

**Georgia Public Broadcasting  
Diversity Statement and Initiatives for  
The Corporation for Public Broadcasting  
2014**

# Georgia Public Broadcasting Human Resources Office Annual Report

## **DIVERSITY STATEMENT**

Georgia Public Broadcasting endorses and is committed to a policy of equal employment opportunity as set forth in Title VII of the Civil Rights Act of 1964, as amended by Equal Employment Opportunity Act of 1972 (EEO) and the Civil Rights Act of 1991; the Americans with Disabilities Act of 1990; and Rule 3 of the Rules and Regulations of the State Personnel Board. Further, the EEO Policy and Procedures of GPB are designed to provide guidelines on equal employment opportunity to all employees and prospective employees. GPB affirmatively continues to promote policies and practices that support and encourage diversity in the workplace. It is the practice of GPB to utilize every available means to hire and recruit the best available person for any vacant position. All recruitment, EEO compliance activities and reports for GPB combined Employment Units are made available in the Federal Communication Commission's Public Inspection File reports which are posted on GPB's website in December of each year.

In addition, illegal discrimination, harassment in any form, or other unlawful treatment of employees is expressly prohibited. Furthermore, no personnel practices within GPB regarding recruitment, employment, transfers, compensation, promotion, grievances, disciplinary actions, and any other actions that directly or indirectly affect employees shall discriminate on the basis of race, color, religion, sex, political affiliation, national origin, age, or disability.

GPB establishes criteria and guidelines to ensure that it maintains all requirements under the EEO and FCC for all employment and recruitment practices. GPB Human Resources and other key staff participate in a variety of recruitment programs, activities and initiatives that are designed to encourage diversity not only within the workplace but to also promote knowledge and education about journalism and broadcast careers and experience in the industry. This partnership is done through ongoing internships and work-study opportunities offered through a variety of schools, colleges and universities locally, within Georgia and surrounding states and with community programs, organizations and affiliations to encourage diversity in all recruitment efforts. GPB also has an Affirmative Action Plan that identifies positions, recruitment strategies, hiring goals and the specialized skills sets and needs for further growth and diversity within our industry and organization. GPB reports its workforce data in the required VETS100 report which is due by September 30 of each year.

The GPB management staff is required to have a working knowledge of the EEO policies and practices, employ practices that ensure the work environment is free from any form of discrimination, and receive diversity and equal opportunity training. Diversity Training is conducted annually. GPB staff was trained in September 2014. This was a required training. Ongoing training will be continued in these efforts on an annual basis.

Applicants are informed by including an EEO statement on every job announcement and applicant tracking data form. Additionally, GPB provides radio and television public service announcement stating that it is an Equal Opportunity employer. GPB also provides an orientation presentation for all new hires that communicates the Equal Employment Opportunity guidelines for recruitment, advancement, and training.

The EOE Policy of GPB is outlined here:

## **GENERAL POLICY**

It is our policy to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination. It is also our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific practices among our employees and community partners that are designed to ensure the full realization of equal employment opportunity without regard to race, color, religion, national origin or sex.

To make this policy effective, and to ensure conformance with the Rules and Regulations of the Federal Communications Commission, we have adopted an Equal Employment Opportunity Program, which includes the following elements.

### **POLICY DISSEMINATION**

**Veronica Pemberton Daniels, Director of Human Resources**, will be responsible for the administration and implementation of our Equal Employment Opportunity Program. It will also be the responsibility of all persons making employment decisions with respect to the recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program is adhered to and that no person is discriminated against in employment or within our external partnerships within the community because of race, color, religion, national origin or sex.

### **POLICY DISSEMINATION**

To assure that all members of the staff are cognizant of our employment policy and their individual responsibilities in carrying out this policy, the following communication efforts will be made:

- The job announcements from Georgia Public Telecommunications Commission a.k.a. Georgia Public Broadcasting will contain a statement informing prospective employees that Georgia Public Broadcasting is an Equal Opportunity Employer. Discrimination because of race, color, religion, national origin or sex is prohibited and prospective employees have the right to notify the appropriate local, State or Federal agency if they believe they have been the victims of discrimination.
- Appropriate notices will be posted informing applicants and employees that Georgia Public Telecommunications Commission a.k.a. Georgia Public Broadcasting is an Equal Opportunity Employer. Applicants and employees have the right to notify an appropriate local, State or Federal agency if they believe they have been the victims of discrimination.
- A copy of the Equal Employment Opportunity policy will be provided to newly hired employees during the routine employee orientation program.

EOE Policy contd.

### **RECRUITMENT**

- To ensure that information concerning each full-time vacancy is widely disseminated, we propose to use the following list of recruitment sources consistent with the requirements of 47 C.F.R. Section 73.2080:
- Participate in local and or regional job fairs and be represented by officials from the Human Resources Office.
- Provide professional assistance and guidance to organizations within the community that sponsor workshops, seminars, and conferences related to the broadcast industry.
- Maintain a comprehensive internship program that affords a full range of learning opportunities to post-secondary students interested in a career in the broadcast industry.
- Announce job vacancies and announcements on the Georgia Public Broadcasting Job Center Website, employment opportunity page and a selected number of other internet job advertisement services as described in this policy.
- Announce job vacancies and announcements with the Georgia Department of Labor and its national network of employment assistance offices using the Direct Employers Association's Job Central website.
- Announce job vacancies and announcements through the U.S. Department of Defense network of Transition Centers for military personnel or veterans, such as the Transitional Assistance (Military) Online website and Hire Patriots.com.
- Announce job vacancies and announcements through a variety of other recruitment sources that target diverse recruitment pools such as, Easter Seals, United Way, Latin American Association, and the Urban League.
- Uses a variety of other print and digital publications and broadcast websites to post job vacancies and opportunities at GPB. These publications and websites include, the Corporation for Public Broadcasting Job line, Opportunity Knocks, Society of Broadcast Engineers, Current magazine and a number of other recruitment sources aimed at specific job and career networks. These may also include national and statewide professional journals, etc. associated with the broadcast industry.
- Send job notices and/or internship opportunities to statewide college and university student placement centers, network of technical institutes, and proprietary technical and vocational schools.
- Work with local majority and minority employment assistance programs, schools, organizations and companies in the local community.

### **RECRUITMENT ELECTION**

Georgia Public Telecommunications Commission a.k.a. Georgia Public Broadcasting will use the Alternative Recruitment Option (Option B) for the next two years.

## **ANNUAL GOAL STATEMENT**

Place the FCC Public Inspection File Report annually on GPB website. GPTC/GPB will annually monitor its recruitment efforts to ensure it reaches the vast demographics represented in its broadcast region. Each job applicant will complete an online application which creates the ability to track applicant profiles and the effectiveness of recruitment sources that are used in advertising vacant positions. Each job applicant will also have the option to complete a voluntary demographic profile sheet which documents age, race, and gender. This data is used for statistical reporting and for EEO/Affirmative Action planning in an effort to analyze the effectiveness of the organizations outreach to minority communities and organizations. The data also assists in monitoring and ensuring equal employment opportunity and aids in preparing a workforce planning document which describes the current demographic make-up of the organization. The workforce planning data will be utilized to identify areas where ethnic or gender minority groups are underrepresented and to identify resources or strategies to address the underrepresentation.

GPB will continue to expand the internship program annually to build relationships with local schools, colleges, universities and organizations to attract and target graduate and undergraduate students that have an interest in broadcast careers. We will continue to annually monitor internship best practices to ensure that the internship program maintains diversity and equal opportunity among all areas of study within GPB. Currently GPB continues to rotate students quarterly and year round to all operational areas to include Television, Field Productions, Information Technology, New Media, Education, Radio, News, Development, Marketing and Communications, Original Programming, Creative Services, Sports, Fundraising, Finance and Administration. Interns receive hands on training and experience that allow them to acquire the necessary skills needed for employment. GPB now, through a new partnership with Georgia State University has begun to create opportunities for journalism classes to be taught onsite at GPB for GSU students and teachers. GPB will look for similar opportunities with partnering school.

GPB also actively extends ongoing opportunities for Volunteers through the efforts of the organization's Volunteer Coordinator for events, fund-raising campaigns and other job-shadowing opportunities during television pledge campaigns.

Through the Human Resources Office, GPB continues to develop, coordinate, and provide ongoing in-house training as well as training that is outsourced to public and private vendors, to provide employees with additional skills to perform job responsibilities and to obtain higher-level responsibilities or positions. We will maintain our participation and commitment to promote diversity and awareness in broadcasting, 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.