

EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2024

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
Reporter / MMJ – FT	August 2022	February 2023
Account Manager Tupelo – FT	January 2023	February 2023
Account Manager Tupelo – FT	January 2023	March 2023
Assoc. Account Manager – FT	January 2023	April 2023
Weekend Anchor / MMJ – FT	January 2023	February 2023
Digital Sales Specialist – FT	June 2023	August 2023
Reporter / MMJ – FT	September 2022	August 2023
Account Manager – G.T. - FT	October 2023	January 2024

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.

Reporter / MMJ – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State Department of Communication, Mississippi University for Women Career Center, University of MS Department of New Media, LinkedIn, youtube.com, and Indeed.com (Filled by wcbi.com)

Account Manager Tupelo – FT: In-house posting, WCBI.com, Facebook, Jazz HR LinkedIn and indeed.com (Filled by Indeed.com)

Account Manager Tupelo – FT: In-house posting, WCBI.com, Facebook, Jazz HR LinkedIn and indeed.com (Filled by Indeed.com)

Associate Account Manager – FT: In-house posting, WCBI.com, Mississippi State University Career Center, Mississippi University for Women Career Center, University of MS Career Services, Facebook, Jazz HR LinkedIn and indeed.com (Filled by Indeed.com)

Weekend Anchor / MMJ – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State Department of Communication, Mississippi University for Women Career Center,

**University of MS Department of New Media, LinkedIn, youtube.com, and Indeed.com
(Filled by Referral)**

Digital Sales Specialist – FT: In-house posting, WCBI.com, Mississippi State University Career Center, Mississippi University for Women Career Center, University of MS Career Services, Facebook, Jazz HR, LinkedIn and indeed.com (Filled by LinkedIn)

**Reporter / MMJ – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State Department of Communication, Mississippi University for Women Career Center, University of MS Department of New Media, LinkedIn, youtube.com, and Indeed.com
(Filled by wcbi.com)**

Account Manager Golden Triangle – FT: In-house posting, WCBI.com, Mississippi State University Career Center, Mississippi University for Women Career Center, University of MS Career Services, Facebook, Jazz HR, LinkedIn and indeed.com (Filled by wcbi.com)

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

- a. 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. Mississippi State University, 3/9/23**
 - b. University of Mississippi, 3/22/23**
 - c. University of Southern Mississippi, 4/5/23**
- b. WCBI Columbus Job Fair, May 18, 2023 in Starkville, MS. WCBI organized, sponsored, hosted local businesses from the area and participated as an employer at this event.**
- c. WCBI Columbus Job Fair, Aug. 17, 2023 in Columbus, MS. WCBI organized, sponsored, hosted local businesses from the area and participated as an employer at this event.**
- d. WCBI Starkville Job Fair, Sept. 7, 2023 in Columbus, MS. WCBI organized, sponsored, hosted local businesses from the area and participated as an employer at this event.**
- e. Tupelo High School journalism career fair, Feb. 23, 2023. WCBI participated in this event along with other area business and industries for Tupelo High School**

Students to discuss different careers and pathways for broadcasting, sales and marketing.

- f. West Oktibbeha County Elementary School Career Day, May 16, 2023. WCBI participated in this event with other area businesses and industries to demonstrate and discuss different careers and pathways for broadcasting.**
- g. Calhoun County Schools Career Fair, Sept. 19, 2023. WCBI participated in this event with other area businesses and industries to demonstrate and discuss different careers and pathways for broadcasting for Juniors and Seniors in the school district.**
- h. Starkville High School Career Day, Oct. 17, 2023. WCBI participated in this event with other area businesses and industries to demonstrate and discuss different careers and pathways for broadcasting and one of our employees was keynote speaker for the event.**
- i. Calhoun County Elementary Career Fair, Oct. 25, 2023. WCBI participated in this event with other area businesses and industries to demonstrate and discuss different careers and pathways for broadcasting. WCBI set up an interview booth for the third graders to get hands-on experience.**
- j. The Golden Triangle Alumni chapter of Delta Sigma Theta Sorority Youth Career Fair, Dec. 9, 2023. WCBI participated in this event with other area businesses and industries to demonstrate and discuss different careers and pathways for broadcasting for middle schools students.**
- k. 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.**
- l. LinkedIn: Professional networking website, WCBI used this site to target and search for applicants for positions with a specific skill set needed. These postings served to inform visitors to LinkedIn, which include professionals from many different industries, of the availability of employment opportunities in broadcasting.**
- m. Jazz HR: Professional job posting and recruiting website, WCBI used this site to post all full time openings and automatically posts to Indeed, LinkedIn, Monster and Career Builder to name a few.**
- n. Internships: WCBI had 4 interns in news department, 1 intern in weather department, and 1 in production department.**

- o. Attended the Mississippi Association of Broadcasters annual convention, Sept. 27, 2023. The conference included a legal update session, attended by the WCBI general manager, which provided training in EEO matters. The conference also included other broadcast related breakout sessions that provided information and education in matters related to aspects of station operation that would assist the other WCBI staff members attending in enhancing current skills and developing new ones that could assist in advancement with WCBI or a future employer. The conference also provided station managers with an opportunity to interact with potential job applicants, including both those who are currently employed in broadcasting at other stations and those who are currently in other, related fields.**

Total Interviewed in the reporting period - 52 for all job openings

Recruitment Source for Interviewees

In house posting – 1

TV Jobs – 0

WCBI.com – 7

MSU Career Center – 1

MSU Dept of Communication – 0

University of MS Career Services – 0

University of MS – Dept of New Media- 0

MUW Career Center – 0

Win Job center – 1

Jazz HR – 1

Linkedin – 1

Indeed.com – 35

Facebook – 0

You Tube – 4

Referral – 1

Internship – 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)					
MSU Dept. of Communication			Miss State, MS 39762	Dr. Terry Likes	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 Commission (WIN JOB CTR)		P. O. Box 951	Columbus, MS 39703	Billy Hamilton	662.328.6876
Facebook		N/A	N/A	N/A/	N/A
University of Mississippi		303 Martindale	University, MS 38677	Amanda Walker	662-915-7174
Career Services					
Indeed.com		Indeed.com	N/A	N/A	N/A
Linkedin		Linkedin.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
You Tube		Youtube.com	N/A	N/A	N/A
TV Jobs		tvjobs.com	N/A	N/A	N/A