

## ANNUAL EEO PUBLIC FILE REPORT

WTVA

February 1, 2021 through January 31, 2022

The purpose of the EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WTVA

The information contained in this Report covers the time period beginning February 1, 2021 to and including January 31, 2022 (the “Applicable Period”). The FCC’s EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters listed on Appendix 1 under the column entitled “Recruitment Sources Utilized” refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed “filled” when the hiree began work. A person was deemed “interviewed” whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from February 1, 2021 through January 31, 2022

Station(s) Comprising the Station Employment Unit: WTVA

Section 1: Vacancy Information

	Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
1	Morning News Executive Producer	A-W, Y, JJ	B
2	Traffic Coordinator	A-C, Y, AA	A
3	New Producer	A-U, W, Y, JJ	D
4	News Producer	A-U, W, Y, JJ	C
5	News Producer	A-U, W, Y, JJ	D
6	Multimedia Journalist	A-U, W, Y, JJ	A
7	Multimedia Journalist	A-U, W, Y, CC, JJ	CC
8	Morning Anchor Producer	A-U, W, Y, JJ	B
9	Digital Sales Coordinator	A-U, Y, AA, JJ	A
10	IT Engineering Technician	A-L, N-S, U, Y, AA, JJ	AA
11	Traffic Coordinator	A-C, I-J, Q, U, Y, Z, AA	Z
12	News Assignment Manger	A-W, JJ	B
13			
14			
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20			

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2021 through January 31, 2022

Station(s) Comprising the Station Employment Unit: WTVA

Section 2: Recruitment Source Information

	Recruitment Source			Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	WTVA Website 1359 Beech Springs Road Saltillo, MS 38866 Zac Carlisle 662-842-7620 zcarlsie@wtva.com			Y	8
B	In House Postings WTVA P.O. Box 320 Tupelo, MS 38802 Carol Sloan 662-842-7620 <a href="mailto:csloan@WTVA.com">csloan@WTVA.com</a>			Y	3
C	On-Air WTVA Josh Ward/Carol Parker Turner P.O. Box 320 Tupelo, MS 38802 662-842-7620			Y	1

	<a href="mailto:jward@wtva.com">jward@wtva.com</a> <a href="mailto:cturner@wtva.com">cturner@wtva.com</a>				
D	Mississippi State University Career Services Center P.O. Box P Mississippi State, MS 38762 Edie Irvin 662-325-3344 <a href="mailto:eervin@careersstate.edu">eervin@careersstate.edu</a>			N	2
E	Mississippi Valley State Career Development & Placement 1400 Hwy 82W, Box 7225 Itta Bena, MS 38941-1400 To Whom It May Concern 662-254-3440 <a href="mailto:Careerservice@mvsu.edu">Careerservice@mvsu.edu</a>			N	
F	Rust College Placement Office 150 Rust Avenue Holly Springs, MS 38635 Patricia Pegues 662-252-8000			N	
G	University of Mississippi Career Services Center P.O. Box 1848 University, MS 38677 Use Handshake Application			N	
H	Tougaloo College			N	

	Placement Office 500 W. County Line Road Tougaloo, MS 39174 Sonja Jones 662-665-3018				
I	Itawamba Community College Placement Office 2716 South Eason Blvd Tupelo, MS 38801 Lee Oswalt 662-407-1536			N	
J	NE MS Community College Placement Director Box 1648 Boonville, MS 38829 Tammie Hardin 662-720-7594 <a href="mailto:twhardin@nemcc.edu">twhardin@nemcc.edu</a>			N	
K	Mississippi University for Women 1100 College St. MUW 1624 Columbus, MS 39701 Career Specialist Towanda Williams 662-241-7619 <a href="mailto:tjwilliams@muw.edu">tjwilliams@muw.edu</a>			N	
L	Jackson State University Placement Office 1400 J. R. Lynch Street Jackson, MS 39217 Ronnie Simpson			N	

	601-979-2281				
M	Delta State University Highway 8 West Cleveland, MS 38733 To Whom It May Concern 662-846-3000			N	
N	University of Alabama College of Communications Box 870152 Tuscaloosa, AL 35487-0152 Pam Doyle 205-348-9684			N	
O	University of Mississippi Director of Student Media Handshake Application			N	
P	University of Alabama-Birmingham Communications Studies Office Bldg 15- Room 223 Birmingham, AL 35294-1220 Mark Hickson 205-934-3877 <a href="mailto:ladoss@uab.edu">ladoss@uab.edu</a>			N	
Q	Itawamba Community College 602 West Hill Street Fulton, MS 38843 Donna Thomas 662-862-8244 <a href="mailto:dsthomas@iccms.edu">dsthomas@iccms.edu</a>			N	

R	Tennessee State University Department of Communications Tennessee State University 3500 John A. Merritt Blvd Nashville, TN 37209 615-963-2521			N	
S	Mississippi Employment Security Commission-MDES 3200 Adams Farm Road Belden, MS 38826 Dianne Terrill 662-842-4371			N	
T	Mississippi Association of Broadcasters 855 S. Pear Orchard Road, Suite 403 Ridgeland, MS 39157 Amanda Fontaine 601-957-9121 <a href="mailto:mab@msbroadcasters.org">mab@msbroadcasters.org</a>			N	
U	Lee County NAACP 1072 J.R. Lynch Street, Suite 10 Jackson, MS 39203 To Whom It May Concern 601-353-8452			N	
V	TV Jobs Broadcast Employee Service P.O. Box 4116 Oceanside, CA 92052			N	
W	Frank N. Magid Association Director, Talent Services Julie Seebold			N	

	651-295-5950 <a href="mailto:jseebold@magid.com">jseebold@magid.com</a>				
X	You Tube (no posts-a source to search)			N	
Y	Facebook Zac Carlisle/WTVA Digital Producer shares from our website			N	
Z	Employee Referral			N	3
AA	Indeed <a href="http://www.indeed.com">www.indeed.com</a>			N	6
BB	Walk-in/Self-Referral			N	
CC	Non-Employee Referral			N	1
DD	Job Fair			N	
EE	Exigent			N	
FF	Newscheck Media 24 W. Lancaster Avenue, Suite 205 Ardmore, PA 19003 Patty Hersh 601-420-6003			N	
GG	Medialine Pacific Grove, CA 93950-6909 913-217-0685 Medialinetalent.com/post-a-job			N	
HH	Rick Gevers & Assoc 355 E. Ohio Street #303 Indianapolis, IN 46204 317-635-7912			N	
II	Media Recruiter 9457 So. University Blvd # 303 Highlands Ranch, CO 80126 Art Scott 303-400-5150			N	
JJ	Mizzou – University of Missouri 230 Hesse Hall			N	



Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2021 through January 31, 2022

Section 3: Recruitment Initiatives

	Recruitment Initiative	Description
1	Provide training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination	During monthly department managers' meetings, we provide training to all managers with employee-management responsibilities. The station uses the "Supervisor's Legal Update" as our resource. It provides actual case studies of discrimination lawsuits and discusses best practices.
2	Participation in Job Fairs	On March 3, 2021, our News Director participated in Alcorn State University MAB Day on Campus. On April 1, 2021, our News Director participated in a virtual MAB Day on Campus – Jackson State University On April 12, 2021, our News Director participated in MAB Day on Campus – Mississippi State University They shared information about job vacancies at WTVA, collected resumes for open positions and answered attendees' questions about WTVA and careers in broadcasting in general. This is a joint effort of the Mississippi Association of Broadcasters to which WTVA is an active member participant.
3	Participate in events/programs sponsored by or on behalf of educational institutions related to careers in broadcasting	On March 4, 2021, our Television Anchor spoke with students at East Union Attendance Center in regard to a career in journalism. On October 13, 2021, our News Director met with Newswatch crew at University of Mississippi to do critiques with the reporters and producers. Instructor was Dr. Iveta Imre. On October 11, 2021, Assistant News Director participated in MAB/MPA Mississippi State Storytelling Workshop.

4	Host Job Fairs	<p>From Monday, January 18<sup>th</sup> 2021 until Friday, March 26<sup>th</sup> 2021, WTVA/WLOV hosted an Online Virtual Job Fair via WTVA.com. We had 28 businesses with their employment opportunities highlighted on our Online Job Fair portal for the public to click, learn more and apply for available positions.</p> <p>On Tuesday, June 29<sup>th</sup> 2021, WTVA/WLOV hosted our June Job Fair from 9a-2p at the Tupelo Furniture Market, Building 5. We had over 50 business in attendance speaking to the general public about the employment opportunities they had to offer our communities. WTVA had a booth and accepted resumes from job seekers.</p>