

EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2021

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
Morning Anchor – FT	November 2019	June 2020
News Producer – FT	July 2020	August 2020
Reporter – FT	December 2019	September 2020
Sports Director – FT	June 2020	October 2020
News Director – FT	September 2020	November 2020
Account Executive – FT	December 2020	December 2020

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.

Morning Anchor – 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, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by wcbi.com)

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, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by wcbi.com)

Reporter – 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, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by TV Jobs)

Sports Director – 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, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by tvjobs)

News Director – FT: In-house posting*, WCBI.com*, TV Jobs, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, University of MS Department of New Media, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by in house hire)

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, The Commercial Dispatch, LinkedIn and indeed.com (Filled by referral)

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

- a. University of Mississippi Dept of New Media and Broadcasting Career Fair, Scheduled for March 2020 - 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. MAB / MSU Virtual Student Event: October 2020. Station participated in a virtual discussion with Mississippi State Communication Department students and faculty regarding job opportunities in broadcasting.**
- c. 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.**
- d. Indeed.com: Employment recruiting website. WCBI expanded the search for key positions with specific skill sets to this employment website.**
- e. 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.**
- f. 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.**

- g. Wise Staffing: Columbus, MS based recruiting firm. We used them for recruiting of an Account Executive position. We also partnered with them on the WCBI / Golden Triangle Employment Expo.**

During the past twelve months the station employment unit scheduled the following EEO outreach efforts. (or activities) but they were canceled due to COVID-19 protocols

- a. WCBI Starkville Job Fair, May 2020 – This event was scheduled but canceled in Starkville, MS. WCBI had organized and sponsored the event and was to participate as a potential employer.**
- b. WCBI Golden Triangle Employment Expo, August 2020 - WCBI had organized and was to sponsor the event as well as participate as a potential employer.**
- c. Mississippi Association of Broadcasters “On Campus” – These events were scheduled but canceled due to COVID-19 at various university campuses around the state. WCBI was to participate as a potential employer.**
 - a. Alcorn State University, April 2020**
 - b. University of Southern Mississippi, April 2020**
 - c. Belhaven, April 2020**
 - d. Jackson State University, October 2020**
- d. WCBI had to cancel all internships due to COVID-19 protocols**

Total Interviewed in the reporting period - 21 for all job openings

Recruitment Source for Interviewees

In house posting – 2
TV jobs.com – 11
Medialine – 0
WCBI.com – 5
MSU Career Center – 0
MSU Dept of Communication – 0
University of MS Career Services – 0
University of MS – Dept of New Media- 0
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
Commercial Dispatch – 0

Linkedin – 0
Indeed.com – 1
Referral – 2
Handshake College Recruiting Portal – 0
Wise Staffing – 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. John Forde	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		P.O. Box 110	Tupelo MS 38802	Betsy Maxcy	662.842.4371
Commission (WIN JOB CTR)					
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
		classifieds@cdispach.com			
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		www.joinhandshake.com	N/A	N/A	N/A
Univ. Of Mississippi – Dept of New Media		133 Farley Hall	University, MS 38677	Nancy Dupont	662-915-5396
Medialine		Medialine.com	N/A	N/A	N/A
TV Jobs		tvjobs.com	N/A	N/A	N/A
Wise Staffing		125 Chubby Dr,	Columbus, MS 39705	Rhonda Richardson	(662) 327-2505