

2020-2021 ANNUAL EEO PUBLIC FILE REPORT

Station(s):	KNOW/KSJN/KCMP
Community(ies) of License:	Minneapolis/St. Paul, MN; Northfield, MN
Reporting Period:	December 1, 2020 – November 30, 2021
Number of Full Time Employees:	230
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 / joint Conference: June 16 – July 17, 20212) National Association of Black Journalists Conference: August 18 – 21, 20213) Asian American Journalist Association Conference: August 24 – 28, 20214) The Association of LGBTQ Journalists Conference: September 9-12, 20215) Native American Journalist Association Conference: September 15 – 19, 2021
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">• Racial Equity through Action and Learning (REAL)• Addressing our Implicit Biases• 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

Req #	Title	Employment Type	Start Date	Source
MUSIC01053	Music Director, The Current	Reg FT	1/18/21	Internal
ASSOC01190	Associate Producer, MPR News	Reg FT	3/1/21	APM Career Website
ASSIS01180	Assistant Program Director	Reg FT	3/28/21	Internal
MANAG01220	Managing Editor, MPR News	Reg FT	4/19/21	Employee Referral
ASSOC01236	Associate Producer, MPR News with Angela Davis	Reg FT	4/26/21	Internal
ASSOC01236	Associate Producer, MPR News with Angela Davis	Reg FT	4/26/21	Other
ASSOC01259	Associate Digital Producer	Reg FT	5/3/21	APM Career Website
SRPRO01223	Sr Producer, midday programming	Reg FT	5/10/21	Employee Referral
MASTE01295	Master Control Specialist-Weekend Overnight	Reg FT	6/7/21	Employee Referral
MASTE01295	Master Control Specialist-Weekend Overnight	Reg FT	6/28/21	APM Career Website
DATAE01301	Data Engineer	Reg FT	7/12/21	Other
SOFTW01265	Software Engineer	Reg FT	8/3/21	Indeed
MANAG01305	Manager, Regional Fundraising	Reg FT	8/9/21	LinkedIn
SRDIG01136	Sr. Digital Producer, The Current	Reg FT	8/9/21	APM Career Website
MEMBE01299	Membership Mid-Level Giving Manager	Reg FT	8/18/21	Employee Referral
REGIO01347	Regional Fundraising Specialist	Reg FT	8/22/21	Internal
HOSTP01280	Host & Producer, The Local Show	Reg FT	8/23/21	Facebook
DIGIT01349	Digital Fundraising Manager	Reg FT	8/29/21	Internal
EDITO001408	Editor, Race, Class and Communities, MPR News	Reg FT	10/10/21	Internal
ASSIS01383	Assistant Digital Producer, YourClassical	Reg FT	10/11/21	Other
DONOR001394	Donor Engagement Coordinator, Membership	Reg FT	11/1/21	MN Council of Nonprofits

INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed during the Reporting Period: 112

Recruiting Sources Referring Interviewees During Hiring Period	Number of Interviewees
APM Career Website	17
Current Magazine/Online	3
Employee Referral	16
Facebook	2
Indeed	32
Internal	12
LinkedIn	9

Minnesota Council of Nonprofits	5
Other	14
Pollen	1
Twitter	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.ajaa.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.rtna.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)