



ANNUAL EEO PUBLIC FILE REPORT April 1, 2023 – March 31, 2024

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

Broadcast Operations Assistant (Full-Time)

Filled 05/01/2023

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

37 Applicants, 4 Interviews

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

Accounting Assistant

Filled 11/27/2023

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

46 Applicants, 3 Interviews

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

Ready-to-Learn Assistant (Part-Time) - Two Positions

Filled 12/19/2023

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

3 Applicants, 3 Interviews

Both successful candidates applied for the position through Indeed.com.

Administrative Assistant Development (Part-Time)

Filled 2/20/2024

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

41 Applicants, 3 Interviews

The successful candidate was hired through 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
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 and college students the opportunity to volunteer at various community events giving them the opportunity to become familiar with various aspects of the work of the station. We offer educational workshops, station tours, 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. WTCI leadership encourages staff to engage in professional development activities that help build capacity for the station. Those activities are detailed below. WTCI participated in local outreach events, which are also detailed here:

- WTCI had five interns during this period working in the production and education departments.
- Shaun Townley continued his duties on 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.
- WTCI PBS Executive Producer Emily Compton began her work as a member at large on the Content Executive Committee for NETA's Peel Learning Community. The NETA Peer Learning Communities (PLC) help members' staff increase skills, collegiality, and long-term commitment to public media's education mission.
- Bo Wheeler, WTCI's Senior Producer, was accepted into the 2024 Accelerate Cohort, a workforce development solution for mid-level public media professionals that provides hands-on, tactical training across all functional areas and explores necessary skill development for leadership growth, cross collaboration, change management, and effective communication.
- Josh Reedy, Bo Wheeler, and Shaun Townley attended the Immersive Learning Regional Workshop at GPB in September of 2023.
- Shaun Townley joined the first cohort of the PBS Executive Leadership Program, a professional development opportunity for station leaders that offers community-building, training, and an immersive public media curriculum to equip leaders to successfully lead their stations and staff.

- Southern Adventist University Communications Club toured WTCI PBS in March of 2023
- WTCI staff volunteered for a community service work day at Reflection Riding Arboretum & Nature Center
- President Bob Culkeen and VP Shaun Townley attended the PBS Annual Meeting in San Diego
- Bridge Innovate facilitated our Strategic Directives initiative, a collaboration between the WTCI PBS staff and board of directors
- WTCI collaborated with the Chattanooga Chamber for a legislative preview event, featuring a moderated conversation with Tennessee legislators from our coverage area.
- WTCI began work on *Our Voices*, a new initiative focused on civic engagement and education for audiences ages 15-30 in collaboration with WUTC, ChattaMatters, La Paz, and Enterprise Center
- WTCI PBS and Vital Buffalo Farm collaborated on a public event featuring a preview of the new Ken Burns film, *The American Buffalo*.
- WTCI worked with our selection committee to select nonprofits that will be featured in the new season of *Chattanooga: Stronger Together*, which began a third season in January, 2024.
- WTCI hosted a Gratitude Gathering event at the Bessie Smith Cultural Center in November, 2023, which recognized the individuals, organizations, businesses, and foundations that were instrumental to our success in the previous year.
- We hosted a sneak preview of the PBS series, *Gospel*, from Henry Louis Gates, with our partners at the Bessie Smith Cultural Center, part of their programming for Black History Month in February 2024.
- We hosted a breakfast event at WTCI for past, present, and future nonprofit organizations featured in our *Chattanooga: Stronger Together* series.
- President Bob Culkeen and VP Shaun Townley met with Tennessee legislators in Nashville on January 31, 2024, along with representatives from the other five PBS stations in Tennessee.

Educational Activities 2023-2024

Team: Robyn Stringfellow, Sawyer Locke

- April 2023: Released 9 segments of Raise Your Voice, a co-collaboration with local poetry organization Rhyme N Chatt for National Poetry Month. Recorded 1 segment of Raise Your Hand with UTC WolfTrap at a local elementary school. Series features conversations between local authors and poets, to uncover meaning in text and find inspiration for writing. Completed CPB's Ready to Learn Neighborhood planning grant submission. Served as judges and guest speakers for Speak up Whitfield, National Podcast Project, grades 6-12. Worked with community partners to develop family literacy support for the Guatemalan community. Community events: YMCA Healthy Kids.
- May 2023: Robyn Stringfellow and Sawyer Locke were awarded the June Scobee Rodgers Gold Star award from University of TN Chattanooga. Building more connections and content for Roads to Reading, our project serving speakers of Indigenous Guatemalan languages. Community events: Raise Your Voice Launch party at Chatt Public Library, Girls Inc. Family STEM night, WeMake Arts festival, Tigeroo Music Festival Howard Middle School, Parents as Teachers Group Connect yoga at Crabtree Farms.
- June 2023: Robyn Stringfellow attended Volkswagen's annual "Fab Lab Institute", a professional training week for community educators, supporting STEM learning in a K-12+ environment. Presented the Roads to Reading to Early Matters Committee, showcasing their action plan as the catalyst for this work. Released 1 segment of Raise Your Hand, featuring WolfTrap teaching artists. Community events: Girls Inc. Pre-K Summer Camp, Latino Fest, Chattanooga Juneteenth celebration.
- July 2023: Hosted 40+ K-12 educators for an 'Arts Integration Summer Camp' alongside partners at

Hamilton County Schools, ArtsBuild, Arts-Based Collaborative and WolfTrap UTC. Recorded 1 segment of Raise Your Hand with UTC WolfTrap teaching artist and community educator. Recorded 1 segment with D1 Fitness aimed at 'brain breaks' with movement. Hosted meetings with the City of Chattanooga's Office of Early Learning, to develop our Ready to Learn Neighborhood goals. Community events: Workforce Development at Miller-Motte College

- August 2023: Began our 1-year mentorship with Chattanooga Girls Leadership Academy, offering young ladies the chance to create a film. Released 5 segments of "World of Wholks" a bilingual book series by a local teacher and author. Recorded 2 segments of "Roads to Reading" in 2 Mayan languages. Community events: Hamilton County Schools' Back to School Bash.
- September 2023: Robyn Stringfellow attended NETA conference and networked with educational media colleague groups. Presented to ArtsBuild Holmberg Leaders for Arts in Education Night. Recorded 2 more segments in Mayan languages for "Roads to Reading". Conducted a session at the annual TN High School Press Association Conference at UTC. Community events: National Voter Registration Day.
- October 2023: Hosted 'give back' nights for Family literacy at TX RoadHouse. Co-hosted "Roads to Reading" Maya Fest with partners to present the project to the community. Hosted ArtsBuild Holmberg Leaders for Arts in Media Night. Mentored students from Dalton Junior High in creating their films for our annual film festival partnership. Hosted Chattanooga 2.0's Early Matters team for our bi-monthly meeting. Community events: TN STEM Festival at UTC, Volkswagen Green Prix for grades K-6, Blessing of the Buffalo.
- November 2023: Hosted a new intern from UTC School of Communications to begin her time working in Educational media. Hosted 40+ families from Bradley County Homeschool Coalition for media arts and literacy. Continued working with our young filmmakers from CGLA mentorship, learning editing software. Ramped up our RTL efforts in collaborative planning meetings. Community events: HCEA Educator Resource Fair, Woodmore Elementary Career Day.
- December 2023: Robyn Stringfellow attended a TN PBS member station meeting with TN Education Commissioner to discuss how PBS member stations provide resources in education. Continuing RTL meetings with community partners to develop our plan. Hosted young leaders from the YMCA for media literacy and arts. Developed a sustainable partnership with Hamilton County Health Department and the National Medal of Honor Museum educators. Began work on "Our Voices" a bilingual civic education project with local public media partners and others.
- January 2024: Started our first series of Family and Community Workshops for our Ready to Learn Neighborhood. Hosted Varnell Elementary for a day of science, arts and performance. Participated in a career fair at Chattanooga Charter School for Excellence. Continuing to build educational components for "Our Voices" that match the Governor's Civic Seal requirements for schools. Started to co-collaborate with UTC School of Communication's students on hosting our annual "Be My Neighbor Day". Robyn appeared on local television programs to support Ready to Learn work.
- February 2024: Continued workshops for families and educators as part of our RTL work in the City of Chattanooga and Hamilton County. Hosted 50+ students and educators for our 2nd annual '1 minute film festival' with Dalton JHS, Dalton Academy and Whitfield County Schools. Visited East Ridge Elementary and shared a segment from Raise Your Hand in the classroom. Team presented a session at the Kennedy Center's Annual Convening of Partners in Education. Building out greater classroom resources for "Our Voices". Robyn appeared on local television programs to support

Ready to Learn work.

- March 2024: Hosted more family workshops as part of RTL work. Continuing to build on “Our Voices” components for classroom educators. Creating public opportunities to share and celebrate our work with UTC students in support of Be My Neighbor day. Participated in Career Fairs at Tyner Academy and at Chattanooga School for the Arts and Sciences. Visited Ringgold Primary School and hosted a ‘traveling the world’ green screen experience for students K-2 in social studies and arts. Robyn appeared on local television programs to support Be My Neighbor Day work. Hosted a “Family Cooking Night” at Hixson Elementary for students grades 4-5.

WTCL has 15 full-time employees, four part-time employees, and two temporary 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

WTCL 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 an application to the station on an on-going basis through the “Careers & Internships” page of our WTCL 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 two full-time positions and three part-time positions within the last year.