

EEO PUBLIC FILE REPORT

For the 12-month Period Ending January 21, 2021

Prepared by: Morris Network of Mississippi
(Licensee/Permittee)

This report covers the following employment unit:

<u>Call Sign</u>	<u>Facility ID Number</u>	<u>Type of Station</u>	<u>Location City, State</u>	<u>LMA</u>
WXXV TV	53517	Television	Gulfport, MS	

A. The following is a list of all vacancies for full-time jobs during the previous 12 months:

	<u>Job Title</u>	<u>Date of Opening</u>	<u>Date Filled</u>
1	Multi Media Journalist	January 15, 2020	March 13, 2020
2	Multi Media Journalist	January 15, 2020	April 2, 2020
3	Anchor	February 14, 2020	February 28, 2020
4	Newscast Producer	February 21, 2020	March 20, 2020
5	Newscast Director Assistant	February 25, 2020	March 26, 2020
6	Newscast Producer	June 29, 2020	August 12, 2020
7	Multi Media Journalist	July 15, 2020	August 4, 2020
8	Multi Media Journalist	July 15, 2020	August 4, 2020
9	Marketing Consultant	July 16, 2020	August 10, 2020
10	Newscast Director Assistant	August 10, 2020	October 9, 2020
11	Newscast Director Assistant	August 10, 2020	November 23, 2020
12	Marketing Consultant	August 24, 2020	January 18, 2021
13	Multi Media Journalist	October 14, 2020	September 21, 2020
14	Multi Media Journalist	October 14, 2020	December 1, 2020
15	Master Control Operator	December 9, 2020	still open

B. During the previous 12 months, the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with an asterisk (*) were organizations that requested to be contacted as job openings occurred:

Source Number	Organization	Contact	Address	Website/Email	Phone Number
1	WXXV TV web site	Andrew Fountain	14351 Highway 49 Gulfport, MS 39503	www.wxxv25.com	228-832-2525
2	MS Assoc of Broadcasters		855 S Pear Orchard Ridgeland, MS 39157	www.msbroadcasters.org	601-957-9121
3	University of Southern MS	Kathy Killam	125 McLemore Hall Hattiesburg, MS 39406	https://app.joinhandshake.com	601-266-6746
4	Pearl River Community College	Dr Ann Moore	101 Hwy 11 N Poplarville, MS 39470	amoore@prcc.edu	601-403-1183
5	MS Department of Employment	Al Brooken	10162 Southpark Dr Gulfport, MS 39503	www.mdes.ms.gov	228-897-6945
6	TV Jobs.com Broadcast Employment		P O Box 4116 Oceanside, CA 92042	www.tvjobs.com	800-374-0119
7	Medialine.com		P O Box 51909 Pacific Grove, CA 90048	www.medialine.com	800-237-8073
8	Jackson State University	E Hayes-Anthony	1400 John R Lynch St	www.jobplace@jsums.edu	601-979-2477

			Jackson, MS 39217		
9	University of South Alabama	Delia Ingram	390 Alumni Circle Mobile, AL 36688	https://app.joinhandshake.com	251-640-6188
10	Alcorn State University	Joey Mitchell	1000 ASU Drive Lorman, MS 39096	https://app.joinhandshake.com	601-877-6325
11	MS State University	Career Services	300 Montgomery Hall MS State, MS 39762	www.career.msstate.edu	662-325-3344
12	Mississippi College	Jim Miller	P O Box 4010 Clinton, MS 39056	www.mc.edu	601-925-3901
13	University of Mississippi	Christy Wright	303 Martindale University, MS 38677	https://app.joinhandshake.com	662-915-5984
14	Tulane University	Jasmine Porche	6823 St Charles Ave New Orleans, LA 70118	https://app.joinhandshake.com	504-247-1739
15	Xavier University	Tracey Jackson	1 Drexel Drive New Orleans, LA 70125	https://app.joinhandshake.com	504-520-7364
16	University of Alabama	Linda Cardan	3400 Ferguson Center Tuscaloosa, AL 35487	https://app.joinhandshake.com	205-348-5848
17	Auburn University	Jay Skipworth	400 Martin Hall Auburn, AL 36849	https://app.joinhandshake.com	334-844-4744
18	University of South Florida	Pranam Parsanlal	4202 E. Fowler Avenue SVC 2088, Tampa, FL 33620	https://app.joinhandshake.com	813-974-2171
19	Southeastern Louisiana University	Career Services	1200 SGA Dr Hammond, LA 70402	https://app.joinhandshake.com	985-549-2000
20	Louisiana State University	Amy Caillouet	LSU Box 2550 Baton Rouge, LA	https://lsu-csm.symplicity.com	225-578-3202

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21	University of Louisville	Karen Boston	2301 53 rd Street Louisville, KY 40292	https://app.joinhandshake.com	502-852-6701
22	University of Miami	Richard Combs	5225 Ponce De Leon Blvd Coral Gables, FL 33146	https://app.joinhandshake.com	305-284-5451
23	University of Georgia	Aaron Brown	825 S Lumpkin St, Athens, GA 30602	https://app.joinhandshake.com	706-542-3375
24	Florida State University	Debbie Crowder	100 South Woodward Ave Tallahassee, FL 32306	https://app.joinhandshake.com	850-644-6431
25	Loyola University New Orleans	Jill Boatright	636 St. Charles Avenue New Orleans, LA 70118	https://app.joinhandshake.com	504-865-3860
26	William Carey University	Dr. Allen Bonne	498 Tuscan Ave, WCU 181 Hattiesburg, MS 39401	abonner@wmcarey.edu	601-318-6209
27	Belhaven University	Claire T Langley	1500 Peachtree Street, Jackson, MS 39202	https://app.joinhandshake.com	601-968-5939
28	Troy University	Lauren Cole	124 Eldridge Hall Troy, AL 36079	https://app.joinhandshake.com	334-670-3217
29	Indeed website			www.indeed.com	
30	Fleet and Family Service Center	Jason Davis	NCBC Gulfport, MS 39501	Jason.davis7@navy.mil	228-871-4264
31	UNC Asheville	David Earnhardt	1 University Heights Asheville, NC 28804	https://app.joinhandshake.com	828-251-6515
32	UNC – Chapel Hill	Teresa Holt	Howell Hall Campus Box 3365	https://app.joinhandshake.com	919-962-3593

			Chapel Hill, NC 27599		
33	University of South Carolina	Dalan Solomon	1322 Green Street Columbia, SC 29208	https://app.joinhandshake.com	803-777-7280
34	University of Kentucky	Meghan Pippenger	408 Rose Street Lexington, KY 40508	https://app.joinhandshake.com	859-257-2746
35	The University of Oklahoma	Kyle Pederson	900 Asp Avenue #323 Norman, OK 73019	https://app.joinhandshake.com	405-325-1974
36	Marquette University	Kaitlin Freeman	P O Box 1881 Milwaukee, WI 53201	https://app.joinhandshake.com	414-288-7423
37	The University of Michigan	Employer Relations	515 E Jefferson St Ann Arbor, MI 48109	https://app.joinhandshake.com	734-764-7460
38	Rice University	Career Center	6100 Main St Houston, TX 77005	https://app.joinhandshake.com	713-348-4055
39	Texas A & M University – Commerce	Bethany Ferrall	2200 Campbell St Commerce, TX 75428	https://app.joinhandshake.com	903-468-3223
40	University of Central Missouri	Joy Grynko	415 E Clark St Warrensburg, MO 64093	https://app.joinhandshake.com	660-543-4985
41	Washington State University	Alena Hume	1815 Wilson Rd Pullman, WA 99164	https://app.joinhandshake.com	509-335-6000
42	University of Massachusetts Amherst	Lisa Blacher	140 Hicks Way Amherst, MA 01003	https://app.joinhandshake.com	413-545-2224
43	Villanova University	Maggie Songel	E County Line Road Villanova, PA 19085	https://app.joinhandshake.com	610-519-4060
44	University of Tampa	Kelly Allegeier	401 W Kennedy Blvd, Tampa, FL 33606,	https://app.joinhandshake.com	813-253-6236
45	Media-Match		1001 Imperial Hwy #2267 La Habra, CA 90623	www.media-match.com	323-284-5589
46	Reel Media Group			stephanie@reelmediagroup.com	212-764-7171
47	Lorna Dave Agency				610-248-1317
48	Employee Referral				

49	In House				
50	WALA TV	Faye Olensky			
51	The Focus Group Advertising Agency				

C. The following is a list of the services for full-time jobs shown in Section A above and the recruitment sources which provided the hire for that position:

See Section B – Recruitment Source List for recruitment source data

	Job Title	Recruitment Sources Used to Fill Vacancy	Recruitment Source Referring Hiree
1	Multi Media Journalist	1,3,6-45,49	19
2	Multi Media Journalist	1,3,6-45,49	6
3	Anchor	1,6,8,11,12,30,49	49
4	Newscast Producer	1,3,6-13,15,16,19-23,26-29,31-45	19
5	Newscast Director Asst.	1,3,6,8-2,14-16,19-23,48,49	48
6	Newscast Producer	1-3,5-28,31-44,49	1
7	Multi Media Journalist	1,3,6-28,30-45	19
8	Multi Media Journalist	1-3,6-28,20-45	1
9	Marketing Consultant	1-3,9,10,13-25,27,28,32-35,44,50,51	50

10	Newscast Director Asst.	1-3,6,8-10,12-16,19-21,23,25,27,32-35,44,49	49
11	Newscast Director Asst.	1-3,6,8-10,12-16,19-21,23-25,27,32-25,44,49	49
12	Marketing Consultant	1-3,9,10,12-21,23-25,27,28,32-35,44,48	48
13	Multi Media Journalist	1-3,6,8-23,26-27,32-35,44,47	6
14	Multi Media Journalist	1-3,6,8-23,26-27,32-35,44,47	1
15	Master Control Operator	1-3,5,6,8-16,19-23,25,27,32-35,44	Still open

D. During the previous 12 months, there were a total of 43 people interviewed for vacancies for open positions. The following is a list of the total number of interviewees referred by each recruitment source shown in Section B above:

Recruitment Source	Total No. of Interviewees
WXXV website	9
University of Southern Mississippi	1
Southeastern Louisiana University	7
TV Jobs.com Broadcast Employment	4

Indeed	2
Employee Referral	4
Lorna Dave Agency	1
Current Employee	13
WALA TV	1
The Focus Group Advertising Agency	1

E. Supplemental Outreach Initiatives

1. March 18, 2020: WXXV TV's Business Manager participated in the webinar "Navigating Employment Issues and the Coronavirus – What To Do and Not To Do" hosted by Freeman, Mathis & Gary, Attorneys at Law. Labor and Employment expert attorneys offered guidance on what to do in a situation like the one we are undergoing with the COVID-19. Discussion included what measures employers should be taking.
2. April 2020: WXXV was scheduled to participate as a potential employer in the Mississippi Association of Broadcasters "On Campus" event at the University of Southern Mississippi; however, this event was cancelled at the advisement of the CDC as a precaution due to COVID-19.

3. April 2020: WXXV was scheduled to participate as an employer in the 2020 Spring Southern Region Military and Civilian Job Fair with the Governor's Job Fair Network of Mississippi; however, this event was cancelled at the advisement of the CDC as a precaution due to COVID-19.
4. July 30, 2020: WXXV TV's Business Manager and National Sales Manager participated in the webinar "Political Broadcasting Rules Refresher" hosted by Fletcher, Heald & Hildreth, PLC.
5. August 19, 2020: WXXV TV's Business Manager and National Sales Manager participated in the webinar "Political File Rules Webinar with the FCC Panel". This webinar featured the FCC's team that oversees the on-line political file rules. Discussions included the steps needed to comply with the rules, the impact on a station's renewal and the FCC's new consent decree process.
6. November 12, 2020: WXXV TV participated as an employer in the Mississippi Department of Employment Security's Gulf Coast Drive-held in Biloxi, MS. During this event, applications were accepted for open positions. Information and materials were given out concerning types of positions available in the broadcast field. Attendees were given information promoting WXXV TV's website for a complete listing of current job openings.
7. December 4, 2020: WXXV TV's Chief Engineer spoke at Hancock High School in Kiln, MS. to discuss and motivate students in the STEM and College Prep programs. He spoke to approximately 105 high school students emphasizing the importance of Math and Science in the general engineering disciplines and discussing education that would be needed for a career in broadcast engineering and the opportunities of employment in broadcasting.
8. January 21, 2021: WXXV TV's Business Manager participated in the webinar "What can Broadcasters Expect in 2021?" hosted by the Mississippi Association of Broadcasters. David Oxenford of Wilkinson Barker Knauer LLP presented a preview of the broadcast regulation likely to be on the agenda of the FCC, Congress and others in Washington in this time of change.
9. January 21, 2021: WXXV TV's Business Manager participated in a Zoom meeting "Coffee & Chat on "Creating and Managing a Successful Career Fair"" hosted by Alcorn State University. The Office of Career Services & Pre-Professional Programs and Handshake discussed the best ways to use Handshake as a virtual career fair platform.

10. WXXV TV is a participating employer in an ongoing virtual job fair hosted by our sister station, WWAY TV. The WXXV TV logo, business description and a link to our website's employment and job openings page is displayed. Interested applicants can view current job openings. As an employer on this virtual job fair, we receive Banner Ads that are displayed on WWAYTV3.com which receives over a million local visitors a month, and thus has the potential of reaching 1000's of prospective employees each month.
11. During this reporting period WXXV supplied speakers for events sponsored by schools, community and civic organizations. The awareness level of broadcasting as a career option is raised each time a staff member is sent out into the community.
12. WXXV uses its broadcast signal to advertise employment opportunities that invite viewers to interact with and respond to our human resource department and directs viewers to the station's website for a listing of current employment opportunities. During the reporting period, WXXV aired this announcement across our 3 broadcast networks a combined total of 1,784 times. These announcements are in the form of :20 second spot ads.
13. During the reporting period, WXXV had on-going training programs for employees in order to enhance skills on the job and expand working knowledge. General station training includes new hire orientation, safety training, and anti-harassment seminars for employees and supervisors. Year round, the news department trains staff in all areas of effective news writing and newscast production to improve current job skill sets and to advance their skills. Sales Manager and Marketing Consultants received Matrix, comScore (Rentrak), Wide Orbit and OSI training. The Sales Department has meetings which cover general business and selling techniques. Most meetings have training components. These consist of topics such as: negotiation strategies, Rentrak ratings data use, presentation methods, ChartLocal digital products and strategies.
14. During the reporting period, WXXV managers/supervisors participated in managerial training including "Managing Ethics: Code of Conduct Training for Managers". This training material provides information that helps managers/supervisors behave themselves ethically and promote a culture of integrity among their subordinates.

15. During the reporting period, WXXV managers/supervisors participated in video training “Management & Leadership Skills for Supervisors” as a refresher on understanding their people and knowing the right way to approach those tough challenges that seem to come up on a daily basis in the workplace.
16. WXXV TV posts vacant openings on our website and promotes our website on-air to create awareness of the opportunities at the station.
17. WXXV had to cancel all station tours, job shadowing and internships due to COVID-19 protocols.

Name of Respondent: Donna G. Ingram

Signed:  _____

Typed Name: Donna G. Ingram

Title: Business Manager

Date: January 26, 2021

Telephone No: 228-831-5201