

Diversity at WCTE

WCTE's Mission

The mission of the Upper Cumberland Public Broadcast Station is to enrich the community with education, outreach and quality programming for the people.

Upper Cumberland Broadcast Council and WCTE, Upper Cumberland PBS Diversity Goals

Seek diversity everywhere...in governance, leadership, staffing, content, education and community engagement.

Create a culture of appreciating and accepting diversity within all perimeters... genders, age, ethnicity, culture, religion, national origin and economic status.

Recruit and elect Upper Cumberland Broadcast Council (UCBC) and Community Advisory Board (CAB) members in regards to achieving a balance in representation from different Upper Cumberland localities and areas, ethnicities, gender and age.

Establish a practice of diversity training with the following groups...UCBC, CAB, WCTE Leadership Team, Staff and Volunteers.

Participate in Upper Cumberland minority or diversity events and job fairs.

WCTE's Diversity Statement

Central to WCTE's mission, vision, values and public media work is maintaining a governing and workplace environment which recognizes and celebrates the power of diversity. Diverse perspectives foster a broader understanding of the community we serve and strengthen our organization to reach higher goals. WCTE seeks a diverse workforce through distinct personalities and capabilities of each individual within the group. On a personal level, the diversity of an individual is defined by his or her cultural and personal differences, as well as life and professional experiences. WCTE believes that diversity considerations extend beyond race and gender. The spectrum of diversity also includes disability, religious belief, age, culture, sexual orientation, physicality, education and socio-economic status. Embracing diversity is not only important for the WCTE staff but for every member of our organization, including our governing and community advisory boards. By understanding and celebrating differences, WCTE demonstrates its commitment to treat everyone with fairness and respect...a reassuring quality for the employee, board trustee, community partner, volunteer and viewer alike.

WCTE's workforce represents our communities, with regard to diversity in race and ethnicity, gender, sexual orientation, religion, age, socio-economic status, etc. Additionally, WCTE has several employees who accentuate some elements of staff

diversity including national origin and culture. WCTE employees range in age from 20 to 61. 75 percent of WCTE's leadership is female and 25 percent of our leadership is racially diverse.

UCBC's bylaws continues WCTE's commitment to diversity by seeking to nominate persons "...who reflect the geographical and diverse characteristics of the population served." And WCTE's Community Advisory Board's bylaws reinforce this with "...the members shall represent the diverse needs and interests of the UCBC's service area." WCTE's governing board members range in age from 35 to 75. 40 percent of UCBC's leadership is female. WCTE's Community Advisory Board (CAB) members range in age from 35 to 71. 100 percent of the CAB's leadership is male and African American.

WCTE's commitment to increasing diversity is evident in the progress we have made in the last two to three years to establish a leadership team comprised of 75 percent female and 25 percent racial minority members.

WCTE's diversity plans for the upcoming year is to represent the diversity of our communities in our work. These efforts include the following activities:

Continue working with the ISHA Foundation to introduce our viewing audience to world cultures.

Our community outreach will include interacting with Hispanic populations. WCTE plans to attend the Cumberland Hispanic Festival in Crossville, TN.

Within the next year, WCTE plans to fill an additional senior leadership position. As with all of our recruiting efforts, WCTE will attempt to interview at least one qualified diversity candidate for this senior leadership position.

Annual Initiative

WCTE will undertake the following annual initiative:

Include qualified diverse candidates in any slate of individuals considered for positions on elected governing boards that Grantee controls.