



EEO Public File Report

Period Covered

(April 1, 2024 to March 31, 2025)

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WCTE Upper Cumberland PBS
 Vacancies Filled
 April 1, 2024 to March 31, 2025

Job Title	Date Posted/ Date filled	No. of Applicants	No. of Interviewees	Recruitment Sources for Interviewees	Recruitment Source for Hired Applicant	Recruitment Sources (See enclosed list for corresponding sources/numbers)
Director of Content & Digital Media	02/20/2024, 06/03/2024	27	12	1: 4; 2: 2; 5: 6	1	1-5
Director of Development and Marketing	03/25/2024, 06/03/2024	7	3	2: 1; 5: 2	5	1-5
Executive Administrative Assistant	10/04/2024, 11/01/2024	32	7	1: 2; 2: 1; 5: 4	5	1-5
Executive Administrative Assistant*	12/03/2025. 02/03/2025				1	hired from previous pool
Traffic Associate / Broadcast Technician**	Not posted / Filled 07/27/2024					Added Broadcast Technician duties to previously employed part-time Traffic Associate

WCTE Upper Cumberland PBS
Recruitment Sources

Recruitment Resource	Website	Address
1. Social Media (Instagram, Facebook, and LinkedIn)		
2. WCTE Upper Cumberland PBS Website	https://www.wcte.org/	229 East Broad Street Cookeville, TN 38501
3. Local, informal word-of-mouth conversation		
4. Internal job posts		
5. Indeed	Indeed.com	

WCTE Upper Cumberland PBS

Outreach Activities

1. WCTE's LONG-TERM EEO OUTREACH/RECRUITMENT INITIATIVES DURING THIS PERIOD:

(i) WCTE projects a strong presence in events and programs aimed at educating people about careers in public broadcasting.

Director of Education and Engagement Cephias Ablakwa is a dual employee of WCTE and the Putnam County School System. His team spends a significant amount of time in the county's classrooms, engaging students, often promoting careers in broadcasting.

Dr. Ablakwa and the station's technical and production staff have regularly supported Audio/Visual programs in four local schools (Algood Middle, Prescott Middle, Upperman High and Cookeville High) with visits and training for teachers.

Career Fairs and Events

WCTE opened up its Mobile Production Unit to participants and visitors during the station's inaugural Middle School Academic Bowl. Students from regional local middle schools were encouraged to tour the truck and get hands-on demonstrations of production equipment between matches. The event, which was streamed live and later edited for air, took place on May 11, 2024.

On May 17, 2024, WCTE participated in the Baxter Primary Career Day, engaging with more than 600 students, also in Baxter.

On June 15, 2024, WCTE participated in Putnam County's "Touch A Truck" event, held for the second year at the Putnam County Fairgrounds. Children of all ages were invited to tour the station's Mobile Production Unit, operate cameras, mics, switcher and audio mixer as WCTE staff from Production, Engineering and Education departments engaged with participants. More than a thousand school-aged children participated.

For the fourth year in a row, WCTE was invited to the Career Day at Cornerstone Elementary in Baxter on September 4, 2024, with about 800 students visiting the station's display and presentation.

The Highlands Economic Partnership Eighth-Grade Career Fair took place at the Hyder-Burks Agricultural Pavilion of Tennessee Tech on September 22-24, 2024, and some 3,200 students from 21 public and private middle schools across the region were able to tour the station's Mobile Production Vehicle, which had been set up identically to a live production, with station production staff explaining the jobs and equipment. Representatives from the station's Education and Engagement Department engaged students, answered questions, handed out swag, etc.

WCTE annually opens up its Mobile Production Unit for tours during WCTE's Stations of Imagination event, held on the public square in Cookeville every September. In 2024, dozens of school-aged children and many adults learned about video and audio production and got to handle actual broadcast gear during the event.

Students from 16 regional high schools were invited to tour the station's Mobile Production Unit in conjunction with WCTE's Upper Cumberland High School Academic Bowl, which took place at Algood City Hall on November 6-9, 2024. Students, many of whom live in economically depressed and underserved communities, got to experience all aspects of remote production, with hands-on demonstrations. A number of students took advantage of the opportunity to hang out inside the production truck during the taping of the games.

On February 27, 2025, WCTE participated in the inaugural Highlands Economic Partnership Junior and Senior Job Fair at the Highlands Training Center in Cookeville. More than 200 high school juniors and seniors visited WCTE's booth, many students actually looking for jobs. Though WCTE had no open positions at the time, each student was given a one-sheet flyer outlining all the jobs in a broadcast television station and sending students to the station's internship application page.

(ii) WCTE employed four paid student interns during the reporting period, three from Cookeville High School and one from Tennessee Technological University. Two CHS students helped out in the Production Department, shooting and editing video, running audio mixer and tape on our live auction production, setting lights, cameras and microphones, etc. The third CHS student assisted the Development department with various events from art openings to the auction to family engagement events for Ready To Learn. The station's TTU intern worked alongside WCTE producers and stayed through the fall semester and was eventually tasked with producing segments for one of the station's holiday shows. One of the station's TTU interns hired in 2023 was originally tasked with several engagement marketing functions and was later hired and kept on throughout 2024-25 as a part-time marketing associate in the Development department.

WCTE also used a number of volunteer interns (some of whom were among the paid summer interns) during the production of live events in 2024-25. These students from Cookeville High School ran cameras during six Tennessee Tech basketball games.

(iii) This period saw extensive professional training and development opportunities for our WCTE staff. This enabled them to acquire a new skill set or enhance or share their skill set. Every staff member was encouraged to participate in webinars, workshops, conference calls, and Zoom calls in his or her area of responsibility and interest, and almost everyone did, most on several occasions.

WCTE also felt it was important to document these professional development opportunities:

Jake Wells

Society of Broadcast Engineers Training 04/07-04/13, 2024 40 hrs.

The Program of Certification is a service of the SBE contributing to the advancement of broadcast engineering for the general benefit of the entire broadcast industry. In 1975, SBE established a certification program to recognize and raise the professional status of broadcast engineers by providing standards of competence. Through the years, it has become recognized in the industry as the primary method of verifying the attainment of educational standards. Presented by the Alabama Broadcasters Association (ABA) Birmingham, Alabama.

Craig LeFevre

Public Media Venture Group TechConnect 04/11-4/12, 2024 16 hrs.

Annual conference with session titles "Digital Evolution: Navigating the Transformation from Broadcast to Data-Driven Media," "Implementing New Facility & Infrastructure Design Elements," "Evolution Calling: The Emerging Tech Transforming Public Media," "New B2B Services: Enhancing Mission, Advancing Revenue," among many others, with the purpose of advancing new technology to drive innovation and monetization across public media member stations. Held at the Renaissance Hotel, Las Vegas, Nevada.

Amber Carl, Blair Copeland, Craig LeFevre, Sarah Savage, Cephas Ablakwa

Data Driven Storytelling	10/29/ 2024	2 hrs.
	11/14/2024	2 hrs.
	12/16/2024	2 hrs.
	01/13/2025	2 hrs.

As part of the station's Ready-To-Learn grant, a cross-section of leadership within WCTE participated in a four-part interactive training designed to teach public media employees to effectively communicate the impact of a program to potential constituents using narrative and data. Presented online by Little Tiger Strategic Storytelling.

WCTE encourage staff 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 Associate (NETA), the Society of Broadcast Engineers, and The Tennessee Association of Broadcasters (TAB).