

## EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2019

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>
Morning Anchor / Reporter – FT	January 2018	February 2018
Account Executive – FT	January 2018	February 2018
Account Executive – FT	January 2018	February 2018
Meteorologist – FT	March 2018	April 2018
News Production – FT	March 2018	April 2018
News Production – FT	April 2018	May 2018
Account Executive – FT	April 2018	June 2018
Sports Anchor / Reporter – FT	April 2018	June 2018
Traffic Coordinator – FT	April 2018	June 2018
Reporter - FT	July 2018	August 2018
Reporter - FT	July 2018	August 2018
News Digital Content Specialist – FT	August 2018	November 2018
Account Executive – FT	November 2018	January 2019
Reporter - FT	December 2018	January 2019

**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 / Reporter – FT: 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 Department of New Media, University of Central Florida School of Communication, Troy University School of Communication, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (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 Career Services, The Commercial Dispatch, LinkedIn and indeed.com (Filled by indeed.com)**

**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 Career Services, The Commercial Dispatch, LinkedIn and indeed.com (Filled by indeed.com)**

**Meteorologist – FT: 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 Department of New Media, University of Central Florida School of Communication, Troy University School of Communication, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by in-house posting)**

**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 and The Commercial Dispatch (Filled from in-house posting)**

**News Production - FT: In-house posting\*, WCBI Starkville Job Fair, 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 The Commercial Dispatch (Filled from in-house posting)**

**Account Executive.: WCBI Starkville Job Fair, 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 wcbi.com posting)**

**Sports Anchor / Reporter – FT: 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 Department of New Media, University of Central Florida School of Communication, Troy University School of Communication, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by TV Jobs)**

**Traffic Coordinator – FT: In-house posting\*, WCBI.com\*, WCBI Starkville Job Fair, 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, CPI group, Express Employment, LinkedIn and indeed.com (Filled by Express Employment)**

**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, EMCC, University of MS Department of New Media, University of Central Florida School of Communication, Troy University School of Communication, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by in-house posting)**

**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, EMCC, University of MS Department of New Media, University of Central Florida School of Communication, Troy University School of Communication, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by Mississippi State University Dept of Communication)**

**News Digital Content Specialist: 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 The Commercial Dispatch (Filled from Mississippi State University Dept of Communication / Internship)**

**Account Executive.: WCBI Starkville Job Fair, 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 wcbi.com posting)**

**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, EMCC, University of MS Department of New Media, University of Central Florida School of Communication, Troy University School of Communication, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by Mississippi State University Dept of Communication)**

**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, March 2018 - 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. WCBI Starkville Job Fair, May 2018 – An event held in Starkville, MS attracting more than 700 job seekers and 18 area employers. WCBI organized and sponsored the event as well as participated as a potential employer.**
- c. Golden Triangle Employment Expo, August 2018 - A community wide event attracting over 1,500 job seekers and 50 area employers. WCBI organized and sponsored the event as well as participated as a potential employer.**
- d. Mississippi Association of Broadcasters “On Campus” – These events were held at various university campuses around the state. We spent one-on-one time with Broadcast and marketing students, as well as participated in question and answer panels with students and educators. WCBI participated as a potential employer.**
  - a. University of Mississippi, 3/7/18**
  - b. Belhaven University, 4/6/18**
  - c. University of Southern Mississippi, 4/18/18**
  - d. Jackson State University, 10/16/18**
  - e. Mississippi State University, 11/7/18**
- 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, Jackson State University and East Mississippi Community College. We had 18 interns during the year over the Spring Summer, and Fall semesters.**
- g. High School Career Days, WCBI participated with 2 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.**
- k. 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.**
- l. Express Employment: Starkville based recruiting firm. We also partnered with them on the Starkville Area Job Fair.**
- m. CPI group: Columbus, MS based recruiting firm. We also partnered with them on The Golden Triangle Employment Expo.**

**Total Interviewed in the reporting period - 46 for all job openings**

#### **Recruitment Source for Interviewees**

**Golden Triangle Employment Expo – 1**  
**WCBI Starkville Job Fair – 3**  
**In house posting – 5**  
**TV jobs.com – 3**  
**Medialine – 3**  
**Troy University School of Communication – 0**  
**University of Central Florida School of Communication – 0**  
**WCBI.com – 7**  
**MSU Career Center – 0**  
**MSU Dept of Communication - 6**  
**University of MS Career Services – 0**  
**University of MS – Dept of New Media- 1**  
**MUW Career Center – 2**  
**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 – 2**  
**Indeed.com – 3**  
**Referral – 2**  
**Handshake College Recruiting Portal – 5**  
**Express Employment - 2**  
**CPI group – 1**

## 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		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
		<a href="mailto:classifieds@cdispatch.com">classifieds@cdispatch.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		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
University of Central Florida		12405 Aquarius Agora Dr	Orlando, FL 32816	Tim Brown	407-823-1711
TROY UNIVERSITY Hall School Of Journalism		253 Adams Administration Building	Troy, AL 36082	Jeff Spurlock	Spurlock@Troy.Edu
Medialine		Medialine.com	N/A	N/A	N/A
TV Jobs		tvjobs.com	N/A	N/A	N/A