



ANNUAL EEO PUBLIC FILE REPORT April 1, 2020 – March 31, 2021

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

Broadcast Traffic & Master Control Specialist

Filled 04/15/2020

WTCL Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP Linked In Account, Indeed.com  
34 Applicants, 2 Interviews (1 from Indeed.com; 1 from WTCL website)  
The successful candidate learned of the position through the WTCL website career page.

Senior Director of Development

Filled 6/1/2020

WTCL Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP Linked In Account, Indeed.com  
13 Applicants, 4 Interviews (1 from Indeed.com; 3 from WTCL website)  
The successful candidate learned of the position through Indeed.com.

Manager of Donor Services

Filled 6/15/2020

WTCL Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP Linked In Account, Indeed.com  
33 Applicants, 2 Interviews (1 from Indeed.com; 1 from WTCL website)  
The successful candidate learned of the position through Indeed.com.

Producer of Educational Content

Filled 11/2/2020

WTCL Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP Linked In Account, Indeed.com, Cleveland, TN Chamber of Commerce  
29 Applicants, 3 interviews (All from Indeed.com)

The successful candidate learned of the position through Indeed.com.

Producer

Filled 10/19/2020

WTCl Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP Linked In Account, Indeed.com, Cleveland, TN Chamber of Commerce

27 Applicants, 2 interviews (1 from Indeed.com; 1 from WTCl website)

The successful candidate learned of the position through Indeed.com.

Producer

Filled 3/15/2021

WTCl Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP Linked In Account, Indeed.com, Cleveland, TN Chamber of Commerce

28 Applicants, 6 interviews (1 from Indeed.com; 1 from WTCl website)

The successful candidate learned of the position through the WTCl website career page. He had been an intern at WTCl several years prior.

Manager of Community & Corporate Partnerships

Filled 3/22/2021

WTCl Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Word of Mouth, Foundation List job board, AFP Linked In Account, Indeed.com, Cleveland, TN Chamber of Commerce

20 Applicants, 2 interviews (Internal, Indeed)

The successful candidate was an internal promotion.

**Advertising Sources used regularly:**

Venture Forward

Formerly Center for Nonprofits

630 Market Street

Chattanooga, TN 37402

[www.ventureforwardnow.org](http://www.ventureforwardnow.org)

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

Tammy Randolph  
Cleveland/Bradley Chamber of Commerce  
[www.clevelandchamber.com](http://www.clevelandchamber.com)  
225 Keith Street SW  
PO Box 2275  
Cleveland TN 37320-2275  
Phone: 423-472-6587

### **Outreach Initiatives**

WTCI provides, on a regular basis, training and internships to college students, exposes high school juniors and seniors to the responsibilities of working in the broadcast industry and participates in workshops to encourage individuals to consider WTCI for career opportunities. One producer position was filled this past year by a previous intern.

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. In the prior year, we used high school volunteers at the WTCI Family Day and Remake Learning Days. 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:

- Our President and CEO participated in the Southern Adventist University Career Day with career-focused student interviews in October 2020 and March 2021.
- WTCI participated in the Chattanooga Chamber of Commerce Virtual Expo in August 2020.
- In the Fall 2020 - Spring 2021 semesters, WTCI Educate worked with two production interns from Lee University to assist in community outreach, directing, and video

production of the WTCI Educate Channel.

- WTCI Educate, in partnership with POV, hosted two virtual movie nights in fall of 2020 with a total of 62 participants. These sessions were followed up with two virtual zoom events. 'Outside World: Inside Worth' in which three artists and facilitators spoke with local community panelists specializing in arts and education work and guided audience members through participatory arts activities related to identity, community voice, and memory. 55 community members participated in these workshop events.
- WTCI Educate in 2020 and 2021 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 Digital Equity Alliance regional group alongside members such as EPB, Tech Goes Home, La Paz, and Hamilton County Schools.
- In February of 2021, WTCI Educate participated in the local STEM High School interview event where 90 students practiced interviewing skills with local nonprofits and were given advice on job searching.
- WTCI Educate gave three presentations to UTC classes and faculty and one presentation to Tyner students in 2020 on the WTCI Educate project and resources. This totalled 76 individuals who received this informational session.
- WTCI Educate in 2021 worked alongside local artists and two local Hamilton county middle and high school students to engage in a participatory arts design of our community reading space, the Book Nook.
- WTCI worked in conjunction with the City of Chattanooga which allowed one paid intern to produce video spots for the Youth and Family Development Centers.
- WTCI station based tours for schools and organizations were suspended during this period due to COVID 19 protocols.
- WTCI Education Learning Lounges located in four Chattanooga based community centers were closed due to COVID 19 protocols.

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.