

**EEO PUBLIC FILE REPORT
WDBD TV
January 1, 2013 TO January 31, 2014**

Recruitment Sources Used For Full-Time Vacancies

The Master List of Recruitment Sources includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.

**Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)
[With Hiree's Recruitment Source In Brackets]**

Sales Assistant (##2-16, 19, 21, 23-30, 32-34, 38-40, 45, 46) [16]
Local Sales Manager (##2, 4-5, 7-15, 19, 21, 23-30, 32, 34, 38-41) [23]
Traffic Manager (##2-16, 19, 21, 23-30, 32, 34, 38-41, 44) [16]

Total Interviewees for all Full-Time Positions

8 persons

Number of Referrals From Sources Used

#16 (2 people); #23 (3 people); #44 (1 person); #45 (2 people)

Supplemental Outreach Activities

FCC Menu Of Recruitment Initiative contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the period (usually the prior year), including station personnel involvement.

See Attachments

MASTER LIST OF RECRUITMENT SOURCES

(Sources with an asterisk (*) denote organizations that requested notification of full-time job vacancies.)

LOCAL COMMUNITY SOURCES (including name of contact person, address and phone number)

1. *Jackson WIN Job Center – Attn: Patricia Martin, P.O. Box 12410, Jackson, MS 39236-2410 – Ph. 601-961-7931 Send Job Order to FAX 601-321-7967

2.*Holmes Community College Career Planning – Pamela Fells,P.O. Box 369 Goodman, MS 39079 – Ph. 662-472-2312 FAX 662-472-9167

3.*Hinds Community College Career Center – Joe Johnson, P.O. Box 1100, Raymond, MS 39154-1100 – Ph. 601-857-3384 Register online www.collegecentral.com/hindscc

4.*Belhaven College Career Center – Camille,150 Peachtree Street Jackson, MS Ph. 601-968-8990 –Register online www.collegecentral.com/belhaven

5.*Millsap's College – Tonya Craft, 1701 N. State Street, Jackson, MS 39210 Ph. 601-974-1346 – e-mail careercenter@millsaps.edu

6.*Mississippi College Career Center – Suzi Nyberg, P.O. Box 4010 Clinton, MS 39058 – Fax 601-925-3909 – www.mc.edu/career

7.* Tougaloo College Career Planning – Gladys Jones, 500 West County Line Rd. Jackson, MS 39174 – Ph. 601-977-7817 **new contact person as of 12/2012

8. *University of Mississippi Career Center – Jonathon Harrington, Ph. 662-915-7165 Register online www.myinterfase.com/olemiss/employer/home.aspx

9. *University of Southern Mississippi Career Planning – Tina Trigg, SS Box 5014, Hattiesburg, MS 39406 – Ph. 601-266-4153 Register online www.myinterfase.com/usm/employer

10. *Alcorn State University Career Placement – Al W. Johnson, P.O. Box 390, Lorman, MS 39096 – Ph. 601-877-6325, Fax 601-877-6324

11.*Jackson State University – Alisa Hughes, 1400 Lynch Street, Jackson MS 39217 – Ph. 601-979-2477 <https://jsums-csm.symplicity.com/employers>

12. Mississippi Valley State University – Career Development, 1400 Highway 82 West, Itta Bena, MS 38941, Ph. 662-254-9041

13. Mississippi University for Women – Career Services, 1100 College Street MUW-1624, Columbus, MS 39701-5800, Ph. 662-329-4750

14. Department of Veteran's Affairs, Vocational Rehabilitation & Employment, Attn: Jennifer Armwood Ph. 601-364-7049 e-mail jennifer.armwood@va.gov

15. William Carey College, Attn: Brandon Wright, WCU 181 498 Tuscan Avenue, Hattiesburg, MS 39401 Ph. 601-318-6209 e-mail bwright@wmcarey.edu (effective 11/26/12 email postings instead of mailing letters)

16. Employee Referral/word of mouth

17. Walk In/Phone In

18. Internship

ADVERTISING SOURCES (Trades, Newspapers, Associations or Websites)

19. Mississippi Association of Broadcasters – 855 South Pear Orchard Road – Suite 403, Ridgeland MS 39157 Ph. 601-957-9121 FAX 601-957-9175 – www.msbroadcasters.org

20. RTNDA – 1600 K Street NW, Suite 700, Washington, DC 20006 – Ph. 202-467-5202

21. Media Line – Mark Shilstone, P.O. Box 51909, Pacific Grove, CA 93950 – Ph. 800-237-8073 e-mail medialine@medialine.com

22. Clarion Ledger – Lisa Parkman, 210 South Congress, Jackson, MS 39201 – Ph. 601-961-7100, Fax 601-961-7286

23. www.MSNewsNow.com

24. WDBD Station Bulletin Board

25. TV Jobs.com – Mark Holloway e-mail admin@tvjobs.com

26. Graeme Newell Marketing Ideanet – slizik@602communications.com Sandy Lizik

27. NAJA.com Native American Journalists Association email Jeff Harjo jharjo@ou.edu: Effective 12/18/13 Debra Valentino is now posting jobs. Email Debra Valentino at dvalentino@naja.com

28. National Association of Hispanic Journalists (NAHJ) <http://www.nahjcareercenter.com>

29. www.career.msstate.edu Mississippi State University

30. WDBD Promo and PSA's

31. WDBD Sales Recruitment Commercial

32. AAJA.org Asian American Journalists Association

33. Brown College, Amber Luckie-Television and Communication Career Services,
1345 Mendota Heights Road, Saint Paul MN 55120-1129 Ph. 651-905-3465
<https://my.browncollege.edu/mycampus/employer/>
34. Antonelli College – Ron Ainsworth, Director of Career Services, 2323 Lakeland Drive,
Jackson, MS 39232 Ph. 601-362-9991 Fax 601-362-2333 www.antonellicollege.edu
35. ExecuStaff – Dianne Alford, 962 North Street, Jackson, MS 39202, Ph. 601-353-
4800 Fax 601-714-4678
36. Mississippi Association of Broadcasters – Job Fair
37. TV News Gigs – Attn: Stacey Chaloux, 318 SE Jackson Street, Lee’s Summit, MO
64063
38. Pro Resources – Attn: Amanda Pritchett, 1553 E. County Line Road, #202, Jackson,
MS ,39211 Ph. 601-206-5522, Fax 601-206-5545 (New Rep as of 11/5/12)
39. Hinds Community College – Utica Campus – Attn: Frank Brown, P.O. Box 1040
Highway 18, Utica, MS 39175 Ph. 601-885-7071
40. Collective Talent – bille@michaelsmedia.com
41. Media Match.com – www.media-match.com/usa - Tammy (323) 284-5589
42. TVNewsCheck.com – www.tvnewscheck.com – Steve Stoltz (215) 901-9495
43. Broadcast Engineering – www.broadcastengineering.com – Julie Dahlstrom
Phone (312) 840-8436
44. Spots - n – Dots – Gene McKay 888-884-2630 ads@spotsndots.com
45. Mississippi College Career Fair
46. Raycom Media homepage

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ (Ongoing)

Describe Nature of Initiative:

WDBD personnel speaking engagements

WDBD employees speak at various events throughout the year, as well as emcee/host events.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

List of events (also attached):

Emcee Mississippi Bridal Show and Expo; Emcee Magee high School Beauty and Beau Pageant; Emcee "Uptown Drawdown" fundraiser for Mississippi Kidney Foundation; Panelist at Mississippi Association of Broadcasters Day at USM; Panelist at Media Ethics seminar at Belhaven; Panelist at Mississippi Association of Broadcasters Day at Ole Miss; Tougaloo College Annual Business Luncheon; Keynote Speaker at Flora Chamber of Commerce annual banquet; Read to students Gary Road Intermediate School for "Read Across America Day"; key Speaker at Provine High School; Key Speaker at Virginia College; key Speaker at Pecan Park Elementary; Emcee Annual Hometown Hero Award Program; GOLD sponsor for 2013 Susan G Komen Race for the Cure

Names of Station Personnel involved in Initiative:

Cheryl Lasseter - News Anchor/Reporter
Travis Recek - News Sports Specialist/VJ
Wilson Stribling – News Director
Tom Henson – Founder, President and CEO of American Spirit Media, LLC
Walt Grayson – News Investigative Reporter
Jewell Hillery – News Anchor/Reporter

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ (Ongoing)

Describe Nature of Initiative:

Full-time job postings on minority websites.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

All job openings in top 3 EEO categories are posted on the websites of media trade groups whose membership includes substantial participation by women and minorities, including:

National Association of Hispanic Journalists (NAHJ)
Asian American Journalists Association (AAJA)
Native American Journalists Association (NAJA)

Names of Station Personnel involved in Initiative:

Glenda Terry – Regional Business Office

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): _____ (Ongoing)

Describe Nature of Initiative:

Student Internship Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WDBD-TV offers internships to college students as a way to assess jobs and job readiness. These internships are granted to junior and senior students majoring in Communications, Mass Communications, Journalism and Broadcast Journalism from various accredited colleges and universities throughout the U.S. who have received the approval from the Dean/Chairman and/or academic advisor of their respective department(s). Upon successful completion of the program, the student received 3-4 hours of credit and a letter grade. Students were assigned to work with specific Department staffers.

Summer 2013.....1 (1 – Intern assigned to Sales)

Names of Station Personnel involved in Initiative:

Stacy Eaves – Local Sales Manager

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): February 19, 2013

Describe Nature of Initiative:

Mississippi College Career Day

Program provides students with practical and experiential skills and knowledge that will assist them in making a successful transition to adult life with the degrees in various fields of study.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WDBD spoke with students with a variety of degrees who are graduating and entering the work force.

Names of Station Personnel involved in Initiative:

Veta Jackson – GM Administrative Assistant

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 6, 2013

Describe Nature of Initiative:

USM Mass Communication/Journalism Internship/Career Day

WDAM/WLOX/WLBT/WDBD was set up at the USM Mass Com/Journalism Internship/Career Day to answer questions and take resumes from students. Contact information was taken for Junior/Senior level candidates for possible internship interviews in Sales. We also had representatives on the Portfolio/Resume review panel that advises students on the best ways to present themselves.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WDAM.WLOX/WLBT/WDBD – had the strongest media presences. Other business attending were Forrest General Hospital, Comcast, WHLT, WXXV, Clear Channel Radio, City of Hattiesburg, southern Pine Electric Power Association were just a few of the 15 other local businesses that participated.

Names of Station Personnel involved in Initiative:

Shifts were rotated between Pam McGovern – WDAM Creative Services/Marketing Director; Travis William – Marketing Producer; Wethercaster Nick Ortego; News Director Randy Swan; Anchor Karrie Legget Brown; Web Master Dave McRaney; Web Producer Mercer Morrison.

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): March 20, 2013

Describe Nature of Initiative:

Mississippi Association of Broadcasters Job Fair

Accepted applications and resumes from prospective applicants for jobs ranging from Entry-Level to Management positions. These applications and resumes will be used for current and future job openings.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WDBD, WLBT, WLOX, and WDAM co-sponsored a booth at the 2013 Mississippi Association of Broadcasters Careers in Broadcasting Job Fair. Frank Carlisle, Terri Collums, and Veta Jackson represented all four stations.

Names of Station Personnel involved in Initiative:

Frank Carlisle – Regional Affiliate Controller
Terri Collums – Assistant Affiliate Controller
Veta Jackson – GM Administrative Assistant

DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES

Date(s) of Initiative Event(s): October 2, 2013

Describe Nature of Initiative:

Jim Hill High School Mock Career Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WLBT representative, Veta Jackson, talked with students grades 9-12 about his field of work. He also talked and answered questions about journalism, mass communications, marketing, sales.

Names of Station Personnel involved in Initiative:

Veta Jackson – GM Administrative Assistant