

EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2023

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
Account Manager – FT	April 2021	March 2022
Account Manager – FT	April 2021	March 2022
Reporter / MMJ – FT	October 2021	April 2022
Sports Anchor / MMJ – FT	February 2022	April 2022
Producer – FT	June 2022	July 2022
Digital Operations Specialist – FT	June 2022	July 2022
Morning Anchor – FT	February 2022	July 2022
Meteorologist – FT	April 2022	June 2022
Digital Content Specialist. – FT	August 2022	Sept 2022
Reporter / MMJ – FT	July 2022	Sept 2022
Account Manager – FT	April 2021	November 2022

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

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

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

Sports Reporter / MMJ – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State Department of Communication, University of MS Department of New Media, youtube.com, LinkedIn and Indeed.com (Filled from TVjobs)

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

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

Morning Anchor – FT: In-house posting, WCBI.com, TV Jobs, Indeed and LinkedIn (Filled by wcbi.com)

Meteorologist – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State Department of Geosciences / Meteorology, youtube.com, Facebook and Indeed.com (Filled by YouTube)

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, MS Employment Security Commission, University of MS Department of New Media, WCBI email blast, TV Jobs, Facebook and LinkedIn and (Filled by wcbi.com)

Reporter / MMJ – FT: In-house posting, WCBI.com, TV Jobs, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, University of MS Department of New Media, Handshake College Recruiting Portal, youtube.com, LinkedIn and Indeed.com (Filled from former Station Intern)

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

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. Jackson State University, 2/8/22**
 - b. Mississippi State University, 3/24/22**
 - c. University of Mississippi, 4/7/22**
- b. WCBI Golden Triangle Job Fair, Feb. 24, 2022 in Columbus, MS. WCBI organized, sponsored, hosted local businesses from the area and participated as an employer at this event.**
- c. WCBI Starkville Job Fair, May 19, 2022 in Starkville, MS. WCBI organized, sponsored, hosted local businesses from the area and participated as an employer at this event.**
- d. WCBI Golden Triangle Job Fair, Oct. 6, 2022 in Columbus, MS. WCBI organized, sponsored, hosted local businesses from the area and participated as an employer at this event.**
- e. MSU Networking Night, Feb. 21, 2022. WCBI participated in an event, with other areas businesses and industries for Mississippi State students to discuss different careers and pathways for broadcasting.**
- f. New Hope STEAM Night, Mar. 9, 2022. WCBI participated in an event, with other areas businesses and industries for New Hope High School students to discuss different careers and pathways for broadcasting.**
- g. MAU Career Panel, Tuesday June 21 at Mississippi State University. WCBI participated in a panel with other area business leaders for Mississippi educators to discuss careers and pathways in broadcasting.**
- h. WCBI participated in the first MAB Student Conference November 10, 2022 at the Jackson State University E-Center. The conference, organized by the Mississippi Association of Broadcasters, hosted broadcasting and communication majors from all over the state to hear speakers and visit with broadcasters about careers in our field. Schools participating in the events were Jackson State University, Alcorn State University, Belhaven, Hinds Community College, University of Southern**

Mississippi, University of Mississippi and Mississippi State University. More than 200 students attended the event.

- i. 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.**
- j. TV Jobs: Broadcasting recruiting website. WCBI used this site by posting available on-air positions such as Anchor, Reporter, Meteorologist and Producers as well as reviewed resumes posting by job seekers.**
- k. Youtube.com: WCBI used this site by reviewing resume reels of broadcast professionals such as Anchors, Reporters and Meteorologists.**
- l. Indeed.com: Employment recruiting website. WCBI expanded the search for key positions with specific skill sets to this employment website.**
- m. LinkedIn: Professional networking website, WCBI used this site to target and search for a key position with a specific skill set needed for this new position.**
- n. 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.**
- o. WCBI had to limited college internships due to COVID-19 protocols. We had 4 interns in news department and 1 intern in weather department.**
- p. Attended the Mississippi Association of Broadcasters annual convention, Sept. 16, 2022. The conference included a legal update session providing information about EEO, plus other broadcast related breakout sessions. The conference also provided 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 - 33 for all job openings

Recruitment Source for Interviewees

In house posting – 3

TV Jobs – 9

WCBI.com – 7

MSU Career Center – 0

MSU Dept of Communication – 1

University of MS Career Services – 0

University of MS – Dept of New Media- 0

MUW Career Center – 0

EMCC – 0

Columbus / Lowndes NAACP – 0

Lee County NAACP – 0

Linkedin – 0

Indeed.com – 6

Facebook – 1

You Tube – 2

Referral – 3

Internship – 1

Handshake College Recruiting Portal – 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)					
(Dept. of Communication)				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		P. O. Box 951	Columbus, MS 39703	Billy Hamilton	662.328.6876
Commission (WIN JOB CTR)					
Facebook		N/A	N/A	N/A/	N/A
MS Association of Broadcasters		403D-3 Towne Center Boulevard	Ridgeland, MS 39157	Amanda Fontaine	601.957.9121

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					
Indeed.com		Indeed.com	N/A	N/A	N/A
Linkedin		Linkedin.com	N/A	N/A	N/A
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
You Tube		Youtube.com	N/A	N/A	N/A
TV Jobs		tvjobs.com	N/A	N/A	N/A