

## EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2023

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	Meteorologist	November 1, 2021	January 25, 2022
2	Master Control Operator	November 26, 2021	May 31, 2022

	Job Title	Date of Opening	Date Filled
3	Master Control Operator	November 26, 2021	July 18, 2022
4	Marketing Consultant	December 29, 2021	April 18, 2022
5	Marketing Consultant	December 29, 2021	April 25, 2022
6	Multi Media Journalist	January 18, 2022	April 5, 2022
7	Digital Operations Specialist	March 4, 2022	May 23, 2022
8	Marketing and Sales Assistant	March 14, 2022	July 20, 2022
9	Multi Media Journalist	May 18, 2022	June 29, 2022
10	Meteorologist	July 6, 2022	September 6, 2022
11	Marketing Consultant	July 11, 2022	September 10, 2022
12	Master Control Operator	August 6, 2022	September 15, 2022
13	Master Control Operator	August 6, 2022	November 7, 2022
14	Multi Media Journalist	September 15, 2022	September 28, 2022
15	Multi Media Journalist	December 5, 2022	January 3, 2023
16	Digital Operations Specialist	January 3, 2023	still open
17	Meteorologist	January 5, 2023	still open
18	Master Control Operator	January 5, 2023	still open
19	Marketing Consultant	January 7, 2023	January 20, 2023

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	Amanda Fontaine	855 S Pear Orchard Ridgeland, MS 39157	www.msbroadcasters.org	601-957-9121
3	University of Southern MS	Cindy Walker	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		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	https://app.joinhandshake.com	601-979-2477

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

21	University of Louisville	Karen Boston	2301 53 <sup>rd</sup> Street Louisville, KY 40292	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	502-852-6701
22	University of Miami	Richard Combs	5225 Ponce De Leon Blvd Coral Cables, FL 33146	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	305-284-5451
23	University of Georgia	Aaron Brown	825 S Lumpkin St, Athens, GA 30602	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	706-542-3375
24	Florida State University	Debbie Crowder	100 South Woodward Ave Tallahassee, FL 32306	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	850-644-6431
25	Loyola University New Orleans	Jill Boatright	636 St. Charles Avenue New Orleans, LA 70118	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	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	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	601-968-5939
28	Troy University	Lauren Cole	124 Eldridge Hall Troy, AL 36079	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	334-670-3217
29	Indeed website			www.indeed.com	
30	Fleet and Family Service Center	Audra Vanandel	NCBC Gulfport, MS 39501	audra.vanandel.ctr@navy.mil	228-871-4264
31	UNC Asheville	David Earnhardt	1 University Heights Asheville, NC 28804	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	828-251-6515
32	UNC – Chapel Hill	Teresa Holt	Howell Hall Campus Box 3365	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	919-962-3593

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

45	Tuskegee University	Kimberly Scott	1200 W. Montgomery Rd Tuskegee, AL 36088	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	334-727-8011
46	Media-Match		1001 Imperial Hwy #2267 La Habra, CA 90623	<a href="http://www.media-match.com">www.media-match.com</a>	323-284-5589
47	Employee referral				
48	JazzHR			<a href="mailto:Info.jazzhr.com">Info.jazzhr.com</a>	
49	LinkedIn			<a href="http://www.linkedin.com">www.linkedin.com</a>	

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	Meteorologist	1-3,6,9,11-15,19-23,25,27,29,32-35,44,45,47	Indeed
2	Master Control Operator	1-3,5,6,9,13-15,19-23,25,27,32-35,44	Indeed
3	Master Control Operator	1-3,5,6,9,13-15,19-23,25,27,32-35,44	Indeed

4	Marketing Consultant	1-3,9,10,13-20,22,23,25,27,32-35,44,48	WXXV TV website
5	Marketing Consultant	1-3,5, 8,11-16,19-23,25-27,29,30,32-35,45,47	Indeed
6	Multi Media Journalist	1-3,6,8-16, 18-20,22,23,25,27,29,32-35,44,46	University of Southern Mississippi
7	Digital Operations Specialist	1, 2, 6, 8-10,12-23,25,27,32-35,44,47-49	employee referral
8	Marketing and Sales Assistant	1-3,5,8-20-22,23,25,27-44,48	WXXV TV website
9	Multi Media Journalist	1,3,6,8-10,13-20,22,23,25,27,29,32-35,44,48	Indeed
10	Meteorologist	1-3,6,8,10,11,13-23,25,27,29,32-35,44,46,48	WXXV TV website
11	Marketing Consultant	1-3,5, 8,11-16,19-23,25-27,29,30,32-35,45,47	employee referral
12	Master Control Operator	1-3,5,6,9,13-15,19-23,25,27,32-35,44	Indeed
13	Master Control Operator	1-3,5,6,9,13-15,19-23,25,27,32-35,44	Indeed
14	Multi Media Journalist	1-3,6,8-11,13-20,22,23,25,27,29,32-35,44,46	University of Southern MS
15	Multi Media Journalist	1-3,6,8-20,22,23,25,27,29,32-35,44	Indeed
16	Digital Operations Specialist	1-3,5,6,8-20,22,23,25,27,29,32-35,44,48	still open
17	Meteorologist	1-3,5,6,8-11,13-18,20,22,23,25,27,29,32-35,44,48	still open
18	Master Control Operator	1,2,4-6,8-10,12,14,16-18,22,23,29	still open
19	Marketing Consultant	1-3,6,9,10,13-20,22,23,25,27,29,32-35,44,48,49	Indeed



D. During the previous 12 months, there were a total of 52 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	10
University of Southern Mississippi	4
TV Jobs.com Broadcast Employment	1
Indeed	28
Employee Referral	3
JazzHR	1
LinkedIn	5

## E. Supplemental Outreach Initiatives

1. February 22, 2022: WXXV TV News Director and Sports Director 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](http://WXXV25.com) for current open positions.
2. March 8, 2022: WXXV TV participated in the "Careers on the Coast Networking and Job Fair" that took place at the University of Southern Mississippi's Gulf Park Campus. WXXV TV General Manager and Sales Manager met with students to recruit applicants for job openings, conducted on campus interviews and provided information to students who expressed an interest in pursuing a career in television broadcasting. Students were encouraged to visit [WXXV25.com](http://WXXV25.com) for current open positions.
3. September 15, 2022: WXXV TV General Manager and News Director attended the Mississippi Association of Broadcasters conference. They were able to participate in workshops pertaining to the broadcast industry. The News Director attended a workshop on diversity - "Building Bridges Beyond Biases" and the General Manager attended a workshop lead by MAB counsel Anne Crump with Fletcher, Health & Hildreth who presented an update on the latest DC news for managers along with discussion of diversity in the workplace and proper EEO record-keeping.
4. October 20, 2022: WXXV TV General Manager and News Director participated in the Mississippi and Michigan Broadcasters Association's WebEx on Newsroom retention and recruitment which included a presentation by Kevin Benz "Retain to Recruit – A Better Answer to Staffing the Newsroom".

5. 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.
6. WXXV TV 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 3,429 times. These announcements are in the form of :30 second spot ads.
7. During the reporting period, WXXV TV 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.
8. 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. Newsroom staff participated in an in-house seminar on Social Media Strategy – best practices for a unified front to maximize social media opportunities from the newsroom. These sessions were recorded and archived for continual training.
9. 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.
10. During the reporting period, WXXV TV 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.

11. During the reporting period, WXXV TV 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.
12. During the reporting report several school groups toured the station and observed the daily operations of a TV station. Four participants were given an in depth look at the making of a television commercial and a live news broadcast. Station personnel discussed education that would be needed for a career in broadcasting and the opportunities of employment in broadcasting.
13. During the reporting period WXXV TV 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 participated in community events.
14. 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 performing their daily tasks.
15. WXXV TV participates in an on-going Internship program 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 credits.
16. WXXV TV posts vacant openings on our website and promotes our website on-air and across social media platforms to create awareness of the opportunities at the station.