



WCTE Upper Cumberland PBS

## EEO Public File Report

Period Covered

(April 1, 2021 to March 31, 2022)

**EEO Public File Report**  
**April 1, 2021 to March 31, 2022**

**CONTENTS**

Vacancies Filled	Section 1
Recruitment Sources	Section 2
Outreach Activities	Section 3

WCTE Upper Cumberland PBS  
Vacancies Filled  
April 1, 2021 to March 31, 2022

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 Development and Marketing	2/3/2021, 5/17/2021	15	3	1,2,8,9,10	1,2	1-10
Manager, Corporate Relations	5/2021, 8/3/2021	3	3	2,8	8	1-10
Development & Marketing Assistant	7/29/2021, 8/3/2021	4	2	1,2,8	8	1-10
Senior Producer & Digital Media	6/4/2021, 9/7/2021	7	2	1-3,9,10	1	1-10
CEO	8/2/2021, 10/4/2021	33	7	1-3, 5, 8, 9	9	1-10
Development Events Coordinator	9/14/2021, 10/6/2021	4	2	1-3,8-10	8	1-10
Information Technology Coordinator	7/27/2021, 10/11/2021	3	2	1,2,8	8	1-10
TN PBS Project Manager	7/23/2021, 11/3/2021	6	5	1,2,8	2	1-10
Education and Engagement Coordinator	12/21/2021, 1/31/2022	2	1	8	8	1-10

WCTE Upper Cumberland PBS  
Recruitment Sources

Recruitment Resource	Website	Address
1. Social Media (Instagram, Facebook, and LinkedIn)		
2. WCTE Upper Cumberland PBS Website	<a href="https://www.wcte.org/">https://www.wcte.org/</a>	229 East Broad Street Cookeville, TN 38501
3. Tennessee Association of Broadcasters (TAB)	<a href="https://tabtn.org/">https://tabtn.org/</a>	Two International Plaza Drive Suite 902 Nashville, TN 37217
4. Public Media Jobs	<a href="https://jobs.current.org/">https://jobs.current.org/</a>	
5. CURRENT magazine	<a href="https://current.org/">https://current.org/</a>	
6. Cookeville Chamber of Commerce	<a href="https://cookevillechamber.com/">https://cookevillechamber.com/</a>	One West First Street Cookeville, TN 38501
7. Livingston Chamber of Commerce	<a href="https://www.discoverlivingstontn.com/">https://www.discoverlivingstontn.com/</a>	222 East Main Street Livingston, TN 38570
8. Local, informal word-of-mouth conversation		
9. Internal job posts		
10. Indeed		

## **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.**

**In 2021 / 2022, WCTE continued to deal with the COVID 19 Pandemic. As a result, we provided safety for our team while following the CDC guidelines when gathering in large groups or working in office.**

**In May 2021, WCTE sent Education Representative Misty Stewart and Senior Producer from our Production Team Noel Stojkov to visit Cornerstone Elementary Career Day. There were approximately 70 kids total. We spoke about the different jobs available at the television station and the fun educational activities we often participated in the communities. Noel spoke about her job as a producer, and how she was often sent to different sites to document interesting things. All the kids then had a chance to try the big camera for a moment. Since it was a learning event with young minds, we did not make it too technical.**

**We attended the White County Job Fair on Monday, June 14, 2021 that was hosted by the Veterans Administration. In attendance were Station Manager Avery Hutchins, Director of Development and Marketing Susan Luna-Hazlewood, and Director of HR & Business Operations Donna M. Matson. The day did not yield any candidates, but an effort was made to share about the opportunities in public media.**

**WCTE planned on attending additional job fairs but suspended our efforts to reach out in person as new COVID variants (Delta and later Omicron) started to surface. However, we still felt we needed to continue to move forward and decided to increase our footprint through social media platforms.**

**WCTE continues to have an outreach and development opportunity with Putnam County School System. The Director of Education & Engagement continues to serve as a member of the WCTE leadership team and represents both the PCSS and WCTE.**

(ii) WCTE has slowly resumed back to a scaled down active internship program in conjunction with Tennessee Tech University. Our intern program positions are all unpaid and interns must work a minimum of 10 hours per week. In 2021 – 2022 we had one summer intern who worked with our engineering and IT team, one summer intern from Furman University who assisted the development and marketing team on our local produced Great TV Auction. We currently have an administrative intern attending Tennessee Technological University who is working in the HR and Business Operations area.

(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. We again had to be creative and think outside of the box using ZOOM meetings, Google Hangouts, emails, and phone calls as our new means of communication. 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 the professional opportunities which have also been uploaded at [publicfiles.fcc.gov](https://publicfiles.fcc.gov) as WCTE\_PD\_2021-22.

All WCTE staff members including new hires completed the professional development training on Diversity, Equity and inclusion 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.

CPB offers online training for awareness of DEI (diversity, equity and inclusion). It is mandatory training due September of each year. WCTE made the commitment to complete this training in June 2022 and was successful in meeting this goal. We included all new hires in this training the first week of employment. 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).