

2019-2020 ANNUAL EEO PUBLIC FILE REPORT

Station(s):	KNOW/KSJN/KCMP
Community(ies) of License:	Minneapolis/St. Paul, MN; Northfield, MN
Reporting Period:	December 1, 2019 – November 30, 2020
Number of Full Time Employees:	260
Small Market Exemption:	N

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.	<ol style="list-style-type: none">1) National Association of Hispanic Journalists / National Association of Black Journalists joint convention: August 5 – 8, 20202) Asian American Journalist Association Conference: August 9 – 15, 20203) Howard University: October 23, 20204) University of Georgia Diversity & Inclusion Fall Recruiting Event: November 11, 20205) National Association of Black Journalists Regional Conference: November 21, 2020
Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	Describe: Internships are offered three times a year for students and recent grads (within 1 year) to develop skills for broadcast employment. Internships are paid and may also be eligible for course credit.
Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Describe: The following training was provided: <ul style="list-style-type: none">• Change to Transformation• Positive Workplace - Preventing Harassment & Bullying Training• DE&I Book Club
Listed each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.	Identify job banks/newsletters: Asian American Journalists Association (AAJA), journalisjobs.com, Investigative Reporters and Editors, Online News Association, Poynter, National Association for Black Journalists (NABJ), National Association for Hispanic Journalists (NAHJ), Society of Professional Journalist (SPJ)

LIST OF POSITIONS FILLED

Job #	Job Title	Employment Type	Start Date	Recruitment Source
135-20	Associate Development Officer	Reg FT	1/6/2020	Other
144-20	National Fundraising Specialist	Reg FT	12/2/2019	APM Career Website
160-20	Associate Producer, MPR News Talk Shows	Reg FT	1/6/2020	APM Career Website
160-20	Associate Producer, MPR News Talk Shows	Reg FT	2/18/2020	Employee Referral
163-20	Web Developer	Reg FT	12/4/2019	LinkUp
164-20	Director, Institutional Giving	Reg FT	2/21/2020	Search Firm
171-20	Lobby Services Coordinator	Reg FT	12/17/2019	APM Career Website
194-20	Associate Producer, MPR News	Reg FT	3/9/2020	Indeed
204-20	Stewardship Coordinator	Reg FT	3/9/2020	Employee Referral
209-20	President, MPR	Reg FT	5/4/2020	Search Firm
215-20	Web Designer/Developer	Reg FT	2/12/2020	MN Council of Nonprofit
220-20	Director, MPR Sales	Reg FT	3/30/2020	Employee Referral
240-20	Donor Engagement Coordinator	Reg FT	5/20/2020	LinkedIn
ASSOC01131	Associate Software Engineer	Reg FT	11/16/2020	Indeed
DEVEL01118	Development Officer, Institutional Giving	Reg FT	10/8/2020	Employee Referral
DIGIT01157	Digital Producer, Classical	Reg FT	10/26/2020	APM Career Website
LEADA01129	Lead Archivist	Reg FT	10/19/2020	MN Council of Nonprofit
MUSIC01122	Music Director, CMS	Reg FT	11/16/2020	Facebook
NATIO01127	National Account Executive	Reg FT	9/30/2020	Other
REGIO01119	Regional Membership Program Manager	Reg FT	9/15/2020	MN Council of Nonprofit

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 108

Recruiting Sources Referring Interviewees During Hiring Period	Number of Interviewees
APM Career Website	17
Current Magazine/Online	1
Employee Referral	13
Facebook	4
Indeed	25
LinkedIn	8
LinkUp	1
MN Councils of Nonprofit	18
MN State Workforce	1
Other	13
Pollen Midwest	1

Refer.io	6
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RECRUITING SOURCES USED

Recruiting Source	Contact Info	Types of Jobs
American Broadcasting School	http://radioschool.com/home.htm	Receives some job postings
American Public Media Careers website	http://americanpublicmedia.publicradio.org/careers/	Receives all job postings
Arizona State University – Walter Cronkite School	https://cronkite.asu.edu/	Receives some journalism job postings
Asian American Journalists Association (AAJA)	www.aaja.org and listserve	Receives all journalism job postings
Career Centric	http://careercentric.com/	Receives all job postings (auto-aggregator)
CareerJet	https://www.careerjet.com/	Receives all job postings (auto-aggregator)
Columbia Graduate School of Journalism -	www.jrn.columbia.edu/	Receives some journalism job postings
Corporation of Public Broadcasting (CPB)	www.cpb.org/jobline/	Receives all job postings
CURRENT Magazine	www.current.org/advertise/adsclass.shtml	paid advertising (occasional use for on-air or content jobs)
Facebook: American Public Media Careers	www.facebook.com/apmgcareers	Receives all job postings
Glassdoor.com	www.glassdoor.com	Receives all job postings (auto-aggregator)
Google	www.google.com	Search engine (all postings are available)
Indeed.com	http://www.indeed.com/	Receives all job postings
Jobbydoo	https://www.jobbydoo.com/	Receives all job postings (auto-aggregator)
JobCase	https://www.jobcase.com/	Receives all job postings (auto-aggregator)
Job Fair	see Recruitment Initiatives for a list	We recruit for all open journalism jobs at each job fair
Job Inventory	http://www.jobinventory.com/	Receives all job postings (auto-aggregator)
JobisJob	https://www.jobisjob.com/	Receives all job postings (auto-aggregator)
Jooble	https://us.jooble.org/	Receives all job postings (auto-aggregator)
Journalismjobs.com	www.journalismjobs.com	paid advertising (occasional receives journalism jobs)
Journalismnext.com	www.journalismnext.com	Paid advertising. Paid posting site. Receives some journalism job postings.
Juju	https://www.juju.com/	Receives all job postings (auto-aggregator)

Linked In	www.linkedin.com	Receives all job postings
Medill School of Journalism	www.medill.northwestern.edu/medill/	Receives some journalism job postings
Missouri School of Journalism	http://journalism.missouri.edu/forms/job-form.html	Receives some journalism job postings
Monster.com	www.monster.com	paid advertising; used occasionally for positions in tech, finance, etc.
MPR APM SCPR Company Intranet	http://infoserverwiki.publicradio.org/index.php/Main_Page	Receives all job postings
NAACP	https://www.naacp.org/	Receives some job postings
National Association of Black Journalists (NABJ) - MPR & SCPR separate logins	www.nabj.org	Paid posting site Receives some journalism job postings
National Association of Broadcasters (NAB)	www,nab.org	Paid advertising; receives engineering and broadcast-related positions
National Association of Hispanic Journalists (NAHJ) email: jobbank@nahj.org	www.nahj.org	Paid posting site Receives some journalism job postings
Native American Journalists Association (NAJA)	www.naja.com	Paid posting site. Receives some journalism job postings
Neuvoo	https://neuvoo.com/	Receives all job postings (auto-aggregator)
New York University	http://journalism.nyu.edu/careerservices/jobs/	Receives some journalism job postings
Online News Association	http://journalists.org/networking/job_postings.asp	Paid site Receives some digital content-related jobs
Pew Center for Civic Journalism; email: rwyhof@pccj.org	http://www.pewcenter.org/	Paid site Receives some journalism job postings
Poynter Institute (Journalism)	www.poynter.org	Paid advertising; occasionally receives journalism job postings
PRADO Listserve		Receives all journalism job postings
Professional diversity network	https://www.prodivnet.com/	Receives all job postings
Radio-Television News Directors Association (RTNDA)	www.rtnnda.org/jobs/	
Refer.io	www.refer.io	Receives all job postings (auto-aggregator)
Romanesko.com	http://jimromenesko.com/journalism-jobs/	
SimplyHired	https://www.simplyhired.com/	Receives all job postings (auto-aggregator)
Society of Broadcast Engineers (national)	http://www.sbe.org/career_jobsonline.php	paid advertising; occasionally receives broadcast engineering jobs

Southern CA Broadcasters Assoc	http://www.scba.com/	Receives some journalism job postings
Stackoverflow.com	www.careers.stackoverflow.com	paid advertising; used for digital jobs
The Chronicle of Philanthropy Careers	http://careers.philanthropy.com	paid advertising; occasionally used for senior level development jobs
Twitter	www.twitter.com/APMGJobs	Receives all job postings
UC Berkeley Graduate School of Journalism	http://journalism.berkeley.edu/	Receives all journalism job postings
UCLA	http://ucla-csm.symlicity.com//employers	Receives all journalism job postings
ZipRecruiter	https://www.ziprecruiter.com/	Receives all job postings (auto-aggregator)