

# Alabama Public Television Diversity Report/Statement and Plan of Action

Updated: 9/9/15

*“Alabama deserves a great statewide “Public Service Broadcast/Broadband Network” that provides our children, teachers, parents, childcare providers and all citizens with award-winning broadcast, broadband, and in-person educational services and programming that educates, enlightens, and inspires by fostering good citizenship, appreciation of culture, the joy of lifelong learning, and the power of diverse perspectives presented with balance and journalistic integrity. Alabama Public Television is that statewide “Public Service Broadcast/Broadband Network.”*

*Alabama Public Television serves a state rich in history, rich in natural resources, rich in innovation, and rich in human diversity in all its forms. To effectively serve all of our citizens, Alabama Public Television constantly strives to create a work environment that fosters diversity, integrity, respect, trust, openness, excellence, and accountability. We want every team member to realize their full potential as we embrace their differences as detailed in the following APT Diversity Report and Plan of Action.”*

*Roy J. Clem, Executive Director  
Alabama Public Television*

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This report highlights Alabama Public Television’s (APT) commitment to diversity in both the Alabama Public Television workforce and the Alabama Public Television governance structure. This report also addresses the requirements of Section 6 of the Corporation for Public Broadcasting’s FY 2015 Television Community Service Grant General Provisions 10/1/14 and Eligibility Criteria.

Section 6 requires Alabama Public Television to demonstrate compliance in four general areas:

- 1) **Annual Review:** Annually review and make any necessary revisions to Grantee’s established diversity goal for its workforce, management, and boards, including community advisory boards and governing boards having governance responsibilities specific to or limited to broadcast stations;
- 2) **Diversity Statement:** Undertake the following to achieve Grantee’s diversity goal:
  - a. Annually review with the station’s governing board or licensee official:
    - i) the diversity goal and any revisions thereto; and
    - ii) practices designed to fulfill the station’s commitment to diversity and to meet the applicable FCC guidelines. (47 C.F.R. – 73.2080)

- b. Maintain on its Website a diversity statement (approximately 500 words) that reflects on the following points, reviewing and updating the same annually with station management;
  - i) the elements of diversity that Grantee finds important to its public media work;
  - ii) the extent to which Grantee's staff and governance reflect such diversity;
  - iii) the progress Grantee has made to increase its diversity in the last two to three years; and
  - iv) Grantee's diversity plans for the coming year.
- 3) **Annual Initiative:** Undertake one of the following initiatives on an annual basis:
  - a. Include individuals representing the diverse groups served by Grantee for internships or work-study programs, which must be designed to provide meaningful professional-level experience and further public broadcasting's commitment to education;
  - b. Include qualified diverse candidates in any slate of candidates for elected governing boards that the Grantee controls;
  - c. Provide diversity training for members of Licensee's governing body or board of directors;
  - d. Participate in minority or other diversity job fairs; or
  - e. Provide diversity training for management and appropriate staff.
- 4) **Recruiting:** Grantees are strongly encouraged to interview at least one qualified diversity candidate for each senior leadership position hire. The term "senior leadership position" includes: CEO, COO, CFO, and other equivalent positions.

**COMPLIANCE:**

**Section 1 Review Policy with Station Governing Board/Licensee**

Alabama Public Television Executive Management reviewed the station's Diversity Plan with the Governing Board/Licensee on 9/25/12. During the meeting the APT Executive Director outlined the Diversity Plan's practices that are designed to fulfill APT's commitment to diversity and to meet the applicable FCC guidelines. The Governing Board/Licensee received and understood the information and expressed support for the APT Diversity Plan. On September 17, 2013 the Governing Board/Licensee delegated to the Alabama Educational Television Commission Executive Director the authority to review action items identified in this report/plan on an annual basis or at any time adjustments need to be made. The most recent review of this plan was held on 9/9/15.

**Section 2 Diversity Statement**

- 1) Statement of Intent:
 

*“Alabama deserves a great statewide “Public Service Broadcast/Broadband Network” that provides our children, teachers, parents, childcare providers and `all citizens with award-winning broadcast, broadband, and in-person educational services and programming that educates, enlightens, and inspires by fostering good citizenship, appreciation of culture, the joy of lifelong learning, and the power of diverse perspectives presented with balance and*

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- 2) Appended to this report are copies of the most recent FCC Annual EEO Report. This FCC report illustrates APT’s efforts to ensure equal opportunity and diversity in the APT hiring process. The FCC report demonstrates the following:
  - a) A list of all full-time vacancies filled by the station for the period of the report.
  - b) For each vacancy the report outlines the recruitment sources(s) utilized to fill the vacancy identified by name, address, contact person and telephone number.
  - c) The recruitment source that referred the hire for each full-time vacancy during the period of the report.
  - d) Data reflecting the total number of persons interviewed for full-time vacancies during the period of the report and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies.
  - e) A summary of the (non-vacancy) recruitment activities undertaken by APT during the period of the report.
  
- 3) In addition, Alabama Public Television is a State Agency and complies with applicable Federal and State laws and rules regarding the hiring and promotion of individuals and prohibiting discrimination, including Titles VI and VII of the Civil Rights Acts of 1964 and 1991, the Age Discrimination in Employment Act, Executive Order 11246, Title IX of the Education Amendments of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973, the Vietnam Era Veterans Adjustment Assistance Act, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, the ADA Amendments Act of 2008, and the Genetic Information Nondiscrimination Act of 2008, the Equal Pay Act of 1963, Executive Order 11141, Immigration and Reform Control Act of (IRCA) of 1986, Pregnancy Discrimination Act of 1978, and does not discriminate on the basis of genetic information, race, color, religion, national origin, sex, sexual orientation, age, disability or veteran status in admission or access to, or treatment of employment in, its programs and services.
  - a. **Age Discrimination Act of 1975**  
Requires that: "No person in the United States shall, on the basis of age, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity which receives or benefits from Federal financial assistance..."  
The Act permits specific exceptions, allowing use of age distinctions if it bears a direct

and substantial relationship to the normal operation of the program, activity, or achievement of a statutory objective (for example, if a program provides special benefits to the elderly or to children).

b. **Age Discrimination in Employment Act (ADEA) of 1967**

Prohibits employers of 20 or more employees from engaging in age-based discrimination against individuals who are age 40 or older, unless age is a bona fide job qualification reasonably necessary to the normal operations of the business. The law also covers employment agencies and labor organizations.

c. **Americans with Disabilities Act (ADA) of 1990 as Amended in 2008**

Mandates elimination of discrimination against people with disabilities in employment, access to public facilities and services, transportation, and telecommunications. Title I prohibits employers with 15 or more employees from discrimination against qualified applicants and employees with disabilities in hiring, promotion, discharge, pay, job training, fringe benefits, and other aspects of employment. Individuals who are regarded as having a disability, when in fact they do not, and people who are associated with individuals with disabilities are also protected. Covered employers must provide qualified applicants and employees with disabilities with reasonable accommodations that do not impose undue hardship. The law covers most private employers, state and local governments, employment agencies and labor organizations.

d. **Title II** requires that state and local government services, programs, and activities must be accessible to and usable by individuals with disabilities. Auxiliary aids and services and reasonable accommodations needed to participate in or benefit from a public entity's programs or services must be provided to qualified individuals with disabilities at no extra cost.

e. **Title VII of the Civil Rights Act (CRA) of 1964**

Prohibits harassment and unequal treatment on the basis of race, color, religion, sex, or national origin in all areas of employment, from advertisement for new employees through termination or retirement. The Act applies to most employers with fifteen or more employees as well as employment agencies and labor organizations.

f. **Title VI of the Civil Rights Act (CRA) of 1964**

Prohibits discrimination based on race, color, or national origin in the provision of benefits and services in all programs and activities receiving federal financial assistance.

g. **Civil Rights Act of 1991**

Adds provisions to Title VII of the Civil Rights Act of 1964 to strengthen federal civil rights laws, including damages for intentional employment discrimination and right to jury trial.

h. **Title IX of the Education Amendments of 1972**

Discrimination against students on the basis of sex is prohibited in education programs or activities that receive federal financial assistance. Requires that: "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance."

i. **Equal Pay Act of 1963**

Part of the Fair Labor Standards Act, this act prohibits discrimination on the basis of sex

in compensation (including most fringe benefits) for substantially equal work in the same establishment. Wage differentials resulting from seniority, merit, or wage systems that base earning on quality or quantity of production and not the sex of the employee do not violate the act. Most private and public employers are covered.

j. **Executive Order 11141**

This order prohibits age bias in employment by federal contractors.

k. **Executive Orders 11246 and 11375**

Prohibit employment discrimination on the basis of race, color, religion, sex or national origin by employers doing business with the federal government and requires covered federal contractors to take affirmative action to ensure that equal opportunity is provided in all aspects of employment.

l. **Immigration and Reform Control Act (IRCA) of 1986**

This act makes it illegal for employers of four or more workers to knowingly hire aliens who are not eligible to work in the United States. Employers are required to verify an individual's eligibility to work in the U.S. by examining identification documents required by law. The act also prohibits employers from discriminating on the basis of citizenship or national origin against legal aliens

m. **Pregnancy Discrimination Act of 1978**

Amends Title VII of the Civil Rights Act to prohibit discrimination against applicants and employees on the basis of pregnancy, childbirth or related conditions. The act bars mandatory leave policies that require women to take leave at a predetermined time before their delivery date or refusal to grant leave when required under doctor's orders where such leave would be granted for other medical problems to non-pregnant employees.

n. **Section 503 of the Rehabilitation Act of 1973**

Prohibits employment discrimination based on disability and requires covered employers (federal contractors) to take affirmative action to employ and advance in employment qualified individuals with disabilities who, with or without "reasonable accommodation," can perform the essential functions of the job. The regulations implementing the act require reasonable accommodations to known physical and mental limitations of qualified individuals with disabilities.

o. **Section 504 of the Rehabilitation Act of 1973**

Requires that: "No otherwise qualified handicapped individual in the United States shall, solely by reason of his handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any program of activity receiving federal financial assistance."

p. **Vietnam Era Veterans Readjustment Assistance Act (VEVRAA) of 1974**

Prohibits discrimination in employment practices on the basis of being either a veteran of the Vietnam era or a special disabled veteran and requires covered employers (federal contractors) to take affirmative action to employ and advance in employment qualified Vietnam era veterans and special disabled veterans.

#### 4) **Genetic Information Nondiscrimination Act of 2008**

It shall be an unlawful employment practice for an employer to fail or refuse to hire, or to discharge, any employee, or otherwise to discriminate against any employee with respect to the compensation, terms, conditions, or privileges of employment of the employee, because of genetic information with respect to the employee; or to limit, segregate, or classify the employees of the employer in any way that would deprive or tend to deprive any employee of employment opportunities or otherwise adversely affect the status of the employee as an employee, because of genetic information with respect to the employee.

### **Section 3 Annual Initiative**

As detailed in the FCC EEO report, Alabama Public Television's commitment to diversity is clearly demonstrated by APT's Long Term Outreach Initiatives:

#### 1) **College Scholarships (APT Young Heroes)**

- a. The APT Young Heroes college scholarship program provides a \$3,000 scholarship to five students from across the state of Alabama.
- b. Selection of the recipients is done in a fair and unbiased manner seeking a large pool of diverse applicants.

#### 2) **Job Fairs**

- a. APT participates in Job Fairs at various colleges and universities with students from diverse backgrounds.
- b. APT will make special efforts to participate in job fairs at Alabama's Historically Black Colleges and Universities.
- c. APT management team members, with the authority to hire, expose a diverse group of college students and other potential employees to the types of positions available in the broadcast industry.

#### 3) **Interning with Alabama Public Television**

- a. Alabama Public Television is a statewide public television and educational network with offices and production centers located in Birmingham and Montgomery, Alabama. Alabama Public Television's programs and services educate, entertain, inform and inspire. The station is an educational resource for people of all ages with on-air and broadband programming ranging from locally produced series, specials, and classroom materials to PBS Programs such as *Nova* and an award winning schedule of children's programs. APT also operates public radio station WLRH in Huntsville, Alabama.
- b. Internship positions (unpaid) are offered for college credit to diverse groups of students enrolled in an accredited college or university. Internships (unpaid) for high school students are also available in limited situations for school credit.
- c. Alabama Public Television has several internship opportunities for qualified students. Students must check each individual internship for a position description, school requirements, and desired qualifications.
  - Policies

- The duration of internships will be one academic grading period. In the summer, the length of the internship shall be no less than six weeks nor longer than three months.
- Schedules and assignments will be set by the supervising APT staff member. Interns are expected to work at least 15 hours per week, unless otherwise agreed upon. Some internships may require more hours, and may be as many as 40 hours per week.
- Interns are required to be punctual and conscientious about their work schedules. If an intern is ill or unable to come to work, the intern is expected to call his/her staff supervisor.
- Interns are expected to perform their assigned tasks responsibly and to the best of their ability. If a student has questions about an assignment or encounters problems in its completion, he/she should discuss the assignment with his/her supervisor.
- Evaluations are a useful tool in helping APT and the student intern gauge the progress of the internship. APT will comply with the reporting and evaluation procedures required by participating schools. At a minimum, the intern will meet with his/her staff supervisor at least twice, for a mid-term report and again at the end of the internship for a final evaluation.
- Alabama Public Television will make every effort to facilitate school requirements mandating students complete final projects as part of their internship program. Final projects should be designed in conjunction with the intern's APT supervisor so that a mutually beneficial project can be developed.
- Internship Opportunities in the following departments: Development/ Membership, Education, Public Information/Promotions, and Production
- Application  
Potential interns may e-mail a resume and cover letter to the supervisor indicated for each internship position. Otherwise, they can mail or fax a resume with a cover letter indicating their area of interest to:  
Alabama Public Television  
2112 11th Avenue S. #400  
Birmingham, AL 35205
- Internships fax: (205) 251-2192

4) **Diversity Training**

- a. Alabama Public Television is committed to providing management training to ensure Equal Employment Opportunity and to prevent Discrimination.
- b. The specialized EEO - Diversity training such as that provided by Melva Tate from Strategic HR Partnerships will continue to be provided on a yearly basis to management and appropriate staff.

**Section 4 Recruiting**

- 1) Alabama Public Television shall follow the rules, regulations, and procedures established by the State of Alabama for recruiting, hiring, and promotion of its state employees.
- 2) The Alabama Personnel Department consistently reaches out to diverse communities when they recruit for open positions.