

ANNUAL EEO PUBLIC FILE REPORT

WTVA

February 1, 2018 through January 31, 2019

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s):

WTVA

The information contained in this Report covers the time period beginning February 1, 2018 to and including January 31, 2019 (the "Applicable Period"). The FCC's EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable 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 follows have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 1 under the column entitled "Recruitment Sources Utilized" refer to the Recruitment Sources listed on Appendix 2.

For purposes of this Report, a vacancy was deemed "filled" when the hiree began work. A person was deemed "interviewed" whether he or she was interviewed in person, over the phone or by e-mail.

Appendix 1 to Annual EEO Public File Report

Covering the Period from February 1, 2018 through January 31, 2019

Station(s) Comprising the Station Employment Unit: WTVB

Section 1: Vacancy Information

	Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hire	Number of Applicants Interviewed	Recruitment Sources Utilized
1	Engineering Technician	2/26/2018	34	4	1-18, 20-24, 29, 34
2	Multi-Media Journalist	3/5/2018	1	6	1-2, 4-24, 26, 34
3	Traffic Coordinator	5/21/18	31	5	1-2, 30-31
4	Producer	5/29/18	1	13	1-24, 26, 34
5	Multi-Media Journalist	5/29/18	27	43	1-28
6	Account Executive	6/11/18	2	5	1-3, 29, 31
7	Multi-Media Journalist	7/9/18	27	27	1-28
8	Producer	7/30/18	34	3	1-26, 34
9	Engineering Technician	8/27/18	29	4	1-3, 29, 31
10	Creative Services Director	12/1/18	2	3	1-25, 31
11	Multi-Media Journalist	12/2/18	33	39	1-25, 27-28, 33-34
12	Account Executive	12/3/18	2	3	1-3, 31, 34
13	Digital Marketing Specialist	12/17/18	33	8	1-8, 10-11, 16-23, 29, 33
14	Creative Services Producer	12/19/18	31	2	1-25, 29, 31
15	Multi-Media Journalist	12/21/18	27	39	1-25, 27-28, 33
16	Producer	1/7/19	1	1	1, 3, 26, 35
17	Technical Media Producer	1/28/19	29	3	1-3, 29

Total Number of Persons Interviewed During Applicable Period: 208

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2018 through January 31, 2019

Station(s) Comprising the Station Employment Unit: WTVA

Section 2: Recruitment Source Information

	Recruitment Source	Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (if Any)
1	WTVA Website 1359 Beech Springs Road Saitillo, MS 38866 Deborah Miraglia 662-842-7620 dmiraglia@wtva.com	Yes	41
2	In House Postings 662-842-7620 dmiraglia@wtva.com Deborah Miraglia	No	5
3	On-Air - WTVA Deborah Miraglia 1359 Beech Springs Road Saitillo, MS 38866 662-842-7620 dmiraglia@wtva.com	No	2

	<p>Mississippi State University Edie Irvin Career Services Center P.O. Box P Mississippi State, MS 38762 662-325-3344 eeirvin@careermstate.edu</p>	No	
4	<p>Mississippi Valley State To Whom It May Concern Career Development & Placement 1400 Hwy 82W, Box 7225 Itta Bena, MS 38941-1400 662-254-3440 careerservices@mvsu.edu</p>	No	
5	<p>Rust College Patricia Pegues Placement Office 150 Rust Avenue Holly Springs, MS 38635 662-252-8000 ppegues@rustcollege.edu</p>	No	
6		No	

	<p>University of Mississippi Toni Avant Career Services Center P.O. Box 1848 University, MS 38677 662-915-7174 rdupont@olemiss.edu</p>		
7	<p>Tougaloo College Sonja Jones Placement Office 500 W. County Line Road Tougaloo, MS 39174 662-665-3018 stones@keytronicems.com</p>	No	
8	<p>Itawamba Community College Lee Oswalt Placement Office 2716 South Eason Blvd Tupelo, MS 38801 662-407-1536</p>	No	
9			

10	<p>NIE MS Community College Tammie Hardin Placement Director Box 1648 Boonville, MS 38829 662-720-7594 twhardin@nemcc.edu</p>	No	
11	<p>Mississippi University for Women Career Services Director Towanda Williams 1100 College St. MUW 1624 Columbus, MS 39701 662-241-7619 twilliams@muw.edu</p>	No	
12	<p>Jackson State University Ronnie Simpson Placement Office Jackson, MS . 39217 601-979.2281</p>	No	
13	<p>Delta State University To Whom It May Concern Highway 8 West</p>	No	

	Cleveland, MS 38733 662-846-3000		
	University of Alabama Pam Doyle College of Communications Box 870152 Tuscaloosa, AL 35487-0152	No	
14	205-348-9684		
	Florida A&M University Pearl Stewart Internship/Placement Coordinator Division of Journalism Tallahassee, FL 32307 850-599-3496	No	
15			
	University of Southern Mississippi Rusty Anderson Placement Office 118 College Drive #5014 Hattiesburg, MS 39406 601-266-4153	No	
16			

17	<p>University of Mississippi Ralph Braseth Director of Student Media 233 Farley Hall University, MS 38677 662-915-5504 burton@olemiss.edu</p>	No	
18	<p>University of Alabama-Birmingham Mark Hickson Communications Studies Office Bldg. 15 -Room 223 Birmingham, AL 35294-1220 205-934-3877 ladoss@uab.edu</p>	No	
19	<p>Hawartha Community College Donna Thomas 602 West Hill Street Fulton, MS 38843 662-862-8244 dsthomas@iccms.edu</p>	No	

	<p>Tennessee State University Terry Likes, PH.D Department of Communications Tennessee State University 3500 John A. Merritt Blvd Nashville, TN 37209 615-963-2521</p>	No	
21	<p>City of Tupelo Cassandra Moore Personnel Office P.O. Box 1485 Tupelo, MS 38801 662-841-6487 cassandra.moore@tupelams.gov</p>	No	
22	<p>Mississippi Employment Security Commission Dianne Terrill Tupelo Office P.O. Box 110 Tupelo, MS 38802 662-842-4371 mtillman@mdes.ms.gov</p>	No	

23	<p>Mississippi Assoc. of Broadcasters 855 S. Pear Orchard Road Suite 403 Ridgeland, MS 39157 601-957-9121 mab@msbroadcasters.org</p>	No	
24	<p>NABJ Duane Crawley Professional Dev. Manager 8701A Adelphi Road Adelphi, MD 20783 301-445-7100</p>	No	
25	<p>Lee County NAACP 1072 J.R. Lynch Street Suite 10 Jackson, MS 39203 601-353-8452</p>	No	
26	<p>TV Jobs Mark Holloway Broadcast Employee Service P.O. Box 4116 Oceanside, CA 92052</p>	No	1

	760-754-8117 www.tvjobs.com		
	Frank N. Magid Assoc. Julie Seebold Director, Talent Services 651-295-5950 jseebold@magid.com	No	51
27			
28	You Tube	No	69
29	Indeed www.indeed.com	No	15
30	Facebook W/TVA Page Blakley Young 1359 Beech Springs Rd, Saultillo, MS 38866 byoung@wtva.com	No	
31	Employee Referral	No	6
32	Walk-In/Self- Referral	No	
33	Non-Employee Referral	No	3

34	Job Fair	No		15
35	Exigent	No		
	Newscheck Media Patty Hersh 24 W. Lancaster Avenue Suite 205 Ardmore, PA 19003 601-420-6003	No		
36				
	Northeast Mississippi Daily Journal Barbara Baccus 1241 S. Green Street Tupelo, MS 38804 P.O. Box 51909 662-842-2611	No		
37				
	Medialine Pacific Grove, CA 93950- 6909	No		
38				

	Rick GEVERS Newsletter Rick GEVERS & Assoc. Rick GEVERS	No	
39	355 E. Ohio St. #303 Indianapolis, IN 46204 317-635-7912		
40	Media Recruiter Art Scott 9457 So. University Blvd #303 Highlands Ranch, CO 80126 303-400-5150		
	Total		208

Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2018 through January 31, 2019.

Station(s) Comprising the Station Employment Unit: WTV/A

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WTV/A

	Recruitment Initiative	Description
1	<p><i>Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.</i></p>	<p>During weekly Department Managers' Meeting the Business Manager provides Human Resources training to all managers who have the responsibility of managing employees. The station uses the <i>Supervisor's Legal Update</i> as our resource. It provides actual case studies of discrimination lawsuits that range over every possible mistake a manager can make when it comes to Equal Employment Opportunity. Topics include age bias, sexual misconduct, sex discrimination, unlawful terminations, FMLA, etc. This training educates our managers on topics of equal employment opportunity and how to prevent discrimination of all kinds. Although we would not use this resource to make decisions about any given employment issue it has proven very useful in educating and reminding our management team of the importance to communicate clearly and thoughtfully when dealing with the rights of workers.</p>

<p>2</p> <p><i>Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.</i></p>	<p>WTTVA produced and promoted two Job Fairs (June 13, 2018 and January 23, 2019) to help local businesses and industries fill open positions. Approximately 60 businesses participated in each career fair, as did WTTVA. The WTTVA booth was manned by department heads including the General Manager, Director of Sales, Sales Manager, Digital Sales Manager and the Creative Services Director. Approximately 1,200 unemployed or under-employed viewers stopped by the fairs and many found employment.</p> <p>WTTVA participated in the National Association of Black Journalists convention in Detroit, MI from 8/1/18 to 8/5/18. WTTVA's News Director, Mike Raffaele, manned the booth. While there, Mike tried to recruit talent for our open positions in the WTTVA news department as well as for our 10 other Heartland stations. He also gave feedback to job seekers and critiqued their resumes and talent reels.</p>
<p>3</p> <p><i>Participated in at least 4 events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.</i></p>	<p>WTTVA managers helped Create (local non-profit community foundation for the improvement of North Mississippi) to organize, promote and man the 2018 Imagine the Possibilities Career Expo held for the third year (10/2/18 thru 10/4/18). WTTVA personnel introduced the job opportunities available in the broadcast industry to approximately 7,000 8th grade students from 19 counties. WTTVA was one of dozens of industries who participated which exposed students to occupations as varied as law enforcement, construction, military and, of course, television.</p>

4	<p><i>Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.</i></p>	<p>During the reporting period, WTV A had 10 students utilize our internship program during the year. Two (2) interns were in the news department following Multi-Media Journalist into the field. As part of the internship, interns had to write, shoot and edit news packages. Three (3) were in the meteorologist department where they worked side by side with an experienced meteorologist forecasting weather and learning the trade of broadcast meteorologist. Four (4) worked with Producers in the News Department learning what is necessary to become a producer. We had one (1) intern in the marketing department who worked with the sales department and the digital department to gain experience in real world solution-based marketing. This program is open to all students at an accredited institution 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 they choose and get a feel for what goes on in the daily operation of a commercial television station. Internships are unpaid and students must receive class credit.</p>

5	<p>Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</p>	<p>WTVA participated in the Mississippi Broadcast Association's "MAB on Campus". This program is mainly focused on communication and journalism students but now, more and more, includes students interested majoring in Integrated Marketing. Station management (General Manager, News Director and Asst. News Director) represented WTVA at MAB on Campus events at</p> <ul style="list-style-type: none"> - the University of Southern Mississippi (4/18/18) - Mississippi State University 11/7/18) -the University of Mississippi (3/7/18) and -Jackson State University (10/16/18). <p>WTVA managers met with students and helped them by critiquing their resumes, talent reels and interview skills. Managers conducted a forum where students could ask questions about the industry, the job opportunities and pitfalls that job seekers fall into in their search. We accepted resumes from students for open positions and for internships at WTVA.</p>