

EEO PUBLIC FILE ANNUAL REPORT

WKNO-TV-FM/WKNP(FM)
4/1/15 to 3/31/16

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
Maintenance Engineer I	1,3,5,6,7,14,16,17,18,21,25	21	Three from Indeed #21 Three from WKNO.org #3 One from In-House #14	7	5.4.15
Radio Program and Development Manager	1,3,4,6,7,10,14,17,20,21	21	Five from Indeed #21	5	8.9.15

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
wwalker@southwest.tn.edu
(901) 333-5000
or toll free at (877) 717-7822
6. Tri-State Defender
Classified Advertising Department
203 Beale Street, Suite 200
Memphis, Tennessee 38103
Bernal e. Smith II
besmith@tsdmemphis.com
classifieds@tri-statedefender.com
(901) 523-1818
7. University of Memphis
101 Wilder Tower
Memphis TN 38152-3520
mjrhods1@memphis.edu
<http://experience.com>
901-678-2239
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. NPEexcellence.org

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. Alliance of Non-Profit Excellence

Afpmemphis.afpnet.org
Career - info1@afpnet.org

21. Indeed.com/The Ladders

22. PRADO@LISTSERV.SYR.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

OUTREACH ACTIVITIES

Activity Classification	Type of Activity	Brief Description
1	Participation in Job Fairs	<p>During the last year the Human Resources Director and Administrative Assistant attended three job fairs, including one at the University of Memphis, the largest university in the area, and two at other area educational institutions. There were dozens of vendors and several hundred students attended the University of Memphis 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.</p> <p>In total, the job fairs were as follows:</p> <p>September 2015 – University of Memphis</p> <p>February 2016 – Christian Brothers University</p> <p>March 2016 – Bartlett High School</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 June 2015 to August 2015 we had an intern from the University of Virginia. She helped with local production including scheduling guests, setting the studio up, camera operation and captioning. She also worked in our FM radio library, promotions, public relations and helped with special events.</p>
8	Training Programs for station personnel.	<p>In May 2015 our Programming Manager attended a PTPA meeting with other public television stations in Austin, TX. In October 2015 she attended another PTPA meeting in New Orleans, LA.</p> <p>During May 2015 our Programming Manager attended the PBS annual meeting in Austin, TX that included professional development breakout sessions specifically geared towards programming management.</p> <p>Our FM Development Manager attended a nonprofit forum in February 2016. Training sessions included strategies for planning, board development and leadership training.</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 time period we had a high school and other youth organizations come and visit our stations as part of this program.
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	In August 2015 we hired a Radio Program and Development Manager. One of the sources used was the CPB Jobline.
14	Training to management level personnel	<p>In May 2015 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, diversity and EEO in the workplace, 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, including methods of insuring equal employment opportunity and preventing discrimination. WKNO's President & CEO and other senior management staff regularly attend.</p>