

## EEO PUBLIC FILE ANNUAL REPORT

**WKNO-TV-FM/WKNP(FM)**  
**4/1/23 to 3/31/24**

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

<b>Full-Time Positions Filled</b>	<b>Recruitment Sources Used</b>	<b>Hiree's Source</b>	<b>Recruitment Sources Used for Interviews</b>	<b>Interviewed</b>	<b>Date filled</b>
Production Manager	1, 3, 4, 5, 6, 7,10, 13, 17, 21, 24, 25	17	3, 17, 20	Source 3 – 2 Source 17 -2 Source 20 -1  Total - 5	9/11/2023

### **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)  
App.joinhandshake.com
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)  
901-458-2521
4. Rhodes College  
2000 Parkway  
Memphis, TN 38112  
(901) 843-3000  
Daniel Vandaman – [vanamand@rhodes.edu](mailto:vanamand@rhodes.edu)  
App.joinhandshake.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  
App.joinhandshake.com

6. University of Memphis  
101 Wilder Tower  
Memphis TN 38152-3520  
[mjrhods1@memphis.edu](mailto:mjrhods1@memphis.edu)  
<http://experience.com>  
901-678-2239  
App.joinhandshake.com
7. Tennessee Association of Broadcasting (TAB)  
[www.tabtn.org](http://www.tabtn.org)
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. In-House
14. 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
15. 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)

16. Outside Referral
17. WKNO Referral
18. Greater Public  
PO Box 303279  
Austin, TX 78703  
[www.Greaterpublic.org/submit-job](http://www.Greaterpublic.org/submit-job)
19. Association of Fundraising Professionals  
Katie Earheart-Brown  
Katie@pagerobbins.org
20. Indeed.com
21. LeMoyne Owen College  
Wanda Blair-Jones  
Director, Center for Active Student Education/Career Services  
807 Walker Avenue, #5  
Memphis, TN 38126  
office: 901-435-1532  
fax: 901-435-1245  
[wanda\\_blair-jones@loc.edu](mailto:wanda_blair-jones@loc.edu)
22. Frazee, Ivy, Davis  
5100 Poplar Ave., Suite 1400  
Memphis, TN 38137
23. Randstad Staffing  
[chandler.warner@randstadusa.com](mailto:chandler.warner@randstadusa.com)  
5500 Poplar Ave, Suite 1940  
Memphis, TN 38157
24. NETA  
[www.Netaonline.org](http://www.Netaonline.org)  
PO Box 50008, Columbia, SC 29250  
803-799-5517
25. Current  
Publicmediajobs.org  
860.437.5700

## OUTREACH ACTIVITIES

<b>Activity Classification</b>	<b>Type of Activity</b>	<b>Brief Description</b>
<b>1</b>	<b>Participation in Job Fairs</b>	<p>The Finance Coordinator and Education Manager attended a career fair hosted by LeMoyne-Owen College in October of 2023. WKNO talked to students about both career and internship opportunities with the organization and public broadcasting in general. Several dozen college students came up to the WKNO table and talked to the two WKNO staff. The students were majoring in Marketing, Public Relations, Information Technology and Business.</p>
<b>5</b>	<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>In the Fall of 2023, WKNO brought in an intern from Christian Brothers University. They worked on updating social media accounts and WKNO's website specifically for the Education department outreach activities.</p> <p>Our Radio station had an intern from Columbia University help them during the Summer of 2023. They helped do research and write articles that ended up broadcasting on our FM stations.</p> <p>WKNO had an intern from Christian Brothers University work in our Promotions department from August to December of 2023. They worked on updating social media accounts and our website to help promote programs and activities for our TV station.</p>

<p>8</p>	<p><b>Training Programs for station personnel.</b></p>	<p>All WKNO employees completed harassment and peer sensitivity training sessions by September of 2023 using the online CPB harassment training.</p> <p>Two employees of the WKNO-TV Programming department attended the PTPA and PBS annual meetings in May of 2023. There they shared ideas on program updates, networking and sessions that focused on professional development.</p> <p>WKNO's Membership Manager and Corporate Support employee attended the annual PMPDC conference in July of 2023. Topics included planned giving, sustainable DEI, community engagement, and leadership training.</p> <p>Two Education department employees attended the annual NETA conference in September of 2023. Sessions included expanding education outreach, integrating children's TV program content with educational learning, and professional development.</p> <p>The Director of Finance attended a webinar on January 19, 2024 hosted by TIAA. It included changes coming with Secure ACT 2.0 and how it will affect employees going forward.</p> <p>The Director of Finance attended an all-day seminar at the University of Memphis sponsored by The Plan Sponsor University in October of 2023. The various sessions included information on the new Secure ACT 2.0, fiduciary responsibility of pension plans and best practices for various employee benefit plans.</p>
<p>10</p>	<p><b>Community Events sponsored by educational institution to inform/ educate about public broadcasting careers</b></p>	<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>In April of 2023 there was a festival called Art in the Loop in Memphis. Because of all the close partnerships that WKNO has with the local Arts and Culture scene, WKNO rented a booth and promoted related cultural programs, education outreach and the types of careers WKNO has for these types of positions.</p> <p>WKNO partnered with local newspapers, museums, other non-profits, and most colleges and universities in the city. The programs and outreach WKNO and these organizations we work together on help bring us college students looking for internships to help with their journalism, marketing or production studies.</p>

12	<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>	WKNO-TV hired a new Production Manager in September of 2023. As part of the recruitment process, WKNO posted the job with the Tennessee Association of Broadcasters which has both commercial and public media members across the State of Tennessee.
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