



## EEO Public File Report

Period Covered

(April 1, 2022 to March 31, 2023)

**EEO Public File Report**  
**April 1, 2022 to March 31, 2023**

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WCTE Upper Cumberland PBS  
Vacancies Filled  
April 1, 2022 to March 31, 2023

Job Title	Date Posted/ Date filled	No. of Applicants	No. of Interviewees	Recruitment Sources for Interviewees	Recruitment Source for Hired Applicant	Recruitment Sources (See enclosed list for corresponding sources/numbers)
Associate Producer	10/24/2022, 12/15/2022	4	3	1,2,3,4	4	1-4
Development Events Coordinator	07/07/2022, 09/06/2022	7	3	1,2,3	1	1-4
Education Engagement Coordinator	07/08/2022, 09/06/2022	6	3	1,2,3	4	1-4
Education Project Coordinator	07/08/2022, 09/06/2022	6	3	1,2,3	1	1-4

WCTE Upper Cumberland PBS  
Recruitment Sources

Recruitment Resource	Website	Address
1. Social Media (Instagram, Facebook, and LinkedIn)		
2. WCTE Upper Cumberland PBS Website	<a href="https://www.wcte.org/">https://www.wcte.org/</a>	229 East Broad Street Cookeville, TN 38501
3. Local, informal word-of-mouth conversation		
4. Internal job posts		

## **WCTE Upper Cumberland PBS**

### ***Disclaimer:***

***In October 2022, WCTE experienced a sudden separation from its in-house Human Resources director. Many of her records are yet to be found, and all of the information contained herein has been recreated from email chains, personal remembrances of other staff members and documents that recovered after her departure. In particular, any additional vacancy posting date/location information was unavailable.***

## **Outreach Activities**

### **1. WCTE's LONG-TERM EEO OUTREACH/RECRUITMENT INITIATIVES DURING THIS PERIOD:**

**(i) WCTE projects a strong presence in events and programs aimed at educating people about careers in public broadcasting.**

**Director of Education and Engagement Cephas Ablakwa is a dual employee of WCTE and the Putnam County School System. His team spends a significant amount of time in the county's classrooms, engaging students, often promoting careers in broadcasting.**

**During this reporting period, two groups of students have visited the station's studios, and one group was given a tour of the station's transmitter site.**

**Students from 11 regional schools were invited to tour the station's Mobile Production Unit in conjunction with WCTE's Upper Cumberland High School Academic Bowl, which took place at Tennessee Tech on March 2. Students, many of whom live in economically depressed and underserved communities, got to experience all aspects of remote production, with hands-on demonstrations.**

**WCTE annually opens up it's Mobile Production Unit for tours during WCTE's Stations of Imagination event, held on the public square in Cookeville every September. In 2022, dozens of school-aged children learned about video and audio production and got to handle actual broadcast gear during the event.**

(ii) WCTE has slowly resumed back to a scaled down active internship program in conjunction with Tennessee Tech University. WCTE currently employs a part-time Traffic Assistant who is a Film/Television Production student at Middle Tennessee State University. Also, WCTE employs a Tennessee Tech Communications student to shoot, edit and post digital content surrounding the station's highly successful Wish You Were Here! tourism series.

(iii) This period saw extensive professional training and development opportunities for our WCTE staff. This enabled them to acquire a new skill set or enhance or share their skill set. Networking with decision makers and peers changed and did not allow in person time but it did not stop professional development. Every staff member was encouraged to participate in webinars, workshops, conference calls, and Zoom calls in his or her area of responsibility and interest, and almost everyone did, most on several occasions.

WCTE also felt it was important to document these professional development opportunities:

Staff Name	Title of Training	Name of Project	Start Date	Complete Date	Total Hours	Description
Josh Deepan	Film Funding for Independent Filmmakers	TN Arts Council	4/6/2022	4/6/2022	1.5	Funding Films, Streaming Service, Downstream Revenue
Josh Deepan	Cyber Security Training		4/26/2022	4/26/2022	1	Hackers, how to not get hacked, how to stay safe online
Josh Deepan	Preventing Harassment and Discrimination: Gateway	CPB	5/2/2022	5/2/2022	1	How to respond to discrimination, have the right attitude, and take appropriate action
Sarah Savage	Cyber Security Training		4/26/2022	4/26/2022	1	Cyber Security
Avery Hutchins	Cyber Security Training		4/26/2022	4/26/2022	1	Cyber Security by Ciphertek
Patti Cloud	Cyber Security Training		4/26/2022	4/26/2022	1	Internet security basics
Josh Deepan	PBS DOMO Analytics	PBS Webinars	5/18/2022	5/18/2022	1	How to Navigate Domo, How to Analyze Data in Domo
Craig Gray	Preventing Harassment and Discrimination: Gateway		5/24/2022	5/24/2022	0.5	How to respond to discrimination, have the right attitude, and take appropriate action
Josh Deepan	PBS Annual Meeting	PBS Annual	5/24/2022	5/24/2022	1	PBS Opening Remarks,

		Meeting				how we can move forward during uncertain times
Josh Deepan	PBS Annual Meeting	PBS Annual Meeting	5/25/2022	5/25/2022	1.5	PBS Audience Insights 2022, how audiences are changing viewer habits
Josh Deepan	PBS Annual Meeting	PBS Annual Meeting	5/25/2022	5/25/2022	1.5	PBS Passport Look-Ahead and Analytics
Josh Deepan	PBS Annual Meeting	ATSC 3.0 - Prospects for Public Media and PBS`	5/31/2022	5/31/2022	1.5	Where are PBS Stations at in their progress towards transitioning to ATSC 3.0?
Alicia Masterson	Preventing Harassment and Discrimination: Gateway		6/23/2022	6/23/2022	0.5	How to respond to discrimination, have the right attitude, and take appropriate action
Donna M. Matson	Preventing Harassment and Discrimination: Gateway	CPB	7/12/2022	7/12/2022	1.5	How to respond to discrimination, have the right attitude, and take appropriate action
Donna M. Matson	Cyber Security Training	Ciphertek (Ben)	4/26/2022	4/26/2022	1	Bewared of hackers, how to not get hacked, how to stay safe online
Craig Gray	Cyber Security Training	Ciphertek (Ben)	4/26/2022	4/26/2022	1	Tips on avoiding hacking, phishing, etc.
Kathryn Howell	Preventing Harassment and Discrimination: Gateway		6/6/2022	6/6/2022	0.5	How to respond to discrimination, have the right attitude, and take appropriate action
Sarah Savage	Preventing Harassment and Discrimination: Gateway		5/25/2022	5/25/2022	1	How to respond to discrimination, have the right attitude, and take appropriate action
Tiffany McDonald	Cyber Security Training	Ciphertek (Ben)	4/26/2022	4/26/2022	1	
Tiffany McDonald	Preventing Harassment and Discrimination: Gateway		7/11/2023	7/11/2022	1	
Cephas Ablakwa	Tennessee Educational Technology	Tennessee Educational Technology Association conference	7/13/2022	7/14/2022		

Kathryn Howell	Cyber Security Training	Ciphertek (Ben)	4/26/2022	4/26/2022	1	
Craig LeFevre	Preventing Harassment and Discrimination: Gateway	CPB	7/21/2022	7/21/2022	0.5	How to respond to discrimination, have the right attitude, and take appropriate action
Craig LeFevre	Cyber Security Training		4/26/2022	4/26/2022	1	Cyber Security by Ciphertek
Avery Hutchins	Preventing Harassment and Discrimination: Gateway	CPB	7/21/2023	7/22/2023	1	How to respond to discrimination, have the right attitude, and take appropriate action
Patti Cloud	Preventing Harassment and Discrimination: Gateway		7/22/2022	7/22/2022	0.5	How to respond to discrimination, have the right attitude, and take appropriate action
Robert Hester	Preventing Harassment and Discrimination: Gateway	CPB	7/28/2022	7/28/2022	0.5	How to respond to discrimination, have the right attitude, and take appropriate action
Reggie Brown	Preventing Harassment and Discrimination: Gateway	CPB	7/29/2022	7/29/2022	1.5	How to respond to discrimination, have the right attitude, and take appropriate action
Alicia Masterson	Cyber Security Training	Ciphertek (Ben)	4/26/2022	4/26/2022	1	
Ben Weaver	Cyber Security Training	Ciphertek (Ben)	4/26/2022	4/26/2022	1	Cyber Security by Ciphertek
Ben Weaver	Preventing Harassment and Discrimination: Gateway	CPB	6/10/2022	6/10/2022	0.5	How to respond to discrimination, have the right attitude, and take appropriate action
Brent Clark	Preventing Harassment and Discrimination: Gateway	CPB	7/31/2022	7/31/2022	0.5	How to respond to discrimination, have the right attitude, and take appropriate action
Cephas Ablakwa	Preventing Harassment and Discrimination: Gateway	CPB	8/1/2022	8/1/2022	0.5	How to respond to discrimination, have the right attitude, and take appropriate action
Duncan Welch	Preventing Harassment and Discrimination: Gateway	CPB	8/2/2022	8/2/2022	1	How to respond to discrimination, have the right attitude, and take appropriate



						action
Duncan Welch	Cyber Security Training	Ciphertek (Ben)	4/26/2022	4/26/2022	1	Cyber Security by Ciphertek
Kathryn Howell	Data Literacy Bootcamp	PBS	8/8/2022	8/11/2022		
Kathryn Howell	Digital Immersion Workshop - NPT	PBS	8/16/2022	8/17/2022		
Robert Hester	ATSC 3.0 Webinar	Heartland Video Systems	8/24/2022	8/24/2022	1	Benefits of going to ATSC 3.0
Greg Watterworth	ATSC 3.0 Webinar	Heartland Video Systems	8/24/2022	8/24/2022	1	Benefits of going to ATSC 3.0
Avery Hutchins	Digital Immersion Workshop - NPT	PBS	8/16/2022	8/17/2022		
Brent Clark	Virtual 2022 Producer Summit	PBS	9/19/2022	9/22/2002	16	Producing content
Kathryn Howell	Social Media for Small Businesses	Putnam County Chamber of Commerce	2/21/2023	2/21/2023	1.5	Introduction to strategies and tips for maintaining and development social media accounts for a small business. Led by Jodi Pitts

In addition to the above list, IT Coordinator Greg Watterworth also completed training at the Alabama Broadcast Association Engineering Institute to earn his Society of Broadcast Engineers' Certified Broadcast Technologist accreditation.

All WCTE staff members including new hires completed the professional development training on Preventing Harrassment and Discrimination offered by Corporation for Public Broadcasting (CPB). The Corporation for Public Broadcasting, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of than 1,500 locally owned and operated public television statopms. CPB is also the largest single source of funding for research, technology and program for public radio, television, and related online services.

WCTE made the commitment to complete this training in August and was successful in meeting this goal. We included all new hires in this training the first week of employment. WCTE's team is aware that a lack of DEI (diversity, equity and inclusion) will not be tolerated in any form.

WCTE encourage staff to attend as many teleconferences and webinars as possible including those that occurred virtually during this reporting period through PBS, America's Public Television Stations (APTS), The National Educational Telecommunications Associate (NETA), the Society of Broadcast Engineers, and The Tennessee Association of Broadcasters (TAB).