

EEO PUBLIC FILE ANNUAL REPORT

**WKNO-TV/WKNO-FM/WKNP-FM
4.1.19 to 3.31.20**

WKNO is a public television and radio station located in Memphis, Tennessee.

Full-Time Positions Filled	Recruitment Sources Used	Hiree's Source	Recruitment Resources Used for Interviews	Interviewed	Date filled
Associate Producer	1, 3, 4, 5, 6, 10, 14, 18, 22	18	3, 18	3	3/2/2020

WKNO-TV/WKNO-FM/WKNP-FM MASTER LIST OF RECRUITMENT SOURCES

1. Christian Brothers University
650 East Parkway South
Memphis, Tennessee 38104
(901) 321-3000 · (877) 321-4CBU
www.cbu.edu/cbu
2. Commercial Appeal (Hotjobs@yahoo.com)
495 Union Avenue Memphis
TN 38103 (901) 529-2345
Eric.Brown@commercialappeal.com
moriarty@commercialappeal.com
1-800-444-6397
3. WKNO Website
7151 Cherry Farms Road
Cordova, TN 38016
www.wkno.org
hclark@wkno.org
901-729-8710
4. Rhodes College
2000 Parkway
Memphis, TN 38112
(901) 843-3000
Daniel Vandaman – vanamand@rhodes.edu
www.joinhandshake.com
5. Southwest Tennessee Community College
Memphis, TN 38101-0780
www.southwest.tn.edu
wwalker@southwest.tn.edu
(901) 333-5000
or toll free at (877) 717-7822

<http://www.southwest.tn.edu/career-services/>

6. University of Memphis
101 Wilder Tower
Memphis TN 38152-3520
mjrhods1@memphis.edu
www.symplicity.com/employers
7. Tennessee Association of Broadcasting (TAB)
www.tabtn.org
8. Broadcast Employment Services
P.O. Box 4116
Oceanside, CA 92052 (800) 374-0119 (Toll Free)
(760) 754-8177 (760) 754-2115
info@tvjobs.com
9. Journalismjobs.com
Berkeley, California
info@journalismjobs.com
510-653-1521
10. CPB Jobline
Corporation for Public Broadcasting
401 Ninth Street, NW
Washington, DC 20004-2129
<http://www.cpb.org/jobline>
202-879-9600
11. My PBS
2100 Crystal Drive
Arlington, VA 22202-3785
Connect@PBS.org
+1 703 739 5000
12. National Association of Television Program Executives (NATPE)
Contact: NATPE Team
5757 Wilshire Boulevard, Penthouse 10
Los Angeles, California 90036-3681
Tel: (310) 453-4440
Fax: (310) 453-5258
clientserv@jobtarget.com
13. Alliance for Nonprofit Excellence
Career Center
Email to adeberry@npexcellence.org
1919 Lynnfield Road, Suite 200
Memphis, TN 38119
Tel: (901) 684-6605
14. In-House
15. National Public Radio
Russell Lewis, Southern Bureau Chief for NPR,
635 Massachusetts Avenue, NW
Washington, DC 20001
RDLewis@nppr.org - (202) 513-2073
16. Society of Broadcast Engineers, Inc.
9102 North Meridian Street, Suite 150
Indianapolis, IN 46260

Phone: (317) 846-9000
www.sbe.org

17. Outside Referral
18. WKNO Referral
19. Public Radio Newslink Digest
(hosted by Euan Kerr of Minnesota Public Radio)
ekerr@mpr.org
20. Association of Fundraising Professionals
Afpmemphis.afpnet.org
Career - info1@afpnet.org
21. Indeed.com/The Ladders
22. LeMoyne Owen College
Wanda Blair-Jones
Director, Center for Active Student Education/Career Services
807 Walker Avenue, #5
Memphis, TN 38126
office: 901-435-1532
fax: 901-435-1245
23. Frazee, Ivy, Davis
Will Pace
will.pace@fidcpa.com
5100 Poplar Ave., Suite 1400
Memphis, TN 38137
24. Randstad Staffing
Tiffany Blakney
tiffany.blakney@randstadusa.com
5500 Poplar Ave, Suite 1940
Memphis, TN 38157
25. www.Netaonline.org
Anita Sims
anita@netaonline.com
803-978-1579
26. Gateway Group Personnel
Natalie Churchill
Natalie@gatewaypersonnel.com
1770 Kirby Parkway, Suite 216
Memphis, TN 38138

No organization requested that the stations provide it with notice of all job vacancies.

OUTREACH ACTIVITIES

Activity Classification	Type of Activity	Brief Description
1	Participation in Job Fairs	<p>The HR Director and Finance Coordinator attended a job fair at LeMoyne -Owen College (a historically black college) in October of 2019. There were over 40 vendors at the event and a couple hundred students attended the fair. WKNO talked to students about both career and internship opportunities with the organization and public broadcasting in general. The students we talked to were majoring in Journalism, Communications, and Accounting.</p> <p>The HR Director and Finance Coordinator attended a career fair at Christian Brothers University during February 2020. The event attracted 95 businesses and several hundred students attended the event. WKNO talked with a few dozen students about job opportunities that come open and internships we offer. WKNO talked to students majoring in Education, Journalism, Communications and Business.</p>
5	Internship Program designed to assist members of the community to acquire skills needed for broadcast employment	<p>WKNO participates in its community commitment to serve the public by working with colleges and high schools to offer internship opportunities.</p> <p>In April of 2019 Memphis recognized the 50th anniversary of the assassination of Martin Luther King, Jr. The event was called "MLK50". Several students from Ithaca College in Ithaca, NY came down and partnered with our FM radio station in various activities in Memphis learning about radio journalism. More students from Ithaca College came down in early March 2020 to participate in reporting "Super Tuesday" election primary results in Memphis, TN. These students are in Journalism majors at the college.</p> <p>Two times this year 10 students from the University of Memphis in the Early Childhood Education program assisted our Education department with STEM activities at a local middle school after school program. The university students are studying a concentration of Math and Science.</p> <p>12 University of Michigan engineering students worked with our Education department to present STEM activities at a local public elementary school in February 2019.</p>

		12 U.T. Dallas and 11 Iowa State University students worked with our Education department in March 2020 to help with an elementary school camp to extended learning.
8	Training Programs for station personnel.	<p>WKNO has ongoing training sessions for all full time and part time employees using the CPB harassment training online program.</p> <p>The Director of TV Content attended the PBS Annual Conference May of 2019 in Nashville, TN.</p> <p>WKNO's Education Manager attended the NETA Conference and CPB Public Media Thought Leader Forum. Trainings included station leadership, education and community engagement.</p> <p>In May 2019 several employees of our Education department attended a You for Youth training as part of our Tennessee LEAPs grant to further outreach and education programs.</p> <p>Two employees attended the Public Media Development and Marketing Conference in Dallas, TX in early July 2019.</p>
10	Community Events sponsored by educational institution to inform/educate about public broadcasting careers	WKNO routinely provides tours of its radio and television production facilities to student and youth organizations in the area. Each tour is virtually identical. They get to see our radio station, classical music library, TV studios, TV control room, and lots of related computer and recording equipment. They are given a brief history of WKNO and some insight into less visible aspects like our administrative and membership departments. During this reporting period we conducted several tours to local organizations.
14	Provision of training to management personnel as to methods of ensuring equal employment opportunity and preventing discrimination	<p>In December 2019 the HR Director participated in a session on the new DOL rules focusing on the new overtime rules.</p> <p>In February 2020, the HR Director participated in an employment labor session put on by a local law firm. The information focused on managing employees in challenging environments, proper hiring procedures, and how to properly document actions by employees. The training included how to handle employees with various health and substance abuse issues.</p>