

AMENDED EEO REPORT—WCTE-TV

EEO PUBLIC FILE REPORT

APRIL 1, 2019 TO MARCH 31, 2020

1. FULL-TIME VACANCIES FILLED APRIL 1, 2019 TO MARCH 31, 2020

Two (2) full-time vacancies were filled during this period.

Both were promotions of individuals who were already working part-time at WCTE and, as such, no recruitment took place.

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

(x) [Participation in events or programs sponsored by educational institutions relating to career opportunities in broadcasting] 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.

ADDENDUM – June 1, 2021

During the reporting period in question, WCTE also opened up its production vehicle to high school-aged students participating in televised events, specifically: August 2020 – High school football games with both Upperman High School (Baxter) and Cookeville High School. Visitors toured the production vehicle and spoke with WCTE engineers, producers, talent and other television personnel.

WCTE also offered tours of the production vehicle and hands-on demonstrations of the production equipment during the station's annual Stations of Imagination event, held each September in conjunction with the city of Cookeville's Fall Fun Fest celebration, held on the square in downtown Cookeville. Station personnel were on hand to explain and teach about various areas of television production as well as other jobs in broadcasting. Among the dozens of participants, most were elementary school-aged children and their parents.

February 24, 2020, a troop of local Girl Scouts toured the station, including Production, Engineering, Education and Administrative areas, where they were addressed by various members and leaders of those departments.

March 7, 2020, WCTE again worked closely with participants in the station's annual High School Academic Bowl program, hosting teams from 11 area high schools. Team members and coaches were invited to tour the production vehicle, and they received instruction of members of the station's technical crew and Events personnel in all areas of broadcasting. Interested students used cameras, audio, video and switching equipment between matches and got to see the inner workings of a television production.

(v) [Internship program designed to assist members of the community to acquire skills needed for broadcast employment] 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.

ADDENDUM – June 1, 2021

Among the standouts from this period's interns were two who accepted offers of full-time employment with WCTE: A graduating senior Marketing major from TTU who accepted a full-time position as Events Coordinator; and a graduating senior Communication and Media Studies major from Lindsey Wilson College, Columbia, Kentucky, accepted a position as Assistant Producer.

(viii) [Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions] 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.

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 Society of Broadcast Engineers, and the Corporation for Public Broadcasting.

ADDENDUM – June 1, 2021

PBS Annual Meeting – Nashville, Tenn., May 29-31, 2019

Attended in person by Receptionist, Sales Account Executive, Director of Development, Education Coordinator, Events Coordinator, Senior Producer, CEO and numerous board members. All station personnel were encouraged to participate in person, at the expense of the station; all who couldn't attend were encouraged to participate virtually.

Tennessee Association of Broadcasters Conference – Nashville, Tenn., Aug. 8-9, 2019

Attended in person by IT Coordinator, CEO, Sales Account Executive, CEO.

PBS Technology Conference – Las Vegas, Nev., April 3-5, 2019

Attended in person by CEO and Director of Education and Engagement (Digital Immersion Project).

CDP Member Services Bureau Summit – Boston, Mass., Sept. 16-19, 2019

Attended in person by Director of Development.

Highlands Young Professionals – Cookeville, Tenn., June 28, 2019

Attended in person by IT Coordinator

McMinnville Young Professionals – McMinnville, Tenn., Dec. 11, 2019

Attended in person by CEO, Director of Development

Various WCTE employees attended monthly Chamber of Commerce events throughout the reporting period.

Various WCTE employees were given the opportunity to serve on local civic committees, including the Cookeville/Putnam County Multicultural Advisory Committee and the Cookeville Christmas Parade Committee.

(xiv) [Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination] WCTE's upper management regularly participates in training to develop practices that ensure that discrimination and lack of inclusion will not be tolerated in any form.

ADDENDUM – June 1, 2021

As required by CPB, every WCTE employee, whether full-time, part-time or contract, completed Harassment Prevention Training in October 2019, through NAVEX Global. Records of completion of this training are available.

Beginning in FY2019, WCTE's governing board, the Upper Cumberland Broadcast Council, instituted a Diversity Committee that met three times – May 8, 2019; July 24, 2019; and Feb. 17, 2020. Staff members attending meetings with the committee were CEO, Director of Human Resources and Director of Content and Production.

Please note that WCTE in Cookeville, Tennessee is located in a smaller market (outside of metropolitan areas of 250,000 population or more) and therefore is required to engage in two initiatives during each two year period per FCC rules.