

EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2025

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:

	Job Title	Date of Opening	Date Filled
1	Sales Manager	December 17, 2023	January 29, 2024
2	Multi Media Journalist	December 18, 2023	March 21, 2024

	Job Title	Date of Opening	Date Filled
3	Multi Media Journalist	December 18, 2023	April 30, 2024
4	Multi Media Journalist	December 18, 2023	April 30, 2024
5	Multi Media Journalist	December 18, 2023	May 2, 2024
6	Graphic Artist	February 16, 2024	March 6, 2024
7	News Anchor	March 15, 2024	April 24, 2024
8	Meteorologist/Multi Media Journalist	March 15, 2024	April 24, 2024
9	Master Control Operator	April 25, 2024	June 11, 2024
10	Marketing Consultant	April 25, 2024	June 16, 2024
11	Marketing Consultant	April 25, 2024	August 15, 2024
12	Marketing Consultant	April 25, 2024	August 16, 2024
13	Marketing Consultant	April 25, 2024	September 19, 2024
14	Marketing Consultant	April 25, 2024	October 4, 2024
15	Chief Meteorologist	June 25, 2024	July 29, 2024
16	Digital Operations Specialist	June 25, 2024	August 16, 2024
17	Traffic Assistant	June 28, 2024	July 23, 2024
18	Master Control Operator	July 15, 2024	July 31, 2024
19	Master Control Operator	July 15, 2024	August 19, 2024
20	Master Control Operator	July 15, 2024	November 15, 2024
21	Multi Media Journalist	August 19, 2024	September 17, 2024
22	Marketing Consultant	October 12, 2024	November 6, 2024

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 website	Andrew Fountain	14351 Highway 49 Gulfport, MS 39503	www.wxv25.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	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 Parsanalal	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	https://lsu-csm.symplicity.com	225-578-3202

			Baton Rouge, LA 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 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	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	Audra Vanandel	NCBC Gulfport, MS 39501	audra.vanadel.ctr@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 Chapel Hill, NC 27599	https://app.joinhandshake.com	919-962-3593
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	JazzHR			Info.jazzhr.com	
49	LinkedIn			www.linkedin.com	
50	Spots n Dots	Gene McKay	1635 Old Hwy 41 NW Adairsville, GA 30103	issues@spotsndots.com	888-884-2630
51	Media Recruiter	Art Scott	10582 Parkington Lane #37B Highlands Ranch, CO 80126	art@mediarecruiter.com	303-400-5150

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	Sales Manager	1-2,6,29,46-48,50-51	Spots n Dots
2	Multi Media Journalist	1-3,6,8-10,12-15,17,19-20,22-23,25,27-29,31-35,37-44,46,48	WXXV TV website
3	Multi Media Journalist	1-3,6,8-10,12-15,17,19-20,22-23,25,27-29,31-35,37-44,46,48	LinkedIn
4	Multi Media Journalist	1-3,6,8-10,12-15,17,19-20,22-23,25,27-29,31-35,37-44,46,48	WXXV TV website
5	Multi Media Journalist	1-3,6,8-10,12-15,17,19-20,22-23,25,27-29,31-35,37-44,46,48	LinkedIn
6	Graphic Artist	1,3,5,8-10,12-20,22-23,25,27,29,31-33,35-44,48	Indeed
7	News Anchor	1-3,6,8-20,22-23,25,27-29,31-44,46,48	WXXV TV website
8	Meteorologist	1-3,5-6,8-20,22-23,25,27-29,31-44,46,48	WXXV TV website
9	Master Control Operator	1,5,29,47-48	employee referral
10	Marketing Consultant	1-3,8-20,23,25,27-29,31-37,39-44,46,48	WXXV TV website
11	Marketing Consultant	1-3,8-20,23,25,27-29,31-37,39-44,46,48	WXXV TV website
12	Marketing Consultant	1-3,8-20,23,25,27-29,31-37,39-44,46,48	WXXV TV website
13	Marketing Consultant	1-3,8-20,23,25,27-29,31-37,39-44,46,48	JazzHR
14	Marketing Consultant	1-3,8-20,23,25,27-29,31-37,39-44,46,48	JazzHR
15	Chief Meteorologist	1-3,6,8-20,22-23,25,27,29,31-33,35-37,40-44,46-48	WXXV TV website
16	Digital Operations Specialist	1,3,5,8-20,22-23,25,27-29,31-37,40-44,48	WXXV TV website
17	Traffic Assistant	1,3,5,8-10,12-20,22-23,25,27,29,31-37,39-44,47	employee referral
18	Master Control Operator	1,5,29,48	Indeed

19	Master Control Operator	1,5,29,48	Indeed
20	Master Control Operator	1,5,29,48	Indeed
21	Multi Media Journalist	1-3,6,8-10,12-17,19-20,23,25,27,29,31-32,34-37,40,42-44,49	LinkedIn
22	Marketing Consultant	1-3,8-20,23,25,27-29,31-37,39-44,46,48	WXXV TV website

D. During the previous 12 months, there were a total of 129 applicants 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	57
Indeed	40
employee referral	8
LinkedIn	6
Spots n Dots	5
Media Recruiter	2
JazzHR	8
WXXV Job Fair	3

E. Supplemental Outreach Initiatives

1. January 25, 2024: WXXV TV sponsored and hosted a Job Fair at the Courtyard by Marriott Event Center in Gulfport, MS. The station was responsible for organizing the event, selecting the location and recruiting employer participants. WXXV TV participated as a potential employer along with 47 other businesses. Approximately 300 job seekers attended. WXXV TV used its broadcast signal and website to recruit employers to participate in the job fair as well as inform job seekers of the event. WXXV TV aired these announcements across our 3 broadcast networks a combined total of 1,060 times. These announcements are in the form of :30 second spot ads.
2. February 29, 2024: WXXV TV News 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 broadcasters 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. He 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.
3. March 5, 2024: WXXV TV Sales Manager and News Director participated in the University of Southern Mississippi Gulf Park Careers on the Coast Networking and Job Fair. Interviews were conducted with potential candidates for job openings in Marketing and News. Attendees were given a postcard with a QR code that links to the WXXV TV website employment page for an up-to-date listing of job openings.
4. March 19, 2024: WXXV TV News Director participated in Mississippi Association of Broadcasters Day at Mississippi State University in Starkville, MS. He 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. March 20, 2024: WXXV TV News Director participated in the Pearl River Community College 2024 Career Fair on the Poplarville campus. He met with graduating students in search of employment opportunities in Business, Marketing and Radio, Television and Film. The event gave students an opportunity to connect with career professionals.
6. April 3, 2024: WXXV TV News Director participated in the Mississippi of Association of Broadcasters Day at the University of Mississippi in Oxford, MS. News Directors from around the state were at the School of Journalism to talk with juniors and seniors about openings at their station. He reviewed and critiqued video packages submitted by college students. The critique session is a learning tool for the students to understand what television stations are looking for when evaluating prospective employees. He met with students seeking internships and employment in broadcast journalism.
7. May 22, 2024: WXXV TV sponsored and hosted a Job Fair at the Biloxi Civic Center. The station was responsible for organizing the event, selecting the location and recruiting employer participants. WXXV TV participated as a potential employer along with 21 other businesses. Approximately 200 job seekers attended. Job seekers were given a postcard with a QR code that links to the WXXV TV website employment page for an up-to-date listing of job openings. WXXV TV used its broadcast signal and website to recruit employers to participate in the job fair as well as inform job seekers of the event. WXXV TV aired these announcements across our 3 broadcast networks a combined total of 514 times. These announcements are in the form of :30 second spot ads.
8. September 26, 2024: WXXV TV sponsored and hosted a Job Fair at the City of Gulfport Lyman Community Center. The station was responsible for organizing the event, selecting the location and recruiting employer participants. WXXV TV participated as a potential employer along with 30 other businesses. Approximately 300 job seekers attended. WXXV TV used its broadcast signal and website to recruit employers to participate in the job fair as well as inform job seekers of the event. Job seekers were given a postcard with a QR code that links to the WXXV TV website employment page for an up-to-date listing of job openings. WXXV TV used its broadcast signal and

website to recruit employers to participate in the job fair as well as inform job seekers of the event. WXXV TV aired these announcements across our 3 broadcast networks a combined total of 442 times. These announcements are in the form of :30 second spot ads.

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. 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.
11. 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.
12. 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.
13. 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.

14. 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.
15. During the reporting period, various school groups 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 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.
16. 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 participates in community events.
17. 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.