

## 2017-2018 ANNUAL EEO PUBLIC FILE REPORT

Station(s): KNOW/KSJN/KCMP  
Community(ies) of License: Minneapolis/St Paul, MN  
Northfield, MN

Reporting Period: December 1, 2017 – November 30, 2018

Number of Full-time Employees: 315  
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) Professional and Technology Diversity Career Fair – 5/10/18
- 2) National Association for Hispanic Journalists Career Fair 7/18/18 – 7/20/18
- 3) National Association of Black Journalists Career Fair 8/1/18 – 8/3/18
- 4) Asian American Journalists Association Career Fair 8/8/18 – 8/10/18

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. In March 2018 an Internship Program Manager was hired to oversee 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  
National Association of Black Journalists (NABJ), Asian American Journalists Association (AAJA), the National Association of Hispanic Journalists (NAHJ), journalismnext.com, Native American Journalists Association (NAJA), Society for Professional Journalists (SPJ), Journalismjobs.com, Thinkpublicmedia.org, Current.

## LIST OF POSITIONS FILLED

Hire Date	Posted Job	Referral Source of Person Hired
12/18/2017	End User Computing Specialist	Employee Referral
12/21/2017	Weekend Reporter - General Assignment	Other - External personal referral
12/29/2017	Managing Editor, Digital News	Employee Referral
1/31/2018	Associate Digital Producer (Moorhead)	APM Careers Website
2/5/2018	Associate Producer, Events	APM Careers Website
3/26/2018	Membership Direct Fundraising Specialist	Minnesota Council of Nonprofits
4/19/2018	Editor (Weekend), MPR News	APM Careers Website
5/14/2018	Politics Reporter, Digital	Word of Mouth
7/9/2018	Director, Broadcast & Media Operations	Employee Referral
8/6/2018	Web Developer	Employee Referral
9/2/2018	Audience Engagement and Distribution Specialist	APM Careers Website
9/3/2018	Associate Producer, MPR News Talk Shows	APM Careers Website
9/3/2018	Marketing Manager, The Current	APM Careers Website
9/17/2018	Major Gifts Officer	Indeed
9/24/2018	Associate Software Engineer or Software Engineer	Employee Referral
10/15/2018	Development Operations Specialist	APM Careers Website
10/15/2018	Producer, All Things Considered, MPR	Word of Mouth
10/18/2018	Manager, Donor Engagement	CPB - Corp for Public Broadcasting
11/5/2018	Host, Regional News, MPR	APM Careers Website

## INTERVIEWEE REFERRAL SOURCE SUMMARY

*(Total number of persons interviewed during the reporting period: 207)*

Recruitment Sources Referring Interviewees During Reporting Period	# of Persons Interviewed that the Source Referred
APM Careers Website	44
College/University Job Board	1
CPB – Corporation for Public Broadcasting	3
Employee Referral	24
Facebook	2
Glassdoor	7
Google	2
Indeed	58
Journalismjobs.com	1
LinkedIn	5

Link Up	3
Minnesota Council of Nonprofits	3
Minnesota State Workforce	2
National Association of Black Journalists	1
Neuvoo	2
Other	22
Other Website	2
Refer i.o.	9
Twitter	2
Word of Mouth	7
Zip Recruiter - Organic	7

### RECRUITING SOURCES USED

Recruiting Source	Contact / Site Info
Academy of Radio Broadcasting	doreen@arbradio.com
Association of Fundraising Professionals	<a href="http://afpminnesota.org/job-board/">http://afpminnesota.org/job-board/</a>
All Access Radio Industry Newsletter	<a href="https://www.allaccess.com">https://www.allaccess.com</a>
American Broadcasting School	michelle@radioschool.com
American Public Media Careers website	apmgcareers.org
Asian American Journalists Association	maricas@aaja.com
ASU Walter Cronkite School	mike.wong@asu.edu
CareerCentric Organic	<a href="http://careercentric.com/">http://careercentric.com/</a>
CareerJet	<a href="https://www.careerjet.com/">https://www.careerjet.com/</a>
Columbia Journalism School	<a href="https://journalism-columbia-csm.symplicity.com/employers/">https://journalism-columbia-csm.symplicity.com/employers/</a>
Concordia College - Moorhead Minnesota - Handshake	<a href="https://concordia.joinhandshake.com/login">https://concordia.joinhandshake.com/login</a>
Corporation For Public Broadcasting	<a href="https://www.cpb.org/user">https://www.cpb.org/user</a>
Current.org	Current.org
APMG Facebook Page	Facebook.com/apmgjobs
Glassdoor.com	Glassdoor.com
Greater Public	<a href="https://www.greaterpublic.org/jobline/">https://www.greaterpublic.org/jobline/</a>
Indeed Organic	indeed.com
Job Blast	<a href="http://www.fundfire.com/jobblast">http://www.fundfire.com/jobblast</a>
Job Fairs	See recruitment initiatives for list
Job Inventory	<a href="http://www.jobinventory.com/">http://www.jobinventory.com/</a>
JobBoost	careerbuilder.com
Jobbydoo	<a href="https://www.jobbydoo.com/">https://www.jobbydoo.com/</a>
JobCase	<a href="https://www.jobcase.com/">https://www.jobcase.com/</a>
JobisJob	<a href="https://www.jobisjob.com/">https://www.jobisjob.com/</a>

Jooble	<a href="https://us.jooble.org/">https://us.jooble.org/</a>
Journalismjobs.com	Journalismjobs.com
journalismnext.com	journalismnext.com
JuJu.com	JuJu.com
LinkedIn Organic	linkedin.com
LinkUp	<a href="https://www.linkup.com/">https://www.linkup.com/</a>
Luther College	<a href="https://luther-csm.symplicity.com/employers/?signin_tab=0">https://luther-csm.symplicity.com/employers/?signin_tab=0</a>
Minnesota Council for Nonprofits	<a href="http://www.minnesotanonprofits.org/">http://www.minnesotanonprofits.org/</a>
Minnesota Council On Foundations	<a href="http://www.mcf.org/">http://www.mcf.org/</a>
Minnesota Interactive Marketing Association	<a href="https://www.mima.org/jobs/submit-job/">https://www.mima.org/jobs/submit-job/</a>
Minnesota Planned Giving Council	<a href="http://www.mnpgc.org/">http://www.mnpgc.org/</a>
MN State Workforce	<a href="https://mn.gov/deed/job-seekers/">https://mn.gov/deed/job-seekers/</a>
Monster Controlled	monster.com
MyJobHelper	<a href="https://www.myjobhelper.com/">https://www.myjobhelper.com/</a>
NAACP	tillmannaacp@aol.com
National Association of Black Journalists	<a href="http://nabjcareers.org/">http://nabjcareers.org/</a>
National Association of Hispanic Journalists	kolivas@nahj.org
Native American Journalists Association	<a href="http://www.naja.com">www.naja.com</a>
Neuvoo	<a href="https://neuvoo.com/">https://neuvoo.com/</a>
Online News Association	<a href="https://journalists.org/">https://journalists.org/</a>
Oodle.com	Oodle.com
Pod News	<a href="https://podnews.net/">https://podnews.net/</a>
PollenMN	<a href="http://www.pollenmidwest.org/">http://www.pollenmidwest.org/</a>
Professional Diversity Network	<a href="https://www.prodivnet.com/login">https://www.prodivnet.com/login</a>
Recruit.net	Recruit.net
Refer i.o.	<a href="https://www.refer.io/">https://www.refer.io/</a>
Regional Help Wanted Organic	<a href="https://regionalhelpwanted.com/">https://regionalhelpwanted.com/</a>
SimplyHired	<a href="https://www.simplyhired.com/">https://www.simplyhired.com/</a>
Society of Professional Journalists	<a href="http://jobs.spj.org/">http://jobs.spj.org/</a>
Thinkpublicmedia.org	Thinkpublicmedia.org
Trovit	<a href="https://www.trovit.com/">https://www.trovit.com/</a>
TV and Radio Jobs	<a href="http://tvandradijobs.com/cgi-bin/classifieds/classifieds.cgi">http://tvandradijobs.com/cgi-bin/classifieds/classifieds.cgi</a>
Twitter	Twitter.com
University of Minnesota	<a href="https://app.joinhandshake.com/">https://app.joinhandshake.com/</a>
US Jobs	<a href="https://us.jobs/">https://us.jobs/</a>
ZipRecruiter Organic	<a href="https://www.ziprecruiter.com/">https://www.ziprecruiter.com/</a>