

ANNUAL EEO PUBLIC FILE REPORT

WTVA

February 1, 2017 through January 31, 2018

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, 2017 to and including January 31, 2018 (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 sources(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 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, 2017 through January 31, 2018

Station(s) Comprising the Station Employment Unit: WTVA

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	Traffic Coordinator	2/20/17	25	9	1-10,12-14,19-20,22-25,27,29,-35
2	News Director	2/27/17	16	8	1-14,16-27,31-34,38,39
3	Associate Producer	3/13/17	1	6	1-14,16-17,19-20,22-26,30-34
4	Multi Media Journalist	4/17/17	27	6	1-14,16-17,19,20,22-27,31-36,38
5	Producer	5/1/17	16	2	1-14,16-17,19,20,22-27,31-36,38
6	Anchor/Reporter	5/22/17	11	13	1-14,16-17,19,20,22-27,31-36,38
7	Producer/Reporter	6/12/17	11	4	1-14,16-17,19,20,22-27,31-36,38
8	National Sales Manager	9/1/17	37	1	37
9	Account Executive	9/1/17	37	1	37
10	Account Executive	9/1/17	37	1	37
11	Account Executive	9/1/17	37	1	37
12	Multi-Media Journalist	10/16/17	35	27	1-14,16-17,19,20,22-27,31-36,38
13	Technical Media Producer	10/17/17	27	1	1-14, 25,27,30
14					
15					

Total Number of Persons Interviewed During Applicable Period: 80

Appendix 2 to Annual EEO Public File Report

Covering the Period from February 1, 2017 through January 31, 2018

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 Saltillo, MS 38866	Yes	13
2	Mississippi State University Career Services Center P.O. Box P Mississippi State, MS 38762	No	
3	Mississippi Valley State Career Development & Placement 1400 Hwy 82W. Box 7225 Itta Bena, MS 38941-1400	No	

4	Rust College Placement Office 150 Rust Avenue Holly Springs, MS 38635	No	1
5	Mississippi Assoc. of Broadcasters 855 S. Pear Orchard Road Suite 403 Ridgeland, MS 39157	No	
6	University of Mississippi Career Services Center P.O. Box 1848 University, MS 38677	No	
7	Tougaloo College Placement Office 500 W. County Line Road Tougaloo, MS 39174	No	
8	Itawamba Community College Placement Office 2716 South Eason Blvd Tupelo, MS 38801	No	

9	NE MS Community College Placement Director Box 1648 Boonville, MS 38829	No	
10	City of Tupelo Personnel Office P.O. Box 1485 Tupelo, MS 38801	No	
11	Job Fair	No	6
12	Jackson State University Placement Office Jackson, MS . 39217	No	
13	Mississippi Employment Security CommissionTupelo Office P.O. Box 110 Tupelo, MS 38802	No	
14	In House Postings WTVA, Inc P.O. Box 320 Tupelo, MS 38802	Yes	1

15	Northeast Mississippi Daily Journal 1241 S. Green street Tupelo, MS 38804	No	
16	TV Jobs Broadcast Employee Service P.O. Box 4116 Oceanside, CA 92052	No	9
17	NABJ Professional Dev. Manager 8701A Adelphi Road Adelphi, MD 20783	No	
18	Medialine P.O. Box 51909 Pacific Grove, CA 93950-6909	No	
19	University of Alabama College of Communications Box 870152 Tuscaloosa, AL 35487-0152	No	

20	Florida A&M University Internship\Placement Coordinator Division of Journalism Tallahassee, FL 32307	No	
21	Newscheck Media 24 W. Lancaster Ave Suite 205 Ardmore, PA 19003	No	
22	University of Mississippi Director of Student Media 233 Farley Hall University, MS 38677	No	1
23	University of Alabama- Birmingham Communications Studies Office Bldg. 15 - Room 223 Birmingham, AL 35294-1220	No	

24	Itawamba Community College 602 West Hill Street Fulton, MS 38843	No	
25	On-Air - WTVA 1359 Beech Springs Road Saltillo, MS 38866	No	3
26	Tennessee State University Department of Communications 3500 John A. Merritt Blvd Nashville, TN 37209	No	
27	Employee Referral	No	6
28	Walk-In/Self-Referral 1359 Beech Springs Road Saltillo, MS 38866	No	
29	Non-Employee Referral	No	1
30	Indeed	No	
31	Mississippi University for Women 1100 College St. MUW 1624 Columbus, MS 39701	No	

32	Lee County NAACP 1072 J.R. Lynch Street Suite 10 Jackson, MS 39203	No	
33	University of Southern Miss. Placement Office 118 College Dr. #5014 Hattiesburg, MS 39406	No	
34	Delta State Univ. Highway 8 West Cleveland, MS 38733	No	
35	Facebook	No	4
36	YouTube	No	12
37	Exigent	No	4*
38	Julie Seebold Director, Talent Services Frank N. Magid Associates, Inc. <u>651-295-5950</u> <u>jseebold@magid.com</u>	No	14

39	Rick Gevers Newsletter Rick Gevers & Assoc. 355 E. Ohio Street #303 Indianapolis, IN 46204 317-635-7912	No	5
	Total		80

*WTVA hired a National Sales Manager and three Account Executives from WLOV sales staff when the new ruling for our JSSA required us to handle all sales for WLOV.

Appendix 3 to Annual EEO Public File Report

Covering the Period from February 1, 2017 through January 31, 2018.

Station(s) Comprising the Station Employment Unit: WTVA

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

	Recruitment Initiative	Description
1	<i>Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination.</i>	During weekly Department Managers’ Meetings the Business Manager provides training. This training educates on topics of equal employment opportunity and discrimination prevention.
2	<i>Participated in job fairs by station personnel who have substantial responsibility in making hiring decisions.</i>	<ol style="list-style-type: none"> 1) Sales Manager, Luke Stanford, and Director of Sales, Danny Walker, represented WTVA at the Community Development Foundation Job Fair on June 20, 2017. About one thousand job seekers attended the fair at Building 5, Tupelo Furniture Market. They accepted resumes and researched the possibility of WTVA producing our own job fair. 2) WTVA organized and produced its first job fair on January 10, 2018 from 9am to 2pm at the BanCorp South Convention Center in Tupelo, MS. Approximately 1100 area residents attended this free event as they visited with 54 businesses, services and organizations. The station took resumes and applications for sales, news and technology.

		<p>The WTVA booth was manned by department heads including the General Manager, Director of Sales, Sales Manager, Digital Sales Manager and the Creative Services Director.</p>
3	<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>WTVA participated in the second annual Imagine the Possibilities Career Day sponsored by the Community Development Foundation. This year's event was expanded to three days. The first two days were to expose middle school students to a large array of career possibilities. Over 70 schools were in attendance from 17 counties in north Mississippi. Students get hands on experience to give them a taste of job opportunities that could be in their future. The career fair is to encourage students to study and understand there is a reason to learn math, science, English and the arts. WTVA manned a booth that allowed students to read news on a teleprompter and practice their on air skills in front of a green screen. The third day of the event was for adults to take advantage of the information that might benefit their future or to see what their children are experiencing.</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, WTVA had 7 students utilize our internship program during the year. Six interns were from The University of Mississippi, and One intern was from Mississippi State. Each of the interns was 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. 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</p>

		<p>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><i>Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.</i></p>	<p>1)WTVA's News Director and General Manager met with journalism students at Ole Miss from 10am to 2pm on March 7th, 2017 for MAB Day on Campus. MAB Day on Campus is an outreach of the Mississippi Association of Broadcasters and is designed to foster communication between broadcasters, educators, and students at Mississippi's Community Colleges and Universities. The News Director and General Manager proofed resumes and gave critiques on resume reels in one on one meetings with about 12 students who are about to graduate and move into the job seeking world. We also discussed job and internship opportunities at WTVA.</p> <p>2) News Director, Mike Raffaele, meet with 10-15 students at Jackson State University representing WTVA at the MAB on Campus event held Tuesday October 17, 2017 from 10a-2p. He discussed broadcast opportunities, the students' possible career paths, internships and how to get started in journalism. Mike also sat on a panel that discussed various issues facing media operations in today's environment. About 30 students attended the event.</p>

		<p>3) WTVA participated in the Southeastern Journalism Conference Job Fair at the University of Mississippi, Friday, February 17th, from 1pm to 5pm. Representing WTVA were acting News Director, Craig Ford, and the General Manager, Jerry Jones. We accepted resumes for the open position of Associate Producer and talked to students about potential job opportunities and internships.</p> <p>4) Mississippi Association of Broadcasters Day at Mississippi State University- WTVA's News Director and General Manager (with other radio and TV managers from around the state) met with communications and journalism students and faculty on October 25, 2017 from 10am to 2pm. Students brought resumes and examples of their work for our critique and feedback as we discussed what they should know and be prepared for in the broadcast job market. Students were from various disciplines including journalism, news production, on-air talent and sales. We also discussed internship possibilities for Juniors and Seniors. Mike sat on the professional panel that answered questions from the students and faculty. About 60 students attended.</p> <p>5) News Director, Mike Raffaele, attended the Tennessee AP Journalism Career Day at The John Seigenthaler Center at Vanderbilt University on April 8, 2017. He participated in two panel discussions: "Meet the Pros" and "Changing expectations, realities in today's profession." He also provided one-on-one critiques of college students' writing, shooting, editing and on-air</p>
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		<p>presentations for the students who attended.</p> <p>6) News Director, Mike Raffaele, attended the Mississippi Association of Broadcasters' MAB on Campus at Southern Mississippi Career Day on April 19, 2017. This is the same format as the other universities above. From 10am to 2pm, Mike had one-on-one meetings with Southern Mississippi students and participated in an open forum with the students.</p>