

## 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](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. University of Memphis  
101 Wilder Tower  
Memphis TN 38152-3520  
[mjrhods1@memphis.edu](mailto:mjrhods1@memphis.edu)  
<http://experience.com>  
901-678-2239
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. 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. 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)
23. Frazee, Ivy, Davis  
Ted Bruno  
[Ted.bruno@fidcpa.com](mailto:Ted.bruno@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

## OUTREACH ACTIVITIES

<b>Activity Classification</b>	<b>Type of Activity</b>	<b>Brief Description</b>
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.