EEO REPORT—WCTE-TV

EEO PUBLIC FILE REPORT

APRIL 1, 2014 TO MARCH 31, 2015

1. FULL-TIME VACANCIES FILLED APRIL 1, 2014 TO MARCH 31, 2015

A. American Graduate Initiative Project Coordinator

How advertised:

1. The Cookeville Herald-Citizen newspaper, 7/31/14 and 8/3/14 [11 candidates]
   Contact (931) 526-9715

2. WCTE.org [0 candidates]
   Contact Desiree Duncan, (931) 528-2222

3. Local, informal word-of-mouth communication [4 candidates]

Overall numbers:

15 people applied for the position (sources indicated above).

7 of them received an initial exploratory phone call

6 were invited to complete a TriMetrix assessment

5 became Semifinalists and were invited for in-person interviews (8/11-15)

3 became Finalists and returned for a second interview (8/21)

The person we hired came to us through word-of-mouth.

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 13, 2014, Technical Operations Manager Craig LeFevre led a team including 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 the Highlands Career Fair, held at Tennessee Tech University's Hooper-Eblen Center.
The crew set up cameras and microphones and led tours of the operating production vehicle and spoke to hundreds of eighth-grade students from across the county about the diversity of careers in broadcasting, while Education and Community Engagement Associate Reggie Brown distributed material and spoke to students indoors.

On October 2, 2014, Reggie Brown and American Graduate Project Manager Lee Wray traveled to Livingston Academy High School to take part in the school's autumn College/Career Fair. 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, an 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. The only Tech intern during this time period was Music major Michael Golembiewski.

In the fall of 2014 WCTE entered into a relationship with White County High School to provide an internship per semester for outstanding students. Erika Howard completed her internship for the fall semester, shadowing employees from every department at the station and performing jobs ranging from marketing, operating Master Control, editing video and even interviewing a subject live on air. Nikole Pryor is the current intern from White County, and she will complete her course in May.

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. Two of WCTE's four Master Control Operators during the reporting period are full-time students at TTU: Paul Tinker, Computer Science; and Ernest Sorrell, Computer Science.

(viii) This time period saw extensive professional training and development opportunities for WCTE staff, enabling them to acquire skills which could qualify them for higher positions.
In August 2014, WCTE CEO Becky Magura was elected to the PBS Board of Directors to serve a three-year 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.

WCTE extended an invitation to all staff members interested in attending the PBS Regional Meeting in Nashville in March 2015. Most staff members attended, and the station provided transportation and lodging during the event.

Director of Content Desiree Duncan and Becky Magura attended the PBS National Conference May 12-15, 2014, in San Francisco. Conference sessions and workshops included Volunteer Management, Connecting with Your Communities through Children's Media, the Future of Public Media, as well as numerous break-out sessions dealing with management, fund-raising and digital media.

Director of Advancement Avery Owens and Account Manager Celeste Flatt, along with Becky Magura, 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.

Owens and Magura also attended Tennessee Technological University's Regional Economic Development Institute in January, where they participated in break-out sessions on Social Media Marketing, Grant Writing, Making Students “Ready To Learn,” and Workforce Trends. Continuing education credits were available to participants.

Director of Engineering and Technology Ralph Welch and Operations Manager Craig LeFevre attended the PBS Technology Conference in Las Vegas in April, where they attended two full days of technology sessions, including sessions on FCC Compliance, Closed Captioning, Outsourced Master Control, Planning for Repack, Disaster Recovery, 16:9 SD Broadcast, and many others.

Traffic Coordinator and IT Manager Nathaniel Rick took the opportunity to complete CompTIA A+ testing for computer hardware and networking as part of WCTE’s policy of continuing education.