

EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2017

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. Digital Sales Assistant	February 22, 2016	March 17, 2016
2. Account Executive	February 7, 2016	April 11, 2016
3. General Sales Manager	April 18, 2016	May 16, 2016
4. Account Executive	April 18, 2016	June 20, 2016
5. Sports Reporter/Anchor	August 18, 2016	October 10, 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	www.tvjobs.com	800-374-0119
7. Medialine.com	P O Box 51909 Pacific Grove, CA 93950	www.medialine.com	800-237-8073
8. Media-Match	8112 ½ W 3 rd Street Los Angeles, CA 90048	www.media-match.com	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 www.jobplace@jsums.edu	601-979-2477
11. MS Valley State University	14000 Hwy 82 West Itta Bena, MS 38941-1400	Alisha Rose	662-254-3440
12. NAACP/Biloxi Branch	260 Main Street Biloxi, MS 39530	James Crowell	228-432-0206

13. MS University for Women Director of Career Center	W Box 1607 Columbus, MS 39701	Towanda Williams	662-241-7619
14. Alcorn State University	1000 ASU Drive Lorman, MS 39096-7500	Alice Shannon	601-877-6325
15. MS State University	300 Montgomery Hall MS State, MS 39762	www.career.msstate.edu	662-325-3344
16. University of MS Career Services	303E Martindale University, MS 38677	Amanda Walker	662-915-5984
17. William Carey University	498 Tuscan Ave Hattiesburg, MS 39401	Brandon Wright	601-318-6209
18. Xavier University	1 Drexel Drive New Orleans, LA 70125	Marion Minnard	504-520-7364
19. Tulane University	6823 St Charles Avenue New Orleans, LA 70118	Susan Mickey	504-247-1739
20. Southern University at NO	6400 Press Drive New Orleans, LA 70126	Joe Marion	504-286-5389
21. University of South Alabama	6021 USA Drive South Mobile, AL 36688	www.myinterfase.com/usacareerservices	
22. Dillard University Mass Comm	2601 Gentilly Blvd New Orleans, LA 70122	Dr. Cleo Allen	504-816-4041
23. Louisiana State University	Dalrymple Drive Baton Rouge, LA 70803	https://lsu-csm.symplicity.com	225-578-3202
24. WXXV Employee Referral			
25. Former Employee			
26. MediaRecruiter	9457 So University #303	Art Scott	303-400-5150
27. 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. Digital Sales Assistant	employee referral	RS #1-24
2. Account Executive	WXXV website	RS # 1-23, 27
3. General Sales Manager	former employee	RS # 1-3, 5-8, 24-26
4. Account Executive	former employee	RS # 1-25, 27
5. Sports Reporter/Anchor	WXXV website	RS # 1-23

- D. During the previous 12 months, there were a total of 14 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:

<u>Recruitment Source</u>	<u>Total No. of Interviewees</u>
WXXV TV employee referral	2
WXXV website	4
WXXV employee	1
Former WXXV employee	2
Walk – In	1
MediaRecruiter	2
University of South Alabama	1
MS State University	1

E.

1. April 5, 2016: WXXV TV participated in the 2016 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 27, 2016: 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 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 also participated on a panel to answer questions the students had concerning the broadcast industry and

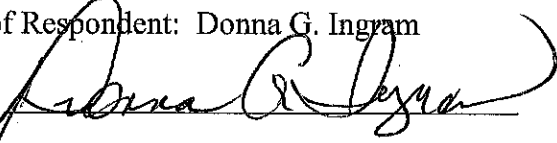
conducted on campus interviews. News Director gave presentation to the students about how social media has changed TV news.

3. April 27, 2016: WXXV TV participated in the USM School of Mass Communication and Journalism Career Days 2016 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.
4. September 26, 2016: WXXV TV personnel worked with the students in the journalism program at Pascagoula School mentoring them on how to write script, video, create and produce. Station personnel discussed education that would be needed for a career in broadcasting and the opportunities of employment in broadcasting.
5. 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.
6. 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.
7. 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.
8. WXXV TV participates in an on-going Internship program with the University of South Alabama in Mobile, AL. 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 credits. Production Interns work with producers and directors in the planning and execution of live television broadcasts; editing daily newscasts, floor directing, and equipment maintenance.
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 Media Vault archive system. Graphic Artist and Newscast Director received training on VizRT. Sales Manager and Account Executives

received comScore (Rentrak), Wide Orbit and OSI training. Business Manager successfully completed training for new payroll platform. Business Manager participated in webinars regarding the Department of Labor's new overtime rules. 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 25, 2017

Telephone No: 228-831-5201