

EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2017

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.

Job Title	Date of Opening	Date Filled
Videographer	April 2016	May 2016
News Production – FT	April 2016	May 2016
Digital Sales Manager – FT	March 2016	May 2016
Reporter - FT	March 2015?	June 2016
Reporter - FT	March 2015?	June 2016
Account Executive – FT	April 2016?	July 2016
Account Executive – FT	April 2016?	July 2016
News Production – FT	July 2016	July 2016
News Production – FT	July 2016	August 2016
News Production – FT	July 2016	August 2016
Digital Operations Specialist – FT	August 2016	October 2016
Meteorologist – FT	August 2016	December 2016
Promotions producer / Web – FT	October 2016	December 2016

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.

Videographer - FT: In-house posting*, WCBI.com*, Mississippi State University Career Center, 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 Job Center, The Commercial Dispatch (Filled from Mississippi State University posting)

News Production - FT: In-house posting*, WCBI.com*, Mississippi State University Career Center, 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 Job Center and The Commercial Dispatch (Filled from in-house posting)

Digital Sales Manager: Golden Triangle Employment Expo, 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 Job Center, The Commercial Dispatch and indeed.com (Filled by in-house posting)

Reporter – FT: (2 positions): In-house posting*, WCBI.com*, TV Jobs, Mississippi State University Career Center, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, University of MS Job Center, University of MS Job Center, University of Central Florida School of Communication, Troy University School of Communication, Medialine and The Commercial Dispatch (Both positions filled by tv jobs)

Account Executive.: Golden Triangle Employment Expo, 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 Job Center, The Commercial Dispatch and indeed.com (Filled by wcbi.com posting)

Account Executive.: Golden Triangle Employment Expo, 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 Job Center, The Commercial Dispatch and indeed.com (Filled by indeed.com posting)

News Production - FT: In-house posting*, WCBI.com*, Mississippi State University Career Center, 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 Job Center, The Commercial Dispatch (Filled from wcbi.com posting)

News Production - FT: In-house posting*, WCBI.com*, Mississippi State University Career Center, 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 Job Center and The Commercial Dispatch (Filled from in-house posting)

News Production - FT: In-house posting*, WCBI.com*, Mississippi State University Career Center, 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 Job Center and The Commercial Dispatch (Filled from EMCC posting)

Digital Operations Specialist.: Golden Triangle Employment Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, 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 Job Center, The Commercial Dispatch and indeed.com (Filled by Golden Triangle Employment Expo)

Meteorologist: In-house posting*, WCBI.com*, TV Jobs, Mississippi State University Career Center, 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 Job Center, University of Central Florida School of Communication, Troy University School of Communication, Medialine and The Commercial Dispatch (Filled by tv jobs)

Promotions Producer / Web: Golden Triangle Employment Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, 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 Job Center, The Commercial Dispatch and indeed.com (Filled from Mississippi University for Women)

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

- a. University of Mississippi Journalism and Broadcasting Career Fair, March 2016 - 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.**
- b. New Hope High School Career Fair, October 2016 – An event for New Hope High School students. WCBI was a sponsor and participated in the event as well.**
- c. Golden Triangle Employment Expo, October 2016 - A community wide event attracting over 1,500 job seekers and 50 area employers. WCBI was a major sponsor of this event as well as participating as a potential employer.**
- d. Mississippi Association of Broadcasters- A statewide event attracting graduating students, general public, and experienced broadcasters for this employment expo. WCBI participated as a potential employer.**
- e. 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.**

- f. Internships, WCBI-TV participates in Internship programs with Mississippi State University, University of Mississippi, Mississippi University for Women, and East Mississippi Community College. We had 15 interns during the year over the Spring Summer, and Fall semesters.
- g. High School Career Days, WCBI participated with 3 local High Schools and Junior Colleges providing classroom and career day discussion with students regarding career opportunities in the broadcast journalism area.
- h. High School Job Shadowing: WCBI participated with 3 local high schools for 3 students that expressed a desire to pursue a career in the broadcasting industry.
- i. Indeed.com: Employment recruiting website. WCBI expanded the search for key positions with specific skill sets to this employment website.
- j. Linkedin: Professional networking website, WCBI used this site to target and search for a key position with a specific skills set needed for this new position.

Total Interviewed in the reporting period - 74 for all job openings

Recruitment Source for Interviewees

Golden Triangle Employment Expo – 3

In house posting – 5

TV jobs.com – 12

Medialine – 2

Troy University School of Communication – 1

University of Central Florida School of Communication – 1

WCBI.com – 23

MSU Career Center – 6

University of MS – 2

MUW Career Center – 5

EMCC – 2

MS Employment Services – 1

Columbus Lowndes NAACP – 0

Lee County NAACP – 0

Commercial Dispatch – 1

Linkedin – 1

Indeed.com – 4

Referral – 5

RECRUITING SOURCES USED

REFERRAL SOURCE		ADDRESS	CITY	CONTACT	PHONE
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)					
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		P.O. Box 110	Tupelo MS 38802	Betsy Maxcy	662.842.4371
Commission (WIN JOB CTR)					
MS Association of Broadcasters		855 S Pear Orchard Rd	Ridgeland, MS 39157	Karla Hooten	601.957.9121
		Suite 403			
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
		classifieds@cdispatch.com			
Indeed.com		Indeed.com	N/A	N/A	N/A
Linkedin		Linkedin.com	N/A	N/A	N/A