

WGBC-TV

Annual EEO Public File Report

February 1, 2024

The information contained in the Report covers the period beginning February 1, 2023, to and including January 31, 2024.

This Report contains the following information:

1. A list of full-time vacancies filled by WGBC-TV during the applicable period:
2. For each vacancy the recruitment source utilized to fill the vacancy (including, if applicable, organization, entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO rule), identified by name, address, contact person and telephone number.
3. The recruitment source that referred the hiree for each full-time vacancy during the application period
4. Data reflecting the total number of persons interviewed for full time vacancies during the applicable period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed in the aggregate to provide the required information.

For purposes of this Report, a vacancy is deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person deemed “interviewed” whether he or she was interviewed in person, over the telephone or by email.

Notification of Job Vacancies

Coastal Television of Meridian LLC, owner of WGBC, is an equal opportunity employer. Coastal Television of Meridian LLC provides notification of full-time job vacancies to organization job seekers. Any organization which would like to receive notification of job openings at our station should contact us and request to be included on our employment opportunity notification list. Organizations can make such request by mail 1151 Crestview Circle, Meridian MS 39301, fax (601) 693-9889, or email tbaker@wgbctv.com. When making such requests, please provide the name of your organization, the address, the phone number, the fax number, and name of the contact representative to whom notifications should be sent.

Appendix 1
EEO Public File Report

Covering the period from February 1, 2023, to January 31, 2024.
Stations Comprising Station Employment Unit: WGBC-TV
Section 1: Vacancy Information

Full time position filled By Job Title	Date Filled	Recruitment Sources Used	Recruitment Source of Hiree	Number of Persons Interviewed
Account Executive	2/13/2023	Corporate website, Indeed.com	Indeed	4
Multi-media Journalist	2/20/2023	Corporate website, Indeed.com, Facebook.com, Hinds Community College	Hinds Community College	1
Account Executive	2/27/2023	Corporate website, Indeed.com	Indeed	5
General Manager	4/11/2023	Media Staffing Network	Media Staffing Network	8
Master Control Operator	4/17/2023	Corporate website, Indeed.com	Indeed	6
Sales Assistant (1)	7/31/2023	Corporate website, Indeed.com	Indeed	1
Multi-media Journalist	9/6/2023	Corporate website, Indeed.com, Walk-in	Walk-in	3
Director of Digital Content (2)	10/9/2023	Employee Referral	Employee Referral	3
Intern (accounting)	12/11/2023	Employee Referral	Employee Referral	1
Account Executive (3)	1/8/2024	Corporate website, Indeed.com, LinkedIn.com, Employee Referral	Employee Referral	11
Master Control Operator	1/15/2024	Corporate website, Indeed.com	Indeed	21

- (1)- Applicant applied for sales assistant position immediately upon its opening after seeing the station's account executive postings on Indeed.com.
(2)- While applicant is included in station payroll, his work location is Bakersfield, California, and he supports all stations in the Coastal TV group.
(3)- Amended to include LinkedIn.com.

Appendix 2

EEO Public File Report Form

Covering the period from February 1, 2023, to January 31, 2024.

Station Compromising Station Employment Unit: WGBC-TV

Section 2: Recruitment Source Information

Recruitment Source	Address	Contact Person	Phone Number	Total # of interviewees this source has provided during this period
Corporate Website (https://coastaltvgroup.com/careers/)	Coastal Television of Meridian LLC; 1151 Crestview Cir; Meridian, MS 39301	Tom Baker	(601) 485-3030	0
Media Staffing Network	https://www.mediastaffingnetwork.com/	Arminda Lindsay, Cori Hirsch	(336) 601-8111	8
Indeed.com	Indeed.com			46
LinkedIn.com	LinkedIn.com			1
Facebook.com	Facebook.com			2
Employee Referral	Coastal Television of Meridian LLC; 1151 Crestview Cir; Meridian, MS 39301	Tom Baker	(601) 485-3030	5
Hinds Community College	501 E Main St, Raymond, MS 39154		(601) 857-5261	1
Walk-in	Coastal Television of Meridian LLC; 1151 Crestview Cir; Meridian, MS 39301	Tom Baker	(601) 485-3030	1

Note: No sources entitled to notification of open positions

Appendix 3

EEO Public File Report Form WGBC-TV

This Appendix contains a narrative description of the station's supplemental outreach efforts covering the period from February 1, 2023, to January 31, 2024.

1. On February 7, 2023, our Director of Operations and General Sales Manager attended a job fair at Mississippi State University in Meridian for account executive, master control operator, and multi-media journalist openings.
2. On April 12, 2023, our General Manager attended the Job Fair at Meridian Community College at the Broadcast Journalism School. Our GM met with the Media Production Coordinator at Meridian Community College and initiated steps to recruit during the 2023-2024 school year.
3. On May 10, 2023, our General Manager met with the Journalism Professor at Hinds Community College to discuss recruiting from his Radio & Television Technology Broadcasting department.
4. On October 2, 2023, our General Manager and both of our Multi-media Journalists attended the College and Career Day at Lauderdale County School District to educate students about jobs in Broadcast Media and to discuss internship possibilities for students when in college.
5. On November 14, 2023, our General Manager and one of our Multi-media Journalists attended the Jackson State University "Student Day" hosted by the Mississippi Association of Broadcasters. This was an all-day conference where students came from many colleges and universities to learn about job opportunities in journalism and broadcast television.
6. From January 2023 to December 2023 WGBC-TV provides a \$500 scholarship, awarded through the MCC Foundation, to be used by one student enrolled in the Broadcasting Program
7. From September 2023 to April 2024 WGBC-TV provided a \$1,500 scholarship to a Graduating High School Senior From our annual Golden Apple Awards To further their education in Broadcasting
8. On September 27, 2023, the law firm of Fletcher, Heald, Hildreth provided EEO filing training to management personnel at the Mississippi Association of Broadcasters (MAB) Conference.
9. WGBC TV has an internship program with the Meridian Community College (MCC) where multi-media journalists gain experience working with our media teams. In addition, we hired an intern in our accounting department over the summer. One of our current account managers worked as an intern in our sales department. She was later promoted to her current position after graduating from college. Details of our internship program with MCC are below:

MMJ Internship Plan at WGBC

Objective: The MMJ (Multimedia Journalist) internship at WGBC aims to provide aspiring journalists with comprehensive learning experience in the field of multimedia journalism. Interns will have the opportunity to develop skills in reporting, producing, and editing news content for broadcast and digital platforms.

Duration: The internship program will run for a period of 4 weeks, allowing interns to gain valuable hands-on experience and exposure to the dynamic world of broadcast journalism.

Key Learning Areas:

1. **News Reporting:** Interns will learn the fundamentals of news reporting, including researching, conducting interviews, fact-checking, and writing compelling news stories.
2. **Video Production:** Interns will be trained in shooting high-quality video footage, framing shots, and using professional camera equipment.
3. **Video Editing:** Interns will acquire skills in non-linear video editing software to craft visually appealing and engaging news packages.
4. **On-Air Presentation:** Interns will have the opportunity to practice on-camera skills and improve their delivery as news reporters.
5. **Newsroom Operations:** Interns will gain insights into the day-to-day workings of a newsroom, including editorial meetings, story pitching, and newsroom collaboration.
6. **Digital Journalism:** Interns will learn how to adapt news content for online platforms and social media, including writing digital articles and creating short-form videos.
7. **Ethics and Media Law:** Interns will be educated on the importance of ethical journalism practices and the legal considerations when reporting news.

Activities and Responsibilities:

1. **Shadowing:** Interns will have the chance to shadow experienced reporters, producers, and editors to observe their work processes.
2. **Field Assignments:** Interns will be assigned field reporting tasks, attending press conferences, community events, and conducting interviews with sources.
3. **News Package Production:** Interns will produce news packages from start to finish, including research, interviews, filming, and editing.
4. **Collaborative Projects:** Interns will collaborate on team-based projects to create multimedia content for various news stories.
5. **On-Air Experience:** Interns will have the opportunity to appear on-camera for select news segments under the guidance of experienced anchors.
6. **Digital Content Creation:** Interns will contribute to the station's website and social media channels by creating written articles and short-form video content.

Supervision and Mentoring: Each intern will be assigned a mentor from the WGBC team who will provide regular feedback, guidance, and support throughout the internship.

Evaluation and Certification: Interns will be evaluated based on their performance, commitment, and growth during the internship. Upon successful completion, interns will receive a certificate of achievement from WGBC/WMDN.

Application Process:

1. Interested candidates can apply through the WGBC/ via email with their resume, cover letter, and portfolio (if available).
2. Shortlisted candidates will be invited for an interview to assess their passion for journalism and their suitability for the internship program.
3. Selected candidates will be notified of their acceptance into the program, and an orientation session will be conducted before the internship begins.

Conclusion: The MMJ internship at WGBC offers a structured and enriching learning experience for aspiring journalists, preparing them for a career in multimedia journalism. Through hands-on training, mentorship, and exposure to real-world newsroom dynamics, interns will gain valuable skills and insights, setting them on a path to success in the field of journalism.