



EEO Public File Report

Period Covered

(April 1, 2023 to March 31, 2024)

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WCTE Upper Cumberland PBS
Vacancies Filled
April 1, 2022 to March 31, 2023

Job Title	Date Posted/ Date filled	No. of Applicants	No. of Interviewees	Recruitment Sources for Interviewees	Recruitment Source for Hired Applicant	Recruitment Sources (See enclosed list for corresponding sources/numbers)
Director of Content & Digital Media	04/12/2023, 08/01/2023	16	6	1: 1; 2: 1; 3: 3; 5: 11	5	1-5

WCTE Upper Cumberland PBS
Recruitment Sources

Recruitment Resource	Website	Address
1. Social Media (Instagram, Facebook, and LinkedIn)		
2. WCTE Upper Cumberland PBS Website	https://www.wcte.org/	229 East Broad Street Cookeville, TN 38501
3. Local, informal word-of-mouth conversation		
4. Internal job posts		
5. Indeed	Indeed.com	

WCTE Upper Cumberland PBS

Outreach Activities

1. WCTE's LONG-TERM EEO OUTREACH/RECRUITMENT INITIATIVES DURING THIS PERIOD:

(i) WCTE projects a strong presence in events and programs aimed at educating people about careers in public broadcasting.

Director of Education and Engagement Cephias Ablakwa is a dual employee of WCTE and the Putnam County School System. His team spends a significant amount of time in the county's classrooms, engaging students, often promoting careers in broadcasting.

Dr. Ablakwa and the station's technical and production staff have regularly supported Audio/Visual programs in four local schools (Algood Middle, Prescott Middle, Upperman High and Cookeville High) with visits and training for teachers.

Students from 12 regional schools were invited to tour the station's Mobile Production Unit in conjunction with WCTE's Upper Cumberland High School Academic Bowl, which took place at Tennessee Tech on November 15-16. Students, many of whom live in economically depressed and underserved communities, got to experience all aspects of remote production, with hands-on demonstrations. A number of students took advantage of the opportunity to hang out inside the production truck during the taping of the games. Eighth-grade A/V classes from local middle schools were also on hand to tour the production vehicle, watch the crew in action, and hear from station staff and management.

WCTE annually opens up its Mobile Production Unit for tours during WCTE's Stations of Imagination event, held on the public square in Cookeville every September. In 2023, dozens of school-aged children learned about video and audio production and got to handle actual broadcast gear during the event.

In March, in preparation for a SkillsUSA competition, the Television (Video) team from Cookeville High School received an afternoon of instruction in the use of WCTE's Ross Carbonite switcher from Station Manager Craig LeFevre.

WCTE participated in the Wilson Elementary Career Fair on May 15. Upwards of 100 sixth-, seventh- and eighth-graders got to speak with station personnel about jobs in television and to spend time running actual television cameras and microphones. Wilson Elementary in Crawford, Tennessee, is in one of the most isolated and impoverished areas of the entire state.

WCTE participated in a similar Career Day at Conerstone Elementary in Baxter on May 19, with about 600 students visiting the station's display and presentation.

The Highlands Economic Partnership Eighth-Grade Career Fair took place at the Hyder-Burks Agricultural Pavilion of Tennessee Tech on September 19-20, and some 3,000 students from public and private middle schools across the region were able to tour the station's Mobile Production Vehicle, which had been set up identically to a live production, with station production staff explaining the jobs and equipment. Representatives from the station's Education and Engagement Department engaged students, answered questions, handed out swag, etc.

(ii) WCTE employed two paid student interns during the reporting period, one from the University of Tennessee – Chattanooga, and one from Tennessee Tech University, both in the Education and Engagement department. The summer intern from Chattanooga worked on Ready To Learn projects and accompanied team members to family engagement meetings and school visits. The TTU intern was tasked with several engagement marketing functions and was later hired as a part-time marketing associate in the Development department.

WCTE also used a number of volunteer interns during the production of live events in 2023-34. These students from Cookeville High School ran cameras during the Cookeville Christmas Parade and during six Tennessee Tech basketball games.

(iii) This period saw extensive professional training and development opportunities for our WCTE staff. This enabled them to acquire a new skill set or enhance or share their skill set. Networking with decision makers and peers changed and did not allow in person time but it did not stop professional development. Every staff member was encouraged to participate in webinars, workshops, conference calls, and Zoom calls in his or her area of responsibility and interest, and almost everyone did, most on several occasions.

WCTE also felt it was important to document these professional development opportunities:

Staff Name	Title of Training	Name of Project	Start Date	Complete Date	Total Hours	Description
Amber Carl	Canva for Small Businesses		4/6/2023	4/6/2023	2	Discussed canva basics, new canva updates, and the different capabilities of the new AI features
Craig LeFevre	Public Media Venture Group Technology Summit		4/13/2023	4/14/2023	16	Technology and innovation for public broadcasters, including deep technical dives on ATSC 3.0, strategies for NextGen TV transition, facility conversion to IP, media production in the cloud, and other business and service opportunities for public broadcasters
Patti Cloud	Canva Worskhop		6/20/2023	6/20/2023	2	Basic to intermediate graphic design skills training using Canva
Vanestia Jennings	NETA Conference		9/11/2023	9/13/2023	24	The NETA Conference is dedicated to providing public media professionals with meaningful and relevant connections to the people and ideas that are at the heart of our mission to educate, engage and entertain.
Vanestia Jennings	Outreach, Engagement & Presenting Training	Empower UC	10/3/2023	10/3/2023	3	This training is to benefit you in your outreach and presentation efforts for the collaboration. Empower UC will deliver a presentation on our processes, protocols, etc.

All Staff	Diversity Training	10/18/2023	10/18/2023	2	DEI training with Dr. Rob Owens, Chief Diversity Officer at Tennessee Tech.
Patti Cloud	Applying Higher Education Major Giving Tactics to Public Media Webinar	3/19/2024	3/19/2024	1	Presentation from two PBS station colleagues with major gifts fundraising experience in higher education and how they are working to apply some of the successful tactics common in higher ed to public media.
Patti Cloud	Integrate Passport Into Your Year-End Fundraising	9/14/2023	3/14/2023	1	Presentation and discussion from PBS colleagues about new possibilities for incorporating passport into end of year fundraising strategies
Patti Cloud	2023 Integrated Membership Series: Giving Tuesday	9/28/2023	9/28/2023	1	Webinar focused on Giving Tuesday, calendar year-end fundraising and how to leverage content more suited for digital promotion. including holistic communication planning to campaign strategies and digital and direct mail campaign assets to further stewardship and cultivation
Patti Cloud	Leveraging National Estate Planning Awareness Week	6/13/2023	6/13/2023	1	Station colleagues share proven practical “how to” tips for using turnkey digital tools and existing PBS campaign assets on a scale that works for your station, and that is guaranteed to engage new donors interested in

						leaving a legacy aligned with the values of public media.
Lakeland Gordon	What You Need to Know About Goal Setting	23-Aug	24-Jan	2		In this course, you will explore the facets of goal setting for programmatic success. This course will provide you with the knowledge, tools, and resources to create multifaceted intentional goals that align with station mission and needs, while also outlining metrics to measure success and overall impact of your goal on station functionality and growth.
Lakeland Gordon	Engaging Young Audiences Through Social Media Video	24-Feb	24-Mar	5		The modules explore how we, as a public media community, can use social media video, specifically shortform vertical video, to capture the attention of 13 to 18 year olds by creating engaging, informational content to create community on the platforms teenagers most frequent - TikTok and Instagram.

All WCTE staff members, including new hires, completed the professional development training on Preventing Harassment and Discrimination offered by Corporation for Public Broadcasting (CPB). The Corporation for Public Broadcasting, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of than 1,500 locally owned and operated public television statopms. CPB is also the largest single source of funding for research, technology and program for public radio, television, and related online services.

WCTE made the commitment to complete this training in March and was successful in meeting this goal. WCTE's team is aware that a lack of DEI (diversity, equity and inclusion) will not be tolerated in any form.

WCTE encourage staff to attend as many teleconferences and webinars as possible including those that occurred virtually during this reporting period through PBS, America's Public Television Stations (APTS), The National Educational Telecommunications Associate (NETA), the Society of Broadcast Engineers, and The Tennessee Association of Broadcasters (TAB).