

# 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.

## Exhibit 2

Description: EEO Public File Reports

Summary A: for the period April 1, 2003 through March 21,2004:

Summary B: for the period March 22, 2004 through March 21, 2005:

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.

### Summary A:

#### 1. Total Full-Time Vacancies: 4

- A. Producer/Director of Special Projects
- B. Membership Assistant
- C. Master Control Operator
- C. Master Control Operator

#### 2. Total Interviewees for Vacancies: 16

#### 3. Recruitment Sources (referrals)

Cablevision .....	(0)
WPTY/WLMT .....	(0)
NAACP .....	(0)
Memphis College of Art .....	(0)
Rust College .....	(0)
MIFA-Jobline .....	(0)
University of Memphis .....	(0)
Accessible Personnel .....	(0)
WREC/WEGR .....	(0)
WREG-TV .....	(0)
WMC-TV .....	(0)
Rhodes College .....	(0)
Physiotherapy Associates .....	(0)
<i>Commercial Appeal</i> .....	(50)
TN Department of Employment Security .....	(0)
Christian Brothers University .....	(0)
Senior Services .....	(0)
Volunteer Center .....	(0)
Memphis Vocational School .....	(0)
Southwest Tennessee Community College .....	(0)
Junior League of Memphis .....	(0)
Memphis Arts Council .....	(0)
WHRK/WDIA .....	(0)
WLOK .....	(0)
WHBQ-TV .....	(0)
www.tvjobs.com .....	(0)
PBS/NPR .....	(3)
Walk-ins .....	(3)
Employee Referrals .....	(3)
Partners Placement .....	(1)
Online .....	(3)

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

**Producer/Director of Special Projects**

Interviewees Referral Source(s): PBS, *The Commercial Appeal*

Total Applicants: 13

Number Interviewed: 6

Date Filled: 4/28/03

**Membership Assistant**

Interviewees Referral Source(s): *The Commercial Appeal*, Partners in Placement

Total Applicants: 43

Number Interviewed: 5

Date Filled: 5/27/03

**Master Control Operator**

Interviewees Referral Source(s): Employee, Walk-in

Total Applicants: 14

Number Interviewed: 4

Date Filled: 9/22/03

**Master Control Operator**

Interviewees Referral Source(s): In-House (intern subsequently hired — see Exhibit 3)

Total Applicants: 1

Number Interviewed: 1

Date Filled: 3/1/04

**Summary B:**

**1. Total Full-Time Vacancies: 3**

- A. Radio Promotions/Development Manager
- B. Radio Promotions/Development Manager
- C. Executive Administrative Assistant

**2. Total Interviewees for Vacancies: 13**

**3. Recruitment Sources (referrals)**

*The Commercial Appeal* (84)

495 Union Avenue

Memphis, TN 38103

PBS/NPR (3)

Walk-ins (1)

Employee Referrals (8)

In-House Applicants (5)

Gomemphis.com (3)

Partners in Placement (0)

3485 Poplar Avenue

Memphis, TN 38111

Online (4)

Cablevision (0)  
5450 Winchester Road  
Memphis, TN 38118

Memphis Area Vocation School (0)  
620 Mosby Street  
Memphis, TN 38105

LeMoyné-Owen College (0)  
807 Walker Ave.  
Memphis TN 38126

Tennessee Dept. of Employment Security (0)  
1295 Poplar Ave.  
Memphis, TN 38104

MIFA-Job Development Corp (0)  
Ms. Jane Venable  
P.O. Box 3130  
Memphis, TN 38173

WREG- Channel 3 (0)  
803 Channel 3 Drive  
Memphis, TN 38103

WPTY/WLMT-Channel 24 & 30 (0)  
2701 Union Extended  
Memphis TN 38104

Southwest Tennessee Community College (0)  
Career Counseling/Placement  
5983 Macon Cove  
Memphis, TN 38134

WHRK/WDIA (0)  
112 Union Avenue  
Memphis, TN 38103

Betty McWillie, Placement Office (0)  
Christian Brothers University  
650 E Parkway South  
Memphis, TN 38104

University of Memphis (1)  
Placement Office  
Scates Hall  
Memphis, TN 38152

NAACP (0)  
588 Vance  
Memphis TN 38126

John F. Peaches, Director (0)  
Cooperative Education  
Rust College  
Memphis, TN 38653

WREC/WEGR (0)  
203 Beale Street  
Memphis TN 38103

Jan Crossett, M.S. (0)  
Physiotherapy Associates  
1835 Nonconnah Blvd. Suite 159  
Memphis, TN 38132

Junior League of Memphis (0)  
3475 Central Avenue  
Attn: Executive Sec.  
Memphis, TN 38111

WMC-TV, Channel 5 (0)  
1960 Union  
Memphis, TN 38104

Mario Senerman, MS CRC (0)  
Senior Services  
4700 Poplar Avenue, Suite 100  
Memphis, TN 38117

Accessible Personnel (0)  
280 Hernando Street  
Memphis, TN 38116

WLOK (0)  
363 S. Second Street  
Memphis, TN 38103

Memphis College of Art (0)  
1930 Poplar Avenue  
Memphis, TN 38104

University of Memphis (0)  
Dept of Theatre & Communications  
Memphis, TN 38152

Rhodes College (0)  
Placement Office  
2000 Parkway  
Memphis, TN 38112

Volunteer Center (0)  
22 N Front Street, Suite 800  
Memphis, TN 38103

Memphis Arts Council (0)  
2614 Union Extended, 6th Floor  
Memphis, TN 38112

WHBQ, Channel 13 (0)  
485 S. Highland  
Memphis, TN 38111

*Memphis Business Journal* (4)

Association of Fundraising Professionals (2)

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

**Radio Promotions /Development Manager**

Interviewees Referral Source(s): Employee Referred  
Total Applicants: 41  
Number Interviewed: 5  
Date Filled: 8/17/04

**Radio Promotions /Development Manager**

Interviewees Referral Source(s): *Commercial Appeal*  
Total Applicants: 40  
Number Interviewed: 1  
Date Filled: 11/1/04

**Executive Administrative Assistant**

Interviewees Referral Source(s): Former Employee Referral  
Total Applicants: 87  
Number Interviewed: 7  
Date Filled: 11/15/04

**Exhibit "3"**  
**Description: Narrative Statement Re: Outreach Activities**

**Intern Program:**

The stations established an internship program with Rhodes College, local high schools and the Southwest Tennessee Technology Center. Two students worked a semester each in radio new developing writing skills and presentation; and two worked in television promotion developing writing and scheduling skills. Two individuals worked a portion of the year from the Memphis & Shelby County Film and Television Commission developing first hand skills on camera operation, directing and audio. The intern from Southwest Tennessee Technology Center was subsequently hired (see Public File Report) full time with his mastery of television control operations.

**Staff Development:**

The stations sent employees to a variety of local, regional and national workshops and conferences to improve their skills. We also have started a program where by those individuals that attend meetings and conferences can share the information with other staff members.

**Cross Training Program**

The stations helped employees expand their knowledge and skills in a cross-training program. Camera persons, master control operators, graphic designers, audio engineers and editors learned basic skills in each others' area of experience. One of our part-time production employees developed the skills through our cross training program, to allow for her full-time employment as a master control operator (see Public File Report).

**Dissemination of Employment Opportunities:**

The stations have reviewed and expanded the opportunities of posting available job opportunities. Positions are posted with The Corporation for Public Broadcasting, National Public Radio, web sites, local broadcast stations and trade publications in addition to those listed in the EEO Public File Report.

Staff members have also attended four job fairs and three Career Day Events to offer information on opportunities in broadcasting.