

2014-2015 ANNUAL EEO PUBLIC FILE REPORT

Station(s): KNOW/KSJM/KCMP

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

Reporting Period: December 1, 2014 – November 30, 2015

Number of Full-time Employees:	299
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

2) Excellence in Journalism | National Convention and Career Fair (collaboration with National Association of Hispanic Journalists, Radio Television Digital News Association, and Society of Professional Journalists

3) Asian American Journalists Association | National Convention and Career Fair

4) Columbia Graduate School of Journalism Career Fair

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 to develop skills for broadcast employment. Internships are both paid and unpaid/for course credit.

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), the National Association of Hispanic Journalists (NAHJ), journalismnext.com.

LIST OF POSITIONS FILLED

Date of Hire	Posted Job and Posted Job #	Recruitment Source Referring Hiree
12/15/15	Account Executive #154-15	Employee Referral
01/12/15	Campaign Development Officer, Individual Gifts #125-15	Employee Referral
01/20/15	Campaign Manager #139-15	Employee Referral
07/07/15	Correspondent, Race & Multicultural Issues #183-15	APM Careers Website
10/28/15	Development Operations Specialist #123-16	Minnesota Council of Nonprofits
05/11/15	Director, Broadcast & Media Operations #151-15	APM Careers Website
09/21/15	Fundraising & Events Specialist #107-16	Twitter
07/27/15	Master Control Specialist #200-15	APM Careers Website
09/14/15	Member & Audience Services Representative #110-16	Northforce
01/17/15	Member and Audience Services Representative #180-15	Employee Referral
09/23/15	Member and Audience Services Representative #120-16	Indeed
07/27/15	Member and Audience Services Representative #203-15	Indeed
09/09/15	Membership Fundraising Specialist #108-16	Company Email
08/03/15	Music Director, CMS#190-15	Employee Referral
07/20/15	National Fundraising Manager # 192-15	Employee Referral
01/12/15	Reporter I, General Assignment #146-15	Employee Referral
02/17/15	Reporter I, General Assignment #168-15	Employee Referral
10/28/15	Senior Administrative Assistant #129-16	APM Careers Website
05/18/15	Senior Administrative Assistant, Philanthropic Development #182-15	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

(Total number of persons interviewed during the reporting period: 114)

Recruitment Sources Referring Interviewees During Reporting Period	# of Persons Interviewed that the Source Referred
APM Careers Website	22
Company Email	4
Craigslist	1
Employee Referral	28
Facebook	1
Indeed	21
JobPiper	1
Linked In	1
Minnesota Council of Nonprofits	13
Northforce	2
Other	7
Other Website	1
pollenmidwest.org	1
Twitter	2
Word of Mouth	9

RECRUITING SOURCES USED

Recruiting Source	Contact Information
Advertising Agency & Creative Jobs Minneapolis - Egotist	http://www.themplegotist.com/jobs
All Digitocracy	http://alldigitocracy.org/jobs/
American Broadcasting School	http://www.radioschool.com/
American Public Media Careers website	http://americanpublicmedia.publicradio.org/careers/
Asian American Journalists Association (AAJA)	www.ajaa.org and listserve
ASU Walter Cronkite School	http://cronkite.asu.edu/
Augsburg College; email: tilton@augsborg.com	http://www.augsburg.edu/cswl/
Bethel College; email: career-services@bethel.edu	www.bethel.edu/career-services/employers/post-job
Brown College	www.browncollege.edu
California Chicano News Media Association (CCNMA)	http://ccnma.org/
Carlson School of Management	http://www.cars.csom.umn.edu
Carlton College; email: careercenter@acs.carleton.edu	www.apps.carleton.edu/campus/career/employers
Center for Nonprofit Management	www.cnmsocal.org
College of St. Ben/St. John University	www.experience.com
College of St. Catherine	www.experience.com
Columbia Graduate School of Journalism - NYC; email: jh548@columbia.edu; postjobs@jrn.columbia.edu	www.jrn.columbia.edu/
Concordia College	http://www2.nacelink.com/nl_central_employer.php
Corporation of Public Broadcasting (CPB)	www.cpb.org/jobline/
Craigslist	https://craigslist.org/
CURRENT Magazine; Email	www.current.org/advertise/adsclass.shtml

Menla@current.org (Kelsang Menla - contact)	
Djangogigs	www.djangogigs.com
Dunwoody College	https://www.dunwoody.edu/content/default.cfm?pid=83
Facebook: American Public Media Group Jobs	https://www.facebook.com/apmgjobs/?fref=ts
Glassdoor.com	https://www.glassdoor.com/index.htm
Grinnell College; email: career@grinnell.edu	www.grinnell.edu
Hamline University	http://www.hamline.edu/hamline_info/offices_services/student_relations/studentaffairs/cdc/employers/job_entry_form.html
Hennepin Technical College; email jobs@hennepintech.c om	http://www.hennepintech.edu/
Indeed.com	http://www.indeed.com/
Institute of Production and Recording	www.ipr.edu
Internship Program	n/a
Job Fair	see Recruitment Initiatives for a list
Job Inventory	http://www.jobinventory.com/
JobPiper	http://jobpiper.com/
Jobs.com	http://www.jobs.com/
Jooble	http://us.jooble.org/
Journalismjobs.com	www.journalismjobs.com
Journalismnext.com	www.journalismnext.com
JuJu.com	http://www.juju.com/
Keystone Search	www.keystonesearch.com
Linked In	www.linkedin.com
LOCUS	locus.mn@gmail.com
Luther College	http://career.luther.edu/careerconnection/index.html
Macalester College; email: cdc@macalester.edu	www.macalester.edu
McNally Smith College of Music	www.mcnallysmith.edu
mediabistro.com	www.mediabistro.com
Medill School of Journalism	www.medill.northwestern.edu/medill/
Metropolitan State University; email job postings to:	http://www.metrostate.edu/career/employer.html

career.services@metrostate.edu	
Mima.org	www.mima.org
Minneapolis College of Art & Design	www.mcadcareerservices.com
Minneapolis Community and Technical College; email: placement@minneapolis.edu	http://www.minneapolis.edu/index.cfm
Minnesota Broadcasters Association	www.minnesotabroadcasters.com/
Minnesota Council of Nonprofits	www.mncn.org
Minnesota Council on Foundations	www.mcf.org/
Minnesota Planned Giving Council	http://www.mnpgc.org/
Minnesotadiversity.com	www.minnesotadiversity.com
MinnesotaTechJobs	http://www.minnesotatechjobs.com/registration/?user_group_id=Employer
Minnesota Works	https://www.minnesotaworks.net/
Missouri School of Journalism; email: sengsavanhp@missouri.edu	http://journalism.missouri.edu/forms/job-form.html
MPR APM SCPR Company Intranet	http://infoserverwiki.publicradio.org/index.php/Main_Page
NAACP	http://www.naacp.org/
National Association of Black Journalists (NABJ) - MPR & SCPR separate logins	www.nabj.org
National Association of Broadcasters (NAB)	www.nab.org
National Association of Hispanic Journalists (NAHJ) email: jobbank@nahj.org	www.nahj.org
Native American Journalists Association (NAJA)	www.naja.com
New York University - Journalism; email: pamelanoel@nyu.edu	http://journalism.nyu.edu/careerservices/jobs/
NORTHFORCE	http://www.northforce.org/

NYFA – New York Foundation for the Arts	https://www.nyfa.org/
Online News Association	http://journalists.org/networking/job_postings.asp
Oodle.com	http://jobs.oodle.com/careers/saint-paul-mn/
PaidContent.org	www.paidcontent.org
Pew Center for Civic Journalism; email: rwyhof@pccj.org	http://www.pewcenter.org/
Pollen	www.pollenmidwest.org
Power to Fly	https://www.powertofly.com/
Poynter Institute (Journalism)	www.poynter.org
PRADO Listserve	http://www.pradoweb.org/index.asp?Type=B_BASIC&SEC=%7BE223A5B0-4CA9-468D-8A3A-A56B7C6D8406%7D
Radio-Television News Directors Association (RTNDA)	www.rtna.org/jobs/
Recruit.net	http://usa.recruit.net/
Romanesko.com	http://jimromenesko.com/journalism-jobs/
SimplyHired	http://www.simplyhired.com/
Society of Broadcast Engineers (national)	http://www.sbe.org/career_jobonline.php
Southern CA Broadcasters Association	http://www.scba.com/
Springboard for the Arts	http://springboardforthearts.org/resources-and-referrals/post-a-job/
St. Cloud State University; email: jobpost@stcloudstate.edu	http://www.stcloudstate.edu/careerservices/
St. Paul Technical College	https://www.myinterfase.com/saintpaul/employer/
Stackoverflow	www.careers.stackoverflow.com
The Academy of Radio Broadcasting	http://arbradio.com/
The Chandler Group	http://www.chandgroup.com/
The Chronicle of Philanthropy Careers	http://careers.philanthropy.com
The Wood Group	www.thewoodgroupinc.com
triplearadio.com	www.triplearadio.com
Trovit	https://www.trovit.com/
TV and Radio Jobs	http://tvandradijobs.com/cgi-bin/classifieds/classifieds.cgi
Twin Cities Diversity Roundtable	

Twin Cities Human Resource Association	http://www.tchra.org/
Twitter	https://twitter.com/apmgjobs
Twitter JobWatch (USA only)	
UC Berkeley Graduate School of Journalism	http://journalism.berkeley.edu/
UCLA	http://ucla-csm.symplicity.com//employers
University of Minnesota Duluth	http://careers.d.umn.edu/joblink/
University of Minnesota School of Journalism	https://goldpass.umn.edu/goldpass
University of Nebraska - Lincoln	<u>Email: Fblythe@Unl.Edu (E-mail)</u>
University of St. Thomas	http://www.stthomas.edu/cob/graduate/careers/
University of Wisconsin - LaCrosse; email: career@mail.uwlax.edu	http://www.uwlax.edu/
US Jobs	http://us.jobs/
Wartburg College	www.wartburg.edu