

EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2020

Prepared by: Morris Network of Mississippi
(Licensee/Permittee)

This report covers the following employment unit:

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location City, State</u>	<u>LMA</u>
WXXV TV	53517	Television	Gulfport, MS	

A. The following is a list of all vacancies for full-time jobs during the previous 12 months:

	<u>Job Title</u>	<u>Date of Opening</u>	<u>Date Filled</u>
1	Master Control Supervisor/Media Manager	February 4, 2019	May 1, 2019
2	Sales & Marketing Assistant	February 5, 2019	March 11, 2019
3	Account Manager	February 5, 2019	April 1, 2019
4	Digital Operations Specialist	April 16, 2019	May 14, 2019
5	Account Manager	May 1, 2019	June 24, 2019
6	Multi Media Journalist	May 3, 2019	August 3, 2019
7	Meteorologist	August 30, 2019	September 30, 2019
8	Master Control Operator	September 3, 2019	November 12, 2019

B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with an asterisk (*) were organizations that requested to be contacted as job openings occurred:

Source Number	Organization	Contact	Address	Website/Email	Phone Number
1	WXXV TV web site *	James Capps	14351 Highway 49 Gulfport, MS 39503	www.wxv25.com	228-832-2525
2	MS Assoc of Broadcasters		855 S Pear Orchard Ridgeland, MS 39157	www.msbroadcasters.org	601-957-9121
3	University of Southern MS	Kathy Killam	125 McLemore Hall Hattiesburg, MS 39406	https://app.joinhandshake.com	601-266-6746
4	Pearl River Community College	Dr Ann Moore	101 Hwy 11 N Poplarville, MS 39470	amoore@prcc.edu	601-403-1183
5	MS Department of Employment	Al Brooken	10162 Southpark Dr Gulfport, MS 39503	www.mdes.ms.gov	228-897-6945
6	TV Jobs.com Broadcast Employment		P O Box 4116 Oceanside, CA 92042	www.tvjobs.com	800-374-0119
7	Medialine.com		P O Box 51909 Pacific Grove, CA 90048	www.medialine.com	800-237-8073
8	Jackson State University	E Hayes-Anthony	1400 John R Lynch St Jackson, MS 39217	www.jobplace@jsums.edu	601-979-2477

9	University of South Alabama	Delia Ingram	390 Alumni Circle Mobile, AL 36688	https://app.joinhandshake.com	251-640-6188
10	Alcorn State University	Joey Mitchell	1000 ASU Drive Lorman, MS 39096	https://app.joinhandshake.com	601-877-6325
11	MS State University		300 Montgomery Hall MS State, MS 39762	www.career.msstate.edu	662-325-3344
12	Mississippi College	Jim Miller	P O Box 4010 Clinton, MS 39056	www.mc.edu	601-925-3901
13	University of Mississippi	Christy Wright	303 Martindale University, MS 38677	https://app.joinhandshake.com	662-915-5984
14	Tulane University	Jasmine Porche	6823 St Charles Ave New Orleans, LA 70118	https://app.joinhandshake.com	504-247-1739
15	Xavier University	Tracey Jackson	1 Drexel Drive New Orleans, LA 70125	https://app.joinhandshake.com	504-520-7364
16	University of Alabama	Linda Cardan	3400 Ferguson Center Tuscaloosa, AL 35487	https://app.joinhandshake.com	205-348-5848
17	Auburn University	Jay Skipworth	400 Martin Hall Auburn, AL 36849	https://app.joinhandshake.com	334-844-4744
18	University of South Florida	Pranam Parsanlal	4202 E. Fowler Avenue SVC 2088, Tampa, FL 33620	https://app.joinhandshake.com	813-974-2171
19	Southeastern Louisiana University		1200 SGA Dr Hammond, LA 70402	lharrison@southeastern.edu	985-549-2000
20	Louisiana State University	Amy Caillouet	LSU Box 2550 Baton Rouge, LA 70803	https://app.joinhandshake.com	225-578-3202

21	University of Louisville	Karen Boston	2301 53 rd Street Louisville, KY 40292	https://app.joinhandshake.com	502-852-6701
22	University of Miami	Richard Combs	5225 Ponce De Leon Blvd Coral Cables, FL 33146	https://app.joinhandshake.com	305-284-5451
23	University of Georgia	Aaron Brown	825 S Lumpkin St, Athens, GA 30602	https://app.joinhandshake.com	706-542-3375
24	Florida State University	Debbie Crowder	100 South Woodward Ave Tallahassee, FL 32306	https://app.joinhandshake.com	850-644-6431
25	Loyola University New Orleans	Jill Boatright	636 St. Charles Avenue New Orleans, LA 70118	https://app.joinhandshake.com	504-865-3860
26	William Carey University	Amy Coursey	498 Tuscan Ave, WCU 181 Hattiesburg, MS 39401	acoursey@wmcarey.edu	601-318-6209
27	Keesler AFB Employment Assistance Program	Lana Smith	81 MSS/DPF 500 Fisher St Room 126 Keesler AFB, MS 39532	lane.smith.1@us.af.mil	228-377-8593
28	Media-Match		8112 ½ W. 3 rd St Suite A Los Angeles, CA 90048	www.media-match.com	323-284-5589
29	Employee Referral				
30	Current Employee				
31	Intern				

C. The following is a list of the services for full-time jobs shown in Section A above and the recruitment sources which provided the hire for that position:

See Section B – Recruitment Source List for recruitment source data

	Job Title	Recruitment Sources Used to Fill Vacancy	Recruitment Source Referring Hiree
1	Master Control Supervisor/Media Manager	1,3,4,5,6,8,9,10,11,13,15,17,18,21,22,23,24,29,30	29
2	Sales & Marketing Assistant	1,3,4,5,8,9,10,11,13,14,15,16,17,18,21,22,23,24,29	1
3	Account Manager	1,3,4,5,8,9,10,11,13,15,16,17,18,21,22,23,24,29	29
4	Digital Operations Specialist	1,3,4,8,9,10,12,13,15,16,17,18,19,20,21,22,23,24,25,26,29	29
5	Account Manager	1,3,4,5,8,9,10,11,13,15,16,17,18,21,22,23,24,29	1
6	Multi Media Journalist	1,3,6,7,8,9,10,12,13,14,15,16,17,18,20,21,22,23,24,25,28,29,30	3
7	Meteorologist	1,3,6,7,8,9,10,11,13,15,16,17,18,20,21,22,23,24,25,27,28,29,30	29
8	Master Control Operator	1,3,4,5,9,10,13,15,16,17,18,20,21,22,23,24,25,29,31	31

D. During the previous 12 months, there were a total of 31 people interviewed for vacancies for open positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:

Recruitment Source	Total No. of Interviewees
WXXV website	12
University of Southern Mississippi	2
Employee Referral	14
Current Employee	2
Intern	1

E. Supplemental Outreach Initiatives

1. April 9, 2019: WXXV TV participated in the 2019 Spring Southern Region Military and Civilian Job Fair with the Governor’s Job Fair Network of Mississippi held in Biloxi, MS. During this event, applications/resumes were accepted for open positions. Attendees were directed to www.wxxv25.com to find out current career opportunities with the station as they become available. Information and materials were given out concerning types of positions available in the broadcast industry. WXXV TV participated as a potential employer.

2. April 23, 2019: WXXV TV Business Manager participated in “Navigating the Online Public Inspection File” webinar presented by Fletcher, Heald and Hildreth. A variety of issues relating to the OPIF, such as what documents and materials need to be uploaded, to the consequences of not complying with the FCC’s OPIF mandate at license renewal time, and tips on how to report any public file shortcomings in renewal applications were presented and discussed.
3. April 24, 2019: WXXV TV News Director and Sports Reporter participated in Mississippi Association of Broadcasters Day at the University of Southern Mississippi in Hattiesburg, MS. This is an outreach effort of the Mississippi Association of Broadcasters designed to help the students and faculty better understand the needs of broadcaster’s and today’s work environment. The outreach effort also helps broadcast educators design programs to give the students a better opportunity for a successful career in broadcasting. They led a workshop on broadcasting. They met with graduating students to critique their journalism demos and also participated on a panel to answer questions the students had concerning the broadcast industry. Students were encouraged to apply for positions and to pursue internship opportunities at WXXV. Resumes were accepted and on campus interviews were conducted.
4. August 14, 2019: WXXV TV Multi Media Journalist participated in the University of South Alabama’s ‘Jag Media Workshop’. She spoke with students aspiring to enter the broadcast industry and participated on a panel to answer questions students had concerning the broadcast industry.
5. During this reporting period several School Groups and Boy & Girl Scout troops toured the station and observed the daily operations of a TV station. Tour participants were given an in depth look at the making of a television commercial. Station personnel discussed education that would be needed for a career in broadcasting and the opportunities of employment in broadcasting.
6. WXXV TV participates in an on-going Student Job Shadow Program. This program allows students from local schools to come into the workplace to observe an employee(s) performing their daily tasks.
7. WXXV TV participates in an on-going Internship program with the University of Southern Mississippi in Hattiesburg, MS. This program is designed to host college students in their pursuit of a broadcast career. The program provides students with meaningful hands on working experience as they earn college credit.

8. During this reporting period WXXV supplied speakers for events sponsored by schools, community and civic organizations. The awareness level of broadcasting as a career option is raised each time a staff member is sent out into the community.
9. WXXV uses its broadcast signal to advertise employment opportunities that invite viewers to interact with and respond to our human resource department and directs viewers to the station's website for a listing of current employment opportunities. During the reporting period, WXXV aired this announcement across our 3 broadcast networks a combined total of 975 times. These announcements air in the form of :20 second spot ads.
10. During the reporting period WXXV had on-going training programs for employees in order to enhance skills on the job and expand working knowledge. General station training includes new hire orientation, safety training, and anti-harassment seminars for employees and supervisors. News staff received training on updated versions for ENPS and Dejero live shot technology. Year round, the news department trains staff in all areas of effective news writing and newscast production to improve current job skill sets and to advance their skills. Newscast Directors and graphic designer received training on the new KULA switcher and the new Chyron system. Sales Manager and Account Managers receive ongoing training on Second Street Digital products, Matrix, comScore (Rentrak), Nielsen Data products, Wide Orbit and OSI training. The Sales Department has weekly meetings which cover general business and selling techniques. Most meetings have training components. These consist of topics such as: negotiation strategies, Rentrak & Nielsen ratings data use, presentation methods, ChartLocal digital products and strategies.
11. WXXV TV posts vacant openings on our website and promotes our website on-air to create awareness of the opportunities at the station.

Name of Respondent: Donna G. Ingram

Signed:  _____

Typed Name: Donna G. Ingram

Title: Business Manager

Date: January 29, 2020

Telephone No: 228-831-5201