

# EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2019

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 Operator	December 14, 2017	February 14, 2018
2	Master Control Operator	December 14, 2017	February 19, 2018
3	Producer	January 31, 2018	February 27, 2018
4	Multi Media Journalist	March 26, 2018	May 30, 2018
5	Multi Media Journalist	March 26, 2016	June 13, 2018
6	Account Executive	April 18, 2018	May 21, 2018
7	Master Control Operator	April 25, 2018	June 6, 2018
8	Multi Media Journalist	August 21, 2018	October 11, 2018
9	Multi Media Journalist	August 21, 2018	November 15, 2018
10	Producer	September 14, 2018	November 13, 2018
11	Master Control Operator	October 9, 2018	November 29, 2018
12	Anchor/Reporter	November 5, 2018	December 3, 2018
13	Assistant Newscast Director	November 11, 2018	January 3, 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	<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		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		1200 SGA Dr Hammond, LA 70402	<a href="mailto:lharrison@southeastern.edu">lharrison@southeastern.edu</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 Alabama	Linda Cardan	3400 Ferguson Center Tuscaloosa, AL 35487	<a href="https://app.joinhandshake.com">https://app.joinhandshake.com</a>	205-348-5848
22	University of Miami	Richard Combs	5225 Ponce De Leon Blvd Coral Gables, 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	Employee Referral				
26	Governor's Job Fair				
27	Current Employee				
28	Walk - In				
29	Transfer from another Morris Multimedia station				

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 Operator	1,2,3,4,5,6,8,9,10,13,14,15,16,17,18,19,21,22,23,24,25,27	5
2	Master Control Operator	1,2,3,4,5,6,8,9,10,13,14,15,16,17,18,19,21,22,23,24,25,27	1
3	Producer	1,2,3,6,7,8,9,10,13,14,15,16,17,18,19,21,22,23,24,27	19
4	Multi Media Journalist	1,2,3,6,7,8,9,10,13,14,15,16,17,18,19,21,22,23,24,27	1
5	Multi Media Journalist	1,2,3,6,7,8,9,10,13,14,15,16,17,18,19,21,22,23,24,27	6
6	Account Executive	1,2,3,5,6,8,9,10,13,14,15,16,17,18,19,21,22,23,24,25,26	26
7	Master Control Operator	1,2,3,4,5,6,8,9,10,13,14,15,16,17,18,19,21,22,23,24	1
8	Multi Media Journalist	1,2,3,6,7,8,9,10,13,14,15,16,17,18,19,21,22,23,24,27	6
9	Multi Media Journalist	1,2,3,6,7,8,9,10,13,14,15,16,17,18,19,21,22,23,24,27	19
10	Producer	1,2,3,6,7,8,9,10,13,14,15,16,17,18,19,21,22,23,24,27	27
11	Master Control Operator	1,2,3,4,5,6,8,9,10,13,14,15,16,17,18,19,21,22,23,24	1
12	Anchor/Reporter	1,2,3,6,7,8,9,10,13,14,15,16,17,18,19,21,22,23,24,30	30
13	Assistant Newscast Director	1,2,3,5,6,8,9,10,13,14,15,16,17,18,19,21,22,23,24,27	1

D. During the previous 12 months, there were a total of 50 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	15
University of Southern Mississippi	1
MS Department of Employment	2
TV Jobs.com Broadcast Employment	11
Southeastern Louisiana University	3
Employee Referral	1
Governor's Job Fair	4
Current Employee	12
Transfer from another Morris Multimedia station	1

## E. Supplemental Outreach Initiatives

1. April 10, 2018: WXXV TV participated in the 2018 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 were accepted for open positions. Information and materials were given out concerning types of positions available in the broadcast field. WXXV TV participated as a potential employer.
2. April 18, 2018: 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 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 and conducted on campus interviews.
3. 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.
4. 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.
5. 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.
6. 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.



7. 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 1,594 times. These announcements will appear in the form of :20 second spot ads.
8. 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 Flex Ticker, 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. Engineer and Master Control Operators received training on the new Nverzion Master Control system. Sales Manager and Account Executives received Matrix, comScore (Rentrak), 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 ratings data use, presentation methods, ChartLocal digital products and strategies.
9. 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, 2019

Telephone No: 228-831-5201