



ANNUAL EEO PUBLIC FILE REPORT April 1, 2024 – March 31, 2025

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

Manager of Donor Services (Full-Time)

Filled 09/03/2024

WTCL Website, Social Media, CPB Job line, Board of Directors and CAB, Networking, LinkedIn Account, Local Chambers, Indeed.com

13 Applicants, 3 Interviews

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

Business Development Associate (Full-Time)

Filled 09/03/2024

WTCL Website, Social Media, CPB Job line, Board of Directors and CAB, Networking, LinkedIn Account, Local Chambers, Indeed.com

10 Applicants, 5 Interviews

The successful candidate learned of the position through a current employee.

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

Filled 09/10/2024

WTCL Website, Social Media, CPB Job line, Board of Directors and CAB, Networking, LinkedIn Account, Local Chambers, Indeed.com

20 Applicants, 4 Interviews

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

Business Office Assistant (Part-Time)

Filled 11/19/2024

WTCL Website, Social Media, Venture Forward Job line, CPB Job line, Board of Directors and CAB, Networking, Foundation List job board, AFP LinkedIn Account, Local Chambers, Indeed.com

14 Applicants, 3 Interviews

The successful candidate was hired through Indeed.com.

This position became full-time on January 1, 2025.

Senior Director of Business & Administration (Full-Time)

Job was closed on 11/04/2024, was not filled, and the job description was changed to Senior Director of Business & Finance

WTCL Website, Social Media, United Way Job Board, CPB Job line, Board of Directors and CAB, Networking,

NETA, LinkedIn Account, Local Chambers, Indeed.com

29 Applicants, 3 Interviews

Senior Director of Business & Finance (Full-Time)

Filled 12/16/2024

WTCI Website, Social Media, United Way Job Board, CPB Job line, Board of Directors and CAB, Networking, NETA, LinkedIn Account, Local Chambers, Indeed.com

14 Applicants, 4 Interviews

The successful candidate was hired through Indeed.com. The employee was terminated on March 7, 2025.

Advertising Sources used regularly:

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

Wtcitv.org Website

My PBS Job Board

PublicMediaJobs.org job board

Corporation for Public Broadcasting (CPB) Job Line

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 the capacity for the station. Those activities are detailed below. WTCI participated in local outreach events, which are also detailed here:

- WTCI had six interns during this period working in the content, operations, development, 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 continued her work as a member at large on the Content Executive Committee for NETA's Peer Learning Community. The NETA Peer Learning Communities (PLC) help members' staff increase skills, collegiality, and long-term commitment to public media's education mission. She also participated in the 2024 PBS Mentor Program, a year-long experience designed to build leadership skills.
- Bo Wheeler, WTCI's Senior Producer, completed his work with 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.
- Emily Compton and Bo Wheeler attended the Digital Voltage workshop at PBS North Carolina on April 25, 2024.
- President Bob Culkeen, Manager of Broadcast Operations, Scott Gemeinhardt, and Manager of Content & Engagement, Emily Compton, attended the PBS Annual Meeting in Las Vegas.
- Bob Culkeen and Manager of Education, Robyn Stringfellow, attended the NETA Conference in Pittsburgh, Pennsylvania in September, 2024.
- Work continues with our Strategic Directives initiative with regular focus team meetings that include collaborations between WTCI PBS staff and members of the WTCI Board of Directors.
- Work continues on *Our Voices*, a nonpartisan initiative focused on civic engagement and education for audiences ages 15-30 in collaboration with WUTC, ChattaMatters, La Paz, and Enterprise Center.
- In December, 2024, the Our Voices team worked with local poet Erika Roberts and students from the Howard School on an event exploring the intersection of artistic expression and civic engagement.
- WTCI worked with our selection committee to select nonprofits that are featured on *Chattanooga: Stronger Together*, which began a fourth season in January, 2025.
- WTCI hosted a Gratitude Gathering event at the International Towing & Recovery Museum in November, 2024, 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, *Great Migrations*, from Henry Louis Gates, with our partners at the Chattanooga Public Library at the Bessie Smith Cultural Center in January, 2025.
- President Bob Culkeen and Chief Content & Engagement Officer, Shaun Townley, met with Tennessee legislators in Nashville on March 5, 2025.

Educational Activities 2024-2025

Team: Robyn Stringfellow, Sawyer Locke, Katie Owens, Jennifer Velasquez

April 2024: Our education team visited two local elementary schools, sharing engaging experiences that connect with content learning objectives. We also continued our Ready to Learn family and community learning experiences, taking place at two community centers monthly.

May 2024: Our team engaged with a local organization for their 'family night' sharing activities and resources with their parent and student community. We continued our Ready to Learn family workshop experiences at two community centers. We joined a local secondary school for their family night, sharing science based activities with the school community.

June 2024: This month we supported a local elementary school in enriching their summer school content, bringing arts and geometry to students K-5 once a week for the duration of the month-long camp. We

hosted a secondary school field trip and station tour, collaborating with educators to meet content objectives, sharing our careers and media literacy tips. We visited a community library and shared a green screen cooking experience with families, talking about recipes as literacy. Lastly, we continued our Ready to Learn family workshops in our Learning Neighborhood.

July 2024: We continued our Ready to Learn family learning experiences at two community centers. We also held a collaborative Group Connections event with our partner, Parents as Teachers, focusing on critical thinking, collaboration and space exploration. This workshop engaged multi-generational families with bilingual experiences, held at the Challenger Center at UTC. Our station hosted a content creator's workshop for teens from East Chattanooga's summer camp group, talking about media literacy and how to fun and engaging educational content for an audience. Our partners in the Kennedy Center Partners in Education group hosted our annual summer camp for educators, a three day experience celebrating arts integrated learning. We hosted 50 educators at UTC alongside our partners from ArtsBuild, Arts-Based Collaborative at UTC and Hamilton County Schools.

August 2024: Our education team served over 2,500 families with school supplies with our local school district, for their annual 'Back to School Bash' event. We also attended a local elementary school's 'Family Literacy Night' where we gave away free books and worked with families to create a unique bookmark to help them stay reading.

September 2024: Our education team continued working on our Ready to Learn Learning Neighborhood project. We spent time this month reflecting on the first year of this work, and we worked to plan and organize for the second year of the project. We held meetings with partners and local stakeholders, and worked to integrate their feedback as we planned forward.

October 2024: This month we launched our second year of Ready to Learn Family engagement workshops with our partners from City of Chattanooga, ArtsBuild, Arts-Based Collaborative and the Pop-Up (dance) Project. We held a family game night at two community centers, meeting new families and celebrating with families who worked with us in year one of the project. We participated in the TN STEM Festival with our partners at the Challenger Center at UTC, serving families with engaging activities to foster critical thinking and collaboration skills. Our Kennedy Center Partners in Education Team hosted our first teacher cohort meeting at the Hunter Museum of Art, where we collaboratively built lesson plans with integrated arts content. Our Manager of Educational Content also began co-leading an in-school book club with local middle school students and a community library. Lastly, our team, alongside our content team, hosted a local Girls Leadership Academy for a monthly mentorship, centered on turning community-minded ideas into short films for an audience.

November 2024: Our education team continued our family engagement workshops at our local community centers for our Ready to Learn Learning Neighborhood project. We hosted two family workshops at local community centers. Our education and content teams worked with another local middle and high school film program, to offer feedback and support for their annual 'One Minute Film Festival'. Our education team also attended a career day at a local elementary school, where we explored careers in education and film with students.

December 2024: Our education team continued our family engagement workshops at our local community centers for our Ready to Learn Learning Neighborhood project. We hosted two family workshops at local community centers. Our education team, alongside our content team, hosted local high school students for an art and activism workshop at our local community college. Students were guided by a local poet/author as they explored their values, and how art amplifies their voice. We hosted a holiday open house at our station, and engaged visitors in an educational activity while they visited with our staff. Our team was invited to participate in the Chattanooga Zoo's monthly 'Dream Night' which is aimed at families with

children on the Autism spectrum. We hosted activities collaboratively with zoo staff, and enjoyed over 100 families. Lastly, our station hosted the monthly meeting of local early education stakeholders, sharing resources and activities to support families with young children in our region.

January 2025: Our education team continued our family engagement workshops at our local community centers for our Ready to Learn Learning Neighborhood project. We hosted two family workshops at local community centers. Our entire staff participated in a career exploration field trip, as we hosted 50 students from a local middle school. Our team engaged students in activities related to their fields, and we explored careers in public media.

February 2025: Our education team continued our family engagement workshops at our local community centers for our Ready to Learn Learning Neighborhood project. We hosted two family workshops at local community centers.

March 2025: Our education team continued our family engagement workshops at our local community centers for our Ready to Learn Learning Neighborhood project. We hosted two family workshops at local community centers.

Current Employees

As of March 31, 2025, WTCI has 15 full-time employees, four part-time employees, and four part-time unpaid college interns. 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 an 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 posted three full-time positions and three part-time positions within the last year. There were three full-time hires, and three part-time hires. One of the part-time positions became a full-time position in January 2025.