

EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2010

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> |
|-------------------------|------------------------|--------------------|
| Account Executive/Sales | February 2009 | April 2009 |
| Meteorologist/Reporter | February 2009 | April 2009 |
| Meteorologist/Reporter | April 2009 | May 2009 |
| Anchor/Reporter | April 2009 | June 2009 |
| Production Assistant | September 2009 | October 2009 |
| IT/Engineering | September 2009 | October 2009 |
| Account Executive/Sales | October 2009 | November 2009 |
| Producer | November 2009 | January 2010 |

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.

Account Executive/Sales.: 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 and TV Jobs.com (Filled from Mississippi State University Career Center)

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 from Mississippi State University Career Center)

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 from Mississippi State University Career Center**)

Production Asst.: 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**)

IT/Engineer: 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 Technology (**Filled from WCBI.com**)

Account Executive/Sales.: 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 Job Expo**)

Producer.: 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 from TV Jobs**)

These recruitment resources produced a total of 247 applicants for the positions we had available.

During the past twelve months the station employment unit engaged EEO outreach efforts (or activities).in the following instructions for job openings at the station.

- a. **Mississippi State University Communication Job Fair** , February 2009 – 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 2009-** 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 2009 - 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 14 interns during the year over the Spring, Summer, and Fall semesters.
- g. High School Career Days, WCBI participated with 10 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 7 local high schools for 5 students that expressed a desire to pursue a career in the broadcasting industry.

Total Interviewed in 2009/2010- 35 for all jobs openings

Recruitment Source for Interviewees

Job Expo- 6

In house posting-1

TV jobs. 3

WCBI.com-4

MSU Career Center-12

University of MS-1

MUW Career Center-2

MS Employment Services-2

Columbus Lowndes NAACP-2

TV Technology and Broadcast Engineering-1

Commercial Dispatch-1