

EEO REPORT -- WCTE-TV

EEO PUBLIC FILE REPORT

April 1, 2008 to March 31, 2009

1. Full-time vacancies filled April 1, 2008 through March 31, 2009
 - A. Director of Engineering and Technology
Opened May, 2008 and filled July 23, 2008

Advertising sources and applicants from each:

- 5 The Corporation for Public Broadcasting's "Jobline"
- 21 "Current" newspaper (trade publication of public broadcasting)
- 1 The National Association of Broadcasters Career Center
- 0 KET / Lexington, KY (office posting)
- 5 Solutions 4 Hiring (a national job placement company)
- 2 TVJobs online postings (which specializes in broadcast positions)
- 2 LinedIn (social networking site)
- 3 Word of Mouth
- 39 Applicants/2 interviews

The man hired learned of the position through the National Association of Broadcasters Career Center.

2. The following list of recruitment sources was used to fill this vacancy. The same list was utilized to advertise both positions.

- The Corporation for Public Broadcasting's "Jobline"
- "Current" newspaper (a trade publication of public broadcasting)
- The National Association of Broadcasters Career Center
- KET / Lexington, KY (office posting)
- Solutions 4 Hiring (a national job placement company)
- TVJobs online posting (which specializes in broadcast positions)
- LinkedIn (social networking site)
- Word of Mouth

3. WCTE's long-term Outreach/Recruitment Initiatives during this period:

#4 WCTE management personnel participated in several community events focusing on broadcast employment issues, to wit:

General Manager Becky Magura participated in a job fair at the Cookeville-Putnam County Chamber of Commerce on Broadcasting employment and Opportunities on May 18, 2008. She also presented at the same venue on Career Day for Cookeville High School, regarding careers and opportunities in public broadcasting, on October 21, 2008. Becky Magura also gave a presentation to area high school students at the Eyes of Diversity Banquet, regarding her career in public television and the employment opportunities available in broadcasting, on November 20, 2008. In addition, General Manager Becky Magura, Major Gifts Officer Suzanne Bussell and Auction Director Mark Dudney participated in the Tabletop Expo at the Cookeville-Putnam County Chamber of Commerce on March 26, 2008, offering information regarding employment in broadcasting.

- #5 In November, 2008 WCTE set up a student intern program in conjunction with Tennessee Technological University's Office of International Affairs and Dept. Of Engineering. Two Graduate Students in Engineering, one from India and one from Spain, began work in January, 2009. This continues a long-standing relationship between WCTE and TTU regarding internships and work-study programs. This on-the-job training provides students with invaluable experience and skills related to future employment in broadcasting.
- #6 WCTE's Creative Director Mark Shuart has instituted several outreach initiatives via WCTE's website, wcte.org, including links to community resources, discussion forums, and a "My Source" testimonial tool. We have also established an active presence on YouTube, Facebook, Ning and Twitter during this time period.
- #12 The listing for the Director of Engineering and Technology position was listed in media resources whose membership includes substantial participation by women and minorities, including The Corporation for Public Broadcasting's "Jobline," the newspaper "Current" and the National Association of Broadcaster's Career Center.