

# **Georgia Public Telecommunications Commission**

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

**December 1, 2016 -November 30, 2017**

**Equal Employment Opportunity  
Public Inspection File Report**

**Georgia Public Telecommunications Commission  
(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.

**2017 Equal Employment Opportunity  
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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 2016-2017 reporting period, Georgia Public Broadcasting continues to grow its internship experience to include high school student work shadow opportunities and the graduate and undergraduate experience. We continue to work with approximately 50 interns annually and have conducted 3 major educational tours with local and surrounding schools to share in the complete immersion of the product and services that GPB Media provides to its community.

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: Agnes Scott College, Brandeis University, Emerson College, Art Institute of Atlanta, Savannah College of Art and Design, Chattahoochee Technical School, University of Georgia, Georgia Highlands College, Kennesaw State University, Spelman College, Rhodes College, Ohio State University, Hampton University, Clayton State University, Temple University, Georgia State University, Amherst College, Emory University.

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 Chattahoochee Technical College, Georgia State University, Fulton Schools College and Career Academy, Project Exposure for middle school students interested in music engineering, and film-making, Fannin County High School students studying audio video, and Primrose School of Sprayberry.

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 during this period include:

- **EEOC Training** for the Human Resources Staff on employment law and practices in the industry and practices companies can put in place to ensure equal employment opportunity and practices in all areas as an employer.
- **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.
- **CPR and Safety Training** for staff for across the organization to enhance security and safety measures.
- **Radio and News Staff Workshop** for radio and news journalists about incorporating investigative reporting into daily journalism and tips on dealing with data and storytelling techniques.
- **Dalet Training** for the news and newsroom staff. This newsroom management system involves content management and aids with show lineup.
- **Intermediate Governmental Accounting Course** for finance staff on general accounting principles. The course was given by the University of Georgia Center for Continuing Education and the Carl Vinson Institute of Government.
- **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.
- **2017 State Fiscal Management Conference** for finance and administrative staff.

- **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.

**(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:

- **The Weber School** - GPB reporter spoke to a group of 20 high school students on what it takes to pursue journalism and what it's like to be a journalist in public media.  
**Event: March 17, 2017**
- **University of Georgia - Henry Grady College of Journalism & Mass Communications** - GPB producer was a guest speaker on Podcasting to a group of 50+ college journalists from across the US. Students learned about leadership, management, content development and new media production skills.  
**Event: July 27, 2017**
- **VOX Teen Communications** - A group of 20 high school students attended a VOX Media Café Camp program and GPB staff provided a learning tour and

hands on opportunities to learn about production and public media opportunities.

**Event: June 6, 2017**

- **Atkinson County High ACTV-** GPB Education Staff spoke to approximately 30 high school students about careers in public media to include a live tour and shadowing opportunity

**Event: February 23, 2017**

**(xi) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues.**

- **LEAD Atlanta - November 14, 2017--**

GPB radio host spoke to an audience about the role of media in covering elections.

Attendance 100

- **How Stuff Works - November 14, 2017**

GPB Radio host participated in a panel of Media leaders about community engagement and vital partnerships in Atlanta. The subject was Listen Up Atlanta.

Attendance: 150

- **Atlanta Press Club - April 13, 2017**

GPB representative participated in a panel of Atlanta media leaders and journalists as moderators for a conversation with Turner Broadcasting CEO and a variety of community representative.

Attendance: 200

- **Community Build Venture- November 4, 2017**

GPB host participated on a panel at a community event for The Soul of Philanthropy at the Auburn Avenue Research Library. The community event surrounded the history of African American culture and history and the legacy of Black philanthropists.

Attendance: 100

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.