

EEO REPORT—WCTE-TV

EEO PUBLIC FILE REPORT

APRIL 1, 2018 TO MARCH 31, 2019

1. FULL-TIME VACANCIES FILLED APRIL 1, 2018 TO MARCH 31, 2019

Four (4) full-time vacancies were filled during this period.

1. & 2. Education and Engagement Coordinator and Events and Engagement Coordinator

How advertised:

1. WCTE.org and WCTE's Facebook page – Oct. 1-31, 2018 and Jan. 8 - Feb. 23, 2019
2. LinkedIn – Oct. 4-31, 2018
3. The Cookeville Herald-Citizen newspaper – Jan. 9 and Jan. 13, 2019
4. Local, informal word-of-mouth

Overall numbers:

- 143 people applied for one or both of the positions
- 38 of them received an initial exploratory phone call
- 10 were invited to complete a TriMetrix assessment
- 8 became Finalists and were invited for in-person interviews

Events & Engagement Coordinator hired came through word-of-mouth.
Education & Engagement Coordinator came through the announcement on our website.

3. Producer / Editor

How advertised:

1. The Cookeville Herald-Citizen newspaper – June 12, 2018
2. WCTE.org (WCTE's own website) – June 12-30, 2018
3. Indeed.com – June 12 -30, 2018
4. Local, informal word-of-mouth

Overall numbers:

- 9 people applied for the position
- 5 of them received an initial exploratory phone call
- 3 were invited to complete a TriMetrix assessment
- 3 became Finalists and were invited for in-person interviews

The Producer / Editor hired came through indeed.com in a previous search conducted for a Director of Content in 2016-17

4. IT Assistant / Website Manager

How advertised:

1. The Cookeville Herald-Citizen newspaper – Jan. 9, 2019
2. WCTE.org (WCTE's own website) – Jan. 9-25, 2019
3. Local, informal word-of-mouth communication

Overall numbers:

Two people applied for this position. Both heard about the position through word-of-mouth. Both were interviewed. One was hired.

2. WCTE'S LONG-TERM EEO OUTREACH/RECRUITMENT INITIATIVES DURING THIS PERIOD:

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

In 2016, WCTE's leadership instituted a formalized initiative to be certain that a team from the station would visit on a quarterly basis either a high school or middle school within the station's 14-county service area. Most of these Upper Cumberland counties are extremely rural, and the student populations are under-served not only by technology but by a lack of opportunities to experience a wide range of career fields. It is WCTE's expressed intention to take a cross-functional team from Education, Engineering, Production and Sales or Administrative departments to at least one school every quarter. The team will give in-depth, hands-on presentations using our Mobile Production Unit, complete with cameras and microphones, as well as speak to students and provide literature about opportunities in all areas of broadcasting.

These day-long (or multi-day) events represent a significant financial investment for WCTE, as they require staff members from multiple departments, the hire of a driver to pull the MPU, prior coordination and planning, educational materials and other swag. WCTE has secured funding from Sunbelt Equipment for generator rental for these quarterly education events, but most of the expenses are still paid out of the general fund.

For the station's biggest annual career event, scheduled for December 4-5, 2018, Director of Technical Operations Craig LeFevre led a team including Events Coordinator Jodi Pitts, Director of Engineering Ralph Welch, Senior Producers Craig Gray and Noel Stojkof to set up an interpretive display and demonstration of the station's Mobile Production Unit at the Highlands Career Fair, held at Tennessee Tech University's Hooper Eblen Center. The crew set up cameras and microphones and led tours of the operating production vehicle and spoke to approximately 700 eighth-grade students from seven Upper Cumberland counties about the diversity of careers in broadcasting. Unfortunately, the second day of the event was scheduled due to inclement weather.

(v) WCTE hosts an active internship program in conjunction with Tennessee Tech University, with students earning college credit while doing hands-on work in all areas of public broadcasting. TTU's Department of English and Communications has been a particularly vital resource for WCTE, yielding several interns that went on to become full-time employees (and even one Director). During this reporting period TTU students from several disciplines have interned at WCTE. These are all unpaid positions, and interns must work a minimum of 10 hours per week.

Jessika Chubb, a senior Marketing student, interned at WCTE in the spring and fall of 2016 in the Education and Community engagement department. She was hired as a part-time employee when her internship ended.

Other TTU interns for 2018 include Dominik Hinkleman, Production; Jeanne Eustache, Production; and Seth Jones, Development.

Caitlyn Keller, a sophomore at White County High School interned with WCTE during the summer of 2018, the latest in a long of interns who have utilized the school's ongoing partnership with the station.

Also, Bruce Allen, a White County native and a junior at Princeton University, interned with WCTE in August and September 2018 in Community Outreach and Production.

(viii) This time period saw extensive professional training and development opportunities for WCTE staff, enabling them to acquire skills that could qualify them for higher positions and to network with decision makers and peers. Every employee at WCTE was encouraged to participate in webinars, workshops and conference calls in his or her area of responsibility and interest, and almost everyone did, most on several occasions.

In August 2014, WCTE CEO Becky Magura was elected to the PBS Board of Directors to serve a three-year term. In 2017, she was elected to a second term. Magura started her career in broadcasting at WCTE as a college intern in the early 1980s. In her director's capacity, she has traveled to numerous board and committee meetings through the 2018-2019 period, often accompanied by WCTE coworkers. These included the PBS National

Meeting in San Diego, the PBS Executive Leadership Network meetings , PBS TechCon in New Orleans, as well as many other meetings and conferences.

Within the station's budget constraints, WCTE also seeks to send employees to conferences where they can learn from and network with peers and mentors from around the country, particularly within the public media domain. Several employees availed themselves of these opportunities during this reporting period, although budget cuts curtailed most travel.

All WCTE employees are always encouraged to attend as many teleconferences and webinars as possible, including those from PBS, the National Educational Telecommunications Association, the Corporation for Public Broadcasting.