

EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2022

Prepared by: Morris Network of Mississippi, Inc.
(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	Marketing Consultant	August 24, 2020	January 1, 2021
2	Master Control Operator	December 9, 2020	April 26, 2021

	Job Title	Date of Opening	Date Filled
3	Marketing Consultant	January 29, 2021	March 5, 2021
4	Master Control Operator	April 8, 2021	May 12, 2021
5	Marketing Consultant	April 16, 2021	June 21, 2021
6	Marketing Consultant	April 16, 2021	August 2, 2021
7	Marketing Consultant	April 16, 2021	October 27, 2021
8	Marketing Consultant	April 16, 2021	October 27, 2021
9	General Manager	June 1, 2021	October 1, 2021
10	Multi Media Journalist	June 2, 2021	July 21, 2021
11	Master Control Operator	June 2, 2021	July 29, 2021
12	Anchor	July 8, 2021	October 8, 2021
13	Anchor	July 8, 2021	November 1, 2021
14	Producer	July 28, 2021	August 19, 2021
15	Multi Media Journalist	August 9, 2021	August 30, 2021
16	Newscast Director Assistant	November 1, 2021	December 6, 2021
17	Meteorologist	November 1, 2021	January 14, 2022
18	Meteorologist	November 1, 2021	still open
19	Master Control Operator	November 26, 2021	December 15, 2021
20	Master Control Operator	November 26, 2021	still open
21	Marketing Consultant	December 29, 2021	January 14, 2022
22	Multi Media Journalist	January 18, 2022	still open

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	Andrew Fountain	14351 Highway 49 Gulfport, MS 39503	www.wxxv25.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	https://app.joinhandshake.com	601-979-2477

			Jackson, MS 39217		
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	Career Services	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	Career Services	1200 SGA Dr Hammond, LA 70402	https://app.joinhandshake.com	985-549-2000
20	Louisiana State University	Amy Caillouet	LSU Box 2550 Baton Rouge, LA	https://lsu-csm.symplicity.com	225-578-3202

			70803		
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 Gables, 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	Dr. Allen Bonner	498 Tuscan Ave, WCU 181 Hattiesburg, MS 39401	abonner@wmcarey.edu	601-318-6209
27	Belhaven University	Claire T Langley	1500 Peachtree Street, Jackson, MS 39202	https://app.joinhandshake.com	601-968-5939
28	Troy University	Lauren Cole	124 Eldridge Hall Troy, AL 36079	https://app.joinhandshake.com	334-670-3217
29	Indeed website			www.indeed.com	
30	Fleet and Family Service Center	Jason Davis	NCBC Gulfport, MS 39501	Jason.davis7@navy.mil	228-871-4264
31	UNC Asheville	David Earnhardt	1 University Heights Asheville, NC 28804	https://app.joinhandshake.com	828-251-6515
32	UNC – Chapel Hill	Teresa Holt	Howell Hall Campus Box 3365	https://app.joinhandshake.com	919-962-3593

			Chapel Hill, NC 27599		
33	University of South Carolina	Dalan Solomon	1322 Green Street Columbia, SC 29208	https://app.joinhandshake.com	803-777-7280
34	University of Kentucky	Meghan Pippenger	408 Rose Street Lexington, KY 40508	https://app.joinhandshake.com	859-257-2746
35	The University of Oklahoma	Kyle Pederson	900 Asp Avenue #323 Norman, OK 73019	https://app.joinhandshake.com	405-325-1974
36	Marquette University	Kaitlin Freeman	P O Box 1881 Milwaukee, WI 53201	https://app.joinhandshake.com	414-288-7423
37	The University of Michigan	Employer Relations	515 E Jefferson St Ann Arbor, MI 48109	https://app.joinhandshake.com	734-764-7460
38	Rice University	Career Center	6100 Main St Houston, TX 77005	https://app.joinhandshake.com	713-348-4055
39	Texas A & M University – Commerce	Bethany Ferrall	2200 Campbell St Commerce, TX 75428	https://app.joinhandshake.com	903-468-3223
40	University of Central Missouri	Joy Grynko	415 E Clark St Warrensburg, MO 64093	https://app.joinhandshake.com	660-543-4985
41	Washington State University	Alena Hume	1815 Wilson Rd Pullman, WA 99164	https://app.joinhandshake.com	509-335-6000
42	University of Massachusetts Amherst	Lisa Blacher	140 Hicks Way Amherst, MA 01003	https://app.joinhandshake.com	413-545-2224
43	Villanova University	Maggie Songel	E County Line Road Villanova, PA 19085	https://app.joinhandshake.com	610-519-4060
44	University of Tampa	Kelly Allegeier	401 W Kennedy Blvd, Tampa, FL 33606,	https://app.joinhandshake.com	813-253-6236
45	Tuskegee University	Kimberly Scott	1200 W. Montgomery Rd Tuskegee, AL 36088	https://app.joinhandshake.com	334-727-8011
46	Media-Match		1001 Imperial Hwy #2267 La Habra, CA 90623	www.media-match.com	323-284-5589

47	Employee referral				
48	ABC affiliate board rep				
49	NBC affiliate board rep				
50	CBS affiliate board rep				

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	Marketing Consultant	1-3,9,10,12-21,23-25,27,28,32-35,44,47	employee referral
2	Master Control Operator	1-3,5,6,8-16,19-23,25,27,29,32-35,47	Indeed
3	Marketing Consultant	1-3,5, 8,11-16,19-23,25-27,29,30,32-35,45,47	WXXV TV website
4	Master Control Operator	1,3-5,11,13-16,19-23,25,26,30,32-35,44,45,	Indeed
5	Marketing Consultant	1-3,5, 8,11-16,19-23,25-27,29,30,32-35,45,47	employee referral
6	Marketing Consultant	1-3,5, 8,11-16,19-23,25-27,29,30,32-35,45,47	WXXV TV website
7	Marketing Consultant	1-3,5, 8,11-16,19-23,25-27,29,30,32-35,45,47	WXXV TV website
8	Marketing Consultant	1-3,5, 8,11-16,19-23,25-27,29,30,32-35,45,47	Indeed

9	General Manager	6,47-50	employee referral
10	Multi Media Journalist	1-3,5-7,13,15,19-23,25,27,29,32-35,44,46,47	employee referral
11	Master Control Operator	1-3,5,6,9,13,15,19-23,25,27,29,32-35,44,45	Indeed
12	Anchor	1-3,5,6,11-15,19-23,25,27,29,32-35,44,46,47	employee referral
13	Anchor	1-3,5,6,11-15,19-23,25,27,29,32-35,44,46,47	employee referral
14	Producer	1-3,6,13-15,19-23,25,27,29,32-35,44,47	Indeed
15	Multi Media Journalist	1,3,6,9,13-15,19,23,25,27,29,32-35,44,47	Indeed
16	Newscast Director Assistant	1-3,6,9,11-13,19-23,25,27,32-35,44,45	WXXV TV website
17	Meteorologist	1-3,6,9,11-15,19-23,25,27,29,32-35,44,45	TVJobs.com
18	Meteorologist	1-3,6,9,11-15,19-23,25,27,29,32-35,44,45	Still open
19	Master Control Operator	1-3,5,6,9,13-15,19-23,25,27,32-35,44	Indeed
20	Master Control Operator	1-3,5,6,9,13-15,19-23,25,27,32-35,44	Still open
21	Marketing Consultant	1-3,5, 8,11-16,19-23,25-27,29,30,32-35,45,47	employee referral
22	Multi Media Journalist	1-3,6,8,10-23,25,27,29,32-35,44,46	Still open

D. During the previous 12 months, there were a total of 82 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	26
Mississippi State University	1
MS Association of Broadcasters	1
TV Jobs.com Broadcast Employment	4
Indeed	32
Employee Referral	18

E. Supplemental Outreach Initiatives

1. February 17, 2021: WXXV TV participated in the “Hire-a-Jag Virtual Career Fair’ hosted by University of South Alabama. WXXV TV News Director virtually met with students to recruit applicants for job openings and provided information to students who expressed an interest in pursuing a career in television broadcasting.

2. March 24, 2021: WXXV TV Business Manager participated in the webinar “Staying on Top of Your Broadcast FCC EEO Obligations” hosted by David Oxenford of the law firm Wilkinson Barker Knauer. Discussions included the need to engage in wide dissemination of information about job openings and engaging in specified outreach activities designed to educate our communities about broadcast employment even if the station does not have job openings.
3. April 13, 2021: WXXV TV Morning Anchor spoke via a zoom meeting with a Mass Communications 304 class at the University of Southern Mississippi about a ‘day in the life of a reporter’. Students were given the opportunity to ask questions regarding real life experiences. Students were encouraged to visit WXXV25.com for current open positions and information on future internship opportunities.
4. April 15, 2021: WXXV TV News Director and Morning Anchor 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 met with graduating students to critique their journalism demo reels and also participated on a panel to answer questions the students had concerning the broadcast industry. News Director conducted on campus interviews. Students were encouraged to visit WXXV25.com for current open positions.
5. July 19, 2021: WXXV TV Morning Anchor assisted at the Mississippi Association of Broadcasters “Broadcasters Bootcamp” held at the University of Southern Mississippi. This is a new program geared towards educating high school students about careers in broadcasting. Discussion included stand ups and live shots and how to use them effectively in news coverage.
6. November 18, 2021: WXXV TV National, Local and General Sales Manager and General Manager participated in the webinar “Political Broadcasting - A Refresher” hosted by David Oxenford from the law firm Wilkinson Barker Knauer LLP. Detailed information was provided as a refresher on the rules a broadcast station needs to know in preparation of the 2022 election season.

7. January 11, 2022: WXXV TV General Manager, General Sales Manager, News Director and Chief Engineer attended the Mississippi Association of Broadcasters annual conference. They were able to participate in workshops pertaining to the broadcast industry. News Director attended a session led by Kevin Benz with discussion on talent recruitment and how diverse backgrounds in newsrooms allows for different perspectives, and General Manager attended a presentation by MAB counsel Anne Goodwin Crump of the law firm Fletcher, Heald & Hildreth, P.L.C., which included a presentation on proper EEO record-keeping.
8. WXXV TV launched a virtual job fair website that will be continued year-round. Participating employers can advertise current job openings and recruit applicants. WXXV TV uses its broadcast signal to promote the virtual job fair and directs job seekers to the website to view employment opportunities.
9. WXXV TV is a participating employer in an ongoing virtual job fair hosted by our sister station, WWAY TV. The WXXV TV logo, business description and a link to our website's employment and job openings page is displayed. Interested applicants can view current job openings.
10. 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 2,392 times. These announcements are in the form of :20 second spot ads.
11. 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.
12. 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. WXXV TV General Manager and Morning Anchor conducted one hour training sessions on "The Basics of ENG and EFP Videography". These sessions were videotaped and edited into a training DVD.

13. Sales Manager and Marketing Consultants received Matrix, comScore (Rentrak), Wide Orbit and OSI training. The Sales Department has meetings which cover general business and selling techniques. Most meetings have training components. These consist of topics such as: negotiation strategies, Rentrak ratings data use, presentation methods, ChartLocal digital products and strategies.
14. Over the course of several months during the reporting period, WXXV TV Business Manager participated in self-paced and instructor led virtual training session in preparation of the transition to a new payroll system.
15. During the reporting period, WXXV managers/supervisors participated in managerial training including “Managing Ethics: Code of Conduct Training for Managers”. This training material provides information that helps managers/supervisors behave themselves ethically and promote a culture of integrity among their subordinates.
16. During the reporting period, WXXV managers/supervisors participated in video training “Management & Leadership Skills for Supervisors” as a refresher on understanding their people and knowing the right way to approach those tough challenges that seem to come up on a daily basis in the workplace.
17. WXXV TV posts vacant openings on our website and promotes our website on-air to create awareness of the opportunities at the station.
18. WXXV had to cancel station tours, job shadowing and internships due to COVID-19 protocols.

Signed:  _____

Typed Name: Donna G. Ingram
Title: Business Manager
Date: January 25, 2022
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