

**REVISED EEO PUBLIC FILE ANNUAL REPORT**

**WKNO-TV-FM/WKNP(FM)**

4/1/16 to 3/31/17

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
Marketing Manager TV/ FM	1. Christian Brother University 3. WKNO Website 5. Southwest TN Community College 6. Tri-State Defender 7. University of Memphis 10. CPB Jobline 13 Alliance for Non-profit Excellence 14. In-house 17. Outside Referral 18. WKNO Referral 20. Association of Fundraising Professionals 21. Indeed 25. NETA online 27. Tennessee Association of Broadcasting	3	3, 10, 21  Three from WKNO.org - #3  One from CPB- #10  Two from Indeed- #21	6	9.19.16
Marketing Coordinator	1. Christian Brother University 3. WKNO Website 5. Southwest TN Community College 7. University of Memphis 10. CPB Jobline 13 Alliance for Non-profit Excellence 14. In-house 18. WKNO Referral 20. Association of Fundraising Professionals 21. Indeed 25. NETA online 27. Tennessee Association of Broadcasting 28. LeMoyne-Owen	14	3, 14, 21  One from WKNO.org- #3  One from In-house- #14  Five from Indeed - #21	7	12.16.16
Membership Assistant	1. Christian Brother University 3. WKNO Website 5. Southwest TN Community College 7. University of Memphis 10. CPB Jobline 13 Alliance for Non-profit Excellence 14. In-house 18. WKNO Referral 20. Association of Fundraising Professionals 21. Indeed 27. Tennessee Association of Broadcasting 28. LeMoyne-Owen	3	1,3,13,18  One from CBU- #1  Two from WKNO.org- #3  Two from Alliance- #13  One from WKNO referral- #18	6	1.9.17



## **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](http://www.cbu.edu/cbu)
2. Commercial Appeal ([Hotjobs@yahoo.com](mailto:Hotjobs@yahoo.com))  
495 Union Avenue Memphis  
TN 38103 (901) 529-2345  
[Eric.Brown@commercialappeal.com](mailto:Eric.Brown@commercialappeal.com)  
[moriarty@commercialappeal.com](mailto:moriarty@commercialappeal.com)  
1-800-444-6397
3. WKNO Website  
7151 Cherry Farms Road  
Cordova, TN 38016  
[www.wkno.org](http://www.wkno.org)  
[dsmith@wkno.org](mailto:dsmith@wkno.org)  
901-729-8710
4. Rhodes College  
2000 Parkway  
Memphis, TN 38112  
(901) 843-3000  
Daniel Vandaman – [vanamand@rhodes.edu](mailto:vanamand@rhodes.edu)  
<http://www.experience.com>
5. Southwest Tennessee Community College  
Memphis, TN 38101-0780  
[www.southwest.tn.edu](http://www.southwest.tn.edu)  
[wwalker@southwest.tn.edu](mailto: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](mailto:besmith@tsdmemphis.com)  
[classifieds@tri-statedefender.com](mailto:classifieds@tri-statedefender.com)  
(901) 523-1818
7. University of Memphis  
101 Wilder Tower  
Memphis TN 38152-3520  
[mjrhods1@memphis.edu](mailto: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](mailto:info@tvjobs.com)
9. Journalismjobs.com  
Berkeley, California  
[info@journalismjobs.com](mailto: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](mailto: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](mailto:clientserv@jobtarget.com)
13. Alliance for Nonprofit Excellence  
Career Center  
Email to [adeberry@npexcellence.org](mailto: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](mailto: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](http://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](mailto:ekerr@mpr.org)
20. Association of Fundraising Professionals  
Afpmemphis.afpnet.org  
Career – [info1@afpnet.org](mailto:info1@afpnet.org)
21. Indeed.com/The Ladders
22. [PRADO@LISTSERV.SYR.EDU](mailto:PRADO@LISTSERV.SYR.EDU)
23. Frazee, Ivy, Davis  
Will Pace  
[will.pace@fidcpa.com](mailto:will.pace@fidcpa.com)

5100 Poplar Ave., Suite 1400  
Memphis, TN 38137

24. Randstad Staffing  
Tiffany Blakney  
[tiffany.blakney@randstadusa.com](mailto:tiffany.blakney@randstadusa.com)  
5500 Poplar Ave, Suite 1940  
Memphis, TN 38157
25. [www.Netaonline.org](http://www.Netaonline.org)  
Maryanne Schuessler  
[Maryanne@netaonline.org](mailto:Maryanne@netaonline.org)  
803-978-1579
26. Gateway Group Personnel  
Natalie Churchill  
[Natalie@gatewaypersonnel.com](mailto:Natalie@gatewaypersonnel.com)  
1770 Kirby Parkway, Suite 216  
Memphis, TN 38138
27. Tennessee Association of Broadcasting (TAB)  
[www.tabtn.org](http://www.tabtn.org)

## OUTREACH ACTIVITIES

<b>Activity Classification</b>	<b>Type of Activity</b>	<b>Brief Description</b>
1	<b>Participation in Job Fairs</b>	<p>The Human Resources Director and our Administrative Assistant attended a job fair at Christian Brothers University in Memphis in February 2017. There were over 50 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, International Business, IT and Technical Engineering.</p>
5	<b>Internship Program designed to assist members of the community to acquire skills needed for broadcast employment</b>	<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 2016 to July 2016 we had an intern from Goucher College. She helped with local production including scheduling guests, camera operation and captioning. She also helped with social media and press releases in the Public Relations department.</p> <p>This year we started taking in production interns from the University of Memphis. These students are looking to further their career in broadcasting with the experience they gain at WKNO. They helped with camera operation, setting up the studio for local productions, audio, editing, and captioning.</p> <p>We have a student from Memphis Catholic High School that started in February 2017 that helps with our education program and special events.</p>
8	<b>Training Programs for station personnel.</b>	<p>In May 2016 our Programming Manager attended a PTPA meeting with other public television stations in Chicago, IL.</p> <p>In September 2016 our Programming Manager attended a BBC and PTPA meeting with other public television stations in Denver, CO.</p> <p>Our FM Development Manager attended a nonprofit forum in March 2017. Training sessions included strategies for planning, team building, granting, board development and leadership.</p>
10	<b>Community Events sponsored by educational institution to inform/educate about public broadcasting careers</b>	<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.</p>

<p><b>12</b></p>	<p><b>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</b></p>	<p>The licensee routinely lists upper-level openings with the Tennessee Association of Broadcasters.</p>
<p><b>14</b></p>	<p><b>Methods of ensuring equal employment opportunity and preventing discrimination</b></p>	<p>In May 2016 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, partnerships with other non-profits, leadership, and employment law.</p> <p>In September 2016 the Director of Finance/HR Director participated in a diversity webinar hosted by a regional law firm. Many topics related to diversity were discussed, but the session focused on transgender individuals in the workplace.</p>