

EEO REPORT—WCTE-TV

EEO PUBLIC FILE REPORT

APRIL 1, 2017 TO MARCH 31, 2018

1. FULL-TIME VACANCIES FILLED APRIL 1, 2017 TO MARCH 31, 2018

A. No full-time vacancies were filled during this period.

B. Internal Promotions

One part-time position became a full-time position during this reporting period.

A part-time assistant working on the station's CPB Ready To Learn initiative was moved to a full-time position as she took on more responsibilities that required more working hours. With her status upgrade, her position became Education and Community Impact Manager.

No search or announcement was associated with this promotion.

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.

In 2016, WCTE's leadership instituted a formalized initiative to be certain that a team from the station would visit on a quarterly basis either a high school or middle school within the station's 14-county service area. Most of these Upper Cumberland counties are extremely rural, and the student populations are under-served not only by technology but by a lack of opportunities to experience a wide range of career fields. It is WCTE's expressed intention to take a cross-functional team from Education, Engineering, Production and Sales or Administrative departments to at least one school every quarter. The team will give in-depth, hands-on presentations using our Mobile Production Unit, complete with cameras and microphones, as well as speak to students and provide literature about opportunities in all areas of broadcasting.

These day-long (or multi-day) events represent a significant financial investment for WCTE, as they require staff members from multiple departments, the hire of a driver to pull the MPU, prior coordination and planning, educational materials and other swag. WCTE has secured funding from Sunbelt Equipment for generator rental for these quarterly education events, but most of the expenses are still paid out of the general fund.

For the station's biggest annual career event, on December 5-6, 2017, Director of Technical Operations Craig LeFevre led a team including producers Logan Hartman and Daniel Duarte, Events Coordinator Jodi Pitts, Director of Engineering Ralph Welch and Education and Community Engagement team members Cindy Putman and Kristy Keeling to set up an interpretive display and demonstration of the station's Mobile Production Unit at the Highlands Career Fair, held at Tennessee Tech University's Hyder-Burks Agricultural Pavillion. The crew set up cameras and microphones and led tours of the operating production vehicle and spoke to 1,695 eighth-grade students from seven Upper Cumberland counties about the diversity of careers in broadcasting.

In an attempt to capture some data from attendees, WCTE staff handed out and collected paper survey forms asking students questions about the impact of WCTE's presentation on their openness to considering broadcasting as a career choice. Overwhelmingly, students said that even though they might have never considered a career in broadcasting they would now consider it. The questions and responses of the students who returned the surveys can be found here: <https://www.surveymonkey.com/results/SM-XTZV77WM8/>

On May 17, 2017, WCTE hosted a very similar event at White County Middle School for the Seventh-Grade Career Fair. Station staff addressed a steady stream of interested and enthusiastic students all morning long. Results from the surveys that were collected were again very positive.

In February 2018, during WCTE's production of the Upper Cumberland High School Academic Bowl, groups of students and parents from 13 high schools from across the region got a behind-the-scenes look at television production. Student groups toured the production vehicle and were addressed by production professionals regarding career paths and education. The annual competition is held in partnership with Tennessee Technological University. Most of the schools represented are from very rural, economically disadvantaged communities.

On June 21, 2017, Craig LeFevre, Mary Boring and Hannah Rawiszer hosted a group of students from Putnam County's Ready2Go summer bridge, a two week school system camp "to help rising 9th and 10th grade students explore the college/career opportunities that exist for them in the Upper Cumberland and surrounding areas." The WCTE team members led tours of the station's master control, studio and MPU facilities and had opportunities to speak to and answer questions regarding careers in broadcasting for about 50 students.

On October 6, 2017, Director of Content and Digital Media Brent Clark, along with Director of Development and Marketing Avery Hutchins and WCTE team member Paula Walker set up and attended the WCTE booth at the Tennessee Technological University Business Career Fair in Cookeville. The WCTE staffers spoke individually to dozens of TTU business students, most graduating and looking for careers.

(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, yielding several interns that went on to become full-time employees (and even one Director). During this reporting period TTU students from several disciplines have interned at WCTE. These are all unpaid positions, and interns must work a minimum of 10 hours per week.

Jessika Chubb, a senior Marketing student, interned at WCTE in the spring and fall of 2016 in the Education and Community engagement department. She was hired as a part-time employee when her internship ended. Her internship was taken over by Carmen Ramey, a senior Sociology student for spring of 2017.

Other TTU interns for 2017 include Dominik Hinkleman, Production; Jazmen Martin, Development; Taryn Word, Production; Connor Naughton, Production; Christy McCarroll, Production; and Whitney Jones, Development.

Cookeville High School also works with WCTE. For the spring semester of 2016, Wesley Hill, at the time a junior enrolled in Cookeville's work-based learning program, which aims to place students in internships where classroom skills can be employed in real-world jobs, interned with the station. WCTE utilized Wesley's videography classroom training to help with producing content for the station's American Graduate project. Following high school graduation, Wesley continued to intern for WCTE throughout 2017.

(viii) This time period saw extensive professional training and development opportunities for WCTE staff, enabling them to acquire skills that could qualify them for higher positions and to network with decision makers and peers. Every employee at WCTE was encouraged to participate in webinars, workshops and conference calls in his or her area of responsibility and interest, and almost everyone did, most on several occasions.

In August 2014, WCTE CEO Becky Magura was elected to the PBS Board of Directors to serve a three-year term. In 2017, she was elected to a second term. Magura started her career in broadcasting at WCTE as a college intern in the early 1980s. In her director's capacity, she has traveled to numerous board and committee meetings through the 2017-2018 period, often accompanied by WCTE coworkers. These included the PBS National Meeting in San Diego, the PBS Executive Leadership Network meetings, PBS TechCon in Las Vegas, as well as many other meetings and conferences.

Within the station's budget constraints, WCTE also seeks to send employees to conferences where they can learn from and network 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.

Director of Content and Digital Media Brent Clark attended the PBS Digital Voltage Workshop in Atlanta, Feb. 5-6, 2018, where personnel from PBS member stations joined

hosts from PBS Digital Studios shows, industry producers, YouTube creators and strategists to discuss digital content development, production, channel optimization, marketing and more.

Director of Technical Operations Craig LeFevre and producer Logan Hartman attended the PBS Technology Conference in Las Vegas in April 2017, where they attended two full days of technology sessions, including sessions on Digital Asset Management, Closed Captioning, Outsourced Master Control, Hybrid IT/Broadcast Facilities, Cloud Storage, PBS System Interconnection, Digital Media Production and many others.

Director of Engineering Ralph Welch, along with Becky Magura, Avery Hutchins, Brent Clark, Craig LeFevre and Executive Assistant Shannon Terry attended Dale Carnegie leadership training on Jan. 30, 2018, hosted by the Cookeville / Putnam County Chamber of Commerce. The same group also attended supervisory training offered by the Society for Human Resources Management on Oct. 27, 2017, hosted by the Upper Cumberland Human Resources Agency.

Brent Clark, Becky Magura and Education and Community Impact Manager Kristy Keeling attended the National Educational Telecommunications Association annual conference Jan. 22-24 in Washington, D.C. for three full days of education, networking and professional development sessions.