

WKNO-TV/FM FCC EEO Report

This report covers an employment unit comprised of stations WKNO-TV; WKNO-FM Memphis, TN; WKNA-FM Senatobia, MS; WKNP-FM Jackson, TN and WKNQ-FM Dyersburg, TN.

Description: EEO Public File Reports

For the period **April 1, 2006 through March 31, 2007**

WKNO-FM, WKNP-FM and WKNQ-FM, all Tennessee, are part of an employment unit comprised also of WKNO-TV, Memphis and WKNA-FM, Senatobia, MS.

1. Total Full-time Vacancies: 7
 - A. Associate Producer/Editor/Closed Caption – TV Promotions Assistant
 - B. Producer
 - C. Promotions Assistant
 - D. Master Control Operator
 - E. Maintenance Engineer - 1
 - F. Maintenance Engineer - 1
 - G. Director of Finance & Human Resources

2. Total Interviewees for Vacancies: 15

3. Recruitment Sources (referrals)

Christian Brothers University

CPB

Current

Employee Referrals 2

Journalismjobs.com

In-House 4

Internet Websites

WPTY/WLMT

Memphis Vocational School

MIFA-Jobline

NAACP

PBS/NPR

Personal/Self Referral

Rhodes College	
Southwest Tennessee Community College	1
Tennessee Career Center	1
The Commercial Appeal	10
The Tennessee Career Center	
Tri-state Defender	
TN Department of Employment Security	
University of Memphis	
Walk-Ins	3
WHBQ-TV	
WHRK/WDIA	
WLOK	
WMC-TV	
WREB-TV	
WREC/WEBR	
www.current.org	
www.tvjobs.com	

4. Vacancies Filled (includes recruitment source for individual hired, total number of applicants, number interviewed and date filled).

Associate Producer/Editor/Closed Caption – TV #5072

Interviewees Referral Source(s): In-House Applicant

Total Applicants: 1

Number Interviewed: 1

Date Filled: 4/11/06

Producer #5071

Interviewees Referral Source(s): In-House Applicant

Total Applicants: 1

Number Interviewed: 1

Date Filled: 6/1/06

Master Control Operator #5126

Interviewees Referral Source(s): The Commercial Appeal, Walk-in

Total Applicants: 7

Number Interviewed: 4

Date Filled: 7/21/06

Promotions Assistant

Interviewees Referral Source(s): In-House Applicant

Total Applicants: 1

Number Interviewed: 1

Date Filled: 9/1/06

Maintenance Engineer-1 #5111

Interviewees Referral Source(s): In-House Applicant

Total Applicants: 1

Number Interviewed: 1

Date Filled: 10/1/06

Maintenance Engineer-1 #5111

Interviewees Referral Source(s): The Commercial Appeal, Southwest TN
Community College, Tennessee Center

Total Applicants: 4

Number Interviewed: 3

Date Filled: 10/31/06

Director of Finance & Administration #5007

Interviewees Referral Source(s): Employee Referral

Total Applicants: 9

Number Interviewed: 6

Date Filled: 11/16/06

Activity Classification	Type of Activity	Brief Description
5	Internship Program	<p>WKNO participates in its community commitment to serve the public by working with colleges and high schools to offer unpaid internship opportunities.</p> <p>In the summer of 2006 and during 2007 spring break, one student from Middle TN State University has interned in the TV Production Department.</p> <p>Two Rhodes College students have participated in the intern program in the Promotions Department. The dates are from September - December 2006 and from January - April, 2007.</p>
8	Training Programs	<p>An employee attended the NETA Conference from January 25-28, 2007 on the following subjects: <i>Planning Anniversary Celebrations, Digital Channel Promotions, Small Promotion Departments, Business Continuity/Disease Recovery, How to Think Like a Journalist, Search Engine Optimizations, and Maximizing Targeted Advertisers.</i></p> <p>Phone Bridge professional development conference calls are made on a routine basis through NETA to offer skills and support to public television communications professionals: station anniversary celebration planning, navigating blogs to use as a promotions tool, media relations, promotional plans, etc.</p> <p>Weekend Team Trek Training in April 2006 to promote team building</p> <p>One employee attended "The Leadership Academy" and participated in the following professional development training:</p> <ul style="list-style-type: none"> ○ Team Trek - team building exercises and skills in April, 2006 ○ Training on fundraising in June, 2006 ○ Training on working with the media in July, 2006
10	Career Events sponsored by educational institution	<p>An employee has addressed 4 career day seminars at Rhodes College concerning career opportunities in the area of non-profits generally and public broadcasting in particular.</p>
12	Upper Level Position listed with Media Trade Group	<p>WKNO hired a new Director of Finance and Administration in November of 2006. The position was listed on the websites of PBS Connect and NETA, two national media trade organizations.</p>