

## 2010 ANNUAL EEO PUBLIC FILE REPORT

### WTVA, Inc.

Station: WTVA (TV), Tupelo, Mississippi  
Reporting Period: 01/22/09 - 1/21/10  
No. of Full-time Employees: More than 10  
Small Market Exemption: Yes

During the Reporting Period, a total of 5 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.*

Tupelo Public School District Spelling Bee  
1/2009

Attended by WTVA News Anchor

March of Dimes Luncheon  
1/16

Attended by WTVA News Anchor

Okolona Elementary School  
1/27

Attended by WTVA Meteorologist

Altrusa Club  
2/2

Attended by WTVA Engineering Director and News Anchor

92.5 Radio Talk Show  
2/2

Attended by WTVA News Anchor

Tremont High School  
2/2

Attended by WTVA Meteorologist

Itawamba Community College Career Fair  
2/5

Attended by WTVA Community Relations Director and News Anchor

Traceway Manor Senior Citizen Day  
2/5  
Attended by WTVB Meteorologist

North Pontotoc Elementary  
2/6  
Attended by WTVB Meteorologist

Dorsey Elementary School  
2/10  
Attended by WTVB Meteorologist

Wheeler High School  
2/12  
Attended by WTVB Meteorologist

Mooreville Middle School Career Discovery Day  
2/13  
Attended by WTVB News Anchor

92.5 Radio Talk Show  
2/16  
Attended by WTVB News Anchor

Church Street School  
2/16  
Attended by WTVB Meteorologist

Shannon Primary School  
2/19  
Attended by WTVB Meteorologist

Saltillo Primary School  
2/20  
Attended by WTVB Meteorologist

Peoples Baptist Church  
2/22  
Attended by WTVB News Anchor

Amory High School  
2/23  
Attended by WTVB News Anchor

South Pontotoc High School  
2/23  
Attended by WTVB Meteorologist

National IHOP Day for Le Bonheur  
2/24  
Attended by 2 WTVA News Anchors

D.T. Cox Elementary School  
2/24  
Attended by WTVA Meteorologist

92.5 Radio Talk Show  
2/26  
Attended by WTVA Director of Engineering and News  
Anchor

Civitan Club  
2/26  
Attended by WTVA Community Relations Director

North Mississippi Medical Center  
2/28  
Attended by WTVA Meteorologist

Girl Scout Troop for Communication/Career Badge  
2/2009  
Attended by WTVA News Anchor

Shannon Elementary School  
3/2  
Attended by WTVA Meteorologist

New Albany Kiwanis Club  
3/3  
Attended by WTVA Community Relations Director

Shannon Elementary School  
3/3  
Attended by WTVA Meteorologist

Columbus Country Club  
3/20  
Attended by WTVA Director of Engineering and News  
Anchor

BancorpSouth Arena  
3/27  
Attended by WTVA Community Relations Director, News  
Anchor, and Engineering Director

RebeLanes Bowl-A-Thon for the Boys and Girls Club  
3/28  
Attended by WTVB News Anchor

MSU  
4/3  
Attended by WTVB News Anchor

Pontotoc Junior High School  
4/8  
Attended by WTVB Community Relations Director

Baldwyn Rotary  
4/16  
Attended by WTVB Director of Engineering and News  
Anchor

Railroad Festival  
4/18  
Attended by WTVB News Anchor

Mooreville Elementary School  
4/21  
Attended by WTVB Meteorologist

Gilmore Foundation Administrative Luncheon  
4/21  
Attended by WTVB News Anchor

Hamilton High School Career Fair  
4/24  
Attended by WTVB News Anchor

Mississippi Association of Broadcasters Job Fair  
May 8, 2009  
Attended by WTVB News Director

Saltillo Elementary School  
8/13  
Attended by WTVB Meteorologist

University of Mississippi Journalism Week  
10/29  
Attended by WTVB News Anchor

Tremont Elementary School  
11/2  
Attended by WTVB Meteorologist

Bevill State Community College  
11/5  
Attended by WTVB News Anchor

Thrasher Elementary School  
12/1  
Attended by WTVB Meteorologist

Ryans Well Community Center  
1/12  
Attended by WTVB Meteorologist

King Elementary School  
1/15  
Attended by WTVB Meteorologist

Civitan Club  
1/28  
Attended by 2 WTVB Meteorologist

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

During the reporting period, WTVB had one student utilize our internship program during the Summer Semester from The University of Southern Mississippi. The student worked with the assignment desk, reporters, photographers, and anchors for 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 WTVB studios as well as on our Web site at <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

February 2009

02- Grenada Elementary School (100 students)

06- North Pontotoc Elementary School (100 students)

March 2009

23- North Mississippi Medical Center Child Care (24 Children)

30- Lafayette Upper Elementary (60 Students)

April 2009

06- First Baptist Church of Tupelo (7 Children)

13- North Mississippi Medical Center (18 Children)

20- Corinth Head Start (60 children)

27- Anderson Elementary (100 children)

May 2009

04- Saltillo High School (60 children)

06- Boy Scout Troop

11- Education and Training Institute (10 people)

June 2009

15- Color My World Daycare (40 children)

29- First Baptist Church, Bruce (15 people)

August 2009

03- Multi Purpose Adult Center (22 people)

24- Cason Baptist Church (10 children)

31- Rodney and Charlotte Reeves and their daughter

October 2009

05- Pontotoc Head Start (32 children)

19- Lawhon Elementary (60 children)

26- Lawhon Elementary (60 children)

November 2009

02- Pontotoc Day Care (32 children)

16- Ecrú Head Start (30 Children)

December 2009

07- Pine Grove (25 8<sup>th</sup> graders)

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
3/19/09	News Director	Talent Dynamics
5/18/09	Reporter	TVJobs.com
10/13/09	Morning Show Anchor	WTVA Web site
10/19/09	Master Control Operator	Promoted a part time employee
1/11/10	General Sales Manager	Talent Dynamics

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INTERVIEWEE REFERRAL SOURCE SUMMARY

Total Number of Persons Interviewed in Preceding Year: 18

Recruitment Sources Used in Preceding Year	Number of Persons Interviewed that the Source Referred
WTVA/WLOV/WKDH Web sites	2
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
Northeast Mississippi Community College	0
Mr. Kenneth Mayfield	0
University of Southern Mississippi	0
Jackson State University	0
Talent Dynamics	8
WIN Job Center (Mississippi Department of Employment Security)	0
University of Mississippi	0
Medialine.com	2
Mississippi Association of Broadcasters Web site	0
Employee Referral	1
In House Job Posting	1
TVJobs.com	2
Walk-in	0
Business Referral	2
Northeast Mississippi Daily Journal	0

**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 Web sites	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: News Director

Date of Hire: 3/19/09

Job Title of Position: News Reporter

Date of Hire: 5/18/09

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
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 sources listed in the first chart, the following sources were used for these positions:

Job Title of Position: MC Control Operator

Date of Hire: 10/19/09

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
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: News Director  
 Job Title of Position: General Sales Manager

Date of Hire: 3/19/09  
 Date of Hire: 1/11/10

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Talent Dynamics	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
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.