

## 2012 ANNUAL EEO PUBLIC FILE REPORT

### WTVA, Inc.

Station: WTVA (DT), Tupelo, MS  
Reporting Period: 01/22/11 - 1/21/12  
No. of Full-time Employees: More than 10  
Small Market Exemption: Yes

During the Reporting Period, a total of 12 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.*

New Chapel CME Church  
1/24/11

News Anchor emceed a “youth roundup” event 152 people in attendance

West Point Cub and Boy Scout Troup  
2/10/11

Reporter spoke to the boys about what it is like to work in television news.

Oprah Winfrey Boy’s and Girls Club Banquet in Kosciusko  
9/22/11

Emceed by News Anchor.

Chickasaw County Fire Chief’s Association  
9/27/11

Meteorologist assisted with a storm spotter class.

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

During the reporting period, WTVA had three students utilize our internship program during the Summer. Two were from Mississippi State University, one from The University of Mississippi. Two students worked in the news department with the assignment desk, reporters, photographers, and anchors for approximately 12 hours per week. The other student worked with the weather department.

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

July 2011

21- East Booneville Baptist Church (25)

August 2011

2- Young Lady interested in News/weather, accompanied my her mother and grandmother (3)

September 2011

23- Home School Group (50)

29- Other half of Home School Group (50)

November 2011

10- Communication students from Mississippi Valley State University (10)

15- Traceway Retirement Center (10)

December 2011

19- Boys Scouts of America (25)

*Participated in at least 4 events or programs sponsored by educational institutions relating to career opportunities in broadcasting.*

Guntown School  
2/7/11  
Meteorologist spoke to the students.

Holy Family School  
2/10/11  
Anchor spoke to students on career day.

The University of Mississippi  
March 2011  
Meek School of Journalism attended by the Station Manager, News Anchor and Reporter spoke to broadcast student as part of an event sponsored by the Mississippi Association of Broadcasters.

Holly Springs Public Schools  
4/15/11  
News Anchor spoke to students on career day.

TCPS  
4/29/11  
News Anchor spoke to Media Class approximately 20 students.

Itawamba Agricultural High School  
5/6/11  
News Anchor spoke to approximately 100 students at career day.

Tupelo Middle School  
5/10/11  
News Reporter spoke at career day.

Amory High School  
3/11/11  
Reporter was keynote speaker for Amory High School National Honor Society Program.

Tupelo Middle School  
9/29/11  
Meteorologist spoke to the students.

Bruce Upper Elementary  
10/6 /11  
Meteorologist spoke with 5<sup>th</sup> grade students.

University of Mississippi  
10/13/11  
New Anchor spoke to broadcast journalism students.

Pope School  
 11/15/11  
 News Reporter spoke to students at career day.

Mooreville Elementary  
 11/17/11  
 Meteorologist spoke to the 5<sup>th</sup> graders.

Jackson State University  
 12/1/11  
 Station Manager, News Anchor and Reporter spoke to broadcast student as part of an event sponsored by the Mississippi Association of Broadcasters.

Oxford High School  
 12/6/11  
 Meteorologist spoke

*Participated in 1 job fairs by station personnel who have substantial responsibility in making hiring decisions.* 3/22/11  
 Mississippi Associations of Broadcasters Job Fair  
 Attended by New Director and Sale Manager

*Provided training to management-level personnel on methods of ensuring equal employment* The Human Relations Director viewed the FCC's Summit on EEOC Best Practices on January 4, 2012 and provided information to the station staff concerning EEOC practices and procedures to be followed by WTVA.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
2/22/11	IT Manager	WIN Job Center
2/28/11	Entry Level Account Exec.	Business Referral
3/1/11	Producer	TVJobs.com
3/7/11	Computer/Electronic Tech.	Newspaper Ad
4/11/11	Chief Meteorologist	Talent Dynamics
5/16/11	Community Relations Dir.	Business Referral
7/11/11	Entry Level Account Exec.	WTVA Website
8/2/11	Newscast Director	Newspaper Ad
8/4/11	Master Control Operator	Newspaper Ad
8/22/11	Reporter	WTVA Website
9/9/11	Entry Level Account Exec.	WTVA Website
10/5/11	Producer/Editor	Part-time Employee

## INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 71

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
WTVA/WLOV/WKDH Websites	12
Mississippi State University	0
Mississippi University for Women	0
Mississippi Valley State	0
Rust College	0
Lee County NAACP	0
City of Tupelo	0
Tougaloo College	0
Itawamba Community College	0
NE MS Community College	0
Mr. Kenneth Mayfield	0
University of Southern Mississippi	0
Jackson State University	0
Talent Dynamics	3
WIN Job Center (MS Dept. of Employment Security)	5
University of Mississippi	0
<a href="http://www.medialine.com">www.medialine.com</a>	0
Mississippi Association of Broadcasters Website	0
Employee Referral	5
In House Job Posting	1
<a href="http://www.tvjobs.com">www.tvjobs.com</a>	5
Walk-in	2
Business Referral	10
Northeast Mississippi Daily Journal	27
NEWMS	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	Webmaster	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
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 Oswalt	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: Producer

Date of Hire: 3/1/11

Job Title of Position: Reporter

Date of Hire: 8/22/11

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
Medialine	N	P.O. Box 51909 Pacific Grove, CA 93950- 6909	Mark Shilstone	(800) 237-8073
Northeast Mississippi Daily Journal	N	1241 South Green Street Tupelo, MS 38804	Barbara Baccus	(662) 842-2611
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 above-listed sources, in the two preceding charts, the following source was used for this position:

Job Title of Position: Chief Meteorologist Date of Hire: 4/11/11

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Talent Dynamics	N	Coaching and Talent Specialist 600 E. Las Colinas Blvd., Suite 100 Irving, TX 75039	Carolynn Grimes	(214) 640-3139

\* 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: Newscast Director Date of Hire: 8/2/11

Job Title of Position: MC Control Operator Date of Hire: 8/4/11

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	N	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

\* 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: Account Executive Date of Hire: 2/28/11  
 Job Title of Position: Account Executive Date of Hire: 7/11/11  
 Job Title of Position: Account Executive Date of Hire: 9/9/11

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Medialine	N	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 this position:

Job Title of Position: Community Relations Director Date of Hire: 5/16/11

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Medialine	N	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
NEWMS	N	300 W. Main Street Tupelo, MS 38802	Martha Swindle	(662) 823-4336