

REVISED EEO PUBLIC FILE ANNUAL REPORT

WKNO-TV-FM/WKNP(FM)
4/1/21 to 3/31/22

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

Full-Time Positions Filled	Recruitment Sources Used	Hiree's Source	Recruitment Sources Used for Interviews	Interviewed	Date filled
Corporate Support Account Executive	1, 3, 4, 5, 6, 7,10, 14, 17, 21, 22, 25	21	1, 10, 21	Source 1 - 2 Source 10-1 Source 21-14 Total - 17	3.25.2022

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. University of Memphis
101 Wilder Tower
Memphis TN 38152-3520
mjrhods1@memphis.edu
<http://experience.com>
901-678-2239
7. Tennessee Association of Broadcasting (TAB)
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
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. Alliance for Nonprofit Excellence
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@nppr.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. Association of Fundraising Professionals
Afpmemphis.afpnet.org
Career - info1@afpnet.org
21. Indeed.com/The Ladders
22. 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
23. Frazee, Ivy, Davis
Ted Bruno
Ted.bruno@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	The Finance Coordinator attended a virtual career fair hosted by LeMoyne-Owen College on October 25, 2021. 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, Accounting, Public Relations and IT.
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>WKNO FM had an intern through a partnership with the University of Memphis' Institute of Public Service Reporting. They worked here over a period of time including April and May of 2021. They did morning news reports and produced a number of news features.</p> <p>WKNO TV had a production intern in June of 2021 from Collierville High School. They helped run camera during studio and field shoots, participated in production planning and edited promos for air.</p>
8	Training Programs for station personnel.	<p>All WKNO employees completed harassment and peer sensitivity training sessions in September of 2021 using online CPB harassment training.</p> <p>In September 2021 our Director of Television Content attended a PTPA conference with other public television stations.</p> <p>The Education Manager attended the National Science Teachers Association virtual conference in April 2021. Topics included literacy, equity in science learning, dealing with COVID and the latest STEM lessons.</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.

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	The licensee routinely lists upper-level openings with the Tennessee Association of Broadcasters.