

2016-2017 ANNUAL EEO PUBLIC FILE REPORT

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

Reporting Period: December 1, 2016 – November 30, 2017

Number of Full-time Employees: 314
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 paid with the option of also obtaining 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, Native American Journalists Association (NAJA).

LIST OF POSITIONS FILLED

Hire Date	Posted Job	Referral Source of Person Hired
2/13/2017	Reporter II, Water and Environment - St Cloud	Employee Referral
2/21/2017	Music Assistant, The Current	Employee Referral
3/1/2017	Traffic Associate	Word of Mouth
3/6/2017	Stewardship Coordinator	APM Careers Website
4/17/2017	Digital Campaign Specialist	Word of Mouth
5/8/2017	Supervisor, Member & Audience Svcs	Employee Referral
5/8/2017	Project Coordinator Underwriting	APM Careers Website
6/7/2017	Associate Web Developer OR Web Developer	Facebook
6/12/2017	Corporate Revenue Director	Employee Referral
7/6/2017	Member and Audience Services Representative	Employee Referral
7/10/2017	Digital Product Designer	Dribbble
7/23/2017	Membership Mid-Level Specialist	Word of Mouth
8/14/2017	Sr Administrative Assistant	Minnesota Council of Nonprofits
8/21/2017	Membership Direct Fundraising Specialist	Employee Referral
9/18/2017	Regional Fundraising Specialist	APM Careers Website
9/18/2017	Associate Producer-MPR, ATC	APM Careers Website
9/21/2017	Digital Producer, Climate & Environment	Employee Referral
10/16/2017	Membership Project Specialist	Refer.io
10/16/2017	National Fundraising Manager	Employee Referral
10/16/2017	Senior Digital Producer, Classical Music	APM Careers Website
10/18/2017	Salesforce Administrator, CRM	Minnesota Council of Nonprofits
10/18/2017	Master Control Specialist-Weekend Overnight	Employee Referral
11/20/2017	Broadcast Systems Software Developer	Indeed
11/27/2017	Producer, MPR Climate Cast	Employee Referral
11/27/2017	Sr Administrative Assistant, Philanthropic Development	APM Careers Website

INTERVIEWEE REFERRAL SOURCE SUMMARY

(Total number of persons interviewed during the reporting period: 212)

Recruitment Sources Referring Interviewees During Reporting Period	# of Persons Interviewed that the Source Referred
APM Careers Website	41
Beyond Organic	1
Email	5
Employee Referral	41
Facebook	3
Friend	1
Glassdoor	6

Google	1
Indeed	43
Internal Website	1
Journalismjobs.com	1
Linked In	11
Minnesota Council of Nonprofits	17
Office Team	1
Other	4
Other Website	4
Refer.io	16
Simply Hired	1
Word of Mouth	13
Zip Recruiter	1

RECRUITING SOURCES USED

Recruiting Source	Contact Information
Allaccess.com	www.allaccess.com
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.aaja.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/
CURRENT Magazine; Email Menla@current.org (Kelsang Menla - contact)	www.current.org/advertise/adsclass.shtml
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_for_m.html
Hennepin Technical College; email jobs@hennepintech.com	http://www.hennepintech.edu/
Indeed.com	http://www.indeed.com/
Institute of Production and Recording	www.ipr.edu
Job Fair	see Recruitment Initiatives for a list
JobPiper	http://jobpiper.com/
Jobs.com	http://www.jobs.com/
Journalismjobs.com	www.journalismjobs.com
Journalismnext.com	www.journalismnext.com
LinkedIn	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: career.services@metrostate.edu	http://www.metrostate.edu/career/employer.html
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
Poynter Institute (Journalism)	www.poynter.org
PRADO Listserve	http://www.pradoweb.org/index.asp?Type=B_BASIC&SEC=%7BE223A5B0-4CA9-468D-8A3A-A56B7C6D8406%7D
Prime Digital Academy	https://primeacademy.io/
Radio-Television News Directors Association (RTNDA)	www.rtna.org/jobs/
Randstad (employment agency)	https://www.randstadusa.com/
Refer.io	www.refer.io
SimplyHired	http://www.simplyhired.com/
Society of Broadcast Engineers (national)	http://www.sbe.org/career_jobonline.php
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 Chronicle of Philanthropy Careers	http://careers.philanthropy.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	Email newsletter
Twitter	https://twitter.com/apmgjobs
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 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