

EEO Public Inspection Report

Outreach Initiatives June 1, 2012 – May 30, 2013

1. Specify First Initiative:

Establishment of internship program designed to assist students from Howard University and other colleges and high school students to acquire skills needed for broadcast employment.

Describe activities undertaken to fulfill that initiative:

WHUT provides training opportunities and supportive activities for students to enhance their knowledge of the broadcasting industry, and to broaden career aspirations. Participation is open to all students with special emphasis on the following schools:

SCHOOL OF COMMUNICATIONS

Students from the School of Communications get experience in broadcast management, journalism, television production, programming, promotions, publicity, marketing development research and technical operations.

SCHOOL OF BUSINESS

Students from the School of Business and Public Administration get hands on experience in accounting, finance, and marketing.

THE COLLEGE OF ENGINEERING AND ARCHITECTURE

Students from the School of Engineering get a variety of experiences in engineering maintenance, design, and construction.

THE COLLEGE OF ARTS AND SCIENCES

Students from the Fine Arts division may get experience in graphic arts designs, which are used for print ads and on-air promotions. Students from the Liberal Arts division enhance their research skills and writing by writing for production and programming.

Students from all schools and colleges at Howard University are welcome to come to **WHUT-TV** for training as student interns. The program is primarily open to Howard University students, however, students from other area universities and colleges as well as neighboring high schools with prior television or radio experience are also considered for participation in the internship program. On occasion, high school students and students in specialized programs are also considered for internships. All students applying for internships must gain clearance and/or approval from the schools or colleges in which they are enrolled.

The student performs services at WHUT-TV for academic credit as stipulated by the school or college in which the student is officially enrolled.

Specify Second Initiative:

Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher-level positions.

Describe activities undertaken to fulfill that initiative:

WHUT, a part of Howard University, offers to Full-time members of the faculty and staff who have served a minimum of one year of continuous service are entitled to remission of tuition for not more than two (2) courses per semester offered in the applicable schools and colleges.

Specify Third Initiative:

Listing of each upper-level category job opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Describe activities undertaken to fulfill that initiative:

WHUT listed vacant positions on a number of websites such as

Maslow Media Group
2233 Wisconsin Avenue, NW, Suite 400
Washington, DC 20007-4121
www.tvgigsonline.com

Cultural Alliance of Greater Washington 1436 U
Street NW, Suite 103, Washington, DC 20009
www.cultural-alliance.org

Corporation of Public Broadcasting (CPB) Jobline
401 Ninth Street, NW
Washington, DC 20006
www.cpb.org

Howard University
400 4th St NW, Washington, DC 20059
www.howard.edu

Public Broadcasting Service (PBS)
2100 Crystal Drive Arlington,
VA 22202
<http://connect.pbs.org>

Specify Fourth Initiative:

Participation in at least four job fairs over two-years by station personnel who have substantial responsibility in the making of hiring decisions

Describe activities undertaken to fulfill that initiative:

WHUT was represented at the Women in Film and Video job fair on April 6, 2013 and March 24, 2012 by the Executive Director of Operations. At each event WHUT distributed job descriptions of the vacancies available at the station and collected resumes from individuals interested in applying for positions at WHUT. WHUT also participated in the job fair for the school of Communications

Specify Fifth Initiative:

Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination

Describe activities undertaken to fulfill that initiative:

WHUT supports and funds employee training for professional development and improvement of skills. Professional Development training sessions and workshops have been hosted at WHUT in lighting, editing. A number of WHUT have attended several conferences that are held by the Public Broadcasting system such as the Annual Meeting, The American Public Television Market Place, NAB & PBS Technology Conference. Members of the management team have also attended a number of Peoplesoft Human Resources and Financial systems workshops .One of the Senior Management staff attended the annual PMBA Conference which helps to update and improve stations' knowledge of Community Service Grant compliance, financial reporting, Setting and maintaining boundaries with others, FCC license renewal and overall FCC Compliance, Developing and monetizing digital content, EOC overview of laws and regulations. WHUT hosted a training session on diversity which was attended by all staff.