

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)