



Detroit Public Television

Annual FCC Public File Report

I. Recruitment for All Full-time Vacancies

Detroit Public Television (DPTV) posts each full-time vacancy and most part-time vacancies within the station on bulletin boards strategically located throughout the station. Vacancy information is also widely disseminated (as noted in II below) and all position vacancies are posted to the DPTV Website www.detroitpublictv.org.

II. Notification to Community Groups

A. Routine Recruitment Outreach - Notices are sent to local organizations that have requested vacancy information. (See attachment) All job announcements encourage those seeking information to refer to DPTV's Website for additional information.

B. Job-Specific Recruitment - For each vacant position, the Human Resources Director, along with the department head, identify what paid advertisements, Web sites or trade publications will be used in addition to the sources listed in the Recruitment Sources.

C. Other Advertisements

Detroit Public Television broadcasts at least two, sometimes three spots on the 1st and 15th day of each month that provide contact information to recruiting entities. A similar article is published in each edition of the stations monthly "Signal" magazine, which has a circulation of 70,000.

As a co-sponsor of the MAB Foundation 2006 Regional Career Fairs, Detroit Public Television aired 17 Public Service Announcements between October 4, 2006 and October 18, 2006, for the regional career fair at Specs Howard School of Broadcasting.

III. Long Term Recruiting Initiatives

A. Attendance at Career, Job, or Intern fairs

Since May 21, 2005, Detroit Public Television has participated in the following career fairs and career days

- A Career Fair at Specs Howard School of Broadcasting, Southfield, Michigan, October 18, 2006.
- A Career Fair at Central Michigan University, Department of Broadcast and Cinematic Arts, Mt. Pleasant, Michigan, March 2006 & March 2007.
- A Job Fair at Marygrove College, a liberal arts school, Detroit, Michigan, March 14, 2007.
- A Community Career Fair sponsored by Wayne County Community College, Detroit, Michigan, April 2006 and April 2007. A job posting service website was established for employers to post vacancies at no cost.

III. Long Term Recruiting Initiatives - continued

- A Career Day at Cesar Chavez Academy, a middle school in Detroit, Michigan, May 3, 2007. This Career Day was attended by the Engineering Manager and two Technicians. They spoke to four classes of third and fourth graders and demonstrated the use of camera, lighting and teleprompter equipment. Each student was allowed to operate the camera and read a story from the teleprompter which gave the children a chance to experience how newscasters and studio talent read their stories.
- Walled Lake Middle School Career Day – May 4, 2006
David Devereaux, VP of Communications, made a presentation highlighting career opportunities in television and the educational requirements.

B. Internship Program

The Detroit Educational Television Foundation (WTVS) internship program is designed to give qualified students, volunteers and other members of the community an opportunity to gain an enhanced understanding of television production of station operations through meaningful and challenging work assignments and allows WTVS to participate in the educational process by providing a practical, first-hand television work experience.

Internships are administered on a quarterly basis. The rotation of interns aids WTVS in providing exposure to the television medium to a greater number of communications/journalism students and others.

Information regarding internships is available on the station website and has been distributed to area high schools and universities.

During the period of May 2006 through May 2007, The Production Department and The Marketing and Brand Management Department of Detroit Public Television sponsored sixteen interns from the following universities:

Wayne State University
Oakland University
University of Michigan
Michigan State University
Central Michigan University

C. Employee Training Programs

Detroit Public Television offers several benefits that encourage employees to advance their education and careers.

(1) Tuition Reimbursement. DPTV believes in the important of professional development and will provide tuition reimbursement for courses offered by approved institutions of learning.

(2) Training.

Engineers and Maintenance Technician Operators received instructions on:

- new equipment and the evolution of television's transition to digital and web based distribution;
- seminars teaching FCC rules, measurement techniques, captioning, IBOC(hd radio), and networking
- Crispin operation and maintenance of the Crispin automation system
- MSDS and its uses
- Lockout Tagout
- MacPro Final Cut Video Editing and Audio Editing
- Operation and Maintenance of the following Equipment:
 - Euphonix Professional Audio Mixing Console; NVision router; Vinten Camera Robotics; Flip Factory Video Format Translator; Evertz Video Wall Processor; RTS/Telex Intercom; Grass Valley Camera; Omneo Archive Library Storage System; Pinnacle Deko Character Generator; Grass Valley TV Graphics Production Switcher; Wheatstone Professional Radio Mixing Console3; Masstech Media Management System; Vinten Camera Pedestals and Heads

(3) Computer classes with desktop and IT applications as well as Professional Development and Management training was made available to all employees through a Trade Agreement with New Horizons Computer Centers.