

## EEO PUBLIC FILE ANNUAL REPORT

**WKNO-TV-FM/WKNP(FM)**  
**4.1.20 to 3.31.21**

**WKNO is a public television and radio station located in Memphis, Tennessee.**  
**WKNO did not have any position filled during this reporting period.**

### OUTREACH ACTIVITIES

<b>Activity Classification</b>	<b>Type of Activity</b>	<b>Brief Description</b>
1	<b>Participation in Job Fairs</b>	<p>The Executive Assistant participated in the Tennessee Association of Broadcasters Virtual Job Fair September 14-18, 2020. There were 22 participants asking questions about careers in broadcasting. The topics of directing, filming, producing, and graphic were demonstrated.</p> <p>The Executive Assistant participated in the Broadcasters Virtual Job Fair on December 7-11, 2020 also hosted by the Tennessee Association of Broadcasters. Participants inquired about the software systems used in broadcasting and keeping us with continuous developments in social media.</p> <p>Finance Assistant participated in a Virtual Job Fair with Christian Brothers University in February 23, 2021. Many students asked questions about the station and employment ideas and opportunities working in public broadcasting, marketing and accounting. The students we all Juniors and were studying Information Technology, Accounting and Engineering. Internships at the station were discussed for the future.</p>
5	<b>Internship Program designed to assist members of the community to acquire skills needed for broadcast employment.</b>	<p>WKNO participates in its community commitment to serve the public by working with colleges and high schools to offer internship opportunities.</p> <p>WKNO had an intern in the Accounting Department from Samford University for the month of June 2020. She learned to process daily accounting activities as well as payroll and the open enrollment process of station benefits.</p> <p>WKNO FM currently has an intern through a partnership with the University of Memphis' Institute for Public Service Reporting. He started August 3, 2020 and will be with us as a paid intern through May of 2021. In addition to being the voice of newscasts two days a week, he has also produced a number of fine radio news features for us. One of his stories "Concept of College Life Seems Old School After Another Pandemic Semester" recently won first place in the national Hearst Audio Competition.</p>
8	<b>Training Programs for station personnel.</b>	<p>All WKNO employees completed harassment and peer sensitivity training sessions September 21-23, 2020 using the CPB harassment training online program.</p>

<p><b>10</b></p>	<p><b>Community Events sponsored by educational institution to inform/educate about public broadcasting careers</b></p>	<p>WKNO routinely provides tours of its radio and television production facilities to student and youth organizations in the area. Each tour is virtually identical. They get to see our radio station, classical music library, TV studios, TV control room, and lots of related computer and recording equipment. They are given a brief history of WKNO and some insight into less visible aspects like our administrative and membership departments.</p> <p>The STAX Music Academy toured the station and produced their performance in the studio on October 16, 2020.</p> <p>The WKNO Education department hosted Cordova Middle School students on June 19, 2020 they participated studio learning activity and exercises using the studio equipment and monitoring systems.</p>
<p><b>12</b></p>	<p><b>Listing each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities</b></p>	<p>The licensee routinely lists upper-level openings with the Tennessee Association of Broadcasters.</p>
<p><b>14</b></p>	<p><b>Provision of training to management personnel as to methods of ensuring equal employment opportunity and preventing discrimination</b></p>	<p>The Executive Assistant participated in Baker Donelson's webinar "Making Yourself Visible and Available at the Table", focusing on Diversity and Inclusion on February 24, 2021.</p>