

CPB Compliance Requirements

Wisconsin Public Radio and Wisconsin Public Television are licensed jointly by the State of Wisconsin Educational Communications Board (ECB) and the University of Wisconsin Extension. In compliance with the terms of Corporation for Public Broadcasting (CPB) funding, this document details the policies related to meeting Community Service Grant eligibility requirements.

Open Meetings Requirements as set forth in Section 396(k)(4) of the Communications Act.

An agency of the State of Wisconsin, ECB is governed by an appointed board of directors that generally meets four times a year and is subject to state Open Meetings Law. Meeting notices are filed per Wisconsin Statute § 19.84 at the State Capitol, with the Wisconsin State Journal newspaper, and are posted at the public entrances of our headquarters building. Upcoming meeting dates are also posted on the agency website at <http://ecb.org/board.html>. Board meetings are held at the Wisconsin Public Broadcasting Center, 3319 W. Beltline Highway in Madison.

Financial Reporting Requirements as set forth in Section 396(k)(5) of the Communications Act.

ECB makes its annual Audited Financial Statement available to the public online at the agency website (<http://ecb.org/board.html>) and in paper copy at 3319 West Beltline Highway, Madison, WI 53713.

To obtain a copy of ECB's annual financial report, please contact our Financial Manager at (608)264-9668, or our Executive Assistant at (608)264-9672.

Community Advisory Board Requirement as set forth in Section 396(k)(8) of the Communications Act.

ECB is an agency of the State of Wisconsin governed by an appointed board described in Wisconsin Statute § 15.57, and therefore exempt from the Community Advisory Board requirement.

Diversity Statement

Diversity is central to our mission and our values. We embrace diversity in all respects and demonstrate this commitment in our programming, our community engagement, our content sources and partners, and our staff. We believe that inclusivity is central to the vitality and vibrancy of Wisconsin.

The ECB is an equal opportunity employer and does not discriminate against individuals on the basis of any characteristic protected by law. But beyond legal compliance, recruiting and maintaining a diverse workforce and management team are organizational responsibilities and goals. Diverse perspectives contribute greatly to our knowledge and understanding of the culture and diversity of Wisconsin citizens. Staff diversity also directly affects our ability to deliver content and services that reflect that diversity which helps us attract, grow and engage audiences.

We are a stronger organization when our workforce consists of people with diverse backgrounds, people who bring different styles of thinking and have faced different challenges in life. We recognize that diversity comes in many forms, both apparent and sometimes invisible. At its heart, diversity speaks to the range of perspectives and ideas that come from a variety of individuals and their personal and cultural perspectives. Often this diversity is a result of different cultures, histories, races, ethnicities, genders, sexual orientation, abilities, age, national origins, religions, creeds, colors and veteran status.

The reputation of public media rests on public trust and the public must be confident that the Educational Communications Board operates with the highest standards of honesty and integrity. Thus, we are committed to creating and supporting an inclusive workplace environment where every employee is valued for their unique skills, experiences and perspectives.

Diversity and Inclusion in Practice

As a state licensee, ECB has embraced the Affirmative Action and Equal Employment Opportunity policies of the State of Wisconsin's Department of Administration. Our agency management sets annual goals in support of these policies and meets at least annually to evaluate our progress. We also assess the diversity of our staff each time we conduct a new recruitment. We are deliberate in all of our employment practices to ensure that employment opportunities are widely advertised, that all applicants and employees are welcomed and treated fairly and equally, and that policies and practices are administered in an unbiased and objective manner at all times.

Our workforce is comprised of approximately 55 full-time employees that range in age from early twenties to late sixties. The majority of ECB positions require specialized technical skills; qualified applicants typically come from two- or four-year college electronics and/or engineering programs. We acknowledge the identified challenges of the science, technology, engineering and math (STEM) education pipeline in attracting females and minorities to courses of study that prepare them for work requiring these skills. Due to these factors and in spite of our goals, our female-to-male staff ratio is approximately 1:4; the non-white racial and ethnic diversity of our staff is less than 10%. While our staff diversity generally reflects Wisconsin's population demographics, we continually strive to attract and retain a more diverse workforce.

We participate across the public broadcasting partnership to ensure the development of a diverse and well-trained staff. Our plans for the coming year include a comprehensive review of our recruitment marketing approach, identifying barriers to the state recruitment process as well as developing ideas for making our work more appealing and accessible to a wider audience. We will also continue to look for ways to make more personal contacts in diverse communities, and explore new opportunities for achieving greater diversity in our staff and those of our partners.

Diversity Goals

Agency management will:

- receive training on diversity recruitment.
- review and analyze our previous job postings to improve our recruitment strategies.
- target our job marketing to attract females and members of underrepresented populations to apply for ECB positions.

Statistics Report

ECB staff demographics for the fiscal year July 1, 2014 – June 30, 2015:

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|-------------------------------|-----------------------|----------------------|
| Officials and Managers | 3 females, 1 minority | 7 males, 1 minority |
| Professionals | 4 females | 4 males |
| Technicians | 2 females | 25 males, 1 minority |
| Skilled Craft Persons | 1 female | 4 males |
| Clerical and Office Personnel | 2 females | 2 males |

There are no semi-skilled or unskilled operatives, or service workers in our workforce.

Six (6) full-time positions were filled in FY15, as described in the posted EEO report:

http://ecb.org/public_inspection_files.html

EEO Requirements as set forth in Section 396(k)(12) of the Communications Act.

ECB certifies that it complies with the hiring and reporting practices required by FCC regulations. [Yearly EEO reports](#) are posted in the Public Inspection Files on the ECB website: http://ecb.org/public_inspection_files.html.

A state agency, ECB coordinates all staff recruitments with the Wisconsin Department of Personnel Management, and both adhere to the same [Equal Employment Opportunity policy](#).

Compensation Reporting

ECB is not required to file a Form 990, therefore, according to CPB policy, the station is required to post compensation information as outlined in the Form 990. That information is as follows:

Wisconsin Public Radio and Wisconsin Public are services of the Educational Communications Board and the University of Wisconsin Extension, with funding support from the State of Wisconsin. Neither ECB nor the State Legislature is required to file an IRS Form 990. Had ECB been required to file an IRS Form 990, it would have identified the following information:

- Compensation paid to officers, directors and trustees: None
- Compensation paid to key employees of over \$150,000/year: None
- Compensation paid to the five highest paid employees (limited to those over \$100,000/year):
 - o Gene Purcell, Executive Director, \$127,316 (FY15)
 - o Marta Bechtol, Deputy Director, \$105,955 (FY15)
- Compensation paid to former officers, key employees and highest compensated employees who received more than \$100,000: None
- From the organization and any related organizations: None
- Former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable income from the organization or any related organizations - None

Donor Lists as set forth in Section 396(k)(12) of the Communications Act.

ECB is in compliance with CPB policies regarding donor privacy. See ECB Board Policy 606, revised and readopted July 12, 2013: http://ecb.org/board/pdf/2014/Board_Policy_606_compliance.pdf