

ANNUAL EEO PUBLIC FILE REPORT
WTVA
February 1, 2019 through January 31, 2020

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, 2019 to and including January 31, 2020 (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 follow have been designed, in the aggregate, to provide the required information. Please note that the alphabet letters 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, 2019 through January 31, 2020

Station(s) Comprising the Station Employment Unit: WTVVA

Section 1: Vacancy Information

Full-Time Positions Filled by Job Title	Date Filled	Recruitment Source of Hiree	Number of Applicants Interviewed	Recruitment Sources Utilized
1 News Director	Mar 4, 2019	MM	9	A-AA, GG, MM, NN
2 Associated Producer	Mar 4, 2019	HH	2	A-H, J, K, Q-S, U-W, Z, CC, HH
3 Multi-Media Journalist	Mar 18, 2019	FF	2	A-AA, FF, HH
4 Technical Media Producer	Apr 8, 2019	CC	5	A-X, CC, EE
5 Sales Assistant	Jul 15, 2019	A	3	A-N, Q-Y, CC, EE
6 Integrated Media Marketing Consultant	Aug 19, 2019	HH	9	A-N, Q-Z, CC, EE
7 Weekend Anchor/Reporter	Sep 3, 2019	GG	1	A-C, E-O, Q-W, Y-AA, GG, PP
8 Meteorologist/Multi-Media Journalist	Sep 14, 2019	B	1	A-C, E-O, Q-W, Y-AA, CC, LL, PP
9 Multi-Media Journalist	Oct 16, 2019	A	3	A-C, E-O, Q-W, Y-AA, GG, LL, PP
10 Integrated Media Marketing Consultant	Dec 3, 2019	C	10	A-N, Q-Y, CC, EE, HH
11 Anchor/Reporter	Dec 13, 2019	B	3	A-O, Q-S, U-AA, HH
12 Sports Anchor/Multi-Media Journalist	Dec 30, 2019	GG	1	A-C, E-O, Q-W, Y-AA, GG, PP
13 Multi-Media Journalist	Jan 6, 2020	EE	2	A-C, E-O, Q-W, Y-AA, EE, LL, PP
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Total Number of Persons Interviewed During Applicable Period: ___51___

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2019 through January 31, 2020

Station(s) Comprising the Station Employment Unit: WTVVA

Section 2: Recruitment Source Information

Recruitment Source		Requested Notice (Y/N)	Total Number of Interviewees This Source Has Provided During This Period (If Any)
<p>A</p> <p>WTVVA Website 1359 Beech Springs Road Saltville, MS 38866 Zac Carlisle 662-842-7620 zcarlisle@wtva.com</p>		Y	13
<p>B</p> <p>In House Postings WTVVA P.O. Box 320 Tupelo, MS 38802 Carol Sloan 662-842-7620 csloan@WTVVA.com</p>		Y	1
<p>C</p> <p>On-Air WTVVA Josh Ward/Carol Parker Turner P.O. Box 320 Tupelo, MS 38802 662-842-7620</p>		Y	7

	<p>jward@wtva.com cturner@wtva.com</p>				
	<p>Mississippi State University Career Services Center P. O. Box P Mississippi State, MS 38762 Edie Irvin 662-325-3344 eervin@careersstate.edu</p>			N	
D	<p>Mississippi Valley State Career Development & Placement 1400 Hwy 82W, Box 7225 Itta Bena, MS 38941-1400 To Whom It May Concern 662-254-3440 Careerservice@mvsu.edu</p>			N	
E	<p>Rust College Placement Office 150 Rust Avenue Holly Springs, MS 38635 Patricia Pegues 662-252-8000 ppegues@rustcollege.edu</p>			N	
F	<p>University of Mississippi Career Services Center P. O. Box 1848 University, MS 38677 Toni Avant 662-915-7174</p>			N	
G					

	Jackson, MS 39217 Ronnie Simpson 601-979-2281				
M	Delta State University Highway 8 West Cleveland, MS 38733 To Whom It May Concern 662-846-3000			N	
N	University of Alabama College of Communications Box 870152 Tuscaloosa, AL 35487-0152 Pam Doyle 205-348-9684			N	
O	Florida A&M University Internship/Placement Coordinator Division of Journalism Tallahassee, FL 32307 Pearl Stewart 850-599-3496			N	
P	University of Southern Mississippi Placement Office 118 College Drive #5014 Hattiesburg, MS 39406 Rusty Anderson 601-266-4153			N	
Q	University of Mississippi Director of Student Media 233 Farley Hall			N	

	<p>University, MS 38677 Ralph Braseth 662-915-5504 burton@olemiss.edu</p>				
R	<p>University of Alabama-Birmingham Communications Studies Office Bldg 15- Room 223 Birmingham, AL 35294-1220 Mark Hickson 205-934-3877 ladoss@uab.edu</p>			N	
S	<p>Itawamba Community College 602 West Hill Street Fulton, MS 38843 Donna Thomas 662-862-8244 dsthomas@iccms.edu</p>			N	
T	<p>Tennessee State University Department of Communications Tennessee State University 3500 John A. Merritt Blvd Nashville, TN 37209 Dr. Tameka Winston 615-963-2521 twinston@comm.msstate.edu</p>			N	
U	<p>City of Tupelo Personnel Office P.O. Box 1485 Tupelo, MS 38801 Cassandra Moore</p>			N	

	cassandra.moore@tupeloms.gov				
V	Mississippi Employment Security Commission-MDES 3200 Adams Farm Road Belden, MS 38826 Dianne Terrill 662-842-4371			N	
W	Mississippi Association of Broadcasters 855 S. Pear Orchard Road, Suite 403 Ridgeland, MS 39157 Amanda Fontaine 601-957-9121 mab@msbroadcasters.org			N	
X	National Association of Black Journalist Professional Dev. Manager 8701A Adelphi Road Adelphi, MD 20783 Duane Crawley 301-445-7100			N	
Y	Lee County NAACP 1072 J.R. Lynch Street, Suite 10 Jackson, MS 39203 To Whom It May Concern 601-353-8452			N	
Z	TV Jobs Broadcast Employee Service P.O. Box 4116 Oceanside, CA 92052 Mark Holloway 760-754-8117			N	3

	www.tvjobs.com Craig Ford/WTVA Asst News Director has log-in info				
	Frank N. Magid Association Director, Talent Services Julie Seebold 651-295-5950 jseebold@magid.com			N	4
AA					
BB	You Tube (no posts-a source to search)			N	
	Indeed www.indeed.com			N	4
CC					
DD	Facebook Zac Carlisle/WTVA Digital Producer shares from our website			N	
EE	Employee Referral			N	6
FF	Walk-in/Self-Referral			N	1
GG	Non-Employee Referral			N	5
HH	Job Fair			N	3
II	Exigent			N	
	Newscheck Media 24 W. Lancaster Avenue, Suite 205 Ardmore, PA 19003 Patty Hersh 601-420-6003			N	
JJ					

		<p>questions about the broadcast industry, learn about broadcast job opportunities, and receive advice about the pitfalls that job seekers may face during their job search. WTVA accepted resumes from students for open positions and internships during the programs. The events are as follows:</p>
	Mar. 27, 2019	<p>On March 27th, 2019 our station participated in the MAB on Campus Job Fair at the University of Mississippi. Our General Manager, Jerry Jones and Liz Zamora (News Director), accepted resumes for open positions and talked to students about potential job opportunities and internships. We also helped them by critiquing their resumes and talent reels. Approximately 40 students attended the event.</p>
	Apr. 24, 2019	<p>On April 24, 2019 WTVA participated in the MAB on Campus Job Fair at the University of Southern Mississippi. Our General Manager, Jerry Jones accepted resumes for open positions and talked to students about job opportunities and internships. He also critiqued their resumes and talent reels. Approximately 30 students attended this event.</p>
	Oct. 1, 2019	<p>On October 1, 2019, WTVA participated in the MAB on Campus Job Fair at Mississippi State University. Our General Manager (Jerry Jones) and News Director (Liz Zamora) 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. They received resumes, talked to graduating Seniors about WTVA open positions and helped the students with resumes and by critiquing their on-air reels. Approximately 80 students participated in some part of this event.</p>
	Oct. 15, 2019	<p>On October 15, 2019 WTVA participated in the MAB on Campus Job Fair at Jackson State University. Our General Manager (Jerry Jones) and News Director (Liz Zamora) 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. They received resumes, talked to graduating Seniors about WTVA open positions and helped the students with resumes and by critiquing their on-air reels. Approximately 30 students participated in some part of this event.</p>
	Mar. 5, 2019	<p>WTVA participated a few high school job fairs for juniors and seniors to help prepare them for graduation and to show them the job opportunities in broadcasting. Almost none of these students were aware of the wide array of jobs at a television station. We talked to them about education requirements for positions as varied as on-air to technology. These events are as follows:</p> <p>Saltillo High School Career Fair on March 5, 2019 from 830am to 11am. Jerry Jones (General Manager) and Craig Ford (Asst. News Director) represented the station. Approximately 50 students</p>

		participated.
	Mar. 20, 2019	Mooreville High School Career Fair on March 20, 2019 from 10am to 1pm. Jerry Jones (General Manager) and Dick Rice (retired meteorologist) represented WTVA. Approximately 40 students attended.
	Nov. 14, 2019	Nettleton High School Career Fair on November 14th, 2019 from 8am to 11am. Jerry Jones (General Manager) and Craig Ford (Asst. News Director) and Alyssa Martin (PM Anchor) represented the station. Approximately 20 students participated.
		WTVA produces and staffs job fairs for local businesses in north Mississippi. These usually have approximately 45 manufacturers, service industries and retailers. WTVA also has a booth in each of these job fairs. These events usually draw over 1,000 job seekers who are unemployed or seeking to find better employment opportunities. In this reporting period these events were held as follows:
<i>Host Job Fairs (2)</i>	June 26, 2019	June 26, 2019 WTVA Job Expo is an annual event produced and organized by the management staff of WTVA. The job fair was held from 9am to 3pm at the Tupelo Furniture Market Bldg V. Approximately 45 businesses and organizations participated including WTVA. Approximately 1,300 job seekers attended this event. The WTVA booth was manned by the General Manager, the Director of Sales, the News Director, the Business Manager, the Local Sales Manager, the Creative Services Manager and the Digital Sales Manager.
	Jan. 15, 2020	January 15, 2020, WTVA Job Expo is an annual event produced and organized by the management staff of WTVA. This job fair is from 9am to 3pm at the BanCorpSouth Conference Center. There were 48 businesses and organizations who participated including WTVA. Approximately 1,600 job seekers attended this event. The WTVA booth was manned by the General Manager, Director of Sales, Local Sales Manager, News Director, Digital Sales Manager and the Creative Services Director.
<i>Host internship program (2)</i>		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: <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

		<p>students' responsibilities included writing, shooting, and editing news packages.</p> <ul style="list-style-type: none"> From 1/23/19 - 4/30/19 we had one meteorologist intern 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.
<p><i>Provide a mentorship program which helps an employee learn the needed skills to advance his/her career in broadcasting. (1)</i></p>	<p>Throughout the reporting period.</p>	<p>During the reporting period, the General Manager of WTVA provided one on one training to the Director of Sales so that the DOS will have the skills and knowledge to move up to the GM position at some point in the future. The DOS learned how to do the corporate monthly reports, the requirements of the Issues and Programs quarterly reports, EEO posting, hiring and reporting, how to handle Human Resource issues, Children's reports and how to oversee the various departments within the station.</p>