

CPB Compliance Requirements

PBS Wisconsin and Wisconsin Public Radio are licensed jointly by the State of Wisconsin Educational Communications Board (ECB) and the University of Wisconsin-Madison. 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.

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.

Statistical Report

ECB makes its annual Station Activities Survey 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 and at 821 University Avenue, Madison, WI 53706.

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/ECB_Board_Policies_2013_Update.pdf - 50.

Senior/Executive Management contact information is listed on the agency website:

<http://ecb.org/contact.html>.

Governance

ECB is by a 16-member board comprised of elected officials, appointed representatives and *ex officio* designees as outlined by Wisconsin Statute § 15.57. Current board members are listed on the agency website: <http://ecb.org/board.html>.

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 copies of ECB's annual financial reports, please contact our Financial Manager at (608)264-9668, or our Executive Assistant at (608)264-9672.

Diversity Statement

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

The Wisconsin Educational Communications Board 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 is an organizational responsibility and goal. Diverse perspectives contribute to our knowledge and understanding of the culture and diversity of Wisconsin citizens. Staff diversity directly affects our ability to deliver content and services that reflect that our population 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, sometimes 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; 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 adheres to the Affirmative Action and Equal Employment Opportunity policies 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 I.T. or engineering programs. We acknowledge the identified challenges of the science, technology, engineering and math (STEM) education pipeline in attracting Black, Indigenous, people of color, and particularly females, to courses of study that prepare them for work requiring these skills. Due to these factors, the non-white racial and ethnic diversity of our staff is 10% and the female-to-male staff ratio is almost 1:4. More than 18% of ECB employees are military veterans. While our staff diversity generally reflects Wisconsin's population demographics, we continually strive to attract and retain a more diverse workforce.

The agency's goal this year is to focus on bringing Black, Indigenous, and people of color into our applicant pools. We believe that the main reason for the limited racial diversity in our workforce is that people of color simply do not apply for work here; not because of internal discrimination or unfair working conditions. Given our numbers, we are concerned that potential applicants could receive the impression that ECB is not an accepting workplace. ECB intends to review our position descriptions and job postings to eliminate language that may express white bias; and to craft job ads that open the possibilities for broader applicant pools and better describe our internal job training. 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.

Diversity Goals

Agency management will:

- communicate AA/EEO policy and diversity goals to senior staff and those involved in the hiring process;
- use direct outreach to networks for Black and Indigenous and people of color; and
- place recruitment announcements in venues targeted at racial minority, female and veterans populations.

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. As a state agency, ECB coordinates all staff recruitments with Human Resources at the Wisconsin Department of Administration, in adherence to the [*Equal Employment Opportunity policy*](#).