

ANNUAL EEO PUBLIC FILE REPORT
WTVA
February 1, 2019 through January 31, 2020¹

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Recruitment Source of Hiree	Recruitment Sources Utilized
1	News Director	MM	A-AA, GG, MM, NN
2	Associated Producer	HH	A-H, J, K, Q-S, U-W, Z, CC, HH
3	Multi-Media Journalist	FF	A-AA, FF, HH
4	Technical Media Producer	CC	A-X, CC, EE
5	Sales Assistant	A	A-N, Q-Y, CC, EE
6	Integrated Media Marketing Consultant	HH	A-N, Q-Z, CC, EE, HH
7	Weekend Anchor/Reporter	GG	A-C, E-O, Q-W, Y-AA, GG, PP
8	Meteorologist/Multi-Media Journalist	B	A-C, E-O, Q-W, Y-AA, CC, LL, PP
9	Multi-Media Journalist	A	A-C, E-O, Q-W, Y-AA, GG, LL, PP
10	Integrated Media Marketing Consultant	C	A-N, Q-Y, CC, EE, HH
11	Anchor/Reporter	B	A-O, Q-S, U-AA, HH
12	Sports Anchor/Multi-Media Journalist	GG	A-C, E-O, Q-W, Y-AA, GG, PP
13	Multi-Media Journalist	EE	A-C, E-O, Q-W, Y-AA, EE, LL, PP

¹ This Report was revised in December 2020 to address formatting and reporting issues.

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Section 2: Recruitment Source Information

	Recruitment Source	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
A	WTVA Website	N	13
B	In House Postings	N	1
C	On-Air Announcements	N	7
D	Mississippi State University Career Services Center P.O. Box P Mississippi State, MS 38762 Edie Irvin 662-325-3344 eervin@careersstate.edu	N	0
E	Mississippi Valley State Career Development & Placement 1400 Hwy 82W, Box 7225 Itta Bena, MS 38941-1400 662-254-3440 Careerservice@mvsu.edu	N	0
F	Rust College Placement Office 150 Rust Avenue Holly Springs, MS 38635 Patricia Pegues 662-252-8000 ppegues@rustcollege.edu	N	0
G	University of Mississippi Career Services Center P.O. Box 1848 University, MS 38677	N	0

	Toni Avant 662-915-7174		
H	Tougaloo College Placement Office 500 W. County Line Road Tougaloo, MS 39174 Sonja Jones 662-665-3018	N	0
I	Itawamba Community College Placement Office 2716 South Eason Blvd Tupelo, MS 38801 Lee Oswalt 662-407-1536	N	0
J	NE MS Community College Placement Director Box 1648 Boonville, MS 38829 Tammie Hardin 662-720-7594 twhardin@nemcc.edu	N	0
K	Mississippi University for Women 1100 College St. MUW 1624 Columbus, MS 39701 Career Specialist Towanda Williams 662-241-7619 tjwilliams@muw.edu	N	0
L	Jackson State University Placement Office 1400 J. R. Lynch Street Jackson, MS 39217 Ronnie Simpson 601-979-2281	N	0
M	Delta State University Highway 8 West Cleveland, MS 38733 662-846-3000	N	0
N	University of Alabama College of Communications	N	0

	Box 870152 Tuscaloosa, AL 35487-0152 Pam Doyle 205-348-9684		
O	Florida A&M University Internship/Placement Coordinator Division of Journalism Tallahassee, FL 32307 Pearl Stewart 850-599-3496	N	0
P	University of Southern Mississippi Placement Office 118 College Drive #5014 Hattiesburg, MS 39406 Rusty Anderson 601-266-4153	N	0
Q	University of Mississippi Director of Student Media 233 Farley Hall University, MS 38677 Ralph Braseth 662-915-5504 burton@olemiss.edu	N	0
R	University of Alabama-Birmingham Communications Studies Office Bldg 15- Room 223 Birmingham, AL 35294-1220 Mark Hickson 205-934-3877 ladoss@uab.edu	N	0
S	Itawamba Community College 602 West Hill Street Fulton, MS 38843 Donna Thomas 662-862-8244 dsthomas@iccms.edu	N	0
T	Tennessee State University Department of Communications Tennessee State University 3500 John A. Merritt Blvd	N	0

	Nashville, TN 37209 Dr. Tameka Winston 615-963-2521 twinston@comm.msstate.edu		
U	City of Tupelo Personnel Office P.O. Box 1485 Tupelo, MS 38801 Cassandra Moore cassandra.moore@tupeloms.gov	N	0
V	Mississippi Employment Security Commission-MDES 3200 Adams Farm Road Belden, MS 38826 Dianne Terrill 662-842-4371	N	0
W	Mississippi Association of Broadcasters 855 S. Pear Orchard Road, Suite 403 Ridgeland, MS 39157 Amanda Fontaine 601-957-9121 mab@msbroadcasters.org	N	0
X	National Association of Black Journalists Professional Dev. Manager 8701A Adelphi Road Adelphi, MD 20783 Duane Crawley 301-445-7100	N	0
Y	Lee County NAACP 1072 J.R. Lynch Street, Suite 10 Jackson, MS 39203 601-353-8452	N	0
Z	TV Jobs Broadcast Employee Service P.O. Box 4116 Oceanside, CA 92052 Mark Holloway 760-754-8117 www.tvjobs.com	N	3
AA	Frank N. Magid Association Director, Talent Services	N	4

	Julie Seebold 651-295-5950 jseebold@magid.com		
BB	You Tube (<i>active candidate sourcing</i>)	N	0
CC	Indeed www.indeed.com	N	4
DD	Facebook (<i>WTVB page</i>)	N	0
EE	Employee Referral	N	6
FF	Walk-in/Self-Referral	N	1
GG	Non-Employee Referral	N	5
HH	Job Fair (<i>as described in Section 3</i>)	N	3
II	<i>Intentionally Omitted</i>		
JJ	Newscheck Media 24 W. Lancaster Avenue, Suite 205 Ardmore, PA 19003 Patty Hersh 601-420-6003	N	0
KK	Northeast Mississippi Daily Journal 1241 S. Green Street Tupelo, MS 38804 P.O. Box 51909 Barbara Baccus 601-420-6003 Mark Shilstone 800-237-8073	N	0
LL	Medialine Pacific Grove, CA 93950-6909 Medialinetalent.com/post-a-job 913-217-0685	N	0
MM	Rick Gevers Newsletter Rick Gevers & Associates 355 E. Ohio St. #303 Indianapolis, IN 46204 Rick Gevers 317-635-7912	N	4
NN	Media Recruiter 9457 So. University Blvd #303 Highlands Ranch, CO 80126 Art Scott 303-400-5150	N	0

OO	Glassdoor glassdoor.com	N	0
pp	University of Missouri 230 Hesse Hall Columbia, MO 65211 Randy Reeves reevesr@missouri.edu 573-884-6397	N	0
Total interviewees over reporting period:			51

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Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WTVA

	Recruitment Initiative	Description
1	<p>Provide training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination (2)</p>	<p>During weekly department managers' meetings, our Business Manager provides training to all managers with employee-management responsibilities. The station uses the "Supervisor's Legal Update" as our resource. It provides actual case studies of discrimination lawsuits and discusses best practices. Topics include age bias, sexual misconduct, sex discrimination, and unlawful termination.</p> <p>WTVA management personnel participated in an EEO training initiative on March 14, 2019. Outside counsel provided the training, which was titled "The FCC's Equal Employment Opportunity Rules: The Nuts and Bolts." The training covered recruitment, record keeping, and reporting. The following management personnel participated: General Manager, Digital Sales Manager, Director of Sales, News Director).</p>
2	<p>Participate in job fairs (8)</p>	<p>From October 1-3, 2019, our station participated in the Imagine the Possibilities Northeast Mississippi Career Expo sponsored by the Community Development Foundation. This year's event was held at the BanCorpSouth Arena. The first two days of the event were designed to expose middle school students to a large array of career possibilities by giving them a taste of different jobs. For example, at the WTVA booth students could read news on a teleprompter and practice their on-air skills. The third day of the event was designed for adults to learn about new career possibilities for themselves or their children. Station participants included our Creative Services Director, Sales Manager, Director of Sales, Business Manager, Traffic Manager, News Director, Asst News Director, General Manager, and several non-management personnel.</p> <p>On March 27th, 2019 our station participated in the MAB on Campus Job Fair at the University of Mississippi. Our General Manager and News Director accepted resumes for open positions and talked to students about potential job opportunities and internships. We also helped students by critiquing their resumes and talent reels.</p>

		<p>On April 24, 2019 WTVA participated in the MAB on Campus Job Fair at the University of Southern Mississippi. Our General Manager accepted resumes for open positions and talked to students about job opportunities and internships. He also critiqued their resumes and talent reels.</p> <p>On October 1, 2019, WTVA participated in the MAB on Campus Job Fair at Mississippi State University. Our General Manager and News Director represented the station. The event allowed us to interact one-on-one with students who were nearing graduation and looking for job opportunities in broadcasting. Station personnel accepted resumes, talked to graduating seniors about WTVA open positions, and critiqued students' resumes and on-air reels.</p> <p>On October 15, 2019 WTVA participated in the MAB on Campus Job Fair at Jackson State University. Our General Manager and News Director represented the station. The event allowed us to interact one-on-one with students who were nearing graduation and looking for job opportunities in broadcasting. Station personnel accepted resumes, talked to graduating seniors about WTVA open positions, and critiqued students' resumes and on-air reels.</p> <p>WTVA also participated in high school job fairs for juniors and seniors at which station personnel talked to students about the educational requirements for positions as varied as on-air to technology. These events are as follows:</p> <ul style="list-style-type: none"> • Saltillo High School Career Fair on March 5, 2019. Our General Manager and Asst. News Director represented the station. • Mooreville High School Career Fair on March 20, 2019. Our General Manager and a retired meteorologist represented WTVA. • Nettleton High School Career Fair on November 14th, 2019. Our General Manager, Asst. News Director, and PM Anchor represented the station.
3	Host job fairs (2)	<p>WTVA produces and staffs job fairs for local businesses—including manufacturers, service industries and retailers—in north Mississippi. WTVA also has a booth at each of these job fairs. In this reporting period the following job fairs were held:</p> <p>June 26, 2019: WTVA Job Expo is an annual event produced and organized by the management staff of WTVA. This job fair was held at the Tupelo Furniture Market Bldg V. The WTVA booth was manned by our General Manager, Director of Sales, News</p>

		<p>Director, Business Manager, Local Sales Manager, Creative Services Manager, and Digital Sales Manager.</p> <p>January 15, 2020: WTVA Job Expo is an annual event produced and organized by the management staff of WTVA. This job fair was held at the BanCorpSouth Conference Center. The WTVA booth was manned by our General Manager, Director of Sales, Local Sales Manager, News Director, Digital Sales Manager, and Creative Services Director.</p>
4	Internship Program	<p>During the reporting period, WTVA hosted multiple students for internships at our station. Our internship programs are open to all students enrolled at accredited institutions who are majoring or specializing in a broadcast field or a field related to the internship offered. Interns are exposed to all areas of the department within which they work and get a feel for what goes on in the daily operation of a commercial television station. Internships during this reporting period were as follows:</p> <ul style="list-style-type: none"> • From 5/28/19 until 8/2/19 we had one student from the University of Mississippi who interned in our News department following our Multi-Media Journalist into the field. The students' responsibilities included writing, shooting, and editing news packages. • From 1/23/19 until 4/30/19 we had one student from Mississippi State University who interned in our weather department. She learned to refine her on-air skills and was taught techniques to present the weather in a clear and understandable manner.