

**EEO PUBLIC FILE REPORT
WKNO
April 1, 2011 through March 31, 2012**

WKNO is a public television and radio station located in Memphis, Tennessee.
Full-time hires from April 1, 2011 to March 31, 2012:

WKNO did not hire any full-time employees during this time period. Below we have included recruitment sources we usually use when hiring new employees.

| Full-Time Positions Filled | Recruitment Sources Used | Hiree's Source | Total # of Applicants | Interviewed | Recruitment Sources Used for Interviewees | Date filled |
|----------------------------|--------------------------|----------------|-----------------------|-------------|-------------------------------------------|-------------|
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**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
 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
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9. 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
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16. Arkansas Public Radio
801 S University Ave
Little Rock, AR 72204
ARKPR@UALR.edu
(501) 569-3000
 17. DUBNET,
Texas A&M University
1265 TAMU College Station, TX 77843-1265
dubnet@listserv.tamu.edu
(979) 845-1060
 18. Kentucky Public Radio,
State Capitol, Rm 242
Frankfort, KY 40601
kprlistserv@googlegroups.com
502.223.6924
 19. National Public Radio
Russell Lewis, Southern Bureau Chief for NPR,
635 Massachusetts Avenue, NW
Washington, DC 20001
RDLewis@npr.org
(202) 513-2073
 20. PUBRADIO listserve,
1910 University Drive
Boise, ID 83725-1915.
PUBRADIO-requist@listserv.boisestate.edu
208.426.1000
 21. WDIA 1070 AM
Community Affairs
2650 Thousand Oaks Blvd
Memphis, TN 38118
www.am1070wdia.com
 22. In-House
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Outreach Activities for 4/1/11-3/31/12

| Activity Classification | Type of Activity | Brief Description |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 had an intern from the University of Memphis help with public relations and promotions in the fall of 2011. She was studying promotions and marketing in school.</p> <p>The radio operation continued to expand opportunities for paid and unpaid interns. On-air production interns included a sophomore from the University of Memphis and a graduate of DePaul University currently teaching in the After School Acting Program at Memphis' Playhouse on the Square.</p> |
| 14 | Training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination | <p>In May 2011, our Director of Finance attended the PBMA conference which included break-out sessions on human resources issues in public broadcasting. The HR sessions included discussions about FCC EEO rules, effecting change with employees, and diversity issues in the workplace.</p> |
| 8 | Training Programs for Station Personnel | <p>In May 2011, our Director of Finance attended the PBMA conference which included break-out sessions on human resources issues in public broadcasting.</p> <p>In January 2012, a representative from our pension administrator came in to talk about various facets of our pension plan. Other than talking about investment options and returns, he also discussed fiduciary responsibilities and how to handle employee education of this benefit to several management staff.</p> <p>One of our FM reporters traveled to Miami in June 2011 for an NPR training unit session. Both of our FM news reporters traveled to Kentucky in July 2011 for an NPR sponsored session that included voice and news reporting training.</p> |
| | | <p>Two development staff attended the PBS Development Conference in Nashville, TN in</p> |

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| | | January 2012 that included attending management training and diversity sessions. |
| 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 time period we had several high schools come and visit our stations as part of this program. |