

EEO REPORT—WCTE-TV

ADDENDUM TO

EEO PUBLIC FILE REPORT

APRIL 1, 2020 TO MARCH 31, 2021

1. FULL-TIME VACANCIES FILLED APRIL 1, 2020 TO MARCH 31, 2021

Zero (0) full-time vacancies were filled during this reporting period.

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

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.

(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 2020 / 2021, WCTE's leadership was dealing with the COVID-19 Pandemic. As a result, we provided safety for our team while following a state mandated Shelter in Place order. This limited WCTE's team on recruitment initiatives during this time.

WCTE did have an outreach opportunity by developing a partnership with Putnam County School System. A Director of Education & Engagement, recruited through the school system and contracted to WCTE, serves as a member of the WCTE leadership team. While not a WCTE employee, this person represents both the PCSS and WCTE.

(v) [Internship program designed to assist members of the community to acquire skills needed for broadcast employment] WCTE plans to resume 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). These are all unpaid positions, and interns must work a minimum of 10 hours per week. This will return to normal as we begin to open the workplace back up to the public from the COVID-19 Pandemic / CDC guidelines.

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In December 2020, WCTE hired a part-time Traffic and Production assistant, a sophomore Interdisciplinary Studies student at Tennessee Tech who is working toward a self-guided degree in multimedia production.

On August 29, 2020, WCTE hosted an outdoor film festival in conjunction with PBS's American Portrait. Besides airing juried contest films, several WCTE employees presented free workshops for the public. One of the station's Senior Producers, assisted by a homeschool intern, presented the Young Filmmaker's Workshops, which went into depth in cameras, lighting, audio and other areas of production. The station's Advertising Account Executive taught a Location Scouting workshop with the Coen brothers' location scout, a Cookeville native and station supporter. Because of COVID and bad weather, the in-person festival and workshops, which were widely promoted, were not well attended, but it was free and open to the public. The online portion, with categories for first-time and young filmmakers, was well taken advantage of, and WCTE collected more than 100 entries, a selection of which were premiered on air.

(viii) [Training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions] This period saw extensive professional training and development opportunities for WCTE staff, enabling them to acquire skills that could qualify them for higher positions. Networking with decision makers and peers changed due to the pandemic but continued through Zoom meetings and phone calls. Every employee at WCTE was encouraged to participate in webinars, workshops, and conference calls and ZOOM calls in his or her area of responsibility and interest, and almost everyone did, most on several occasions.

WCTE did restrict travel for our team as we monitored and continued safety precautions due to the COVID-19 pandemic. However, WCTE did provide virtual training opportunities where employees could learn from networking 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.

All WCTE employees are always encouraged to attend as many teleconferences and webinars as possible, including those that occurred virtually during this reporting period through PBS, America's Public Television Stations (APTS), the National Educational Telecommunications Association (NETA), the Society of Broadcast Engineers, the Tennessee Association of Broadcasters (TAB) and the Corporation for Public Broadcasting (CPB).

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A small sampling of Professional Development Activities would include:

April 6, 2020 – Director of Content attended American Public Television Stations (APTS) webinar concerning CARES Act loans/grants

April 7 & 14, 2020 – Director of Development and Membership Coordinator attend PBS Membership Response and Resources for COVID-19 webinars

April 27, 2020 – Director of Human Resources attends COVID & Workers' Compensation webinar from Wimberly Lawson law firm.

May 7, 2020 – Director of Human Resources and Director of Content attend PBS Editorial Standards webinars

June 2, 2020 – Online auction platform interactive training session was attended by several staff members, including the IT Coordinator, Director of Human Resources, Receptionist, Membership Coordinator, Auction Coordinator and Events and Education Coordinator.

June 9 & Sept. 3, 2020 – Interactive training for educational datacasting with Spectrarep was attended by the Director of Technical Operations, CEO, IT Coordinator, Chief Engineer and Director of Educational

Beginning May 20, 2020, the CEO and Director of Development, as well as a part-time Grant Writer, took advantage of a five-week course offered by the Appalachian Non-profit Resource Center Economic Development Network regarding grants and fundraising training for non-profits.

All employees were encouraged to virtually attend the PBS Annual Conference and participate in breakout sessions, which took place May 11-13.

Following the annual conference, the station's Auction and Events Coordinator was nominated to represent WCTE in PBS's Digital Immersion Program and was selected by PBS. The program began in July and continued for the calendar year with virtual monthly meetings to review training materials and share ideas and best practices.

Beginning Nov. 17, 2020, WCTE provided Myers' ProTrack training to all interested employees. Attendees including the station's Traffic Coordinator, Director of Development, a Senior Producer, IT Coordinator, Director of Technical Operations, Sales Account Executive and Director of Content.

Beginning in January, the station's representative to the PBS Digital Immersion Project put together a WCTE DIP team consisting of second-tier WCTE employees to participate in various trainings and look for ways to make WCTE more digitally focused and interact with station management. Team members include the Events and Education Coordinator, a Senior Producer, Membership Coordinator, a part-time Development associate and the Auction and Events Coordinator.

(xiv) [Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination] WCTE's leadership regularly participates in professional development to develop practices to ensure that harassment, discrimination and a lack of DEI (diversity, equity and inclusion) will not be tolerated in any form.

Copies of the station's policies appear next to the station's Public File links on the station's website at wcte.org/About/public-information.