

## EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2015

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.	Meteorologist/Reporter	January 24, 2014	June 3, 2014
2.	Weathercaster/Reporter	February 11, 2014	April 14, 2014
3.	Account Executive	February 12, 2014	August 7, 2014
4.	Multimedia Journalist	June 3, 2014	June 16, 2014
5.	Production Assistant	June 23, 2014	July 8, 2014
6.	Master Control Operator	June 26, 2014	July 28, 2014

7.	Production Assistant	July 15, 2014	August 11, 2014
8.	Newscast Editor/Production	July 22, 2014	July 31, 2014
9.	Multimedia Journalist	October 29, 2014	December 8, 2014
10.	Account Executive	December 5, 2014	January 19, 2015

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. WXXV TV web site*	14351 Highway 49 Gulfport, MS 39503	Ed Burkhardt	228-832-2525
2. MS Assoc of Broadcasters*	855 S Pear Orchard Rd Suite 403 Ridgeland, MS 39157	Jackie Lett	601-957-9121
3. University of Southern MS*	125 McLemore Hall Hattiesburg, MS 39401	Margaret Williams	601-266-6746
4. Pearl River Community College*	101 Hwy 11 N Box 5389 Poplarville, MS 39470	Dr Ann Moore	601-403-1183
5. MS Department of Employment*	P O Box 2849 Gulfport, MS 39503	Al Brooken	228-897-6900
6. TV Jobs.com Broadcast Employment	P O Box 4116 Oceanside, CA 92042	<a href="http://www.tvjobs.com">www.tvjobs.com</a>	800-374-0119
7. Medialine.com	P O Box 51909 Pacific Grove, CA 93950	<a href="http://www.medialine.com">www.medialine.com</a>	800-237-8073
8. Media-Match	8112 ½ W 3 <sup>rd</sup> Street Los Angeles, CA 90048	<a href="http://www.media-match.com">www.media-match.com</a>	323-284-5589
9. Keesler Air Force Base Employment Assistance	81 MSS/DPF 500 Fisher St., Rm 126 Keesler AFB, MS 39532-2554	Lana Smith	228-377-8593

10. Jackson State University	1400 John R. Lynch St. Jackson, MS 39217	Ms. D. Whitley	601-979-2477
11. MS Valley State University	14000 Hwy 82 West Itta Bena, MS 38941-1400	Alisha Rose	662-254-3440
12. MGC Community College Jeff Davis Campus	2226 Switzer Road Gulfport, MS 39507	Roxanne Towles	228-896-2534
13. MGC Community College Jackson County Campus	2300 Hwy 90 Gautier, MS 39553	Rebecca Gregory	228-497-7628
14. NAACP/Biloxi Branch	260 Main Street Biloxi, MS 39530	James Crowell	228-432-0206
15. MGC Community College Perkinston Campus	P O Box 548 Perkinston, MS 39573	Jane Gilbert	601-928-6268
16. MS University for Women Director of Career Center	W Box 1607 Columbus, MS 39701	Towanda Williams	662-241-7619
17. Alcorn State University	1000 ASU Drive Lorman, MS 39096-7500	Alice Shannon	601-877-6325
18. 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
19. University of MS Career Services	303E Martindale University, MS 38677	Amanda Walker	662-915-5984
20. William Carey University	498 Tuscan Ave Hattiesburg, MS 39401	Leslie Sellers	601-318-6209
21. WXXV Employee Referral			
22. Walk-In			

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. Meteorologist/Reporter	TVjobs.com	RS #1-9
2. Weathercaster/Reporter	WXXV website	RS #1-9
3. Account Executive	walk in	RS #1-22
4. Multimedia Journalist	TVjobs.com	RS #1-22
5. Production Assistant	University of Southern MS	RS #1-22
6. Master Control Operator	former employee	RS #1-22
7. Production Assistant	walk in	RS #1-22
8. Newscast Editor/Production	University of Southern MS	RS #1-22
9. Multimedia Journalist	TVJobs.com	RS #1-22
10. Account Executive	employee referral	RS #1-22

D. During the previous 12 months, there were a total of 36 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>
WXXV TV employee referral	8
WXXV website	12
MS Association of Broadcasters	1
TV Jobs.com	8
University of Southern Mississippi	3
Walk – In	4

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. March 19, 2014: WXXV TV participated in the USM School of Mass Communication and Journalism Career Days 2014. 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.
2. April 8, 2014: WXXV TV participated as a primary sponsor for the 2014 Spring Southern Region Military and Civilian 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 2500+ job applicants in attendance. WXXV TV participated as a potential employer.

3. April 23, 2014: WXXV TV Sales Manager & News Director 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. They 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.
4. During this reporting period several Boy Scout Troops and School Groups 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.
5. 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.
6. 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.
7. 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 27, 2015

Telephone No: 228-831-5201