

FCC Form 396 Employment Program Report
Public Television 19, Inc.
Station KCPT(TV), Kansas City, MO

Exhibit 3
Narrative Statement

Public Television 19, Inc., licensee of noncommercial educational television station. KCPT(TV), in Kansas City, Missouri is an E-Verify, Affirmative Action and Equal Opportunity Employer. KCPT is committed to providing equal employment opportunities, and it has achieved broad and inclusive outreach during the past two years in connection with its recruitments for full-time job vacancies and its completion of various non-vacancy specific employment initiatives and activities.

As full-time job vacancies occur at the station, KCPT utilizes a variety of recruitment sources to widely disseminate information about the openings and to seek qualified candidates. For instance, KCPT regularly uses local newspapers for this purpose, including Spanish-language papers, as well as local job organizations, the KCPT station web site, internal station postings, national public broadcasting organizations, additional local and/or national Internet sources/listings, plus additional schools and organizations where appropriate. As a result of using these various organizations, KCPT has interviewed and hired for open positions from a variety of sources in recent years.

In addition to its recruitment, interviewing and hiring efforts for open positions, KCPT regularly undertakes various non-vacancy-specific employment activities to supplement its EEO outreach efforts. During the past two years, such efforts have included:

KCPT has an established intern program. We consistently have area high school and college students working with us in many areas of production. Since the summer of 2012, we have had interns from Missouri Western State University- St. Joseph; Park University; University of Missouri – KC; Kansas City Art Institute; Kansas University; Boston University; University of Southern California; Kansas State; and University of Missouri. They worked in the Promotions Department, Production Department, and Public Affairs department.

KCPT participates in the “Edward A. Smith Urban Leadership Internship Program” through the Bloch School of Business International Student Association. Students have worked in the Development, Corporate Support and Digital Media Services Departments. KCPT also participated in the “Scripps Howard Foundation Intern” program by receiving a student who interned in the Public Affairs Department.

Provided training to all personnel on EEO and discrimination matters. All personnel undergo consistent training as it relates to equal employment opportunity and preventing discrimination.

Continued our established training program for station personnel. KCPT has on-going professional development opportunities for staff to learn new skills and to qualify for higher level positions. When the budget allows, we encourage travel to conferences for these opportunities, and our HR team provides in-house training and mentoring. We also have a

monthly all teams meeting where we have station wide discussions of station business and opportunities.

Listed upper-level job openings in job banks and local newspapers whose membership includes substantial participation of women/minorities. All positions are listed in trade-related publications and Internet sites. Examples would be Current, PBS Connects and Broadcast 1 Source.

Community events to inform public about broadcasting careers. Periodically invite high school and college students into the station and offer tours and one-on-one meetings with staff members to discuss broadcasting.

Through its use of various recruitment sources to advertise positions when vacancies occur, its completion of a variety of long-term employment activities and its adherence to general policies on equal employment opportunity, KCPT has achieved broad outreach on employment matters.