

## EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2022

Prepared by **WCBI-TV, LLC**

This report covers the following employment unit: WCBI-TV

<u>Call Sign</u>	<u>Facility ID #</u>	<u>Type of Station</u>	<u>Location</u>
WCBI - TV	12477	Commercial Television	Columbus, MS

The following is a list of all vacancies for full time jobs during the previous 12 months.

<b>Job Title</b>	<b>Date of Opening</b>	<b>Date Filled</b>
<b>Reporter / MMJ – FT</b>	<b>November 2020</b>	<b>February 2021</b>
<b>News Production – FT</b>	<b>February 2021</b>	<b>March 2021</b>
<b>Account Executive – FT</b>	<b>March 2021</b>	<b>April 2021</b>
<b>Anchor / Producer – FT</b>	<b>August 2020</b>	<b>May 2021</b>
<b>News Producer – FT</b>	<b>April 2021</b>	<b>June 2021</b>
<b>Sunrise Producer – FT.</b>	<b>June 2021</b>	<b>July 2021</b>
<b>Commercial Prod. Producer – FT</b>	<b>Feb 2021</b>	<b>July 2021</b>
<b>Chief Meteorologist – FT</b>	<b>June 2021</b>	<b>August 2021</b>
<b>Meteorologist – FT</b>	<b>July 2021</b>	<b>August 2021</b>
<b>Promotion Coordinator – FT</b>	<b>Sept 2021</b>	<b>October 2021</b>
<b>News Production – FT</b>	<b>September 2021</b>	<b>October 2021</b>
<b>Newscast Director – FT</b>	<b>August 2021</b>	<b>October 2021</b>
<b>News Production – FT</b>	<b>December 2021</b>	<b>December 2021</b>
<b>Sports Anchor / MMJ – FT</b>	<b>October 2021</b>	<b>January 2022</b>

**B. During the past twelve 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. The number of interviewees referred by each recruitment source is shown on each of the attached forms.**

**Reporter / MMJ – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, University of MS Department of New Media, Handshake College Recruiting Portal, youtube.com, Facebook and Indeed.com (Filled from in house posting / part time employee / student from University of Mississippi Department of New Media)**

**News Production - FT: In-house posting, WCBI.com, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Department of New Media. (Filled from in house posting / part time employee)**

**Account Executive – FT: In-house posting, WCBI.com, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Career Services, Facebook, LinkedIn and indeed.com (Filled by Facebook)**

**Anchor / Producer – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, University of MS Department of New Media, youtube.com, Facebook and Indeed.com (Filled by transfer from sister station in our company)**

**News Producer – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, University of MS Department of New Media, Facebook and Indeed.com (Filled by wcbi.com)**

**Sunrise Producer – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, University of MS Department of New Media, Facebook and Indeed.com (Filled by in-house posting / part-time employee)**

**Commercial Production Producer - FT: In-house posting, WCBI.com, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Department of New Media and Facebook. (Filled from in house posting / part time employee)**

**Chief Meteorologist – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State Department of Geosciences / Meteorology, youtube.com, Facebook and Indeed.com (Filled by Facebook)**

**Meteorologist – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State Department of Geosciences / Meteorology, youtube.com, Facebook and Indeed.com (Filled by wcbi.com)**

**Promotion Coordinator: FT: In-house posting, WCBI.com (Filled from in house posting / part time employee)**

**News Production - FT: In-house posting, WCBI.com, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Department of New Media. (Filled from in house posting / part time employee)**

**Newscast Director - FT: In-house posting, WCBI.com, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Department of New Media. (Filled from in house posting / part time employee)**

**News Production - FT: In-house posting, WCBI.com, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Department of New Media. (Filled from wcbi.com)**

**Sports Reporter / MMJ – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State Department of Communication, University of MS Department of New Media, youtube.com, Facebook and Indeed.com (Filled from TVjobs)**

**During the past twelve months the station employment unit engaged in the following EEO outreach efforts. (or activities)**

- a. Alcorn State University . Virtual MAB on Campus: Virtual event held over Zoom on March 3, 2021. WCBI participated in a panel discussion with students about careers in Television. We also reviewed resumes and resume reels. Mississippi Association of Broadcasters organized the event.**
- b. Jackson State University / MAB On campus: Virtual event held over Zoom on March 31, 2021. An annual event for graduating students to learn about employment opportunities in the Golden Triangle and throughout Mississippi. WCBI participated as a potential employer. Mississippi Association of Broadcasters organized the event.**
- c. Mississippi State University Dept of Communication / MAB on Campus held on April 8, 2021: An annual event for graduating students to learn about employment opportunities in the Golden Triangle and throughout Mississippi. WCBI participated as a potential employer. Mississippi Association of Broadcasters organized the event.**
- d. University of Southern Mississippi Dept of Communication / MAB on Campus held on April 15, 2021: An annual event for graduating students to learn about employment opportunities in the Golden Triangle and throughout Mississippi. WCBI participated as a potential employer. Mississippi Association of Broadcasters organized the event.**

- e. **University of Mississippi Dept of New Media and Broadcasting Career Fair / MAB on Campus held April 21, 2021: An annual on campus event for graduating students to learn about employment opportunities in the Golden Triangle and throughout Mississippi. WCBI participated as a potential employer. Mississippi Association of Broadcasters organized the event.**
- f. **WCBI Starkville Job Fair, May 25, 2021 in Starkville, MS. WCBI organized, sponsored, hosted local businesses from the area and participated as an employer at this event.**
- g. **WCBI Golden Triangle Job Fair, July 20, 2021 in Columbus, MS. WCBI organized, sponsored, hosted local businesses from the area and participated as an employer at this event.**
- h. **MUW Career Fair, Oct 20, 2021 at the MUW Campus in Columbus, MS. WCBI Participated as a vendor and spoke with graduating students plus area job seekers. <https://www.wcbi.com/mississippi-university-for-women-hosted-a-job-fair/>**
- i. **WCBI-TV Website: we post every vacant opening we have on our website and promote our website on-air to create awareness of the opportunities at the station.**
- j. **TV Jobs: Broadcasting recruiting website. WCBI used this site by posting available on-air positions such as Anchor, Reporter, Meteorologist and Producers as well as reviewed resumes posting by job seekers.**
- k. **Youtube.com: WCBI used this site by reviewing resume reels of broadcast professionals such as Anchors, Reporters and Meteorologists.**
- l. **Indeed.com: Employment recruiting website. WCBI expanded the search for key positions with specific skill sets to this employment website.**
- m. **LinkedIn: Professional networking website, WCBI used this site to target and search for a key position with a specific skill set needed for this new position.**
- n. **Handshake College Recruiting Portal: Employment recruiting website for recent college graduates. WCBI used this site to target and search for recent college graduates in the field of broadcasting.**
- o. **WCBI had to limit college internships due to COVID-19 protocols. We had 2 interns in news department and 3 interns in weather department.**
- p. **Attended the Mississippi Association of Broadcasters annual convention, Jan 11, 2022. This event included a presentation by the MAB counsel on EEO matters as well as other educational presentations on broadcast management matters.**

**Total Interviewed in the reporting period - 50 for all job openings**

**Recruitment Source for Interviewees**

**In house posting – 10**  
**TV jobs.com – 8**  
**Medialine – 0**  
**WCBI.com – 10**  
**MSU Career Center – 0**  
**MSU Dept of Communication – 1**  
**University of MS Career Services – 0**  
**University of MS – Dept of New Media- 1**  
**MUW Career Center – 0**  
**EMCC – 0**  
**MS Employment Service Commission – 0**  
**MS Dept of Human Services (WTW Lowndes County) – 0**  
**Columbus Lowndes NAACP – 0**  
**Lee County NAACP – 0**  
**Linkedin – 0**  
**Indeed.com – 7**  
**Facebook – 3**  
**You Tube – 2**  
**Referral – 8**  
**Handshake College Recruiting Portal – 0**

**RECRUITING SOURCES USED**

REFERRAL SOURCE		ADDRESS	CITY	CONTACT	INFO
WCBI WEBSITE		P.O. BOX 271	Columbus, MS 39701	Webmaster	662.327.4444
MISS STATE UNIVERSITY		P.O. Box P	Miss State, MS 39762	Luther Epting	662.325.3344
(Career Services)					
(Dept. of Communication)				Dr. Terry Likes	662-325-8033
MS University For Women		1100 College Street	Columbus MS 39701	Towanda Williams	662.241.7619
( Career Services Director)		300 Montgomery Hall			
MS Employment Security		P. O. Box 951	Columbus, MS 39703	Billy Hamilton	662.328.6876
Commission ( WIN JOB CTR)					

MS Employment Security Commission ( WIN JOB CTR)		P.O. Box 110	Tupelo MS 38802	Betsy Maxcy	662.842.4371
MS Association of Broadcasters		403D-3 Towne Center Boulevard	Ridgeland, MS 39157	Amanda Fontaine	601.957.9121
Lee County NAACP		1008 Hilda Dr	Tupelo , MS 38804	Robert Jamison	662.680.5171
Columbus Lowndes County NAACP		P.O. Box 527	Columbus, MS 39701	LaVonne Harris	662-549-2390
East MS Community College		8731 Frontage Road	Mayhew, MS	Career Services	662-243-1900
MS Dept Human Service		1604 College Street	Columbus , MS 39701	Patricia Brooks	662-329-5742
WTW - Lowndes County					
University of Mississippi		303 Martindale	University, MS 38677	Amanda Walker	662-915-7174
Career Services					
The Commercial Dispatch		PO Box 511	Columbus, MS 39703	Classifieds	662-328-2471
		<a href="mailto:classifieds@cdispach.com">classifieds@cdispach.com</a>			
Indeed.com		Indeed.com	N/A	N/A	N/A
Linkedin		Linkedin.com	N/A	N/A	N/A
Express Employment		100 Starr Ave Ste A,	Starkville, MS 39759		662-323-4070
CPI Group		112 N 5th Street	Columbus, MS 39701		662-328-1042
Handshake College Recruiting Portal		<a href="http://www.joinhandshake.com">www.joinhandshake.com</a>	N/A	N/A	N/A
Univ. Of Mississippi – Dept of New Media		133 Farley Hall	University, MS 38677	Nancy Dupont	662-915-5396
You Tube		Youtube.com	N/A	N/A	N/A
TV Jobs		tvjobs.com	N/A	N/A	N/A