

## EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2016

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>
Account Executive-FT	Feb 2015	March 2015
Producer - FT	Feb 2015	March 2015
Anchor / Reporter-FT	March 2015	April 2015
News Production - FT	May 2015	May 2015
Reporter - FT	March 2015	May 2015
Morning Anchor-FT	May 2015	July 2015
Reporter - FT	May 2015	July 2015
Promotion Producer-FT	June 2015	July 2015
Meteorologist / Reporter-FT	June 2015	Aug 2015
Account Executive-FT	Aug 2015	Aug 2015
Digital Sales Specialist-FT	July 2015	August 2015
Traffic / Sales Asst. – FT	July 2015	Aug 2015
Webmaster-FT	Aug 2015	Oct 2015
IT/ Engineering – FT	January 2016	January 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.**

**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) MS Employment Security Commission, University of MS Job Center and The Commercial Dispatch (Filled wcbi.com)**

**Producer.: Job Expo, In-house posting\*, WCBI.com\*, TV Jobs, 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 and The Commercial Dispatch (Filled from in-house posting)**

**Anchor / Reporter:** Job Expo, In-house posting\*, WCBI.com\*, TV Jobs, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, University of MS Job Center ,The Commercial Dispatch (Filled by tv jobs)

**News Production - FT:** 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) MS Employment Security Commission, University of MS Job Center ,The Commercial Dispatch (Filled from Mississippi University for Women)

**Reporter (2 positions):** Job Expo, In-house posting\*, WCBI.com\*, TV Jobs, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, University of MS Job Center ,The Commercial Dispatch (Both positions filled by tv jobs)

**Morning Anchor:** Job Expo, In-house posting\*, WCBI.com\*, TV Jobs, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, University of MS Job Center ,The Commercial Dispatch (Filled by wcbi.com)

**Promotion 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) MS Employment Security Commission, University of MS Job Center ,The Commercial Dispatch (Filled from wcbi.com)

**Meteorologist / Reporter:** Job Expo, In-house posting\*, WCBI.com\*, TV Jobs, 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 (Filled by tv jobs)

**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) MS Employment Security Commission, University of MS Job Center and The Commercial Dispatch (Filled wcbi.com)

**Digital Sales Specialist.:** 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) MS Employment Security Commission, University of MS Job Center, The Commercial Dispatch and LinkedIn (Filled by LinkedIn)

**Traffic / 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) MS Employment Security Commission, University of MS Job Center ,The Commercial Dispatch (Filled from referral)**

**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) MS Employment Security Commission, University of MS Job Center ,The Commercial Dispatch, Indeed.com and LinkedIn (Filled by indeed.com)**

**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) MS Employment Security Commission, University of MS Job Center ,The Commercial Dispatch (Filled from wcbi.com)**

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

- a. Mississippi State University Career Fair , March 2015 – 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. University of Mississippi Career Fair, April 2015 - 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.**
- c. New Hope High School Career Fair, September 2015 – An event for New Hope High School students. WCBI was a sponsor and participated in the event as well.**
- d. Golden Triangle Employment Expo, October 2015 - 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.**
- e. 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.**

- f. **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.**
- g. **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 10 interns during the year over the Spring Summer, and Fall semesters.**
- h. **High School Career Days, WCBI participated with 6 local High Schools and Junior Colleges providing classroom and career day discussion with students regarding career opportunities in the broadcast journalism area.**
- i. **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.**
- j. **Indeed.com: Employment recruiting website. WCBI expanded the search for key positions with specific skill sets to this employment website.**
- k. **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 - 41 for all job openings**

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

***Job Expo- 0***  
***In house posting-3***  
***TV jobs.com - 11***  
***WCBI.com-16***  
***MSU Career Center-2***  
***University of MS-0***  
***MUW Career Center-2***  
***EMCC – 0***  
***MS Employment Services-1***  
***Columbus Lowndes NAACP-0***  
***TV Technology and Broadcast Engineering-0***  
***Commercial Dispatch-3***  
***Linkedin-1***  
***Indeed.com-1***  
***Referral-1***

#### **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	Jackie Lett	601.957.9121
		Suite 403			
Lee County NAACP		1008 Hilda Dr	Tupelo , MS 38804	Robert Jamison	662.680.5171
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@cdispach.com">classifieds@cdispach.com</a>			
Indeed.com		Indeed.com	N/A	N/A	N/A
Linkedin		Linkedin.com	N/A	N/A	N/A