

EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2012

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.

<u>Job Title</u>	<u>Date of Opening</u>	<u>Date Filled</u>
News Production	January 2011	February 2011
News Production	March 2011	April 2011
Meteorologist	March 2011	April 2011
Sports Anchor/Reporter	April 2011	May 2011
Meteorologist/Reporter	April 2011	May 2011
IT / Engineering	April 2011	May 2011
Sales Assistant	April 2011	May 2011
Webmaster	February 2011	May 2011
Sports Anchor/Reporter	June 2011	August 2011
News Production	August 2011	September 2011
Account Executive	August 2011	September 2011
Account Executive	September 2011	October 2011
Creative Service Editor	October 2011	November 2011
Chief Meteorologist	November 2011	January 2012

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.

News Production .: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch(Filled from MUW)

News Production.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch(**Filled by wcbi.com**)

Meteorologist: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch (**Filled from wcbi.com**)

Sports Anchor/Reporter: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch(**Filled TVjobs.com**)

Meteorologist /Reporter.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch(**Filled from MSU**)

IT/Engineering.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch(**Filled from Commercial Dispatch)**)

Sales Assistant.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (**Filled wcbi.com**)

Webmaster.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (**Filled wcbi.com**)

Sports Anchor/Reporter.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (**Filled TVJobs.com**)

News Production.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (**Filled in house posting**)

Account Executive.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (**Filled wcbi.com**)

Account Executive.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (**Filled wcbi.com**)

Creative Service Editor.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (**Filled wcbi.com**)

Chief Meteorologist.: Job 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) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (**Filled TVjobs.com**)

These recruitment resources produced a total of 253 applicants for the positions we had available.

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

- a. **Mississippi State University Communication Job Fair** , February 2011 – 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.
- b. **East Mississippi Community College Job Fair May 2011-** A on campus event for graduating students to learn about employment opportunities in the North MS and West Alabama area. WCBI participated as a potential employer.

- c. **Golden Triangle Employment Expo, October 2011** - 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, and Mississippi University for Women . We had 11 interns during the year over the Spring, Summer, and Fall semesters.
- g. **High School Career Days**, WCBI participated with 8 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 5 local high schools for 5 students that expressed a desire to pursue a career in the broadcasting industry.

Total Interviewed in 2011- 56 for all job openings

Recruitment Source for Interviewees

Job Expo- 8
In house posting-9
TV jobs.com - 2
WCBI.com-14
MSU Career Center-5
University of MS-1
MUW Career Center-5
MS Employment Services-3
Columbus Lowndes NAACP-0
TV Technology and Broadcast Engineering-0
Commercial Dispatch-6