

## EEO REPORT---WCTE-TV

### EEO PUBLIC FILE REPORT

APRIL 1, 2009 TO MARCH 31, 2010

1. Full-time vacancies filled April 1, 2009 through March 31, 2010

A. Director of Marketing and Development

Opened June 22, 2009 and filled August 1, 2009

Advertising Sources and applicants from each:

7	Advertising in Cookeville's <i>Herald Citizen</i> newspaper
0	Tennessee Tech University's Career Service Office Bulletin Board
2	Word of Mouth
0	Advertised on WCTE's website
<u>Total</u>	
9 total applicants/4 interviews	

The successful candidate learned of the position by word of mouth.

2. The following list of recruitment sources was used to fill this vacancy. WCTE utilized the same list to advertise the position.

Advertising in Cookeville's *Herald Citizen* newspaper  
Tennessee Tech University's Career Service Office Bulletin Board  
Word of Mouth  
WCTE website

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

8. On July 23, 2009, General Manager Becky Magura sent staffer Mark Dudney to a day-long workshop in Basic Grant Writing offered by the Center for Non-Profit Management in Nashville. This kind of professional training opportunity enables staff to serve WCTE's mission and empowers them with qualifications for higher level positions.

6. WCTE Creative Director Mark Shuart instituted a new outreach program online, related to WCTE's year-long *Live Green and Prosper* initiative. This interactive website, created on August 15, 2009, promotes WCTE's efforts in this initiative with blogging, Facebook, Twitter, YouTube and Flickr.

14. On August 18, 2009, Government Relations and Development Officer Mark Dudney attended the Workforce Employers Outreach Committee Luncheon, held at the Cookeville Chamber of Commerce. The luncheon was sponsored by the U.S. Department of Homeland Security. The featured speaker was Daryn Hope, the Senior Special Agent

for the Nashville region of the Immigration and Customs Enforcement arm of the Department of Homeland Security. Agent Hope presented an informative and helpful lecture to help employers achieve the highest possible compliance with U.S. Immigration laws. He discussed the numerous benefits of compliance for businesses, including risk mitigation, workforce stability and national security. He discussed at length the 10 best hiring practices for employers, including ensuring equal employment opportunity and anti-discrimination protocols.

4. On September 10, 2009 Mark Dudney and Marketing & Development Director Hal Harder set up an outreach table at Tennessee Tech University's Annual Business Fair. They spoke to students about career possibilities at WCTE and in broadcasting generally. They also encouraged students interested in WCTE's internship program.

4. On September 24 and 25, 2009, several WCTE staff members participated in the Tabletop Small Business Expo at the Cookeville Chamber of Commerce. General Manager Becky Magura, Major Gifts Officer Suzanne Bussell, Marketing Director Hal Harder and Government Relations Officer Mark Dudney worked this 2-day event. These staffers provided information regarding employment opportunities in broadcasting and WCTE's mission in the region.