

**EEO ANNUAL REPORT (4/1/08-3/31/09)**

**FULL-TIME VACANCY EEO INFORMATION**

**WKNO is a public television and radio station located in Memphis, Tennessee.  
Full-time hires from April 1, 2008 to March 31, 2009:**

**Job Title of Vacancy:** IT Specialist

Total Number of Applicants: 90  
Interviewed for the vacancy: 5  
Date Vacancy Filled: 4/02/08

**Referral Source for Hiree:** Commercial Appeal

**Recruitment Sources Used for this Vacancy**

Commercial Appeal  
Tri-State Defender  
In-House posting  
WKNO website

**Referral Sources for Interviews:**

Commercial Appeal 4  
In-House posting 1

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**Job Title of Vacancy:** FM Reporter

Total Number of Applicants: 5  
Interviewed for the vacancy: 1  
Date Vacancy Filled: 7/15/08

**Referral Source for Hiree:** In-House posting

**Recruitment Sources Used for this Vacancy**

In-House posting  
NAB  
WKNO Website  
Commercial Appeal

**Referral Source for Interview:**

In-House posting 1

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**Job Title of Vacancy:** FT Bookkeeper

Total Number of Applicants: 15  
Interviewed for the vacancy: 8  
Date Vacancy Filled: 8/21/08

**Referral Source for Hiree:** Gateway Staffing

**Recruitment Sources Used for this Vacancy**

Randstad Staffing  
Gateway Staffing  
WKNO Website  
Commercial Appeal  
Tri-State Defender  
In-House posting

**Referral Sources for Interviews:**

Commercial Appeal 2  
Randstad Staffing 4  
Gateway Staffing 2

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**Annual Summary of Recruitment Sources that Generated Interviews:**

Randstad Staffing	4
Gateway Staffing	2
In-house posting	2
Commercial Appeal	<u>6</u>

**Total number of persons interviewed  
For Full Time Vacancies                    14**

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**Attached here to is a complete list of recruitment sources used by  
WKNO TV/FM during the reporting period:**

**Commercial Appeal**

Eric Brown  
Recruitment Advertising Consultant  
495 Union Avenue  
Memphis, TN, 38103  
Phone: (901) 529-5260  
Fax: (901) 529-2296  
Email: eric.brown@commercialappeal.com

**Gateway Group Personnel**

Christiana G. Coleman  
Staffing Consultant  
1770 Kirby Parkway, Suite 216  
Memphis, TN 38138-7405  
Phone: (901) 756-6050  
Fax: (901) 756-8845  
Email: Christiana@gatewaypersonnel.com

**Randstad**

Tammy M. Griffin  
Key Account Agent-Professional Placement  
1460 Union Avenue, Suite 1, 2<sup>nd</sup> Floor  
Memphis, TN 38104  
Phone: (901) 274-8953  
Fax: (901) 725-1081  
Email: [Tammy.griffin@us.randstad.com](mailto:Tammy.griffin@us.randstad.com)

**Tri-State Defender**

Terrell Tenhet-Sr. Acct. Exec.  
203 Beale Street, Suite 200  
Memphis, TN 38103  
Phone: (901) 746.5203  
Fax: (901) 578.5037  
Email: [ttenhet@tri-statedefender.com](mailto:ttenhet@tri-statedefender.com)

**National Association of Broadcasters**

1771 North Street, NW  
Washington, DC 20036  
Phone: (202) 429-5300  
Email: [nabef@nab.org](mailto:nabef@nab.org)

**WKNO Website/In-House posting**

Deb E. Smith  
Executive Assistant to President/CEO  
900 Getwell Road  
Memphis, TN 38111  
Phone: (901)-325-6516  
Fax: (901)-325-6507  
[dsmith@wkno.org](mailto:dsmith@wkno.org)

## Activity Report for 4/1/08-3/31/09

<b>Activity Classification</b>	<b>Type of Activity</b>	<b>Brief Description</b>
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>We had two interns from local colleges help with public relations and promotions. One student interned in the Fall semester of 2008 from Rhodes College, and the other helped during the Summer of 2008 from UT Martin.</p>
8	Training Programs	<p>Phone Bridge professional development conference calls are made on a routine basis through NETA and PBMA to offer skills and support to public television communications professionals: navigating blogs to use as a promotions tool, media relations, promotional plans, CPB and FCC regulatory rules, etc.</p> <p>An employee attended a human resources seminar provided by a local non-profit in October of 2008. The seminar was specifically designed for small to mid-size non-profits who don't have full time HR departments.</p> <p>Another department head attended a national conference in January 2009 that included a break out session on management training. The discussion included internal and external communications, and how to organize and manage these relationships with other stakeholders and employees of the organization.</p>
10	Career Events sponsored by educational institution	<p>An employee has addressed a career day seminar at Rhodes College concerning career opportunities in the general area of non-profits and public broadcasting in particular. They also spoke at Christian Brothers University about marketing non-profits with emphasis on the public broadcasting industry.</p>