

EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2013

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.	Account Executive	November 20, 2011	January 30, 2012
2.	Master Control Operator	March 9, 2012	April 16, 2012
3.	Media Manager	August 20, 2012	September 17, 2012
4.	Account Executive	August 20, 2012	November 6, 2012
5.	Master Control Operator	August 31, 2012	October 1, 2012
6.	Master Control Operator	August 31, 2012	November 14, 2012

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:

<u>Recruitment Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>
1. MS Department of Employment*	10162 Southpark Dr Gulfport, MS 39503	Al Brooken	228-897-6900
2. Alcorn State University	1000 ASU Drive Lorman, MS 39096-7500	Alice Shannon	601-877-6325
3. Jackson State University	1400 John R. Lynch St. Jackson, MS 39217	Ms. D. Whitley	601-979-2477
4. MS Valley State University	14000 Hwy 82 West Itta Bena, MS 38941-1400	Alisha Rose	662-254-3440
5. MGC Community College Jeff Davis Campus	2226 Switzer Road Gulfport, MS 39507	Roxanne Towles	228-896-2534
6. MGC Community College Jackson County Campus	2300 Hwy 90 Gautier, MS 39553	Rebecca Gregory	228-497-7628
7. NAACP/Biloxi Branch	260 Main Street Biloxi, MS 39530	James Crowell	228-432-0206
8. MGC Community College Perkinston Campus	P O Box 548 Perkinston, MS 39573	Jane Gilbert	601-928-6268
9. MS University for Women Director of Career Center	W Box 1607 Columbus, MS 39701	Towanda Williams	662-241-7619
10. Keesler Air Force Base* Employment Assistance	81 MSS/DPF 500 Fisher St., Rm 126 Keesler AFB, MS 39532-2554	Lana Smith	228-377-8593
11. MS Assoc of Broadcasters*	855 S Pear Orchard Rd Suite 403 Ridgeland, MS 39157	Jackie Lett	601-957-9121
12. WXXV TV Fox 25 web site*	14351 Highway 49 Gulfport, MS 39503	Leah Mays	228-832-2525

13. University of Southern MS* 125 McLemore Hall Margaret Williams 601-266-6746
Hattiesburg, MS 39401
14. TV Jobs.com P O Box 4116 www.tvjobs.com 800-374-0119
Broadcast Employment Oceanside, CA 92042
15. MS Department of Rehabilitation 10280 Larkin Smith Dr Sandra Andrade 228-897-7616
Gulfport, MS 39503
16. MS State University 300 Montgomery Hall www.career.msstate.edu 662-325-3344
MS State, MS 39762
17. University of MS Career Services 303E Martindale Amanda Walker 662-915-5984
University, MS 38677
18. Pearl River Community College* 101 Hwy 11 N Box 5389 Dr Ann Moore 601-403-1183
Poplarville, MS 39470
19. MS Employment Commission 454 Highway 90 Ste C Angelia Fontenot 228-466-5041
Hancock County* Waveland, MS 39576-2557
20. MS Employment Commission P O Box 1058 Caroline Fowler 228-762-4713
Pascagoula Office* Pascagoula, MS 39568
21. Medialine.com P O Box 51909 www.medialine.com 800-237-8073
Pacific Grove, CA 93950
22. MS Employment Commission P O Box 15428 Robert Huddleston 601-584-1202
Hattiesburg Office* Hattiesburg, MS 39401
23. William Carey University* 498 Tuscan Ave Leslie Sellers 601-318-6209
Hattiesburg, MS 39401

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:

<u>Job Title</u>	<u>Recruitment Source Referring Hiree</u>	<u>Recruitment Sources Contacted</u>
1. Account Executive	station website	RS #1-23
2. Master Control Operator	employee referral	RS #1-23
3. Media Manager	station website	RS #1-23
4. Account Executive	station website	RS #1-23
5. Master Control Operator	employee referral	RS #1-23
6. Master Control Operator	walk-in	RS #1-23

- D. During the previous 12 months, there were a total of 32 people interviewed for vacancies for full-time positions. The following is a list of the total number of interviewees referred by each recruitment source show in Section B above:

<u>Recruitment Source</u>	<u>Total No. of Interviewees</u>
1. WXXV TV Fox 25 employee referral	10
2. WXXV website	9
3. MS Employment Commission – Harrison Co	5
4. MS Association of Broadcasters	1
5. MS Employment Commission – Hancock Co	1
6. Spring Southern Region Military & Civilian Job Fair	1
7. TV Jobs.com	1
8. People with Disabilities/Disabled Veterans Job Fair	3
9. Walk – In	1


- E. During the last 12 months, the station employment unit engaged in the following initiatives (provide full details, including an explanation if no initiatives were conducted during the period involved):

1. During the period April 3, 2012 thru April 30, 2012, WXXV TV participated with the Mississippi Association of Broadcasters by airing 393 announcements promoting the MAB Scholarship Program. The scholarship program has been established to see broadcasting as a profession passed on to qualified, outstanding men and women and to encourage students to enter broadcasting as a career and to seek the best quality of education in the field.
2. March 6, 2012: WXXV TV participated in the 2012 Career and Internship Fair at the University of Southern Mississippi's School of Mass Communication and Journalism. Applications were accepted for open positions and internship applications were distributed to interested students. Materials and information concerning types of positions available in the broadcast field were distributed.
3. April 10, 2012: WXXV TV participated as a primary sponsor for the Spring Southern Region Job Fair with the Governor's Job Fair Network of Mississippi. During this event, information and materials were given out concerning types of positions available in the broadcast field. There were 1500+ job applicants in attendance. WXXV TV participated as a potential employer.
4. April 18, 2012: WXXV TV participated in a career/internship fair at MS Gulf Coast Community College – Jeff Davis Campus. During this event, applications were accepted for open positions. Also, information and materials concerning types of positions available in the broadcast field.

5. April 19, 2012: WXXV TV General Manager participated in “MAB on Campus” at the University of Southern Mississippi. 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. He met with graduating students to critique their journalism demos and participated on a panel to answer any questions the students had concerning the broadcast industry.
6. April 25, 2012: Current job openings at WXXV TV were promoted by Kevin Helton, Production Manager for WWAY at the Cape Fear Community College – North Campus, Wilmington, NC. He discussed with students employment opportunities in the broadcast industry. About 150 stopped by the table and 30 employers participated.
7. June 5, 2012: WXXV TV Business Manager participated in the Mississippi Association of Broadcasters Seminar & Webcast with David Oxenford on “Navigating the FCC’s Equal Employment Opportunity Rules”.
8. October 4, 2012: WXXV TV participated in the People with Disabilities/Disabled Veterans Job Fair hosted by Disability Connection. During this event information and materials concerning types of positions available in the broadcast field were distributed. Applications were accepted for open positions. WXXV TV also ran 132 spots promoting the job fair.
9. October 26, 2012: WXXV TV participated in a Career Day at Pass Road Elementary. The students were introduced to the many career opportunities in broadcasting. The students were allowed a Question and Answer time regarding the day to day operations of a television station.
10. WXXV TV helped develop and participates in the Mississippi Association of Broadcasters Mentor Program. The purpose of the program is to reach out to Mississippi’s college and university broadcast programs and develop relationships with academic programs that are preparing future broadcasters. The program provides information, guidance and knowledge to college broadcast programs to help them remain informed about a quickly changing industry. The Mentor Program is designed to expose students to all aspects of the industry and provide guidance about current trends. The program allows all departments in the broadcast industry to participate in the mentoring process.
11. March – May 2012: WXXV TV worked with the students of the broadcasting class at Gautier High School mentoring them on how to write script, video, create and produce. The program allowed them to have “real-life” experience in developing and creating an on-air commercial. Station personnel discussed education that would be needed for a career in broadcasting and the opportunities of employment in broadcasting.

12. During this reporting period several Boy Scout Troops toured the station and observed the daily operations of a TV station. The troops had 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.
13. WXXV TV participates in an on-going Internship program with William Carey College and University of Southern Mississippi. 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.
14. 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 22, 2013

Telephone No: 228-831-5201