

EEO REPORT—WCTE-TV

EEO PUBLIC FILE REPORT

APRIL 1, 2015 TO MARCH 31, 2016

1. FULL-TIME VACANCIES FILLED APRIL 1, 2015 TO MARCH 31, 2016

A. Director of Education and Community Development

How advertised:

1. The Cookeville Herald-Citizen newspaper, 11/15/15 [7 candidates]
Contact (931) 526-9715
2. WCTE.org [0 candidates]
Contact Desiree Duncan, (931) 528-2222
3. Local, informal word-of-mouth communication [1 candidate]
4. Jobline.com (Corp. for Public Broadcasting) [1 candidate]

Overall numbers:

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

5 of them received an initial exploratory phone call

3 were invited to face-to-face interviews and to complete a TriMetrix assessment

The person we hired came to us through word-of-mouth, as she was a current employee.

B. Regional Sales Representative

How advertised:

1. The Cookeville Herald-Citizen newspaper, 10/4/15 – 10/11/15 [9 candidates]
Contact (931) 526-9715
2. WCTE.org [1 candidate]
Contact Desiree Duncan, (931) 528-2222

3. Local, informal word-of-mouth communication [2 candidates]
4. craigslist.org [1 candidate]
5. LinkedIn.com [4 candidates]

Overall numbers:

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

7 of them received an initial exploratory phone call

3 were invited to face-to-face interviews

2 completed a TriMetrix assessment

The person we hired came to us through word-of-mouth, as she was a former employee.

C. Full-time Aggregate Position

In February 2016, WCTE created an ad hoc aggregate position following a search that would have filled three part-time positions: Volunteer Coordinator, Events Assistant and Administrative Assistant to the CEO. There was no intention at the outset to create a full-time position.

Dozens of resumes were collected through advertisements in the Herald-Citizen newspaper, through wcte.org, through the station's Facebook page, and through a networking event, the Cookeville-Putnam County Chamber of Commerce Fall Expo, held on October 1, 2015. Since the intention was not to hire a full-time position, procedures were less formal, and records of which recruitment venues yielded which applicants were not kept.

The search for these positions did yield two additions to the station's Events Team and one Marketing Assistant, all part-time positions.

However, the Administrative Assistant to the CEO position was filled by a current employee, who had been the station's Membership Coordinator, which was a part-time position. She underwent the same interview process as the other candidates. She will retain her duties as Membership Coordinator and will also become the CEO's Administrative Assistant. Her employment status is full time, but the positions and duties remain discreet.

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.

On May 12, 2015, Technical Operations Manager Craig LeFevre led a team including producers Jacob Carr and Daniel Duarte 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 hundreds of eighth-grade students from across the county about the diversity of careers in broadcasting. At WCTE's booth inside the building Education and Community Engagement Associate Reggie Brown distributed material and spoke to students. Reggie was born in Cuba and speaks fluent Spanish and regularly works with Putnam County's large Hispanic population. American Graduate Project Manager Lee Wray engaged small groups of students as part of the Career Fair's formal program.

During WCTE's production of the Upper Cumberland High School Academic Bowl, groups of students and parents from 17 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.

WCTE's CEO Becky Magura regularly speaks to eighth-grade students regarding careers in broadcasting as part of her commitment to the TN Scholars program, an effort of the Highlands Workforce Development and Education Committee. The Committee, composed of both business and education leaders of the Highlands area, is a part of the Highlands Initiative, a collaborative public/private sector program designed to boost economic development in Jackson, Overton, Putnam, and White counties.

On July 1, American Graduate Project Manager Lee Wray co-hosted Media Career Day for the Highlands Residential Services' "Teens Need Training" program. The program targets at-risk youth living in and around Cookeville's public housing project. Wray spoke about opportunities in broadcasting, focusing on the necessary education and career paths.

(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. Tech interns for 2015-2016 included Daniel Samples, who worked with WCTE's Great TV Auction and with other projects and productions.

In the fall of 2014 WCTE entered into a relationship with White County High School to provide an internship per semester for outstanding students. Nikole Pryor completed her internship for the spring semester in May 2015, shadowing employees from every department at the station and performing jobs ranging from marketing, operating Master Control, editing video and even interviewing a subject live on air.

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 internships 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.

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. Though not a TTU student, Dylan Ferguson, a high-school graduate and aspiring college freshman, ran camera and assisted on almost all WCTE's remote productions throughout this period and has decided to apply to the broadcast media program at Middle Tennessee State University.

(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 2015-2016 period, often accompanied by WCTE coworkers.

Director of Advancement Avery Owens and Sales and Development Assistant Seth Stanger, Special Events Coordinator Jodi Pitts, 2014 WCTE intern Erika Howard, along with Becky Magura, attended the Public Media Development and Marketing Conference in July, where they attended sessions highlighting fund-raising issues and unique public television opportunities such as Customer Engagement and Automated Digital Marketing, Connecting with Latino Audiences, Planned Giving, Podcasting and Connecting with Younger Audiences.

Director of Engineering and Technology Ralph Welch, Director of Content Desiree Duncan, and Engineering Liaison Mary Boring attended the PBS Technology Conference in Las Vegas in April, 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.

Video producers and editors Craig Gray, Logan Hartman, Daniel Duarte and Jacob Carr attended DSLR training with the producers of Indie Alaska and Indie America. Attendees learned techniques and workflows for shooting video with DSLR cameras.

Producer Craig Gray attended the National Association of Broadcasters conference in Las Vegas, where he was able to become certified as a drone pilot and where he attended other workshops about production and editing.