

EEO Vacancy Information

2023

Mississippi Radio Group

2214 South Gloster Street, Tupelo, MS

Stations: WSYE-FM, WWMS-FM, WZLQ-FM, WELO AM/FM

Mississippi Radio Group is an Equal Opportunity Employer.

Total new hires 3.

Total company employees 10

EEO Vacancy Information for 2023
 San-Dow Broadcasting, JMD Broadcasting: WWMS-WSYE-WZLQ-WELO
 DBA, Mississippi Radio Group, Tupelo, MS

Position, Salesperson	Source of Hire	Interviews	Recruitment	Responses
Lementra Rogan	Referral of a client,	3	Attached	87

Position, Salesperson	Source of Hire	Interviews	Recruitment	Responses
Trayce Bannerman	Indeed,	4	Attached	32

Position, Salesperson	Source of Hire	Interviews	Recruitment	Responses
Leigh Ann Duke-McConnell,	Indeed	5	Attached	45

San-Dow Broadcasting and JMD Broadcasting Outreach Statement (aka, Mississippi Radio Group: WWMS, WSYE, WZLQ, WELO) The stations of the Mississippi Radio Group strive each year to aggressively recruit for all open positions. Each opening is distributed to several outreach locations including colleges and universities in Northeast Mississippi. It is also important to us to participate in various Job Fairs in our state to attempt to recruit qualified applicants from diverse backgrounds. At times, we recruit nationwide utilizing Indeed.

New Hire EEO Summary Report 2023

- Lemetra Rogan was hired on July 10, 2023. An opening came available for a salesperson/on-air personality. We posted the position on all of our standard sites and locations (see recruiting sources, attached). Following the due diligence that is required to find a new employee, we found Lemetra from a recommendation of a client. After interviewing 3 people over the phone and 2 individual second in-person interviews, Lemetra Rogan's experience in music and her community popularity will help her achieve her goals in our industry.
- Treyce Bannerman was hired on October 16, 2023. This opening became available, with our need for a salesperson. We posted the position on all of our standard sites and locations (see recruiting sources, attached). Treyce Bannerman submitted his resume on Indeed and personally brought his resume to our office for submission. I received phone calls recommending him for our position. We interviewed 4 people for phone interview, with 2 people for in-person interview. Treyce Bannerman organizational skills and his opportunistic attitude will serve him well during his employment with us.

New Hire EEO Summary Report 2023

- LeighAnn Duke-McConnell was hired on January 29, 2024. An opening came available when Treyce Bannerman left our company on November 17th. We posted the newly open position for a salesperson with our standard sites and locations (see recruiting sources, attached). Following the due diligence required to find a new employee, we found LeighAnn Duke-McConnell from Indeed applications. After interviewing 12 people over the phone and 5 individuals with second in-person interviews and 3 final interviews, LeighAnn Duke-McConnell sales experience and understanding of our goals will assist with her success in radio sales.

Job Fairs and Workshops 2023

- **Initiative 1:** On Thursday, March 9, 2023, Mississippi State University in Starkville, Mississippi hosted its Mississippi Association of Broadcasters Career Day in both McComas Hall and the University Library. The hours were from 9:30AM until 1:45PM. The stations were represented by General Manager, Raymond Jourdan. This event is designed to allow broadcast/journalism students to speak with industry professionals about a career in broadcasting. Items covered at MSU – 1) one on one interviews with portfolio/reel review and networking. 2) Panel discussion on careers in media.
- **Initiative 2:** On Thursday, March 22, 2023, the University of Mississippi (Ole Miss) in Oxford, Mississippi hosted its Mississippi Association of Broadcasters Career Day. This event was held Farley Hall and was held from 10AM until 3PM. The stations were represented by General Manager Raymond Jourdan. This event is designed to allow broadcast/journalism students to speak with industry professionals about a career in broadcasting. Items Cover University of Mississippi – 1) Panel session for journalism students and MSPA high school attendees. 2) Critique sessions at Bishop Hall

Job Fairs and Workshops 2023

- **Initiative 3:** On Wednesday, March 28th, the Northeast Mississippi Community College in Booneville, Mississippi hosted its annual job fair for senior students. The hours were from 10AM until 1PM and was held in the Bonner Arnold Coliseum. The stations were represented by General Manager Raymond Jourdan. The event was designed to allow students to interact with broadcast professionals about a potential career in broadcasting.
- **Initiative 4:** Monday, November 27, was on the virtual panel with University of Mississippi, P1 Futures Program to speak to students about upcoming their upcoming recruiting, being a sales professional and understanding what is requested of them. The question and answer session started at 4:00pm and continued until the class finished asking their questions. Extended an offer to interview anyone requesting an opportunity to start a career in radio.

Diversity 2023

- **Workshop: Ryan Dearbone, 823ENTERPRISESMEDIA:**
Discovering Your “Why” Through Diversity, Equity & Inclusion, January 25:

Raymond Jourdan, General Manager attended a webinar sponsored for Mississippi Association of Broadcasting featuring Ryan Dearbone discussing; Discovering Your “Why” Through Diversity, Equity & Inclusion. Ryan Dearbone brings Culture (both in the workplace and in the work product, Community changing and community building, Educating others on the different cultures, races, religion, backgrounds, education, age and more. Look past the obvious, don’t put people in a box, understand the short and long term goals of DEI, navigate the difficulties associated with DEI, make sure all voices are heard.

EEO Training 2023

- **Workshop: EEO Training: September 27, 2023**

Raymond Jourdan, General Manager attended an EEO session, at the annual conference of the Mississippi Association of Broadcasting (Session 4) featuring EEO information from FCC Attorneys Anne Crump and Daniel Brown.

Topics of discussion were upcoming EEO matters, public file reports, recruitment and reporting.

Attachment of Recruiting Sources:

- 1. University of Mississippi - Angela Palmer – 662-690-6232 1918 Briar Ridge Road Tupelo, MS 39904
- 2. Itawamba Community College - Carla Rose – 662-620-5000
- 3. MS State Employment Office - Leon Ainsworth – 662-842-4371 3200 Adams Farm Rd. Ste. 45 Belden, MS 38826
- 4. MS University for Women - Towanda Williams – 662-329-7619 1100 College St. MUW 1624 Columbus, MS 39701
- 5. Northeast MS Community College - Carrie Cobb 662-720-7265 110 Cunningham Blvd. Booneville, MS 38829
- 6. Mississippi State University - Cara Boyles – 662-325- 3344 P. O. Box P MS State University, MS 38762
- 7. University of Mississippi, School of Journalism and New Media – 114 Farley Hall, 555 Grove Loop, University of Mississippi, 38677
- 8) Mississippi State University Department of Communications, Attn: Kevin Williams, 216 President’s Circle, 130 McComas Hall, P.O. Box PF, Campus Mailstop, 9574, Mississippi State, MS 39762
- 9. NAACP Harold Arrington – 662- 844-4166 P. O. 1061 Tupelo, MS 38802
- 10. The Daily Journal 662-328-8484 P. O. Box 909 Tupelo, MS 38802
- 11. Mississippi College- Shreve Bland 601-925-7780
- 12. Mississippi Association of Broadcasters - Amanda Fontaine, 601-957-9121
- 13. Mississippi State University MAB On Campus – March 9, 2023
- 14. University of Mississippi MAB On Campus – March 22, 2023
- 15. Northeast Mississippi Community College – March 28, 2023
- 16. University of Mississippi P1 Futures Program – November 27, 2023
- 17. Mississippi Radio Group – 662-842-7658 2214 South Gloster Tupelo, MS 38801
- 18. Indeed.com – Online recruiting
- 19 On-Air ads for recruiting.