

## EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2016

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. Multimedia Sales Coordinator	November 18, 2014	February 2, 2014
2. Multimedia Journalist	December 5, 2014	January 26, 2015
3. Production Assistant	December 22, 2014	February 23, 2015
4. Multimedia Journalist	January 20, 2015	February 23, 2015
5. Graphic Artist	February 5, 2015	May 4, 2015
6. Account Executive	February 20, 2015	May 4, 2015

7.	Digital Content Producer	March 30, 2015	May 11, 2015
8.	Account Executive	April 12, 2015	June 29, 2015
9.	Assistant Newscast Director	April 15, 2015	May 11, 2015
10.	Multimedia Journalist	May 21, 2015	June 24, 2015
11.	Multimedia Journalist	May 21, 2015	July 9, 2015
12.	Master Control Operator	June 9, 2015	July 6, 2015
13.	Meteorologist/Reporter	June 24, 2015	August 10, 2015
14.	Newscast Production Assistant	July 6, 2015	August 3, 2015
15.	Newscast Producer	July 10, 2015	August 17, 2015
16.	Digital Sales Specialist	August 3, 2015	October 5, 2015
17.	Account Executive	August 7, 2015	September 8, 2015
18.	Production Assistant	August 12, 2015	August 25, 2015
19.	Assistant Newscast Director	August 12, 2015	August 26, 2015
20.	Production Assistant	August 12, 2015	September 1, 2015
21.	Production Assistant	August 12, 2015	September 8, 2015
22.	Meteorologist	November 9, 2015	November 13, 2015
23.	Account Executive	December 3, 2015	December 15, 2015
24.	Multimedia Journalist	December 17, 2015	January 12, 2016

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	James Capps	228-832-2525

2. MS Assoc of Broadcasters*	855 S Pear Orchard Rd Suite 403 Ridgeland, MS 39157	Karla Hooten	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	E. Hayes-Anthony <a href="mailto:www.jobplace@jsums.edu">www.jobplace@jsums.edu</a>	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	Brandon Wright	601-318-6209
21. Xavier University	1 Drexel Drive New Orleans, LA 70125	Marion Minnard	504-520-7364
22. Tulane University	6823 St Charles Avenue New Orleans, LA 70118	Susan Mickey	504-247-1739
23. Southern University at NO	6400 Press Drive New Orleans, LA 70126	Joe Marion	504-286-5389
24. University of South Alabama	6021 USA Drive South Mobile, AL 36688	<a href="http://www.myinterfase.com/usacareerservices">www.myinterfase.com/usacareerservices</a>	
25. Dillard University Mass Comm	2601 Gentilly Blvd New Orleans, LA 70122	Dr. Cleo Allen	504-816-4041
26. Louisiana State University	Dalrymple Drive Baton Rouge, LA 70803	<a href="https://lsu-csm.symplicity.com">https://lsu-csm.symplicity.com</a>	225-578-3202
27. WXXV Employee Referral			
28. Walk In			
29. Full Sail University	3300 University Blvd Winter Park, FL 32792	John-Michael Le Baron	866-807-3140

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. Multimedia Sales Coordinator	WXXV website	RS #1-23,27-28

2.	Multimedia Journalist	WXXV website	RS # 1-23
3.	Production Assistant	WXXV website	RS # 1-23,27
4.	Multimedia Journalist	TVjobs.com	RS # 1-23
5.	Graphic Artist	Full Sail University	RS # 1-23,29
6.	Account Executive	employee referral	RS # 1-28
7.	Digital Content Producer	WXXV website	RS # 1-26
8.	Assistant Newscast Director	employee referral	RS # 1-27
9.	Account Executive	employee referral	RS # 1-28
10.	Multimedia Journalist	TVjobs.com	RS # 1-26
11.	Multimedia Journalist	TVjobs.com	RS # 1-26
12.	Master Control Operator	employee referral	RS # 1-27
13.	Meteorologist/Reporter	employee referral	RS # 1-27
14.	Production Assistant	employee referral	RS # 1-27
15.	Newscast Producer	Tvjobs.com	RS # 1-26
16.	Digital Sales Specialist	MGC Community College	RS # 1-28
17.	Account Executive	walk in	RS # 1-28
18.	Production Assistant	WXXV website	RS # 1-27
19.	Assistant Newscast Director	WXXV website	RS # 1-27
20.	Production Assistant	WXXV website	RS # 1-27
21.	Production Assistant	WXXV website	RS # 1-27
22.	Meteorologist	employee referral	RS # 1-27
23.	Account Executive	employee referral	RS # 1-28
24.	Multimedia Journalist	TVjobs.com	RS # 1-26

D. During the previous 12 months, there were a total of 92 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	31
WXXV website	36
MS Department of Employment	2
TV Jobs.com	11
University of Southern Mississippi	1
Full Sail University	2
Job Fair	2
Walk – In	7

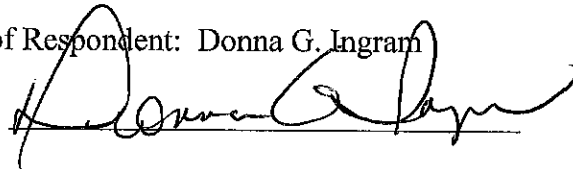
E.

1. April 1, 2015: WXXV TV Sales Manager participated in “MAB on Campus” at the University of Mississippi in Oxford, 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. 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.
2. April 7, 2015: WXXV TV participated as a primary sponsor for the 2015 Spring Southern Region Military and Civilian Job Fair with the Governor's Job Fair Network of Mississippi held in Biloxi, MS. 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 15, 2015: WXXV TV Sales Manager & 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 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 and conducted on campus interviews. News Director gave presentation to the students about how social media has changed TV news.
  4. April 16, 2015: WXXV TV participated in the USM School of Mass Communication and Journalism Career Days 2015 held in Hattiesburg, MS. 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.
  5. April 23, 2015: WXXV TV Sales Manager & News Director participated in "MAB Open House" 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 participated on a panel to answer any questions the students had concerning the broadcast industry.
  6. 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.
  7. 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.

8. 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.
9. 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.
10. During the reporting period WXXV has 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 our Dejero live shot technology and our new Media Vault archive system. 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.
11. 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, 2016

Telephone No: 228-831-5201