

EEO REPORT—WCTE-TV

EEO PUBLIC FILE REPORT

APRIL 1, 2016 TO MARCH 31, 2017

1. FULL-TIME VACANCIES FILLED APRIL 1, 2016 TO MARCH 31, 2017

A. Director of Content and Digital Media

How advertised:

1. LinkedIn.com, 01/12/17 – 02/12/17 [43 candidates]
2. Indeed.com, 01/13/17 – 02/13/17 [42 candidates]
3. Local, informal word-of-mouth communication [3 candidate]
4. WCTE.org, (station website) [0 candidates] Contact Mary Boring, (931) 528-2222
5. Current.org, (Public Media website) online only, 01/12/17 – 02/12/17 [0 candidates]
6. The Nashville Scene, (weekly newspaper) 01/18/17 in print, 01/18/17 – 02/16/17 online [0 candidates]

Overall numbers:

88 people applied for the position (sources indicated above).

15 received an initial exploratory phone call

4 completed TriMetrix assessments

4 were invited to face-to-face interviews

3 accepted invitations and were interviewed

The person hired came to us through LinkedIn.

B. Internal Promotions

Two part-time positions became full-time positions during this reporting period.

A part-time Master Control Operator who was already working on an IT project as part of his normal duties was promoted to full-time status as of January 1, 2017 in order to

complete his IT project and continue to carry out his Master Control function, but he has since decided it was in his best interest to cut his hours back to part-time, as he is a student at Tennessee Tech and will be graduating in May. This full-time position has been vacated and will remain unadvertised indefinitely.

Also, a Field Producer/Editor who had been working regularly on a part-time basis for a number of years was given full-time status as his regular workload had increased to justify the additional hours.

No searches or announcements were associated with either of these promotions.

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 December 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 speaking to students and providing 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.

Prior to January of 2017, WCTE had held these events on an ad hoc basis as opportunities presented themselves. An event at Jackson County High School (May 4, 2016) using the MPU and the same cross-functional approach was very successful. Jackson County Educator Kristy Brown provided a video testimonial (https://www.youtube.com/watch?v=uzn_gtjdTxI) outlining the influence of WCTE's event on her students in this rural school. They started a media club, which led to a media class, which led to the school's students producing and streaming their own live sporting events.

On December 14-15, 2016, Technical Operations Manager Craig LeFevre led a team including producers Craig Gray and Daniel Duarte, Events Coordinator Jodi Pitts, Director of Engineering Ralph Welch and Sales Account Manager Celeste Flatt 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 Hyder-Burks Agricultural Pavillion. The crew set up cameras and microphones and led tours of the operating production vehicle and spoke to 1,695 eighth-grade students from seven Upper Cumberland counties about the diversity of careers in broadcasting.

The first of WCTE's planned quarterly events took place at Warren County Middle School on March 10, 2017. Station staff addressed a steady stream of students from Lori Mason's Study Skills classes. As part of the initiative, WCTE also attempted to collect information from students regarding their knowledge and feelings about careers in broadcasting both before and after the event. Those results are not yet tabulated, but we will use them to strengthen future presentations.

In February 2017, during WCTE's production of the Upper Cumberland High School Academic Bowl, groups of students and parents from 13 high schools from across the region got a behind-the-scenes look at television production. Student groups toured the production vehicle and were addressed by production professionals regarding career paths and education. The annual competition is held in partnership with Tennessee Technological University. Most of the schools represented are from very rural, economically disadvantaged communities.

(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), but 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.

Clint Regeon, Kenneth Cornett, and Devon Barrett, all Computer Science majors at TTU, worked in conjunction with WCTE's IT and web development team on various aspects of the station's website and other IT projects during the spring and fall of 2016.

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. Her internship was taken over by Carmen Ramey, a senior Sociology student for spring of 2017.

Cookeville High School also works with WCTE. For the spring semester of 2016, Wesley Hill, a junior enrolled in Cookeville's work-based learning program, which aims to place students in interships where classroom skills can be employed in real-world jobs, interned with the station. WCTE utilized Wesley's videography classroom training to help with producing content for the station's American Graduate project. Michael Brandon is

Cookeville's work-based learning student for spring of 2017. He is currently working on several video projects under the supervision of the station's Production department.

Another work-based learning intern came from Warren County High School. Allison Hitchcock completed her internship for the spring and summer of 2016, shadowing employees from every department at the station and performing jobs ranging from marketing, operating Master Control, editing video and participating in remote productions.

WCTE also occasionally employs Tennessee Tech students to work on specific production projects and actively encourages members of the community to volunteer during productions and other station events. Two of WCTE's four Master Control Operators during the reporting period are full-time students at TTU: Paul Tinker, Computer Science; and Ernest Sorrell, Computer Science. Besides their Master Control duties, both Josh and Ernest have been actively involved in IT projects, productions, video editing, etc., for the station.

(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.

In August 2014, WCTE CEO Becky Magura was elected to the PBS Board of Directors to serve a three-year 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 2016-2017 period, often accompanied by WCTE coworkers. These included the PBS National Meeting in Chicago, the PBS Executive Leadership Network meetings in Las Vegas, PBS TechCon in Las Vegas, 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.

From May 16-18, 2016, WCTE's Director of Education and Community Engagement Hannah Rawiszser and Ready to Learn Project Manager Cindy Putman attended the PBS Annual Meeting in Chicago. While there, they took part in discussions about how to use the new PBS Kids platform to increase station relevance and community impact.

From Aug. 10 - 12, 2016, WCTE Account Manager Celeste Flatt, Director of Development & Marketing Avery Hutchins, along with Seth Stanger, Advancement and Compliance administrative assistant, and Shannon Terry, executive assistant to the CEO

and Membership coordinator, attended the Public Media Development and Marketing Conference (PMDMC) in Boston. The PMDMC promotes best practices and innovation in membership support, corporate support, philanthropic support, and marketing across all platforms and channels.

Director of Engineering and Technology Ralph Welch and Technical Operations Manager Craig LeFevre attended the PBS Technology Conference in Las Vegas in April 2016, where they attended two full days of technology sessions, including sessions on Digital Asset Management, Closed Captioning, Outsourced Master Control, Hybrid IT/Broadcast Facilities, Cloud Storage, PBS System Interconnection, and many others.

The station sent Technical Operations Manager Craig LeFevre to the Alabama Broadcaster's Association Engineering Institute for a week of training in August of 2016, where he was able to earn the Society of Broadcast Engineers' Certified Broadcast Television Engineer status. In January of 2017, he joined the station's leadership team as Director of Technical Operations. He interned with WCTE as a college student and has been a regular station employee since 2006, starting as a part-time Master Control operator.

From February 14-15, 2017, Traffic Manager Nathaniel Rich attended the PBS Diversity and Inclusion Summit in Atlanta, where he was able to network with peers from other PBS stations and discuss the goals and outcomes of diversity and inclusion initiatives.

November 9-10, 2016, Training and Technology Liaison Mary Boring traveled to New York for the National Association of Broadcasters' Live Streaming Conference, where she heard from industry leaders the tools and technologies to build, grow, engage and monetize audiences through live streaming.