

EEO PUBLIC FILE ANNUAL REPORT

WKNO

4/1/13 to 3/31/14

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

| Full-Time Positions Filled | Recruitment Sources Used | Hiree's Source | Total # of Applicants | Interviewed | Recruitment Sources Used for Interviewees | Date filled |
|----------------------------|----------------------------------|----------------------|-----------------------|-------------|--|-------------|
| News Director | 4,7,12,13,17,18,19 | WKNO Website #4 | 40 | 7 | One Interviewed from In-House #18 Six Interviewed from WKNO.org Website #4 | 5.20.13 |
| Maintenance Engineer | 1,4,5,7,12,16,18,23,24 | Outside Referral #23 | 22 | 4 | Two Interviewed from Outside Referral #23 One Interviewed from WKNO Employee Referral #24 One Interviewed from SBE #22 | 5.23.13 |
| Membership Asst. | 1,4,5,6,7,9,12,13,16,18,24,26,27 | Indeed.com #27 | 148 | 5 | One from U of M #9 Three from Indeed.com #27 One from WKNO.org #4 | 3.12.14 |

WKNO
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. Clear Channel Communications
Human Resources Director
2650 Thousand Oaks Blvd., Ste. 4100
Memphis, TN 38118 (901) 259-1300
EricLewis@clearchannel.com.
3. 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
4. WKNO Website
7151 Cherry Farms Road
Cordova, TN 38016
www.wkno.org
dsmith@wkno.org
901-729-8710
5. Rhodes College
2000 Parkway
Memphis, TN 38112
(901) 843-3000
www.rhodes.edu
mjrhods1-Memphis.edu (Michael Rhodes)

6. 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
7. Tri-State Defender
Classified Advertising Department
203 Beale Street, Suite 200
Memphis, Tennessee 38103
classifieds@tri-statedefender.com
dpowell@tri-statedefender.com
(901) 523-1818
8. TN Career Center
Memphis Area Transit Authority Terminal
444. North Main Street, 2nd Floor
Memphis, TN 38105
Joyce.E.Reed@state.tn.us
545-2240
9. The University of Memphis
101 Wilder Tower
Memphis TN 38152-3520
mjrhods1@memphis.edu
901-678-2239
10. Broadcast Employment Services
P.O. Box 4116
Oceanside, CA 92052 (800) 374-0119 (Toll Free)
(760) 754-8177 (760) 754-2115
info@tvjobs.com
11. Journalismjobs.com
Berkeley, California
info@journalismjobs.com
510-653-1521
12. CPB Jobline
Corporation for Public Broadcasting
401 Ninth Street, NW
Washington, DC 20004-2129
<http://www.cpb.org/jobline>
202-879-9600

13. PBS Connect
2100 Crystal Drive
Arlington, VA 22202-3785
Connect@PBS.org
+1 703 739 5000
14. 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
15. TAB (Tennessee Association of Broadcasting)
Two International Plaza Drive, Suite 507
Nashville, TN 37217 Phone: (615) 365-1840 Fax: (615) 365-1842
Email: info@tabtn.org
www.tabtn.org
16. NPEexcellence.org
Career Center (upper right on website)
17. NAB
<http://www.nabef.org>
18. In-House
19. National Public Radio
Russell Lewis, Southern Bureau Chief for NPR,
635 Massachusetts Avenue, NW
Washington, DC 20001
RDLewis@nppr.org
(202) 513-2073
20. TVJobs.com
21. WDIA 1070 AM
Community Affairs
2650 Thousand Oaks Blvd
Memphis, TN 38118
www.am1070wdia.com

22. Society of Broadcast Engineers, Inc.
9102 North Meridian Street, Suite 150
Indianapolis, IN 46260
Phone: (317) 846-9000
www.sbe.org

23. Outside Referral

24. WKNO Referral

25. Public Radio Newslink Digest
(hosted by Euan Kerr of Minnesota Public Radio)
ekerr@mpr.org

26. Alliance of Non-Profit Excellence
Afpmemphis.afpnet.org
Career – info1@afpnet.org
(on right side of page)

27. Indeed.com
(This is a career website that receives postings. Although I do not physically post, other website postings are directed here.)

OUTREACH ACTIVITIES

| Activity Classification | Type of Activity | Brief Description |
|--------------------------------|--|--|
| 1 | Participation in Job Fairs | <p>During the last year the Human Resources Director and our Administrative Assistant attended three job fairs at The University of Memphis, the largest university in the area. There were dozens of vendors and several hundred students attended the event. WKNO talked to students about both career and internship opportunities with the organization and public broadcasting in general. We talked to students that were majoring in Marketing, Communications, Journalism, Production, IT and Technical Engineering. The job fairs were as follows:</p> <p>April 2013 – we talked to roughly 40 students. September 2013 – we talked to 50 to 60 students. February 2014 – we met with 35 to 40 students.</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>From February 2013 to August 2013 we had an intern from the production department of The University of Memphis. He helped with local production including scheduling guests, setting the studio up, camera operation and editing.</p> <p>During June and July of 2013 a communications major from The University of Memphis helped in our public information department. Her work included research, writing pieces for advertisements, promotions and web.</p> <p>In June and July of 2013 an information systems major from Boston University interned with the Finance department. She wanted to learn about how business operations work for a company. She learned about journal entries, closing books, reconciliations and how to prepare a financial statement.</p> |
| 8 | Training Programs for station personnel. | <p>In October 2013, a representative from our pension administrator came in to talk about various facets of our pension plan to a number of employees.</p> |

| | | |
|----|--|---|
| | | <p>In October 2013 our Programming Manager attended a PTPA meeting with other public television stations in New Orleans.</p> <p>During May 2013 our Programming Manager attended a PBS meeting that included professional development breakout sessions specifically geared towards programming management.</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 time period we had several high schools and other youth organizations come and visit our stations as part of this program.</p> |
| 14 | Training to Management Level Personnel | <p>In January 2014, the Director of Finance and Director of Development and FM attended a local non-profit meeting. An investment firm presented pension plan changes and compliance issues with focus on small to mid-size companies.</p> <p>In May 2013 the Director of Finance attended a regional non-profit seminar hosted by the Allegiance for Non-Profit Excellence. Several speakers were brought in with break-out sessions to discuss various issues facing non-profits in general. Topics focused on foundation grants, technology, social media, living trusts and employment law.</p> <p>WKNO is a member of a local business organization called the Breakfast Club that has several meetings a year. Numerous local businesses are members and they bring in high level speakers to make various presentations. The program includes local speakers and provides information on latest trends in the business world and management issues. WKNO's President & CEO and other senior management staff regularly attend.</p> |