



## **ANNUAL EEO PUBLIC FILE REPORT April 1, 2022 – March 31, 2023**

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

### **Manager of Educational Content & Services (Full-Time)**

Filled 05/02/2022

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, Local Chambers, Indeed.com

22 Applicants, 5 Interviews

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

### **Manager of Corporate Support**

Filled 09/01/2022

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, Local Chambers, Indeed.com

7 Applicants, 2 Interviews

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

### **Director of Development**

Filled 01/09/2023

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, Local Chambers, Indeed.com

10 Applicants, 3 Interviews

The successful candidate was recommended to WTCL via board members.

### **Assistant Director of Development**

Filled 02/06/2023

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, Local Chambers, Indeed.com

27 Applicants, 8 Interviews

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

**Advertising Sources used regularly:**

Venture Forward  
630 Market Street  
Chattanooga, TN 37402  
[www.ventureforwardnow.org](http://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](http://www.clevelandchamber.com)

**Other Job Posting Websites:**

Indeed.com  
Social Media – Facebook, Twitter, LinkedIn  
WTCI Board of Directors  
WTCI Community Advisory Board  
Wtcity.org Website  
My PBS Job Board  
PublicMediaJobs.org job board  
Corporation for Public Broadcasting (CPB) 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 had seven interns during this period working in the production and education departments.
- Beginning in May 2022, Shaun Townley joined the Executive Content Managers Advisory Council. The group’s mission is: To provide education and direction for public media content managers in order to effectively lead staff, promote the curation, production and distribution of high quality content on all platforms to elevate local voices regionally and nationally. Executive Content Managers break silos, promote diversity and inclusion, and provide leadership within the public media system.
- A member of the WTCI staff spoke to a media class at Southern Adventist University on September 8th, 2022 about the history of PBS.
- In November 2022, two members of the WTCI production team spoke to a group of high school students at UTC for the Tennessee High School Press Association about storytelling in public media.
- In December, 2022, WTCI hosted the Dalton Junior High / Dalton Academy One Minute Film Festival, held in our studio, including over 50 students, teachers and parents. Young filmmakers were given an opportunity to showcase their work and talked with the WTCI production staff about their efforts.

- A group of students from Youth Leadership Chattanooga visited the studio and worked with our production team to learn production concepts and techniques. They created their own films with help from WTCI staff.
- Bob Culkeen, WTCI President participated 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 supported through CPB. Bob completed the course in May of 2022.
- WTCI was selected to participate in the CPB funded Digital Transformation Project. This was a 10-month project which began in April of 2022. The focus was on improving station operations, procedures, and policies. Throughout the program, station personnel worked together and attended multiple workshops with other stations. Upon completion of the program, WTCI created a team made up of staff members from all departments to integrate the work into our operation.

### **Educational Activities 2022-2023**

- **May 2022:** New Education team member attended the PBS Annual Meeting and held meetings with school districts within our DMA to obtain professional knowledge and skills.
- **June 2022:** Education intern from Southern Adventist. Visited Chattanooga State Polytechnic High School to learn more about their programs and to share internship opportunities for students. The Manager of Educational Content & Services (“Manager”) attended the Early Learning Summit held by PBS North Carolina.
- **July 2022:** Visited Harrison Bay Future Ready Center to learn more about their programs and to share internship opportunities for students. The Manager attended the National Arts Integration Conference held by the Kennedy Center and the National Endowment for the Arts.
- **August 2022:** Education team attended the Hamilton County Schools Back-to-School bash to share PBS resources and internship/job shadowing opportunities with local students and families. Participated in SPLASH Youth Arts festival, sharing local content and resources with the community. The Manager attended the PBS Data Literacy Bootcamp and bi-monthly meetings of Chattanooga 2.0 Early Matters Coalition. Education team initiates relationships with student media clubs in Dalton, GA and discussed mentoring opportunities.
- **September 2022:** Education team initiated relationship with student media club at Chattanooga Center for the Creative Arts. WTCI was invited to join Kennedy Centers Partners in Education, alongside local arts leaders ArtsBuild, Hamilton County Schools, University of TN at Chattanooga, and the Chattanooga Theatre Centre. We also participated in a workshop with educators and created a short documentary of the partnership for educators. Began planning mentorship structure with student media clubs, including a film festival to celebrate young creators. The Manager attended NETA’s Annual Thought Leader Forum in Charlotte, NC.
- **October 2022:** Participated in Chatt State College’s annual Latin Festival, sharing PBS resources and local opportunities with students and families. Hosted Tech Goes Home classes for adult artists at WTCI, sharing PBS resources and opportunities with community members. WTCI was accepted into CPB’s Ready to Learn Neighborhood Planning cohort. The Manager shared media literacy lessons for elementary and middle school students via Girls, Inc. after school programs. WTCI hosted high school leaders from the YMCA’s program and engaged students in media creation. Education team participated in the annual International Market hosted by Culture Chatt and Art 120, shared internship and public media careers with college students during the event, as well as sharing bilingual PBS resources with families.
- **November 2022:** Ready to Learn work was launched and the Education team attended a PBS facilitator course around creating accessibility in family programming. The WTCI team shared a presentation about local storytelling with students attending the Tennessee High School Press Association annual

meeting at University of TN Chattanooga. The Education team attended the CPB-PBS Ready to Learn conference in Providence to learn more about Neighborhood planning.

- **December 2022:** Education team shared PBS resources and local opportunities at several community meetings including the Early Matters Coalition, the Out of School Time Network and our local Literacy Research Group. Participated in two community events with Hamilton County Schools as they worked through their strategic planning for families and students.
- **January 2023:** Participated in monthly meetings of Literacy Group, Early Matters Coalition and Out of School Time Network, sharing PBS resources and opportunities. The Manager attended professional development surrounding best practices in publishing and editorial work. Kennedy Center Partners in Education team presented at a national conference in D.C. about working with local partners to support learning loss from the pandemic. A new intern from University of TN arrived and we began education and communication work together.
- **February 2023:** Shared PBS resources and opportunities with Out of School Time Network and Early Matters Coalition at their monthly meeting. WTCI participated in the annual Black History Festival, sharing PBS and local resources and opportunities with community members. The Manager attended a STEM for students training at the Creative Discovery Museum led by the Public Education Foundation and Volkswagen. Shared PBS and local resources and opportunities with this group. Education conducted meetings with national partners NAEYC, Parents as Teachers and the US Chamber of Commerce to form collaboration zones for RTL work.
- **March 2023:** WTCI team participated in Chattanooga School of Arts & Sciences' annual career fair to share about careers in public media as well as internship and job opportunities with students' grades 6-12. The Manager attended a Women's History Month poetry slam with local girls' high schools to share arts programming and information about local offerings with students' grades 9-12. Held meetings with several out of school time partners: Girls and Boys Club, Big Brothers Big Sisters, United Way and Girls Inc. to discuss school trips and engagement activities for summer programming months. Attended monthly meetings of Out of School Time Network, Literacy Research Group and Early Matters Coalition. The Manager participated in a discussion with University of TN Innovations Lab students, sharing information about public media and the role of education in media spaces.

WTCI has 15 full-time employees and one part-time employee. 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.