

**Georgia Public Telecommunications
Commission**

**EEO Public Inspection File Report
(Station WGTV and WUGA)**

December 1, 2015 -November 30, 2016

**Equal Employment Opportunity
Public Inspection File Report**

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(Station WGTV and WUGA)**

This report is prepared by Georgia Public Telecommunications Commission ("GPTC"), licensee of noncommercial television station WGTV and WUGA, Athens, Georgia and covers its employment unit for WGTV and WUGA and its Atlanta, Georgia headquarters.

The GPTC is also the licensee of an additional eight noncommercial educational television and fourteen noncommercial educational radio stations. GPTC operates its radio and television stations as state public broadcast networks, with all television programs originating in Atlanta and simulcast by all of the stations in the network. Most of the radio stations are operated in a similar manner, although some originate some programming locally. Given this structure, the bulk of GPTC's employees are located at its Atlanta headquarters. The employees at the individual stations (there are fewer than 5 full-time employees at each of the other stations) are primarily technical personnel assigned to assure the proper operation of the stations.

While GPTV has employees throughout the state, it operates as a single agency for recruitment purposes and employs the same recruitment sources and employment initiatives for all of its job openings. GPTC is also an agency of the state of Georgia and its recruitment and employment practices are subject to the requirements of the State Personnel Administration, Georgia's equivalent of the federal civil service system.

**2016 Equal Employment Opportunity
Public Inspection File Report
List of Initiatives**

- 5. Provide a list and brief description of initiatives undertaken to satisfy the requirement to complete four “menu options” within a two-year period.**
- (v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.**

During the 2015-2016 reporting period, Georgia Public Broadcasting continues to onboard an average of 40 interns and over 75 students visited GPB for career educational tours and job shadowing experiences. Students came from a variety of undergraduate, graduate, and other schools and educational institutions. GPB’s Human Resources Office continues to work with internal departments to address their internship program opportunities and have expanded our efforts to build a comprehensive internship orientation program which includes an overview of the overall function of GPB, its history, public broadcasting facts, and important information needed about the intern role and their rights and responsibilities as an intern for the organization. There is also an exit feedback survey where feedback is collected on the internship experience. Thus, at the onset of all internship opportunities, GPB provides this onboarding session to orient interns and at the conclusion of internship an opportunity for interns to provide feedback on the effectiveness of their internship experience. This gives every intern a holistic perspective of broadcast employment from beginning to end and allows us to assess the program.

The GPB internship program provides members of the community with opportunities to learn about and acquire skills needed for broadcast employment. The program also creates partnerships with local colleges in Atlanta and surrounding areas to broaden the development of students seeking to explore and gain careers in the public broadcasting industry as a whole.

GPB’s broadcast employment experience includes but is not limited to both technical and non-technical skills needed for the workforce. This includes opportunities in production both in radio and television within a newsroom or sports to local and national programming. The internship experience also includes aspects of studio productions, engineering, information technology, digital media, education, development, marketing and communications, graphics and creative services, and administrative functional areas.

Some of the institutions, schools and organizations that GPB has partnered with to provide the internship experience include: Georgia Southern University, Art

Institute of Atlanta, Savannah College of Art and Design, Chattahoochee Technical School, Georgia Southern, Georgia Piedmont Technical College, Clayton State University, University of Georgia, Georgia Highlands College, Mercer University, Kennesaw University, Georgia State University, Rhodes College, Amherst College, Emory University, Atlanta Metropolitan Technical College, University of Chicago, University of Alabama, Bruce Holmes Youth Foundation, and YMCA.

GPB continues to look for opportunities to expand the internship partnership by building relationships with other local schools, colleges, universities and organizations. The primary goal is to continue efforts to attract and target diverse graduate, undergraduate, and aspiring students and members of the community, who have an interest in broadcast employment. GPB's Human Resources Staff continues to work with departments and other outside organizations to create a diverse internship experience for all aspiring careers in broadcasting. GPB continues to rotate students quarterly and year round as needed to all operational areas.

Interns will continue to receive hands on training and experience that allow them to acquire the necessary skills needed for administrative and broadcast level employment. GPB will also continue to extend ongoing opportunities for Volunteers through the efforts of the organization's Volunteer Manager for events and fund-raising campaigns.

(vii) Participation in scholarship/educational stipend programs designed to assist students interested in pursuing a career in broadcasting.

Georgia Public Broadcasting's looks for opportunities to partner with programs, schools, and organizations that assist students interested in pursuing careers in broadcasting. Some of these partnerships have included Job Corp, Chattahoochee Technical College, Georgia State University, Bruce Holmes Youth Foundation, an organizational that provides a student exposure experience for junior high students, and Briggs & Associates, a company that provides employment or internship opportunities for students and adults with developmental disabilities.

GPB continues to welcome new partnerships and opportunities to provide a more diverse experience and be a resource that gives students an opportunity to qualify for college credit, experience in broadcasting, course requirement assistance, or stipends available through their school, and/or organization. Students that participate in these programs are able to receive a variety of benefit to include hands on experience, professional network opportunities, and begin their individual job growth and experience needed to attain careers in their area of interest. GPB will continue to partner with schools and programs to increase diversity and awareness.

(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for a higher-level position.

The Human Resources Office continues to work with the executive management staff at GPB to identify, develop and coordinate specialized training that is needed for staff. GPB strives to provide its employees with the additional specialized and technical skills needed to perform job responsibilities and to obtain higher-level responsibilities or positions. Some areas of training include:

- **ScheduAll Training** for staff to use an upgraded software designed to provide a uniform method of managing resources and personnel. It includes scheduling capabilities for production facility, motor vehicle pool, and time and attendance.
- **Closed Captioning Training** for media operations due to new FCC requirements to close caption all internal and externally produced programs for broadcast and web.
- **Deloitte Training** for the news and newsroom staff. This newsroom management system involves content management and aids with show lineup.
- **ENCO Training** on the new radio audio operations system for all radio hosts and operations staff.
- **Marketron Training** for the radio staff on the radio underwriting management system. Staff learned about building logs for radio programming.
- **Broadcast Engineering Training** for staff designed to broaden skills necessary to ensure compliance with media standards in the production, engineering and technical areas.
- **Diversity and Race Awareness Training** for staff designed to bring awareness, acknowledgement, and respect for cultural differences in all aspect and varying backgrounds. The training covered consideration of others, different types of diversity, and barriers to diversity, cultural filters, respect in the work place, and strategies to promote diversity.
- **Everywhere Social Media Training** for marketing and communications staff to bring focus to more centralized social media presence for GPB and how to develop and maintain social media goals and strategies.
- **2016 State Fiscal Management Conference** for finance and human resources.

- **TTE Training** for all staff on the new state purchasing travel reimbursement system.
- **Motor Vehicle Awareness Training** for all staff on the responsibilities and expectations for driving state of Georgia vehicles.
- **Performance Management Training** designed for all management staff to aid in the development, coaching and evaluation process for staff.
- **Purchasing Card Training** for all card holders on the policies and procedures to continue being in compliance with the state process.
- **Human Resources Quarterly Training** for Human Resources staff for State agencies to continue to provide resources and training on employment law, benefits, FLSA, Employee Assistance Program, and Workers Compensation and other matters related to employment relations.
- **Active Shooter Training** for HR staff and executive leadership. The HR staff attended a day “train the trainer” workshop with the Georgia Emergency Management Association. The executive leadership team had a half-day session with the Georgia Bureau of Investigations.

(x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Each year Georgia Public Broadcasting participates in at least four activities, to include activities, programs, community outreach, academic studio tours, job fairs or career day events for students in the K-12 and college level. These events are generally sponsored by educational or broadcast related entities or institutions designed to promote and encourage career opportunities and education development in broadcasting. Some of these events for the 2016 calendar year include:

- **Teen Writing Workshop and Open Mic Poetry Slam**
The GPB Development and Marketing Team sponsored event for teens to encourage promote literacy awareness in the area of creative writing in media. **Event: February 18, 2016.**
- **Georgia Department of Education**
GPB provided a comprehensive conference for about 50 secondary educators in public education in the state of Georgia.
Event: July 13, 2016

- **Augusta University Office of Diversity & Inclusion** – Augusta Radio Host Producer spoke to a crowd 500 about the importance of diversity and inclusion in public media.
Event: September 8, 2016
 - **State YMCA of Georgia Youth Assembly Media Corps. Tour and Immersion Experience at GPB** - A group of 30 high students participated in an onsite tour and immersion experience of the GPB studios environment, broad field of media.
Event: November 14, 2016
 - **Armstrong State University Lecture** - Savannah Radio Host Producer spoke to a journalism class of 7 to 10 students about the aspects and experience of radio journalism.
Event: November 2, 2016
- (xi) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues.**
- **Pace Academy Forum** – August 29, 2016-
GPB radio host served as the speaker to facilitate a lecture among 200 students about politics in the media and the importance of coverage from a veteran journalist perspective.
 - **Public Relations Society of Georgia** – August 11, 2016-
Atlanta Radio Producer served with a panel of five journalists to offer tips on story pitching ideas and to help improve how story pitching ideas are sent to the media. Attendance 150-200.
 - **Technical College System of Georgia** –April 22, 2016
Radio host spoke to representatives of 22 colleges during an annual Leadership Summit for professional development about experience as a journalist in the media landscape of Georgia.
 - **Georgia Athletic Director’s Association**- March 13, 2016
GPB host spoke on the effectiveness of coverage of high school sports in the local media. Attendance: 300

These events motivate and inform students, educators and the surrounding community about the organization and career opportunities available at GPB in the areas of media, journalism, and communications.