

(REFERENCE COPY - Not for submission)

Broadcast Equal Employment Opportunity Program Report

FRN: **0002642510** | File Number: **0000127076** | Submit Date: **11/24/2020** | Call Sign: **KNOW-FM** | Facility ID: **42949**
 City: **MINNEAPOLIS-ST. PAUL** | State: **MN**
 Service: **Full Power FM** | Purpose: **EEO Report** | Status: **Submitted** | Status Date: **11/24/2020** | Filing Status: **Active**

General Information

Section	Question	Response
Application Description	Description of the application (255 characters max.) is visible only to you and is not part of the submitted application. It will be displayed in your Applications workspace.	KNOW, KSJN, KCMP EEO Report for renewal
Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

Licensee Information

Licensee Name, Type and Contact Information

Applicant	Address	Phone	Email	Applicant Type
MINNESOTA PUBLIC RADIO	Rocky Rothrock 480 Cedar Street Saint Paul, MN 55101 United States	+1 (651) 290-1500	fccfiling@mpr.org	Company

Contact Representatives

Contact Name	Address	Phone	Email	Contact Type
Rocky Rothrock Legal Project Specialist Minnesota Public Radio	Rocky Rothrock 480 Cedar Street Saint Paul, MN 55101 United States	+1 (651) 290-1500	fccfiling@mpr.org	Applicant Representative
Melodie Virtue Principal Foster Garvey PC	Melodie Virtue 1000 Potomac Street NW, Suite 200 Washington, DC 20007 United States	+1 (202) 298-2527	melodie.virtue@foster.com	Legal Representative

Common Stations

Facility Identifier	Call Sign	City	State	Time Brokerage Agreement
42911	KSJN	MINNEAPOLIS	MN	No
42949	KNOW-FM	MINNEAPOLIS-ST. PAUL	MN	No
62162	KCMP	NORTHFIELD	MN	No

Program Report Questions

Section	Question	Response
Discrimination Complaints	Have any pending or resolved complaints been filed during this license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the station(s)?	No

Full-time Employees	Does your station employment unit employ fewer than five full-time employees? Consider as "full-time" employees all those permanently working 30 or more hours a week?	No
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Additional Program Report Questions

Responsibility for Implementation

A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:

Name	Title
Christine Phelps	SVP & Chief Human Resources Officer

Certification

Question	Response
The undersigned certifies that he or she is (a) the party filing the report, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the report; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the report, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay	
Certified Date	11/24 /2020
Certified Title	Senior Vice President
Authorized Party Name	Michael Lewis

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
<u>KNOW KSJN KCMP EEO 2019.pdf</u>	Applicant	EEO Public File Report	KNOW, KSJN, KCMP EEO Report 2019	Done with Virus Scan and/or Conversion
<u>KNOW KSJN KCMP EEO 2020.pdf</u>	Applicant	EEO Public File Report	KNOW KSJN KCMP EEO 2020	Done with Virus Scan and/or Conversion
<u>KSJN KNOW KCMP EEO narrative statement 2020.pdf</u>	Applicant	Narrative Statement	KNOW, KSJN KCMP EEO Narrative Statement 2020	Done with Virus Scan and/or Conversion

2018-2019 ANNUAL EEO PUBLIC FILE REPORT

Station(s):	KNOW/KSJN/KCMP
Community(ies) of License:	Minneapolis/St. Paul, MN; Northfield, MN
Reporting Period:	December 1, 2018 – November 30, 2019
Number of Full Time Employees:	290
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.	<ol style="list-style-type: none"> 1) National Association of Hispanic Journalists: September 5 – September 7, 2019 2) National Association of Black Journalists Career Convention: August 7 – August 11, 2019 3) Asian American Journalist Association Conference: July 31 – August 3, 2019 4) Native American Journalist Association: September 15 – 18, 2019
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 paid and may also be eligible for course credit.
Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Describe: The following training was provided: <ul style="list-style-type: none"> • Intercultural Development Inventory • Unconscious Bias Training • Culture & Inclusion Brown Bag – Understanding Race & Building a Culture of Resilience
Established a mentoring program for station personnel.	Describe: A mentoring relationship with a leader who is internal or external to the organization is included in the Emerging Leaders program.
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: Asian American Journalists Association (AAJA), journalisjobs.com, Investigative Reporters and Editors, Online News Association, Poynter, National Association for Black Journalists (NABJ), National Association for Hispanic Journalists (NAHJ)

LIST OF POSITIONS FILLED

Job #	Job Title	Employment Type	Start Date	Recruitment Source
152-19	Associate Producer, MPR News	Reg FT	12/6/18	APM Website
151-19	Project Coordinator, Development	Reg FT	12/11/18	MN Council of Nonprofits
135-19	Associate Digital Producer	Reg FT	12/27/18	Internal
147-19	Associate Producer, MPR News	Reg FT	1/7/19	APM Website
148-19	Development Coordinator	Reg FT	1/7/19	APM Website
153-19	Development Research Analyst	Reg FT	1/14/19	APM Website
162-19	Assistant or Associate Producer, ATC	Reg FT	2/18/19	APM Website
154-19	Host, The Current (Duluth)	Reg PT	3/1/19	Referral
186-19	Development Officer, Institutional Giving	Reg FT	3/1/19	Referral
172-19	Director of Development Communications	Reg FT	3/18/19	Refer.io
209-19	Director, Regional Membership	Reg FT	3/31/19	Internal
213-19	Associate Digital Producer (Classical)	Reg FT	4/29/19	Refer.io
230-19	Stewardship Coordinator	Reg FT	6/23/19	Internal
212-19	Digital Producer (Classical)	Reg FT	7/1/19	APM Website
223-19	Planned Giving Director	Reg FT	7/9/19	Search Firm
241-19	Regional Membership Program Manager	Reg FT	8/5/19	APM Website
240-19	Manager, Regional Fundraising	Reg FT	8/12/19	MN Council of Nonprofits
116-20	Project Specialist, Regional Fundraising	Reg FT	8/18/19	Internal
268-19	Sr. Admin Assistant, Phil Dev	Reg FT	8/26/19	Indeed
270-19	Manager, Network Station Sales	Reg FT	9/3/19	Employee Referral
214-19	Director of Programming, MPR News	Reg FT	9/29/19	Internal
115-20	Membership Mid-Level Giving	Reg FT	10/2/19	MN Council of Nonprofits
121-20	Regional Fundraising Specialist	Reg FT	10/2/19	Employee Referral
136-20	Operations Coordinator, Membership	Reg FT	10/27/19	Employee Referral

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 82

Recruiting Sources Referring Interviewees During Hiring Period	Number of Interviewees
APM Careers Website	17
CPB – Corporation for Public Broadcasting	1
Employee Referral	11
Facebook	1

Glassdoor	3
Indeed	18
Job Blast	1
LinkedIn	3
LinkUp	2
Minnesota Council of Nonprofits	12
Other	4
Other Website	1
Refer.io	5
Word of Mouth	3

RECRUITING SOURCES USED

Recruiting Source	Contact Info	Types of Jobs
American Broadcasting School	http://radioschool.com/home.htm	Receives some job postings
American Public Media Careers website	http://americanpublicmedia.publicradio.org/careers/	Receives all job postings
Arizona State University – Walter Cronkite School	https://cronkite.asu.edu/	Receives some journalism job postings
Asian American Journalists Association (AAJA)	www.aaja.org and listserve	Receives all journalism job postings
Career Centric	http://careercentric.com/	Receives all job postings (auto-aggregator)
CareerJet	https://www.careerjet.com/	Receives all job postings (auto-aggregator)
Columbia Graduate School of Journalism -	www.jrn.columbia.edu/	Receives some journalism job postings
Corporation of Public Broadcasting (CPB)	www.cpb.org/jobline/	Receives all job postings
CURRENT Magazine	www.current.org/advertise/adsclass.shtml	paid advertising (occasional use for on-air or content jobs)
Facebook: American Public Media Careers	www.facebook.com/apmgcareers	Receives all job postings
Glassdoor.com	www.glassdoor.com	Receives all job postings (auto-aggregator)
Google	www.google.com	Search engine (all postings are available)
Indeed.com	http://www.indeed.com/	Receives all job postings
Jobbydoo	https://www.jobbydoo.com/	Receives all job postings (auto-aggregator)
JobCase	https://www.jobcase.com/	Receives all job postings (auto-aggregator)
Job Fair	see Recruitment Initiatives for a list	We recruit for all open journalism jobs at each job fair
Job Inventory	http://www.jobinventory.com/	Receives all job postings (auto-aggregator)

JobisJob	https://www.jobisjob.com/	Receives all job postings (auto-aggregator)
Jooble	https://us.jooble.org/	Receives all job postings (auto-aggregator)
Journalismjobs.com	www.journalismjobs.com	paid advertising (occasional receives journalism jobs)
Journalismnext.com	www.journalismnext.com	Paid advertising. Paid posting site. Receives some journalism job postings.
Juju	https://www.juju.com/	Receives all job postings (auto-aggregator)
Linked In	www.linkedin.com	Receives all job postings
Medill School of Journalism	www.medill.northwestern.edu/medill/	Receives some journalism job postings
Missouri School of Journalism	http://journalism.missouri.edu/forms/job-form.html	Receives some journalism job postings
Monster.com	www.monster.com	paid advertising; used occasionally for positions in tech, finance, etc.
MPR APM SCPR Company Intranet	http://infoserverwiki.publicradio.org/index.php/Main_Page	Receives all job postings
NAACP	https://www.naacp.org/	Receives some job postings
National Association of Black Journalists (NABJ) - MPR & SCPR separate logins	www.nabj.org	Paid posting site Receives some journalism job postings
National Association of Broadcasters (NAB)	www,nab.org	Paid advertising; receives engineering and broadcast-related positions
National Association of Hispanic Journalists (NAHJ) email: jobbank@nahj.org	www.nahj.org	Paid posting site Receives some journalism job postings
Native American Journalists Association (NAJA)	www.naja.com	Paid posting site. Receives some journalism job postings
Neuvoo	https://neuvoo.com/	Receives all job postings (auto-aggregator)
New York University	http://journalism.nyu.edu/careerservices/jobs/	Receives some journalism job postings
Online News Association	http://journalists.org/networking/job_postings.asp	Paid site Receives some digital content-related jobs
Pew Center for Civic Journalism; email: rwyhof@pccj.org	http://www.pewcenter.org/	Paid site Receives some journalism job postings
Poynter Institute (Journalism)	www.poynter.org	Paid advertising; occasionally receives journalism job postings
PRADO Listserve		Receives all journalism job postings
Professional diversity network	https://www.prodivnet.com/	Receives all job postings

Radio-Television News Directors Association (RTNDA)	www.rtnda.org/jobs/	
Refer.io	www.refer.io	Receives all job postings (auto-aggregator)
Romanesko.com	http://jimromenesko.com/journalism-jobs/	
SimplyHired	https://www.simplyhired.com/	Receives all job postings (auto-aggregator)
Society of Broadcast Engineers (national)	http://www.sbe.org/career_jobsonline.php	paid advertising; occasionally receives broadcast engineering jobs
Southern CA Broadcasters Assoc	http://www.scba.com/	Receives some journalism job postings
Stackoverflow.com	www.careers.stackoverflow.com	paid advertising; used for digital jobs
The Chronicle of Philanthropy Careers	http://careers.philanthropy.com	paid advertising; occasionally used for senior level development jobs
Twitter	www.twitter.com/APMGJobs	Receives all job postings
UC Berkeley Graduate School of Journalism	http://journalism.berkeley.edu/	Receives all journalism job postings
UCLA	http://ucla-csm.symlicity.com//employers	Receives all journalism job postings
ZipRecruiter	https://www.ziprecruiter.com/	Receives all job postings (auto-aggregator)

2019-2020 ANNUAL EEO PUBLIC FILE REPORT

Station(s):	KNOW/KSJN/KCMP
Community(ies) of License:	Minneapolis/St. Paul, MN; Northfield, MN
Reporting Period:	December 1, 2019 – November 30, 2020
Number of Full Time Employees:	260
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.	<ol style="list-style-type: none"> 1) National Association of Hispanic Journalists / National Association of Black Journalists joint convention: August 5 – 8, 2020 2) Asian American Journalist Association Conference: August 9 – 15, 2020 3) Howard University: October 23, 2020 4) University of Georgia Diversity & Inclusion Fall Recruiting Event: November 11, 2020 5) National Association of Black Journalists Regional Conference: November 21, 2020
Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	Describe: Internships are offered three times a year for students and recent grads (within 1 year) to develop skills for broadcast employment. Internships are paid and may also be eligible for course credit.
Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	Describe: The following training was provided: <ul style="list-style-type: none"> • Change to Transformation • Positive Workplace - Preventing Harassment & Bullying Training • DE&I Book Club
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: Asian American Journalists Association (AAJA), journalisjobs.com, Investigative Reporters and Editors, Online News Association, Poynter, National Association for Black Journalists (NABJ), National Association for Hispanic Journalists (NAHJ), Society of Professional Journalist (SPJ)

LIST OF POSITIONS FILLED

Job #	Job Title	Employment Type	Start Date	Recruitment Source
135-20	Associate Development Officer	Reg FT	1/6/2020	Other
144-20	National Fundraising Specialist	Reg FT	12/2/2019	APM Career Website
160-20	Associate Producer, MPR News Talk Shows	Reg FT	1/6/2020	APM Career Website
160-20	Associate Producer, MPR News Talk Shows	Reg FT	2/18/2020	Employee Referral
163-20	Web Developer	Reg FT	12/4/2019	LinkUp
164-20	Director, Institutional Giving	Reg FT	2/21/2020	Search Firm
171-20	Lobby Services Coordinator	Reg FT	12/17/2019	APM Career Website
194-20	Associate Producer, MPR News	Reg FT	3/9/2020	Indeed
204-20	Stewardship Coordinator	Reg FT	3/9/2020	Employee Referral
209-20	President, MPR	Reg FT	5/4/2020	Search Firm
215-20	Web Designer/Developer	Reg FT	2/12/2020	MN Council of Nonprofit
220-20	Director, MPR Sales	Reg FT	3/30/2020	Employee Referral
240-20	Donor Engagement Coordinator	Reg FT	5/20/2020	LinkedIn
ASSOC01131	Associate Software Engineer	Reg FT	11/16/2020	Indeed
DEVEL01118	Development Officer, Institutional Giving	Reg FT	10/8/2020	Employee Referral
DIGIT01157	Digital Producer, Classical	Reg FT	10/26/2020	APM Career Website
LEADA01129	Lead Archivist	Reg FT	10/19/2020	MN Council of Nonprofit
MUSIC01122	Music Director, CMS	Reg FT	11/16/2020	Facebook
NATIO01127	National Account Executive	Reg FT	9/30/2020	Other
REGIO01119	Regional Membership Program Manager	Reg FT	9/15/2020	MN Council of Nonprofit

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 108

Recruiting Sources Referring Interviewees During Hiring Period	Number of Interviewees
APM Career Website	17
Current Magazine/Online	1
Employee Referral	13
Facebook	4
Indeed	25
LinkedIn	8
LinkUp	1
MN Councils of Nonprofit	18
MN State Workforce	1
Other	13
Pollen Midwest	1

RECRUITING SOURCES USED

Recruiting Source	Contact Info	Types of Jobs
American Broadcasting School	http://radioschool.com/home.htm	Receives some job postings
American Public Media Careers website	http://americanpublicmedia.publicradio.org/careers/	Receives all job postings
Arizona State University – Walter Cronkite School	https://cronkite.asu.edu/	Receives some journalism job postings
Asian American Journalists Association (AAJA)	www.aaja.org and listserve	Receives all journalism job postings
Career Centric	http://careercentric.com/	Receives all job postings (auto-aggregator)
CareerJet	https://www.careerjet.com/	Receives all job postings (auto-aggregator)
Columbia Graduate School of Journalism -	www.jrn.columbia.edu/	Receives some journalism job postings
Corporation of Public Broadcasting (CPB)	www.cpb.org/jobline/	Receives all job postings
CURRENT Magazine	www.current.org/advertise/adsclass.shtml	paid advertising (occasional use for on-air or content jobs)
Facebook: American Public Media Careers	www.facebook.com/apmgcareers	Receives all job postings
Glassdoor.com	www.glassdoor.com	Receives all job postings (auto-aggregator)
Google	www.google.com	Search engine (all postings are available)
Indeed.com	http://www.indeed.com/	Receives all job postings
Jobbydoo	https://www.jobbydoo.com/	Receives all job postings (auto-aggregator)
JobCase	https://www.jobcase.com/	Receives all job postings (auto-aggregator)
Job Fair	see Recruitment Initiatives for a list	We recruit for all open journalism jobs at each job fair
Job Inventory	http://www.jobinventory.com/	Receives all job postings (auto-aggregator)
JobisJob	https://www.jobisjob.com/	Receives all job postings (auto-aggregator)
Jooble	https://us.jooble.org/	Receives all job postings (auto-aggregator)
Journalismjobs.com	www.journalismjobs.com	paid advertising (occasional receives journalism jobs)
Journalismnext.com	www.journalismnext.com	Paid advertising. Paid posting site. Receives some journalism job postings.
Juju	https://www.juju.com/	Receives all job postings (auto-aggregator)

Linked In	www.linkedin.com	Receives all job postings
Medill School of Journalism	www.medill.northwestern.edu/medill/	Receives some journalism job postings
Missouri School of Journalism	http://journalism.missouri.edu/forms/job-form.html	Receives some journalism job postings
Monster.com	www.monster.com	paid advertising; used occasionally for positions in tech, finance, etc.
MPR APM SCPR Company Intranet	http://infoserverwiki.publicradio.org/index.php/Main_Page	Receives all job postings
NAACP	https://www.naacp.org/	Receives some job postings
National Association of Black Journalists (NABJ) - MPR & SCPR separate logins	www.nabj.org	Paid posting site Receives some journalism job postings
National Association of Broadcasters (NAB)	www.nab.org	Paid advertising; receives engineering and broadcast-related positions
National Association of Hispanic Journalists (NAHJ) email: jobbank@nahj.org	www.nahj.org	Paid posting site Receives some journalism job postings
Native American Journalists Association (NAJA)	www.naja.com	Paid posting site. Receives some journalism job postings
Neuvoo	https://neuvoo.com/	Receives all job postings (auto-aggregator)
New York University	http://journalism.nyu.edu/careerservices/jobs/	Receives some journalism job postings
Online News Association	http://journalists.org/networking/job_postings.asp	Paid site Receives some digital content-related jobs
Pew Center for Civic Journalism; email: rwyhof@pccj.org	http://www.pewcenter.org/	Paid site Receives some journalism job postings
Poynter Institute (Journalism)	www.poynter.org	Paid advertising; occasionally receives journalism job postings
PRADO Listserve		Receives all journalism job postings
Professional diversity network	https://www.prodivnet.com/	Receives all job postings
Radio-Television News Directors Association (RTNDA)	www.rtnnda.org/jobs/	
Refer.io	www.refer.io	Receives all job postings (auto-aggregator)
Romanesko.com	http://jimromenesko.com/journalism-jobs/	
SimplyHired	https://www.simplyhired.com/	Receives all job postings (auto-aggregator)
Society of Broadcast Engineers (national)	http://www.sbe.org/career_jobsonline.php	paid advertising; occasionally receives broadcast engineering jobs

Southern CA Broadcasters Assoc	http://www.scba.com/	Receives some journalism job postings
Stackoverflow.com	www.careers.stackoverflow.com	paid advertising; used for digital jobs
The Chronicle of Philanthropy Careers	http://careers.philanthropy.com	paid advertising; occasionally used for senior level development jobs
Twitter	www.twitter.com/APMGJobs	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
ZipRecruiter	https://www.ziprecruiter.com/	Receives all job postings (auto-aggregator)

FCC Broadcast Equal Opportunity Program Report
EEO Report for Twin Cities SEU:
KNOW (42949), KSJN (42911), KCMP (62162)
Minnesota Public Radio (FRN 0002642510)

Narrative Statement Exhibit
November 24, 2020

Minnesota Public Radio seeks to achieve broad and inclusive outreach as part of its organizational objectives to be more inclusive and attract a broader applicant pool that reflects the community it serves. MPR embraces a deep belief in its commitment to create trusted and meaningful listening experiences with and for curious people and consider inclusion a foundation of organizational success. As part of MPR's efforts its staff:

- Attended national job fairs to recruit for these stations.
- Attended local job and internship fairs to recruit for these stations.
- Focused upon on colleges and universities with high diverse student populations (i.e. HBCU schools).
- Established a formal program emphasizing diversity to hire interns and fellows for departments (e.g. News, Broadcast Operations, and Development) whose staff is traditionally underrepresented by diverse populations.
- Introduced Employee Training Programs including topics covering *Unconscious Bias, Change to Transformation, Positive Workplace – Preventing Harassment and Bulling*.
- Created a space for employees to learn more about the topic of diversity, equity and inclusion in the forms of Employee Resources Groups and Diversity, Equity and Inclusion Book Club.

For details concerning the outreach efforts undertaken by this employment unit, please see the EEO Public File Reports attached as KNOW, KSJN, KCMP EEO 2018 and KNOW, KSJN, KCMP EEO 2019.