

Georgia Public Telecommunications Commission

EEO Public Inspection File Report (Station WGTV and WUGA)

December 1, 2017 -November 30, 2018

**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.

**2018 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 2017-2018 reporting period, Georgia Public Broadcasting continues to grow and expand its internship program experience to include high school immersion opportunities that provide work shadow opportunities and the graduate and undergraduate experience. We had approximately 14 interns this year in our Radio, News and Productions departments and to date have hosted approximately over 140 interns over the past two years. We have also conducted approximately 12 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 needs to continue building a comprehensive internship orientation program. The Human Resources Office also coordinates an onboarding orientation to provide an overview of GPB and the expectations of the internship. We also conduct an exit briefing survey to collect feedback on the internship experience to identify the effectiveness of the program experience.

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, Georgetown, University of North Georgia, and Bard College of Berlin - Germany.

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 to provide immersion programs, interactive tours and real world experiences for students at all levels. Some of these partnerships this year include Kennesaw State University, Georgia State University, Emory University, Savannah College of Arts and Design, Chattahoochee Technical College, University of Georgia, Georgetown, University of North Georgia, and Bard College of Berlin - Germany.

Other partnerships on the K-12 level include 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, White Oak Elementary School Broadcast Team students, High School High Tech, Westlake High School Magnet Students, Peachtree Ridge RVN High School, Greater Atlanta Christian School, Creekland Middle School News Crew, Cristo Rey Atlanta School, and VOX Atlanta Summer Program. These opportunities provide real world and career implications and information about broadcast media

GPB also partnered with the Georgia Radio Reading Services and Vision Rehabilitation Services, to host a Summer Transition Academy for students who are visually impaired and moving from school and into employment.

GPB continues to welcome new partnerships and opportunities that give 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 receive a variety of benefits 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.

This year GPB also participated in a partnership with the World Learning Global Development and Exchange Program. We hosted one participant from Slovenia National Radio as a part of a Digital Communication Network exchange to provide a week-long fellowship to learn more about American colleagues use of new technologies in video editing and its implementing video into radio.

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:

- **Workplace Harassment Training** was provided to all staff and interns. This mandatory harassment training is administered through the Corporation for Public Broadcasting and will be ongoing and mandatory every year.
- **Americans with Disability Act (ADA) Training** for the Human Resources Staff on the responsibilities and best practices when handling any matters that may arise regarding Americans with Disabilities and any staff that may be requesting special accommodations. Court cases, the law itself, and questions were answered for employers on the state and local level to ensure equal employment opportunity and practices are in place. Resources were provided for assistance.

- **Office 365 Training** was provided to all staff on the migration of a new email server. It included a review on how to best utilize the available resources to include, conference room scheduling, setting up staff group lists, calendar appointments, skype possibilities and more.
- **Floor Warden and Safety Training** for staff across the organization to enhance security and safety measures. The GPB company security provider (Walden Security) conducted training to all identified staff for fire alarms and other emergency events to review the operating procedures.
- **Active Shooter Training** for all staff was conducted by the Georgia Bureau of Investigations to train and provide guidance in the event there is an active shooter event in the workplace.
- **Employers Retirement System of Georgia Employer Forum and Training** for human resources staff and other state professional about the state's retirement program and the employer reporting and responsibilities.
- **Stations Activities Benchmarking and Survey Training** facilitated by National Educational Telecommunications Association (NETA) for station finance and budget staff responsible for completing the annual benchmarking study survey required by for the Corporation for Public Broadcasting grant recipients. It collects financial and operational information for all public television licensees.
- **Cyber Security Training** for all staff of the awareness and use of information technology equipment and resources and the best practices. This was an online training.
- **Dalet Training provided by GPB Technology team to staff and users** of the GPB news and newsroom. This newsroom management system involves content management and aids with show lineup.
- **Social Media Training** for Sports Staff to provide guidance on the standards and process for an enhanced social media presence for GPB and how to develop and maintain social media goals and strategies for shows.
- **Concur/TTE Administrator and Staff Training** for all managers and staff on the new state purchasing travel reimbursement system, updates and reviews about the system and best practices.

- **Basic TeamWorks Travel & Expense Training** for all Human Resource, Engineering, and Finance staff on the responsibilities, policy, and process for submitting and handling travel and state expenses.
- **Motor Vehicle Awareness Training** continues to administer to all new hires and as needed for all staff on the responsibilities and expectations for driving state of Georgia vehicles. The HR office sends notices to drivers as needed to review policy and processes.
- **Performance Management Training Session Meetings** with management staff to aid in the development, coaching and evaluation process for staff.
- **Purchasing Card Training** for all card holders and card approvers on the policies and procedures necessary to continue to be in compliance with the state procurement and purchasing process.
- **State Purchasing Quarterly Meeting/Training** for procurement management staff for State agencies to continue to provide resources and information about the state purchasing and procurement process, changes and updates. Training was provided about the legal requirements for E-Verify when conducting vendor and contract business.
- **National Association of Broadcasters Conference and Training** for producer, videographer and production management staff about sound design techniques, sound and story resources for producers and editors and graphics workshops to enhance work skills and knowledge.

(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, college level and community groups at large. These events are generally sponsored by or in partnership with 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 2018 calendar year include:

- **Georgia Association of Broadcasters 2018 GAB/UGA Career Fair**
Date: February 8, 2018

- **Chatham Commerce Club -Women's Network Group) - GPB Savannah**
Radio host spoke to a group of 100 business women in Savannah, Ga. on the topic of navigating information and social media in the era of fake news.
Event: March 8, 2018
 - **Kennesaw State University Capstone Class - GPB Radio Podcast Director and Producer** spoke to journalism seniors about the generation of journalism and podcast development.
Date: March 7, 2018
 - **University of Missouri Class - GPB Radio Podcast Director and Producer** spoke to an Advanced Radio Producing Class at the University of Missouri via Skype about podcast and radio producing.
Date: March 19, 2018
 - **Oglethorpe University Class - GPB Radio Podcast Director and Producer** spoke to about 9 undergraduate journalism students about podcasting and GPB Media.
Date: April 30, 2018
 - **Atlanta Film Festival - GPB Radio Podcast Director and Producer** spoke to an audience about how to write for audio only and create a show that keeps your listeners interest and the best equipment to use to produce your own podcast.
Date: April 18, 2018
 - **University of Georgia Annual Entrepreneurial Journalism Symposium -** GPB Radio Director of Podcasting was the guest speaker to final year undergraduate journalism students about podcasting. The focus of the symposium was business podcasting, what's working, what's not and are we getting oversaturated.
Date: September 27, 2018
 - **Georgia Pre-K Week at Sheltering Arms Atlanta - GPB executive team** members shared with approximately 40 children about GPB Media and read to a group of Pre-K students during Georgia Pre-K Week.
Date: October 4, 2018
- (xi) Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues.**

- **TEDx Augusta Event:** GPB Radio Host spoke to an audience of 1200 about the topic “It fits our mission” .
Event: February 2, 2018

- **Indie Lens Pop-Up Screening of Delores Screening** – GPB hosts a screening and community event about the American History activist, Delores Huerta. The screening and panel discussion was moderated by a GPB Radio Producer.
Date: March 20, 2018

- **East Atlanta Village Farmers Market.** GPB Staff hosted a screening about *Look & See: Wendell Berry's Kentucky*. The film is a portrait of the changing landscapes and shifting values of rural America in the era of industrial agriculture, as seen through the mind’s eye of award-winning writer and farmer Wendell Berry. Representatives from Georgia Organics will be on site to share information about farming (rural and urban) in Georgia.
Date: April 19, 2018

- **2018 Georgia High School Musical Theatre Awards Shuler Hensley Awards** - GPB President represented GPB Media with students and families. Cobb Energy Centre - 2800 Cobb Galleria Parkway - Atlanta, GA 30339
Date: April 19, 2018

- **How People Find the Truth in News - CEO Netweavers**
GPB President served as a panelist to address how to create a trusted community for CEOs that welcomed them through all phases of their career. This organization inspires Servant Leadership and a greater connection Atlanta.
Date: May 10, 2018

- ***The Great American Read?* Event** – GPB External Affairs Team presented the PBS initiative for summer and fall that included a diverse list of 100 books. GPB hosted an immersive community engagement strategy that begin with all staff and then into the community to promote the love for literacy and reading.
Date: May 4, 2018
Date: September 1 & 2, 2018

- **NPR’s Next Generation Radio Event:** GPB hosted students from Oglethorpe, Mercer, Morehouse, Emory and Georgia State to provide mentorship and resource information and guidance on pitch, report and producing non-

narrated radio stories to help them build a body of work that will prepare them to get a job

Event: May 11, 2018

- **“Won’t You Be My Neighbor” Fred Rogers Documentary - GA. Early Education Alliance for Ready Students [GEEARS] Event** - GPB President served as a facilitator for a Screening/Panel discussion at the Spring Cinema in Sandy Springs, GA. The focus was leading a discussion with the audience attendees about “Every day in America there are young children facing adversities - like family instability, food insecurity, and access to health services, to name a few - and Fred Rogers played a part in addressing this fact through his life’s work. What do you see as the community’s role in decreasing adverse childhood experiences or supporting young children who face adverse experiences?”

Event: July 23, 2018

- **Chai & Just Chat Panel Discussion - Organizer, Nazeera Dawood**
GPB President served as a panelist for the discussion on Journalism: Mind over Media: Past, Present and the Future at the Ashianna Meeting Hall - Global Mall in Norcross, GA. The Chai & Just Chat panel with journalists examined the evolving business models, impact of digital platforms and changes in the media industry. Discussion included the past, present and future of journalism, the role in the local community and the impact on influencing public opinion / civic engagement. Discuss the efforts to strengthen credibility to educate a new generation about news gathering and journalistic ethics.

Event: July 18, 2018

- **Georgia State University Speaker on Producing Television** - GPB VP of TV Programming was the guest speaker for the “Producing Television” course at Georgia State University. This is an upper-level class within the Creative Media Industries Institute at GSU. Purpose was to provide perspective to students from the standpoint of a television programmer, how to pitch your program, the way that the public broadcasting system works, who is the typical public television viewer is, and how public television programs are financed. There were 25 students in the class. It went very well, but you know there’s always “that one” who said, at the end,

Date: October 5, 2018

- **Pizza and Policy: Sam Nunn School of International Affairs**
Georgia Tech - GPB President spoke to an audience about global affairs, global security, the challenges facing education, media, energy, infrastructure

and the future of civil discourse. The topic was “What Ancient Cave Paintings Tell Us about Our Future.”

Date: October 19, 2018

- **Global Issues and Leadership: Gender and Leadership** at Sam Nunn School of International Affairs - Georgia Institute of Technology - GPB President spoke to an audience about strong leadership in areas that have been male dominated in Media and Finance.

Date: October 30, 2018

- **Class of 2019 Leadership Day - Leadership Atlanta Cox Enterprises - Governor’s Hall** – GPB President served a speaker and spoke on the Topic: Leading Within Revolution - How Media is Driving Revolution.

Date: November 1, 2018

- **Youth of the Year - Boys and Girl Club of Metro Atlanta -** GPB President served as judge and presenter for the Youth of the Year, year-round character and leadership program that recognizes Club members who demonstrate academic achievement, leadership skills and service to the community. Club members ages 14-18 compete and each Club honors one young man or woman each month. Celebrating the rising young leaders across the city - this event presents the most prestigious honor - Youth of the Year - to one deserving teen.

Date: November 2, 2018

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.