



ANNUAL EEO PUBLIC FILE REPORT April 1, 2021 – March 31, 2022

Full-time Employment positions filled during period and source of interviews:

Broadcast Operations Specialist (Full-Time)

Filled 07/22/2021

WTCL Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP LinkedIn Account, Indeed.com

39 Applicants, 8 Interviews (All interviews through Indeed.com)
The successful candidate learned of the position through Indeed.com.

Manager of Development

Filled 02/03/2022

WTCL Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP LinkedIn Account, Indeed.com

16 Applicants (Shared with Manager of Donor Services), 1 Interview
The successful candidate was an internal lateral move.

Producer of Educational Content

Filled 01/03/2022

WTCL Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP LinkedIn Account, Indeed.com

7 Applicants, 1 Interview
The successful candidate was an internal lateral move.

Producer

Filled 02/01/2022

WTCL Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP LinkedIn Account, Indeed.com

11 Applicants, 4 Interviews (1 from Indeed.com, 2 from WTCL website, and 1 from LinkedIn)
The successful candidate learned of the position through LinkedIn

Manager of Donor Services

Filled 02/03/22

WTCI Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP LinkedIn Account, Indeed.com

16 Applicants (Shared with Manager of Development), 2 Interviews
The successful candidate learned of the position through Indeed.com

WTCI Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP LinkedIn Account, Indeed.com

Advertising Sources used regularly:

Venture Forward
630 Market Street
Chattanooga, TN 37402
www.ventureforwardnow.org

Chattanooga Chamber of Commerce
811 Broad Street
Chattanooga, TN 37402-2626
<https://www.chattanoogachamber.com/>

Cleveland/Bradley Chamber of Commerce
225 Keith Street SW
Cleveland TN 37320-2275
www.clevelandchamber.com

Other Job Posting Websites:

Indeed.com
Social Media – Facebook, Twitter, LinkedIn
WTCI Board of Directors
WTCI Community Advisory Board
Wtcitv.org Website
My PBS Job Board
PublicMediaJobs.org job board
Corporation for Public Broadcasting Job Line
Foundation List Job Board

Outreach Initiatives

WTCI offers high school students the opportunity to volunteer at various community events giving them the opportunity to become familiar with various aspects of the television station. We offer educational workshops, station tours, a family day, and other community outreach events as a means of exposing the participants to the broadcast industry and the various ways television can be used as an educational tool for childhood learning. Though COVID-19 restrictions prevented many in-person events this past year, WTCI participated in the following local events:

- WTCI participated in the Chattanooga Chamber of Commerce Virtual Expo in late April 2021, which was held virtually.
- We've had two production interns in the last year, who, despite a pandemic, learned about public media content and have contributed to its creation.
- In November 2021, WTCI PBS hosted *Muhammad Ali: What's My Name*, a virtual event centered on themes like religious freedom, identity and ability that were explored in the PBS film, *Muhammad Ali* by Ken Burns, Sarah Burns, & David McMahon. This event was funded by WETA and was attended by 40+ virtual participants.
- WTCI PBS partnered with the Ed Johnson Project to produce a livestream with the artist responsible for the creation of the memorial in downtown Chattanooga. WTCI PBS also produced a broadcast of a conversation between Dr. Eddie Glaude, Jr. and Jon Meacham on the legacy of lynching and the soul of America.
- In March 2022, with funding support from POV, the Grandview Foundation, and the Community Foundation of Greater Chattanooga, WTCI hosted an in-person town hall discussion at a local art gallery, Stove Works. The event, which was attended by around 50 guests, featured a community discussion about the recent POV film, *The Neutral Ground*, directed by CJ Hunt, which documents the 2015 battle in New Orleans over the removal of Confederate monuments, focusing on several themes, including what we choose to remember and memorialize and why; which histories we choose to forget and which we choose to uplift; and what implications the past has on our communities today.
- WTCI Educate in 2021 and 2022 participated as a member of the Community Advisory Board for Tyner Academy and their Institute of Teaching and Learning, attending all meetings, building relationships with community partners, and meeting with students. WTCI, during this time, also became a participating member of the regional Digital Equity Alliance, regional group alongside members such as EPB, Tech Goes Home, La Paz, and Hamilton County Schools.
- WTCI Educate continued to work with our three key educational partners- Tyner Academy, Hamilton County Schools, and the UTC School of Education - to create learning content for the channel. In 2021, this partnership included multiple presentations to UTC classes and faculty, Tyner students, and Hamilton County School teachers about WTCI Educate resources. This totaled 125+ individuals who received information via these sessions.
- At the WTCI March 8, 2022 All Employee meeting, Karen Collins, Director of Supplier Diversity in the Department of Equity and Community Engagement for the City of Chattanooga made a presentation of the importance and history of Juneteenth. WTCI introduced Juneteenth into the Station's holiday schedule.
- Bob Culkeen WTCI President was selected to participate in the Public Media Diversity Fellowship Program (PMDLI). PMDLI is a national class designed to explore opportunities and challenges related to diversity, equity, and inclusion in the public media sector. PMDLI is a program of the Riley Institute at Furman University offered in partnership with South Carolina ETV and modeled after the Institute's award-winning South Carolina Diversity Leaders Initiative. PMDLI is support through CPB.

- WTCI was selected to participate in a two-day Race Equity Institute presented by the Urban League of Greater Chattanooga. The program was held virtually on Friday March 25 and Saturday March 26, 2022. WTCI president, Bob Culkeen attended the program.
- WTCI participated in a Career Fair at the Chattanooga Center for Arts & Sciences. At the fair, two of our employees participated. While there, they engaged with students about career opportunities within WTCI and public media as a whole. They also engaged with other participants about how they could get involved with WTCI.
- Most WTCI station- based tours for schools and organizations were suspended during this period due to COVID 19 protocols. We hosted one session for 30+ members of the Holmberg Arts Leadership group on November 18, 2021 and also hosted a school tour for around 150 students (via rotating sessions) from the Howard School on Dec 15, 2021.

WTCI has 15 full time employees. All Employees receive annual training regarding discriminating and sexual harassment behavior in the workplace. All employees are encouraged to attend public media and non-profit training events.

Long-Term recruitment initiatives

WTCI develops complete job descriptions for each position which are continually revised and posted on the station website in the event of openings. Job announcements are prepared for placement with appropriate sources within the community and public media network as well as internet job sites and social media platforms. In the event of job openings, we invite the general public to make application to the station on an on-going basis through the "Careers & Internships" page of our WTCI website. We avoid discriminatory practices by use of various staff Selection Committees to select, interview and recommend qualified candidates for hiring. The station has posted and filled six full-time positions within the last year.