

2013-2014 ANNUAL EEO PUBLIC FILE REPORT

Station(s): KNOW, KSJN, KCMP

Community(ies) of License: Minneapolis/St. Paul, MN

Reporting Period: November 22, 2013- November 21, 2014

No. of Full-time Employees: 366

Small Market Exemption: N

The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

Participated in at least 4 **job fairs** by station personnel who have substantial responsibility in making hiring decisions.

1) National Association of Black Journalists | National Convention and Career Fair
July 30 - August 3, 2014
Boston, MA

2) National Association of Hispanic Journalists | National Convention and Career Fair
August 7 - 9, 2014 San Antonio, TX

3) Asian American Journalists Association | National Convention and Career Fair
August 13 - 16, 2014
Washington, D.C.

4) Columbia Graduate School of Journalism Career Fair March 29, 2014
New York, NY

Established an **internship** program designed to assist members of the community to acquire skills needed for broadcast employment.

Describe: Internships are offered year-round for students and recent grads (within 1 year) to develop skills for broadcast employment. Internships are both paid and unpaid/for course credit. Participating departments include: Performance Today, MPR Classical, MPR News, MPR Digital, Technology, Marketing, Communications, and MPR 89.3 The Current.

Participated in **scholarship** programs designed to assist students interested in pursuing a career in broadcasting.

Describe: KNOW News co-sponsored Journalism 360 program with University of St. Thomas, designed to mentor at-risk high school students and teach them broadcast journalism skills; free to students who apply through the University, KNOW provides mentors and partial funding. College of St. Benedicts/St. John's University Eichten Fellowship Program: Summer 2014 KNOW hosted 2 student fellows as part of this program.

Established **training** programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

Describe: An Emerging Leaders program is offered annually to develop the next generation of station leadership and retain our high potential employees.

Established a **mentoring** program for station personnel.

Describe: A mentoring program is built into the Emerging Leaders program described above.

Listed each **upper-level** category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities.

Identify job banks/newsletters California Chicano News Media Association (CCNMA), National Association of Black Journalists (NABJ), Asian American Journalists Association (AAJA), South Asian Journalist's Association, and the National Association of Hispanic Journalists (NAHJ), and journalismnext.com.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
10/20/14	Account Executive #127-15	Company Intranet
11/20/14	Account Executive #140-15	Employee Referral
12/1/14	Assistant Digital Producer, Books #122-15	Facebook
8/11/14	Associate Digital Producer, MPR News #219-14	Employee Referral
10/30/14	Campaign Development Assistant #124-15	Employee Referral
9/21/14	Community Impact & Engagement Director #223-14	Twin Cities Diversity Roundtable
9/2/14	Development Officer, Individual Gifts #182-14	Employee Referral
9/21/14	Development Operations Specialist #233-14	Employee Referral
9/21/14	Development Operations Specialist #233-14 (2)	APM Careers Website
11/17/14	Development Research Analyst #123-15	Pollen
5/27/14	Digital Campaign Manager #197-14	Employee Referral
11/17/14	Digital Media Sales Account Executive #129-15	Employee Referral
9/21/14	Digital Producer, Education # 232-14	APM Careers Website
11/17/14	Digital Producer, MPR News #143-15	AAJA
6/23/14	Digital Producer #206-14	Twitter
10/6/14	Director, Events and Performance Programs #190-14	APM Careers Website
8/7/14	Education Specialist, Classical MPR Education Programs #102-15	Word of Mouth
11/10/14	Membership Digital Fundraising & Engagement Specialist #117-15	APM Careers Website
9/21/14	Membership Fundraising Manager #100-15	Word of Mouth
7/27/14	Music Assistant #195-14	Word of Mouth
9/2/14	Network Engineer #218-14	Indeed.com
11/10/14	On-Air Fundraising Manager #113-15	PRADO Listserve

10/27/14	Radio Program Director #236-14	National Association of Black Journalists
9/21/14	Sr. Product Manager, CRM #162-14	Employee Referral
9/21/14	Traffic Associate #205-14	APM Careers Website
6/30/14	Underwriting Project Coordinator #215-14	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 83

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
APM Careers Website	27
Asian American Journalists Association	1
Company Intranet	1
Employee Referral	24
Facebook	2
Indeed.com	12
Journalismjobs.com	1
Minnesota Council of Nonprofits	3
National Association of Black Journalists	1
Pollen	1
PRADO Listserve	1
Twitter	2
Word of Mouth	4
Twin Cities Diversity Roundtable	1
Other (was a temp or contractor)	2

RECRUITING SOURCES USED

REFERRAL SOURCES USED	ADDRESS OR EMAIL OF SOURCE	JOB TITLE OF POSITION(S) LISTED WITH REFERRAL SOURCE
Asian American Journalists Association (AAJA)	www.aaja.org and listserve	Receives all journalism job postings
Augsburg College; email: tilton@augsborg.com	http://www.augsburg.edu/cswl/	Receives all job postings
Bethel College; email: career-services@bethel.edu	www.bethel.edu/career-services/employers/post-job	Receives all job postings
Brown College	www.browncollege.edu	Receives all job postings
Carlson School of Management	http://www.cars.csom.umn.edu	Receives all job postings
Carlton College; email: careercenter@acs.carleton.edu *	www.apps.carleton.edu/campus/career/employers	Receives all job postings
College of St. Ben/St. John University	www.experience.com	Receives all job postings
College of St. Catherine	www.experience.com	Receives all job postings
Columbia Graduate School of Journalism - NYC; email: jh548@columbia.edu ; postjobs@jrn.columbia.edu	www.jrn.columbia.edu/	Receives all journalism job postings
Concordia College	http://www2.nacelink.com/nl_central_employer.php	Receives all job postings
Corporation of Public Broadcasting (CPB)*	www.cpb.org/jobline/	Receives all job postings (permanent link on their website)
CURRENT Magazine; Email Menla@current.org (Kelsang Menla - contact)	www.current.org/advertise/adsclass.shtml	Radio Program Director #236-14
Dunwoody College	https://www.dunwoody.edu/content/default.cfm?pid=83	Receives all job postings
Facebook: American Public Media Careers	www.facebook.com/apmcareers	Receives all job postings
Grinnell College; email: career@grinnell.edu	www.grinnell.edu	Receives all job postings
Hamline University	http://www.hamline.edu/hamline_info/offices_services/student_relations/studentaffairs/cdc/employers/job_entry_form.html	Receives all job postings
Hennepin Technical College; email jobs@hennepintech.com	http://www.hennepintech.edu/	Receives all job postings
Indeed.com	http://www.indeed.com/	Receives all job postings
Institute of Production and Recording	www.ipr.edu	Receives all job postings
Internship Program	n/a	Receives all job postings
Job Fair	see Recruitment Initiatives for a list	We recruit for all open journalism jobs at each job fair

Journalismjobs.com	www.journalismjobs.com	Digital Producer #206-14
Linked In	www.linkedin.com	Receives all job postings
Luther College	http://career.luther.edu/careerconnection/index.html	Receives all job postings
Macalester College; email: cdc@macalester.edu*	www.macalester.edu	Receives all job postings
McNally Smith College of Music	www.mcnallysmith.edu	Receives all job postings
Medill School of Journalism	www.medill.northwestern.edu/medii/	Receives all journalism job postings
Metropolitan State University; email job postings to: career.services@metrostate.edu	http://www.metrostate.edu/career/employer.html	Receives all job postings
Mima.org	www.mima.org	Digital Media Sales Account Exec #129-15
Minneapolis College of Art & Design	www.mcadcareerservices.com	Receives all job postings
Minneapolis Community and Technical College; email: placement@minneapolis.edu	http://www.minneapolis.edu/index.cfm	Receives all job postings
Minnesota Broadcasters Association	www.minnesotabroadcasters.com/	Radio Program Director #236-14
Minnesota Council of Nonprofits	www.mncn.org	Membership Fundraising Mgr #100-15 On-Air Fundraising Mgr #113-15 Membership Digital Fundraising Specialist #117-15 Development Research Analyst #123-15 Campaign Development Asst #124-15 Account Exec #127-15 Digital Media Sales Account Exec #129-15 Traffic Associate #205-14 Community Impact & Engagement Dir #223-14
Missouri School of Journalism; email: sengsavanhp@missouri.edu	http://journalism.missouri.edu/forms/job-form.html	Receives all journalism job postings
MPR APM SCPR Company Intranet	Internal website	Receives all job postings
MPR APM SCPR Public Website	http://americanpublicmedia.publicradio.org/careers/	Receives all job postings
National Association of Black Journalists (NABJ) - MPR & SCPR separate logins	www.nabj.org	Receives all journalism job postings Radio Program Director #236-14
National Association of Broadcasters (NAB)	www.nab.org	Radio Program Director #236-14
National Association of Hispanic Journalists (NAHJ)	www.nahj.org	Receives all journalism job postings
Native American Journalists Association (NAJA)	www.naja.com	Receives all journalism job postings
New York University - Journalism; email: pamela.noel@nyu.edu	http://journalism.nyu.edu/careerservices/jobs/	Receives all journalism job postings

Online News Association	http://journalists.org/networking/job_postings.asp	Digital Producer, Education #232-14 Digital Producer, MPR News #143-15 Digital Producer #206-14
Pew Center for Civic Journalism; email: rwyhof@pccj.org	http://www.pewcenter.org/	Receives all journalism job postings
Pollen	www.pollenmidwest.org	Receives all job postings
PRADO Listserve		Receives all journalism job postings
Society of Broadcast Engineers (national)	http://www.sbe.org/career_jobsonline.php	Network Engineer #218-14
Springboard for the Arts; Caly McMorrow, Office Manager, 651- 292- 4381	www.springboardforthearts.org	Music Assistant #195-14
St. Cloud State University; email: jobpost@stcloudstate.edu	http://www.stcloudstate.edu/career_services/	Receives all job postings
St. Paul Technical College	https://www.myinterfase.com/saintpaul/employer/	Receives all job postings
Twin Cities Diversity Roundtable		Community Impact & Engagement Director #223-14
Twitter	www.twitter.com/APMJobs ; #pubjobs #mediadiversity	Receives all job postings
UC Berkeley Graduate School of Journalism	http://journalism.berkeley.edu/	Receives all journalism job postings
UCLA	http://ucla-csm.symplicity.com//employers	Receives all journalism job postings
University of Minnesota Duluth	http://careers.d.umn.edu/joblink/	Receives all job postings
University of Minnesota School of Journalism	https://goldpass.umn.edu/goldpass	Receives all journalism job postings
University of St. Thomas*	http://www.stthomas.edu/cob/graduate/careers/	Receives all job postings
University of Wisconsin - LaCrosse; email: career@mail.uwlax.edu	http://www.uwlax.edu/	Receives all job postings
Wartburg College*	www.wartburg.edu	Receives all job postings

* Indicates the organization requested that the station provide it with notice of all job vacancies.