

## EEO REPORT—WCTE-TV

### EEO PUBLIC FILE REPORT

APRIL 1, 2011 TO MARCH 31, 2012

#### 1. FULL-TIME VACANCIES FILLED APRIL 1, 2011 TO MARCH 31, 2012

##### A. Sales Manager

Opened November 18, 2010 and filled April 13, 2011

##### Advertising Sources and Applicants from each:

Herald Citizen Newspaper	8
Contact: Pat Wilson (931) 526-9715	
Advertised November 18, 2010	
<i>The Tennessean</i> Newspaper	0
Contact: (615) 242-7253	
Advertised December 5, 2010	
Careerbuilder.com (30-day online listing)	39
LinkedIn.com “ “	9
Netaonline.org/jobs “ “	0
pbma.org/BottomLine “ “	0
pbma.org/jobs “ “	0
cpb.org/jobline “ “	0
TVJobs.com “ “	0
wcte.org “ “	0
Word of Mouth	5
	<hr/>
Total Number of Applicants	61
Total Number of Interviews	5

The successful candidate learned of the position by word of mouth.

##### B. Membership Manager

Opened May 2, 2011 and filled June 8, 2011

##### Advertising Sources and Applicants from each:

WCTE Website wcte.org	2
<i>Herald Citizen</i> Newspaper	4
Contact: Pat Wilson (931) 526-9715	
Advertised May 14, 21 and 28	
Word of Mouth	2
	<hr/>
Total Number of Applicants	8
Total Number of Interviews	4

The successful candidate learned of the position by word of mouth.

## **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 August 13, 2011, WCTE Government Relations Officer Mark Dudney and Administrative Assistant Britney Ritzman set up a booth at the 6<sup>th</sup> Congressional District Job Fair, hosted by Rep. Diane Black (R-TN). The event was held at Tennessee Tech University's Hooper Eblen Center from 9 am to 12 pm. Mark Dudney set up a booth at Tennessee Tech University's Cookeville Business Fair on September 6, 2011, from 11 am to 12:30 pm. The primary purpose of this event is to introduce the 1,500 incoming students each year about local business and employment opportunities. Several WCTE professionals attended the Small Business Tabletop Expo hosted by the Cookeville Putnam County Chamber of Commerce, from 4-8 pm on September 29, 2011. They included President/CEO Becky Magura, Major Gifts Officer Suzanne Whitehead, Sales Associate Cathy Walden, Membership Manager Sonja Higgenbotham, Sales Manager Avery Owens and Government Relations Officer Mark Dudney. The Chamber of Commerce hosted the bi-annual Tabletop Expo again from 4-8 pm on March 29, 2012. This event was attended by Becky Magura, Avery Owens, Mark Dudney and WCTE Sales and Development Assistant Abbey Allen. At both events, WCTE staff showcased the business of public broadcasting in the region. On October 19, 2011, Mark Dudney set up a booth from 8 am to noon at the Putnam County Career Fair at the Life Church Building in Cookeville. This fair was attended by seniors from all high schools in Putnam County.

(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 Journalism and Public Relations majors Geri Anna Wilson and Sarah DeRossett; Journalism and Web Graphics major Nick Rollins; and Journalism and News Editorial majors Britney Ritzman and Canaan Williams. Williams, Ritzman and DeRossett have transitioned to part-time employment with WCTE during this time period.

(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. Sales Manager Avery Owens and Membership Manager Sonja Higgenbotham attended the PBS Annual Meeting in Orlando, Florida, from May 15-19, 2011. The nature of the meeting was comprehensive, encompassing training opportunities in all aspects of development for PBS professionals. Avery Owens

attended the BBC Conference from October 11-13, 2011 in New Orleans, Louisiana. She studied all potential programming offerings from the BBC, including comedy, documentaries, drama and history. On January 24 and 25, 2012, Becky Magura, Sonja Higgenbotham, Avery Owens and Live Green Project Director Erica Duarte attended the PBS Integrated Fundraising Workshop in Nashville, Tennessee. They learned about PBS Branding and Messaging, fundraising from a sponsor's point of view and successful membership and pledge drive techniques. From February 26-28, 2012, Mark Dudney 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.