

EEO REPORT—WCTE-TV

EEO PUBLIC FILE REPORT

APRIL 1, 2012 TO MARCH 31, 2013

1. FULL-TIME VACANCIES FILLED APRIL 1, 2012 TO MARCH 31, 2013

A. Production and Content Manager

Opened March 30, 2012 and filled May 10, 2012

Advertising Sources and Applicants and Interviews from each:

Herald Citizen Newspaper 0 0

Contact: Pat Wilson (931) 526-9715

Advertised February 17 & 19, 2012

The Tennessean Newspaper & 6 4

Careerbuilder.com (nationwide component)

Contact: (615) 242-7253

Advertised February 17, 2012

WCTE website (wcte.org) 0

Word of Mouth 0

Total Number of Applicants 6

Total Number of Interviews 4

The successful candidate learned of the position by Careerbuilder.com.

B. Regional Sales Manager

Opened June 22, 2012 and filled August 1, 2012

Advertising Sources and Applicants and Interviews from each:

Local Sales Network (LSN.com) 6 3

WCTE Website (wcte.org) 0 0

The Tennessean Newspaper & 8 3

Careerbuilder.com (nationwide component)

Contact: (615) 242-7253

Advertised June 14 & 17, 2012

<i>Herald Citizen</i> Newspaper Contact: Pat Wilson (931) 526-9715 Advertised June 14, 2012	6	4
Word of Mouth	1	1
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Total Number of Applicants	21	
Total Number of Interviews		11

The successful candidate learned of the position by the *Herald-Citizen*.

C. Regional Sales Manager

Opened January 10, 2013 and filled February 6, 2013

Advertising Sources and Applicants and Interviews from each:

WCTE Website (wcte.org)	1	1
<i>The Tennessean</i> Newspaper & Careerbuilder.com (nationwide component) Contact: (615) 242-7253 Advertised January 13, 2013	9	3
<i>Herald Citizen</i> Newspaper Contact: Pat Wilson (931) 526-9715 Advertised January 13, 2013	5	4
Word of Mouth	1	1
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Total Number of Applicants	16	
Total Number of Interviews		9

The successful candidate learned of the position by the *Herald-Citizen*.

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

(iv) WCTE projects a strong presence in community job fairs, aimed at educating people about careers in public broadcasting. On October 24, 2012, Education and Community Engagement Associate Reggie Brown and Administrative Assistant Seth Stanger attended the Putnam County Schools Career Expo Career Day, held at Cookeville High School. WCTE's representatives set up a display and spoke to hundreds of high school students from across the county about the diversity of careers in broadcasting. On February 26, 2013 Master Control Operations Manager and Reggie Brown set up an interpretive supply and spoke to hundreds of job seekers at the Cookeville Upper

Cumberland Career Fair, held at the Cookeville First United Methodist Church. WCTE's representatives were actively seeking a part-time Master Control operator, but they used to opportunity to promote various opportunities in public broadcasting to a diverse array of potential candidates, from students to mid-career candidates and retirees. The representatives collected approximately 40 resumes that generated several phone interviews, a part-time hire in Master Control, volunteer involvement in production and numerous contacts in development and elsewhere. Senior Producer/Director Rick Wells and Sales Manager Avery Owens attended Paychecks for Patriots, a public service event held November 2, 2012 at the Tennessee Career Center in Cookeville, Tenn., that was aimed at helping veterans get jobs. The event was presented by the Tennessee Department of Workforce and Development and several other state agencies, including the National Guard. Owens and Wells promoted career opportunities in broadcasting and public media.

(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. Interns during this time period include Communications majors Jessica Dolan and William Webb, and Sociology major Tiphonie Poss. 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.

(viii) This time period saw extensive professional training development opportunities for WCTE staff, enabling them to acquire skills which could qualify them for higher positions. Traffic Coordinator and Programmer Sue Gibbons attended the BBC Conference held in conjunction with the Public Television Programmers' Association meeting, October 22-23, 2012, in New Orleans, Louisiana. She studied all potential programming offerings from the BBC, including comedy, documentaries, drama and history. From February 24-26, 2013, Social Media Manager Kate Spears and Becky Magura attended the Public Media Summit in Washington, D.C. Hosted by the Association of Public Television Stations, the Summit presented comprehensive learning opportunities for professionals in public media. Production and Content Manager Desiree Duncan was awarded a scholarship to the NETA conference held October 29 - November 1, 2012, in St. Louis, which she attended with Becky Magura. WCTE hosted a regional PBS workshop for production, development and marketing staff that was attended by WCTE staff as well as staff from other Tennessee PBS stations and the Kentucky Educational Television network. Sales Manager Avery Owens and Membership Manager Sonja Higgenbotham attended the Public Media Development and Marketing Conference in Seattle, July 11-15 in Seattle. Becky Magura is the current chair of NETA and encourages all staff at all levels to take part in NETA and PBS professional development webinars and teleconferences that occur monthly.