



**Annual EEO Public File Report
March 22, 2024 – March 21, 2025**

FULL-TIME POSITIONS FILLED DURING PERIOD AND SOURCES OF INTERVIEWS:

- **Producer/Director**

Filled July 8, 2024

11 applicants, 2 interviews

- Station Website
- Facebook Advertising/Posting
- Don McCorry, Jackson Madison County African American Chamber of Commerce
- Amanda Love, Humboldt Chamber of Commerce
- Libby Wickersham, Gibson County Chamber of Commerce
- Kaley Coday, Milan Chamber of Commerce
- Spotlight 11 Donor & Supporter Magazine
- LinkedIn Posting
- Word of Mouth – 2

The successful candidate learned of the position through word of mouth.

- **Digital Media Coordinator**

Filled July 8, 2024

13 applicants, 2 interviews

- Station Website
- Facebook Advertising/Posting
- Don McCorry, Jackson Madison County African American Chamber of Commerce
- Amanda Love, Humboldt Chamber of Commerce
- Libby Wickersham, Gibson County Chamber of Commerce
- Kaley Coday, Milan Chamber of Commerce
- Spotlight 11 Donor & Supporter Magazine
- LinkedIn Posting
- Word of Mouth – 2

The successful candidate learned of the position through word of mouth.

- **Donor Services/Finance Coordinator**

Filled August 5, 2024

21 applicants, 5 interviews

- Station Website
- Facebook Advertising/Posting - 3
- Don McCorry, Jackson Madison County African American Chamber of Commerce
- Amanda Love, Humboldt Chamber of Commerce
- Libby Wickersham, Gibson County Chamber of Commerce
- Kaley Coday, Milan Chamber of Commerce
- Spotlight 11 Donor & Supporter Magazine
- LinkedIn Posting
- Word of Mouth - 2

The successful candidate learned of the position through West TN PBS Facebook Ad.

- **Major Donor & Events Associate**

Filled August 5, 2024

7 applicants, 1 interview

- Station Website
- Facebook Advertising/Posting - 1
- Don McCorry, Jackson Madison County African American Chamber of Commerce
- Amanda Love, Humboldt Chamber of Commerce
- Libby Wickersham, Gibson County Chamber of Commerce
- Kaley Coday, Milan Chamber of Commerce
- Spotlight 11 Donor & Supporter Magazine
- LinkedIn Posting
- Word of Mouth

The successful candidate learned of the position through West TN PBS Facebook Ad.

- **Corporate Underwriting & Sponsorships (2)**

Filled January 13, 2025

10 applicants, 4 interviews

- Station Website - 4
- Facebook Advertising/Posting
- Don McCorry, Jackson Madison County African American Chamber of Commerce
- Amanda Love, Humboldt Chamber of Commerce
- Libby Wickersham, Gibson County Chamber of Commerce
- Kaley Coday, Milan Chamber of Commerce
- Spotlight 11 Donor & Supporter Magazine
- LinkedIn Posting

- Word of Mouth

The two successful candidates learned of the position through Station Website.

ADVERTISING SOURCES REGULARLY USED

- **Station Website**
<https://www.westtnpbs.org>
- **On-Air Messaging**
Email Contact: jobs@westtnpbs.org
- **Facebook Advertising/Posting**
<https://www.facebook.com/WLJTDT/>
- **UTM Communications Department Job Board**
Department of Mass Media and Strategic Communication
<https://www.facebook.com/UTMartinMMSC>
- **Local Chamber of Commerces**
Don McCory: jacksonmcaacc@gmail.com
Amanda Love: amanda@humboldtchamber.com
Libby Wickersham: lwickersham@gibsoncountyttn.com
Kaley Coday: chamberevp@cityofmilantn.com
- **Spotlight 11 Donor & Supporter Magazine**
<https://www.westtnpbs.org/west-tn-pbs-spotlight/>
- **LinkedIn Posting**
- <https://www.linkedin.com/company/wljt-dt>

OUTREACH INITIATIVES

- **Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting** – West TN PBS participates in the UT Martin Communications Scholarship program and has done so for many years. West TN PBS gives a scholarship to communication student(s) that have shown the skills and work ethic needed to be successful in television broadcasting.

- **Participation in programs sponsored by educational institutions relating to career opportunities in broadcasting** – West TN PBS has participated in the following events during the reporting period:
 - Jackson Central Merry Middle School Career Day - Jackson, TN
May 15, 2024
418 Participants
 - UT Martin 4-H Roundup - Martin, TN
July 17, 2024
240 Participants
 - Freed-Hardeman Welcome Home Campus/Community Fair - Henderson, TN
August 10, 2024
200 Participants
 - Bethel University College Tour - McKenzie, TN
August 17, 2024
600 Participants
 - UT Martin Campus Involvement Night - Martin, TN
August 27, 2024
450 Participants
 - Jackson State Community College Back to School Bash - Jackson, TN
September 5, 2024
350 Participants
 - Dyersburg State Community College Student Involvement Fair-Dyersburg, TN
September 11, 2024
150 Participants
 - Gibson County Youth Leadership Nonprofit Day - Humboldt, TN
September 19, 2024
75 Participants

- **Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment** - West TN PBS offers internships for college students throughout the year. Internships are specifically designed to provide training and experience for students interested in the various aspects of broadcasting. Internships are offered to students of all colleges, universities, and trade schools. Within the current time period we have had four participants in this program.