

**Georgia Public Broadcasting
Human Resources Office
Annual Report**

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 Equal Employment Opportunity Policy and Procedures of GPB are designed to provide guidelines on equal employment opportunity to all employees and prospective employees. GPB affirmatively promotes 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 FCC Public Inspection File reports which are posted on GPBs website 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 for all recruiting practices. In addition, GPB Human Resources staff participates in a variety of recruitment programs, activities and initiatives that are designed to encourage diversity in the workplace and 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.

GPBs 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.

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:

Equal Employment Opportunity Program

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, Human Resources Director, 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 will contain a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they must 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 is an Equal Opportunity Employer and of their 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.

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.
- Place job announcements on the Georgia Public Telecommunications Commission Internet Web site, Employment Opportunity Page.
- Use the classified ad section to list job openings with a selected number of national and statewide publications that have readership in the majority and minority communities.
- Place job announcements with the Georgia Department of Labor and its national network of employment assistance offices.
- Send job notices and internship opportunities to statewide college and university student placement centers.
- Send job notices and internship opportunities to statewide network of technical institutes and proprietary technical and vocational schools.
- Use the classified ad section of publications and professional journals associated with the broadcast industry to announce job openings.
- Electronically place job vacancy ads with the U.S. Department of Defense network of Transition Assistance Centers.
- Use a selected number of Internet job advertisement services.
- Work with local majority and minority employment assistance programs, schools,

organizations and companies in the local community.

GPTC makes every effort to monitor its recruitment efforts to ensure it reaches the vast demographics represented in its broadcast region. Each job applicant completes an online application which creates the ability for us to track applicant profiles and the effectiveness of recruitment sources that are used in advertising vacant positions. Each job applicant is also asked 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.

Each year GPTC prepares a workforce planning document which describes the demographic make-up of the organization. Areas where ethnic or gender minority groups are underrepresented are highlighted and reported in the gap analysis. When this data is reported, a plan to close the gap or increase the presence of underrepresented groups is developed and tracked.

Georgia Public Broadcasting's internship program continues to expand by building relationships with local schools, colleges, universities and organizations to attract and target graduate and undergraduate students that have an interest in broadcast employment. The organization attended Georgia State University Best Practices for Internship Program conference to continue to look for ways to revamp and reinstitute our initiative to create a diverse group of internship opportunities. Currently GPB rotates students quarterly and year round to all operational areas to include Television, Field Productions, Information Technology, New Media, Education, Radio, Marketing and Communications, Original Programming/Creative Services, Development, Fundraising, Finance and Administration. Interns continue to receive hands on training and experience that allow them to acquire the necessary skills needed for administrative and broadcast level employment. GPB also actively extends ongoing opportunities for Volunteers through the efforts of the organization's Volunteer Coordinator for events and fund-raising campaigns.

GPB has participated in scholarship and educational stipend programs in the past and continues to explore partnerships with local schools. In 2010 and 2011, GPB participated with the Year-up program which offers an intensive one year training program that provides urban young adults 18-24, with a unique opportunity to gain a combination of technical and professional skills. It also provides college credits, an educational stipend and corporate internships that allow students to gain knowledge and within the field of broadcasting and technology. GPB had two students to participate in this program gaining experience about technology and the components that connect technology and the broadcasting and production arena.

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.

Each year GPB participates in at least four job fair/career day events sponsored by educational institutions designed to promote diversity, awareness, and encourages career opportunities in broadcasting. 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.