEOC Recruitment Report for Calendar Years 2010-2011
January 2012

Under 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. During the current period AETN has accomplished 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:** AETN distributed information on each job opening statewide through newspaper advertising, the Internet, postings to all State institutions via the state job line, the AETN web page and the PBS bulletin board. AETN 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 AETN's license renewal anniversary (February 1). From 16 initiatives AETN selected the following for the period **February 1, 2010 – January 31, 2012:**

- 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: University of Central Arkansas in Conway on April 2, 2010; Ouachita Baptist College in Arkadelphia on April 7, 2010; Department of Workforce Services Career Expo at Verizon Arena, North Little Rock on November 3, 2010; University of the Ozarks in Clarksville on March 17, 2011; University of Central Arkansas Career Fair in Conway on April 1, 2011; Veterans Job Readiness Workshop in Little Rock on April 8-9, 2011. **Goal fulfilled.

*Recruitment booths were hosted by the following personnel: Mike McCullars, Director of Special Projects; Yolanda Carman, Adult and Career Education Coordinator; Melissa Stamps, Payroll & Benefits Specialist; Lela Hodges, Human Resources Manager. **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. Nine (9) interns in 2010 and five (5) in 2011 worked alongside AETN staff in Marketing/Outreach, Production, and Operations for a total of 1,553.4 hours during the period: 1,066.38 hours in 2010 and 487.02 hours in 2011. **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, webinars, audio conferences and brown bag luncheons. AETN staff, supervisors and directors participated in the following:*

- 1) *Public Broadcasting Managers' Association (PBMA) "Toolkits" (audio conferences and webinars): New Media Toolkit on March 24, 2010; Social Media Audio Conference on July 22, 2010; Diversity At the Station Level on November 10, 2010; 3-Generation Workplace on December 18, 2010; Federal Funding with APTS and NPR on January 19, 2011; Dealing with the Public When Controversy Erupts on January 26, 2011; Fraud Seminar with James Moore & Company on March 23, 2011; PBMA Conference Preview on April 20, 2011;*
- 2) *"Growing at Work" Monthly Staff Development Training: Social Networking on February 17, 2010; Stress Management on March 17, 2010; Language, Power & Prejudice on April 21, 2010; Improving Your Listening on May 19, 2010; Dealing with Difficult People on June 16, 2010; Improving Communication Perception on July 21, 2010; Suicide Prevention on August 18, 2010; Generational Perception & Communication Differences on September 15, 2010; Improving Group Participation & Communication on October 20, 2010; Dealing With Depression on November 17, 2010; Understanding & Dealing With Conflict on December 15, 2010; Civility on January 26, 2011; Etiquette in Electronic Media on February 16, 2011; Coping with Fear on April 14, 2011; Change in the Workplace on May 18, 2011; Programming 101 on July 20, 2011; Bridging the Gender Communication Gap on August 18, 2011; Managing Money on January 11, 2012;*
- 3) *Arkansas Healthy Employee Lifestyle Program (AHELP) – Wellness Lunch 'n Learns: Healthy Lifestyles on July 27, 2010; Weight Training on September 21, 2010; Weight Management on October 26, 2010; Healthy Summer Eating on March 16, 2011; Summer Fitness on June 22, 2011; How To De-Stress Your Busy Life on September 21, 2011;*
- 4) *Finance & Administration Overview & Training Sessions for staff on August 11, 2010; Motivational Seminar, Verizon Arena, North Little Rock, on August 30, 2011; Procurement Refresher Course for staff on September 7, 2011;*
- 5) *Mandatory Supervisor Training for employees representing all divisions of AETN & the AETN Foundation: Employment Law presented by Mark Ohrenberger, Assistant Attorney General on August 25, 2010; Diversity & Discrimination presented by Mark Ohrenberger & Meredith Rebsamen from the Arkansas Attorney General's Office on October 26, 2011. **Goal Fulfilled.***

d) Establish a mentoring program for station personnel.

Results: *AETN continued its mentoring program for each new employee. 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: *AETN advertised all job openings for professional or technical positions with various media for statewide and regional coverage. Jobs also are posted on the state's web page, AETN's web page, AETN's internal bulletin board, and the PBS bulletin board. **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: In January, 2011 and 2012, EEO Public File Reports were posted on AETN's web page, placed in the public file, posted on AETN's internal bulletin board and provided to the AETN Commission and AETN Foundation Board. **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: AETN maintains data 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: AETN's Human Resources staff monitors all recruitment activities to assure that every applicant is 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 is challenged to compete for the best and brightest applicants, with state salaries below market rates. However, AETN has proven to be a great place to work! The American Psychological Association has honored AETN with state and national awards for its healthy workplace practices. The Governor's Work-Life Balance Awards Program also has recognized AETN 4 years in a row as one of the best mid-sized workplaces in Arkansas, plus a Mature Workers Award winner for 3 consecutive years. AETN employees believe in the mission. They enjoy the "family first" culture. And when they leave they often want to return.

Goal fulfilled.

