CPB Community Service Grant (CSG)
Annual Review– WTVI PBS Charlotte
Fiscal Year 2015/2016

Background

WTVI PBS Charlotte has served citizens in the Carolinas for almost fifty years. The station offers high quality, noncommercial, educational programs. PBS broadcasts include award-winning children's programming, ground-breaking documentaries and original performances.

> Vision Statement - *WTVI-PBS Charlotte's vision is to be the best public broadcasting service in the nation.*
>
> Mission Statement - *WTVI-PBS Charlotte is Charlotte's public television service, providing education, culture, and citizenship across all electronic media platforms to serve the public interest and further the mission of Central Piedmont Community College.*
>
> Values - *People trust WTVI-PBS Charlotte to provide programs of quality that engage the mind and spirit, that promote personal growth and lifelong learning, and that connect the community. People also want WTVI-PBS Charlotte to be a safe haven for children.*
>
> *In order to maintain this trust, WTVI-PBS Charlotte staff upholds the qualities of trust (respect for the viewer), quality (high production standards), intelligence (programs that challenge the mind), balance (impartial, factual, little "spin"), uniqueness (different, unusual focus), and variety (diversity in genre, perspective, and niche).*

WTVI is licensed to Central Piedmont Community College, a public educational institution that has been part of the Charlotte landscape for over 50 years.

> Vision Statement - *Central Piedmont Community College intends to become the national leader in workforce development.*
>
> Mission Statement - *Central Piedmont Community College is an innovative and comprehensive college that advances the life-long educational development of students consistent with their needs, interests, and abilities while strengthening the economic, social, and cultural life of its diverse community. The College accomplishes this purpose by providing high-quality, flexible pre-baccalaureate and career-focused educational programs and services which are academically, geographically, and financially accessible. This purpose requires a fundamental commitment to student success through teaching and learning excellence within a supportive environment.*
>
> Institutional Values - *Student Success and Learning, Inclusiveness, Responsiveness, Excellence, Integrity, Accessibility, Innovation*

Diversity Commitment

WTVI PBS Charlotte

The WTVI Diversity Statement is posted on the station website at http://www.wtvi.org/about/diversity-statement/.

Central Piedmont Community College

As an equal opportunity employer, Central Piedmont Community College is committed to equal opportunity and non-discrimination in personnel policies and intends that employees of the College and citizens of its service area shall be made aware of this commitment. All matters related to selection, compensation, benefits, promotion, social and recreational programs, and all treatment on the job will be free of discrimination based on any protected classification, including race, color, national origin, religion, gender, sexual orientation, disability, age, genetic information, political affiliation, or any other legally protected classification.

Equal Opportunity Policies may be found on the College's website as follows:

- Equal Opportunity Program Policy
- Employee Discrimination and Harassment Policy
- Student Discrimination and Harassment Policy

Programming

WTVI's **Raising Readers** program currently serves over 19,360 children at risk of failing out of school. Raising Readers is an early literacy and family engagement program for children ages 2-8 that helps families develop book-sharing routines with their child.

180 Days Hartsville – WTVI conducted several screenings with area organizations designed to dialogue with students, parents and educators around the topic of "dropping out of school".

Story of Cancer – In partnership with the Leukemia and Lymphoma Society, WTVI hosted a preview screening for African American women. The event featured a "Wall of Hope" where women could post encouraging words and messages of Hope.

American Graduate Day – WTVI PBS Charlotte continues to address the on-going achievement gap through a variety of educational programming. Station-led outreach events have focused on individual student achievement, early childhood education, family engagement, emotional and social supports, parent participation, adult education, and community engagement.

Thinking Money – WTVI conducted community screenings and discussion events for individuals enrolled in The Community Link program, an agency designed to help and enable individuals and families obtain and sustain safe, decent and affordable housing.

STEM Broadcast Awards – In its 2nd year, WTVI hosted the STEM Awards Broadcast recognizing 6th-12th grade students and teachers from the station's 13-county viewing area who exhibit excellence in the areas of STEM.

PBS Kids Summer Learning – During the out-of-school-time months, WTVI conducts workshops at area libraries serving low-income families. WTVI provides them with a variety of free and educational resources to encourage young learners to continue learning and exploring over summer vacation

Explore the Outdoors – As part of earth day, WTVI partnered with the Beatties Ford Library, located in a low-income fragile neighborhood. The "Fort Wild: Explore the Outdoors" day was designed to get kids outside to connect with nature.

Finding Your Roots 2 – WTVI documented three African American families as they discovered long-lost relatives hidden for generations within the branches of their family tree.

PBS Kids Writers Contest – WTVI launched the annual contest, in its 16th year, for students in kindergarten through third grade who want to write and illustrate their own stories, while building literacy skills.

Governance

CPCC Board of Trustees

The authority of the Central Piedmont Community College Board of Trustees is established by Chapter 115D of the North Carolina General Statutes and is further defined in the State Board of Community Colleges Code 1B SBCCC 300.2.

The Board of Trustees consists of twelve members, appointed in three groups of four trustees each, and the President of the Student Government Association, who is an *ex-officio* non-voting member. The four trustees in group one are appointed by the Charlotte-Mecklenburg Board of Education; the four in group two by the Board of County Commissioners of Mecklenburg County; and the four in group three by the Governor of North Carolina. Unless otherwise provided by law, trustees serve for terms of four years.

Name	Gender	Ethnicity	Title	Appointed By
P. Anthony Zeiss	Male	Caucasian	Secretary	
Edwin A. Dalrymple	Male	Caucasian	Chairman	Governor
Caldwell R. Rose	Male	Caucasian		Governor
Marshall L. Coble	Male	Caucasian		Governor
Scott D. Syfert	Male	Caucasian		Governor
Judith N. Allison	Female	Caucasian	Vice Chair	Mecklenburg Board of County Commissioners

Dr. Wilhelmenia Rembert	Female	African-American		Mecklenburg Board of County Commissioners
Benton S. Bragg	Male	Caucasian		Mecklenburg Board of County Commissioners
Madelyn L. Caple	Female	Caucasian		Mecklenburg Board of County Commissioners
Violeta Moser	Female	Hispanic		Charlotte-Mecklenburg Board of Education
Darrel J. Williams	Male	African-American		Charlotte-Mecklenburg Board of Education
Cecilia A. Ramirez	Female	Hispanic		Charlotte-Mecklenburg Board of Education
Linda Lockman-Brooks	Female	African-American		Charlotte-Mecklenburg Board of Education

Due to the process of Board of Trustee selection explained above, WTVI is not in a position to set a diversity goal for its Board of Trustees.

WTVI Workforce

WTVI currently employs 18 full-time employees. Of these employees, 28% are minorities and 39% are female.

Title	Gender	Ethnicity	Administrative
Chief Broadcast Engineer	Male	Caucasian	No
Education & Outreach Coordinator	Female	African-American	No
Director Media Operations (Traffic)	Female	African-American	Yes
Education & Outreach Coordinator	Female	African-American	No
Executive Producer	Male	Caucasian	Yes
General Manager	Female	Caucasian	Yes
Membership Coordinator	Female	Hispanic	No
Multi-Media Journalist	Male	Caucasian	No
Office Manager	Female	Caucasian	No
Producer	Male	Caucasian	No
Producer	Male	Caucasian	No
Producer	Male	Caucasian	No
Production Manager	Male	Caucasian	Yes
Promotions Producer/Editor	Male	Caucasian	No
Reporter/Producer	Female	Hispanic	No
Senior Coordinator Media Operations	Male	Caucasian	No
Video Broadcast Engineer	Male	Caucasian	No
Web Designer/Graphic Artist	Male	Caucasian	No

Previous Fiscal Year SAS reports have indicated the following minority and female percentages:

	FY 2013 SAS Report	FY 2014 SAS Report	FY 2015 SAS Report
Minorities	22%	35%	29%
Females	30%	40%	24%

As a service of licensee Central Piedmont Community College, WTVI is required to adhere to North Carolina Administrative Code Title 23 02C .0703. This statute requires that the station shall seek to employ women and minorities in administrative positions. Four of the 18 full-time positions listed above are administrative positions. Of these, 50% are female and 25% are minority. WTVI complies with the tenets of the CPB SABA/SAS reporting policies by annually reporting diversity by job type. WTVI also complies with FCC EEO requirements by widely disseminating job vacancy announcements and undertaking additional outreach measures in fulfillment of EEO responsibilities.

Annual Initiative

The College shall strive to require every full-time employee of the College (including all WTVI personnel) to complete annual Institutional Equity Training.

Recruiting

The College shall strive to interview at least one qualified diversity candidate for each senior leadership position hire at WTVI.

WTVI Community Outreach Events

WTVI's Raising Readers – This past year, PBS Charlotte conducted over 90 workshops with educators and parents impacting over 39,000 children at risk of failing out of school. Raising Readers is an early literacy and family engagement program for at risk children ages 2-8 that helps families develop book-sharing routines with their child.

American Graduate Day – WTVI PBS Charlotte continues to address the on-going achievement gap through a variety of educational programming. Station-led outreach events have focused on individual student achievement, early childhood education, family engagement, emotional and social supports, parent participation, adult education, and community engagement.

PBS Kids Summer Learning – During the out-of-school-time. WTVI conducted six workshops at area libraries serving low-income families. WTVI provides them with a variety of free and educational resources to encourage young learners to continue developing and exploring over summer vacation.

PBS Kids Writers Contest – WTVI launched the annual contest, in its 17th year, for students in kindergarten through third grade who wrote and illustrated their own stories, while building literacy skills. Over 280 entries were received and 12 awards were given.

Be My Neighbor Day – In Cooperation with The Harvest Center, WTVI celebrated "Be My Neighbor Day". Over 500 Parents and kids participated in hands-on learning Daniel Tiger activities and received goody bags filled with Back to School Supplies, as well as PBS Kids Educational Resources. Families had an opportunity to meet Daniel Tiger.

Kart Kingdom – Through the PBS Kids Kart Kingdom, WTVI hosted a live game for underprivileged kids at the Sugar Creek Library. Through a new virtual world on pbskids.org, youth were able to explore a new world based on customizing their own karts.

Jackie Robinson – PBS Charlotte deepened community engagement around Ken Burns' *Jackie Robinson* film as well as created an awareness of the documentary through pre-screening events, community conversations, and outreach to educators, reaching 275 individuals. WTVI also participated in the Negro League Baseball exhibition at one of the Charlotte Knights Baseball Games, with over 9,500 fans in attendance.