

## 2008 ANNUAL EEO PUBLIC FILE REPORT

### WTVA, Inc.

Station: WTVA(TV), Tupelo, MS  
Reporting Period: 01/22/07 - 1/21/08  
No. of Full-time Employees: More than 10  
Small Market Exemption: Yes

During the Reporting Period, a total of 19 full time positions were filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*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.*

Itawamba Agricultural High School Career Fair  
1/07

Attended by WTVA News Director

West Union High School Career Fair  
[date?]

Attended by WTVA News Director

MAB Career/Job Fair  
5/11/07

Attended by News Director and Operation Manager

Jumpertown High School Career Fair  
11/14/07

Attended by WTVA News Director

Saltillo School Career Fair  
12/3/07

Attended by WTVA Chief Meteorologist

Shannon School Career Fair  
12/6/07

Attended by WTVA Chief Meteorologist

Dorsey School Career Fair  
12/11/07

Attended by WTVA Chief Meteorologist

*Established an internship program designed to assist members of the community to acquire skills needed for broadcast employment.*

During the reporting period, WTVA had two students utilize our internship program during the Summer Semester from Northeast Mississippi Community College, and Mississippi State University. They each worked as News Interns approximately 12 hours per week.

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. Complete guidelines and applications are available at the WTVA studios as well as on our website at [www.wtva.com](http://www.wtva.com)

*Participated in scholarship programs designed to assist students interested in pursuing a career in broadcasting.*

Participated in the Mississippi Association of Broadcasters scholarship program by running public service announcements encouraging applications as well as contributing to the overall scholarship money through our membership in the MAB.

*Participated in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.*

WTVA Station Tours

January 2007

22- Kids Landing (16 Children)

23- South Pontotoc (3<sup>rd</sup> Graders)

February 2007

16- Thomas St. Kindergarten (94 students)

23- Home school Coop (20 Students studying weather)

26- Creative Kids Day Care (40 Children)

March 2007

08- Church St. Elementary (3<sup>rd</sup> Graders)

12- Simmons Family (2 teenagers interested in news and weather)

26- Church St. Elementary (2<sup>nd</sup> Graders)

30- Baldwin Middle School (27 Students)

April 2007

12- Booneville Head Start (16 Children)

23- Anderson Elementary (94 Kindergarten Students)

27- Fairview Attendance Center (34 Kindergarten Students)

30- Christian Life Learning Center (12 3<sup>rd</sup> Grader Students)

May 2007

04- THS Daily Living Class (6-7 Special Needs Students)

07- Bruce Elementary

11- Ripley Middle School (40 7<sup>th</sup> Graders interested in TV Careers)

June 2007

21- Excel Commons/Okolona (25 8-12 year olds)

July 2007

- 20- Nettleton FUM Summer Program (25 Children)
- 27- Nettleton FUM Summer Program

October 2007

- 03- Mooreville Elementary School (120 2<sup>nd</sup> Graders)
- 04- IAHS (35 10<sup>th</sup> Grade Students)

November 2007

- 02- Home School Coop (80 Students)
- 05- Christian Home Educators Of NE MS (80 Students)
- 16- Briar Ridge-North MS Regional (25 Handicapped adults)
- 17- New hope Full Gospel Youth Group (15 teenagers)

December 2007

- 03- Saltillo Elementary (100 Students)
- 03- Boy Scouts Group (15 cubs)
- 06- Shannon Elementary (100 1<sup>st</sup> Graders)
- 11- Kossuth Middle School (100 7<sup>th</sup> Graders)
- 11- Dorsey Elementary School (35 2<sup>nd</sup> Graders)
- 12- Houlka School (40 7<sup>th</sup> Graders)

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
1/25/07	Full Time Operations	WTVA Website
2/19/07	Full Time Operations	In House (PT Employee)
3/26/07	Entry Level Sales Executive	Employee Referral
4/05/07	Full Time Operations	WTVA Website
4/23/07	Full Time Operations	In House (PT Employee)
4/27/07	Full Time Operations	In House (PT Employee)
4/27/07	Full Time Operations	In House (PT Employee)
4/27/07	Full Time Operations	WTVA Website
5/07/07	Entry Level Sales Executive	Employee Referral
7/02/07	Traffic Coordinator	Employee Referral
7/09/07	Webmaster/Graphic Artist	WTVA Website
8/23/07	Weekend Weather Anchor	WTVA Website
8/24/07	Weekend Sportscaster	TV Jobs.com
9/12/07	News Anchor/Reporter	TV Jobs.com
9/17/07	Community Relations Director	WTVA Website
10/25/07	Full Time Operations	In House (PT Employee)
11/02/07	Full Time Operations	WTVA Website
12/3/07	News Anchor/Producer	WTVA Website
12/11/07	Newscast Director	WTVA Website

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 76

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
WTVA/WLOV/WKDH Websites	29
Mississippi State University	1
Mississippi University for Women	0
Mississippi Valley State	0
Rust College	0
Lee County NAACP	0
City of Tupelo	1
Tougaloo College	0
Itawamba Community College	0
NE MS Community College	0
Mr. Kenneth Mayfield	0
University of Southern Mississippi	1
Jackson State University	0
League of Women Voters	0
WIN Job Center (MS Dept. of Employment Security)	12
University of Mississippi	4
Mississippi Association of Broadcasters Website	0
Employee Referral	9
In House Job Posting	14
<a href="http://www.tvjobs.com">www.tvjobs.com</a>	2
Walk-in	1
Business Referral	1
Northeast Mississippi Daily Journal	1

## RECRUITING SOURCES USED

The following sources were contacted for all full-time job openings, except for the positions listed below this chart.

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
WTVA/WLOV/WKDH Websites	Y	P.O. Box 350 Tupelo, MS 38802	Kevin Peters	662-842-7620
Mississippi State University	N	Career Services Center, P.O. Box P, Miss. St., MS 39762	Luther B. Epting	662-325-3344
Mississippi University for Women	N	Career Services Director, 1100 College St. MUW 1624, Columbus, MS 39701	Towanda Williams	662-241-7619
Mississippi Valley State	N	Career Dev. & Placement, 1400 Hwy 82W., Box 7225 Itta Bena, MS 38941-1400	Tiffany Wallace	662-254-3440
League Of Women Voters	N	P.O. Box 55505, Jackson, MS 39216-4616	Neva Greenwald	601-352-4616
Rust College	N	Placement Office, 150 Rust Ave, Holly Springs, MS 38635	Martha Howard	662-252-8000
Lee County NAACP	N	1008 Hilda Dr, Tupelo, MS 38804	Robert Jamison	662-680-5171
Mississippi Association of Broadcasters Website	N	855 S. Pear Orchard Road-Suite 403, Ridgeland, MS 39157	Jackie Lett	601-957-9121
University Of Mississippi	N	Career Services Center, P.O. Box 1848, University, MS 38677	Toni Avant	662-915-7174
Tougaloo College	N	Placement Office, 500 W. County Line Road, Tougaloo, MS 39174	Tekesia McClendon	601-977-7817
Itawamba Community College	N	Placement Office, 2716 South Eason Blvd., Tupelo, MS 38801	Lee Oswald	662-620-5221
NE MS Community College	N	Placement Director, Box 1648, Booneville, MS 38829	Dan Rupert	662-720-7142
Mr. Kenneth Mayfield	N	106 N. Franklin, Tupelo, MS 38804	Kenneth Mayfield	662-841-8844
City of Tupelo	N	Personnel Office, P.O. Box 1485, Tupelo, MS 38801	Cassandra Moore	662-841-6487
University Of Southern Mississippi	N	Placement Office, College Drive #5014	Rusty Anderson	601-266-4153
Jackson State University	N	Placement Office, Jackson, MS 39217	Ronnie Simpson	601-979-2281
Mississippi Employment Security Commission	N	Tupelo Office, P.O. Box 110, Tupelo, MS 38802	Betsy Maxcy	662-842-4371
MS Employment Sec. Com	N	P.O. Box 1247, Columbus, MS 39703	Randy Burris	662-328-6876
In House Job Postings	Y	WTVA Inc. P.O. Box 350 Tupelo, MS 38802	Kizzy Guy	(662) 842-7620

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

In addition to the above-listed sources, the following sources were used for these additional positions:

Job Title of Position: Weekend Weather Anchor Date of Hire: 8/23/07  
 Job Title of Position: Weekend Sportscaster Date of Hire: 8/24/07  
 Job Title of Position: News Anchor/Reporter Date of Hire: 9/12/07

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
www.tvjobs.com	N	Broadcast Employee Service P.O. Box 4116 Oceanside, Ca 92052	Mark Holloway	(760) 754-8117
NABJ	N	Professional Dev. Manager 8701A Adelphi Road Adelphi, MD 20783	Duane Crawley	(301) 445-7100
University of Alabama	N	College of Communications Box 870152 Tuscaloosa, AL 35487-0152	Pam Doyle	(205) 348-9684
Florida A & M University	N	Internship/Placement Coord. Division of Journalism Tallahassee, FL 32307	Pearl Stewart	(850) 599-3496

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

In addition to the sources listed in the first chart, the following sources were used for these positions:

Job Title of Position: Full Time Operations Date of Hire: 1/25/07  
 Job Title of Position: Full Time Operations Date of Hire: 2/19/07  
 Job Title of Position: Full Time Operations Date of Hire: 4/05/07  
 Job Title of Position: Full Time Operations Date of Hire: 4/23/07  
 Job Title of Position: Full Time Operations Date of Hire: 4/27/07  
 Job Title of Position: Full Time Operations Date of Hire: 4/27/07  
 Job Title of Position: Full Time Operations Date of Hire: 4/27/07  
 Job Title of Position: Full Time Operations Date of Hire: 10/25/07  
 Job Title of Position: Full Time Operations Date of Hire: 11/02/07  
 Job Title of Position: Newscast Director Date of Hire: 12/11/07

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
University of Alabama	N	College of Communications Box 870152 Tuscaloosa, AL 35487-0152	Pam Doyle	(205) 348-9684
Medialine		P.O. Box 51909 Pacific Grove, CA 93950-6909	Mark Shilstone	(800) 237-8073
University of Mississippi	N	Director of Student Media 233 Farley Hall University, MS 38677	Ralph Braseth	(662) 915-5504
UAB	N	Communications Studies Office Bldg. 15, Room 223 Birmingham, AL 35294-1220	Mark Hickson	(205) 934-3877
Itawamba Community College	N	602 West Hill St. Fulton, MS 38843	Donna Thomas	(662) 862-8244

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

In addition to the sources listed in the first chart, the following sources were used for these positions:

Job Title of Position: Entry Level Sales Executive  
 Job Title of Position: Entry Level Sales Executive

Date of Hire: 3/26/07  
 Date of Hire: 5/7/07

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Itawamba Community College	N	Business Administration Div. 602 West Hill Street Fulton, MS 38843	Joe Williams	(662) 862-8244
Delta State University	N	School of Business Delta State University Cleveland, MS 38733	Billy Moore	(662) 846-4646
NEMCC	N	Division of Business 101 Cunningham Blvd. Booneville, MS 38829	Michael McGaha	(662) 720-7142
MUW	N	Div. of Business & Comm. 1100 College St., W-940 Columbus, MS 39701	Anne Balazs	(662) 241-7619
Mississippi State University	N	College of Business & Indust. P.O. Box 5288 Mississippi State, MS 39762	Sara Freedman	(662) 325-3344
UAB	N	School of Business BEC 216 1530 3 <sup>rd</sup> Ave. S. Birmingham, AL 35294-4460	Robert Holmes	(205) 934-3877

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.