

REVISED EEO PUBLIC FILE ANNUAL REPORT

WKNO-TV-FM/WKNP(FM)
4/1/18 to 3/31/19

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
Director of Technology	1, 3, 4, 5, 6, 7, 10, 14, 17, 21, 22, 25	14	14, 17	4	8.1.18
FM Reporter/ Producer	1, 3, 4, 5, 6, 7, 9, 10, 14, 15	3	3, 14	2	2.11.19

WKNO-TV-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
dsmith@wkno.org
901-729-8710
4. Rhodes College
2000 Parkway
Memphis, TN 38112
(901) 843-3000
Daniel Vandaman – vanamand@rhodes.edu
<http://www.experience.com>
5. Southwest Tennessee Community College
Memphis, TN 38101-0780
www.southwest.tn.edu
walker@southwest.tn.edu
(901) 333-5000
or toll free at (877) 717-7822

6. University of Memphis
101 Wilder Tower
Memphis TN 38152-3520
mjrhods1@memphis.edu
<http://experience.com>
901-678-2239
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@npr.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
wanda_blair-jones@loc.edu
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
Maryanne Schuessler
Maryanne@netaonline.org
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 Executive Assistant attended a job fair at LeMoyne Owen College (a historically black college) in October of 2018. There were a few dozen 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, Management and Business.</p> <p>The HR Director attended a career day at a local county school in May 2018. Several hundred students participated with WKNO presenting the different types of careers at a television and radio station. WKNO demonstrated different video and audio equipment as part of the presentation.</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>We have three students from Memphis Catholic High School that started in August 2018. They work throughout the school year helping the Education Department research information, assist with school enrichment activities and help with outreach events.</p> <p>From September to December 2018 a student from Arkansas State University worked in our TV Production Department assisting with show research, writing scripts, running camera and learning other functions of TV broadcast.</p> <p>From June to July 2018 a student from St. Mary's worked in our TV Production Department assisting with show research, writing scripts, running camera and learning other functions of TV broadcast.</p> <p>In March 2019 eleven students from Emory University in Oxford, MS participated with our Education department in enrichment activities with elementary age students. They helped develop and teach STEM activities and other programs in line with State standards.</p>
8	Training Programs for station personnel.	<p>WKNO has ongoing training sessions for all employees using the CPB harassment training online program.</p>
10	Community Events sponsored by educational institution to inform/educate about public broadcasting careers	<p>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.</p>

12	Listing each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities	The licensee routinely lists upper-level openings with the Tennessee Association of Broadcasters. In June 2018 we started a search for a new Director of Technology and posted the position in numerous places including TAB.
14	Provision of training to management personnel as to methods of ensuring equal employment opportunity and preventing discrimination	In January 2019, the HR Director participated in an employment labor session put on by a local law firm. Topics included changes to the EEOC, transgender cases and new laws, gender discrimination, labor arbitration and wage and hour law updates.