

## **EEO REPORT—WCTE-TV**

### **EEO PUBLIC FILE REPORT**

**APRIL 1, 2013 TO MARCH 31, 2014**

#### **1. FULL-TIME VACANCIES FILLED APRIL 1, 2013 TO MARCH 31, 2014**

- A. WCTE did not search for candidates or fill any full-time vacancies between April 1, 2013 and March 31, 2014.

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

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

On May 14, 2013, Education and Community Engagement Associate Reggie Brown and Master Control Operator Kenneth Stults attended the Highlands Career Fair, held at Tennessee Tech University's Hooper-Eblen Center. WCTE's representatives set up a display, including audio and video from WCTE's local productions, and spoke to hundreds of eighth-grade students from across the county about the diversity of careers in broadcasting.

On November 19, 2013, Technical Operations Manager Craig LeFevre led a team including Reggie Brown, Lead Producer Rick Wells, Producer and Graphic Artist Craig Gray, and Camera Operator and Editor Jacob Carr to set up an interpretive display and demonstration of the station's Mobile Production Unit at White County High School. The crew set up cameras and microphones and led tours of the operating production vehicle and answered questions for hundreds of students attending the school's career fair, while Reggie Brown distributed material and spoke to students indoors.

On February 20, 2014, the same crew replicated the mission at Livingston Academy, again setting up the Mobile Production Unit, cameras and microphones. Hundreds of students from all four high-school grades lined up for the tour and to ask questions about careers in television broadcasting, especially in regards to educational requirements.

Additionally, WCTE's CEO Becky Magura regularly speaks to eighth-grade students regarding careers in broadcasting as part of her commitment to the TN Scholars program, and effort of the Highlands Workforce Development and Education Committee. The Committee, composed of both business and education leaders of the Highlands area, is a part of the Highlands Initiative, a collaborative public/private sector program designed to boost economic development in Jackson, Overton, Putnam, and White counties.

(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 Christopher Hunter, 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. Camera Operator Logan Hartman, a Health and Physical Education major at TTU, began as a volunteer and is now regularly employed in shooting everything from sports to music and interviews. Four of WCTE's six Master Control Operators during the reporting period were full-time students at TTU: Pinakin Patel, Mechanical Engineering; Kenneth Stults, Agriculture; Paul Tinker, Computer Science; and Ernest Sorrell, Computer Science.

(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 Canaan Williams attended the Public Television Programmers' Association meeting, May 12-13, 2013, in Miami Beach. He took part in sessions addressing overall programming strategy, digital channel optimization, including social media, programming ethics and content.

Education and Community Outreach Team members Cindy Putman and Reggie Brown, Social Media Manager Kate Spears, Director of Content Desiree Duncan and CEO Becky Magura traveled to the National Educational Television Association Conference in Atlanta on October 21-23, 2013. There they took part in sessions specific to professional development within their particular duties, along with sessions addressing Healthcare Reform's Impact on Stations, Engaging Military Families, Meeting Corporation for Public Broadcasting Compliance Guidelines, and Immigration and Your Community.

Canaan Williams and Becky Magura also attended the PBS National Conference May 13-16. Conference sessions included, and Becky Magura attended numerous conferences related to station management, including the NETA board meeting in July, the Affinity Coalition in August, the APTS board meeting in October, and, along with Kate Spears, the APTS board meeting and Media Summit in February.

Director of Advancement Avery Owens and Account Manager Celeste Flatt attended the Public Media Development and Marketing Conference in July, where they attended sessions highlighting fund-raising issues and unique public television opportunities such as pledge practices, fund-raising/community engagement around programming, and television-specific research.