

EEO PUBLIC FILE REPORT

For the 12 month period beginning December 1, 2023 and ending November 30, 2024

Prepared by: Morris Network Inc dba WMGT-TV
(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</u> <u>City, State</u>	<u>DMA</u>
WMGT	43847	Television	Macon, GA	Macon, GA

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

<u>Job Title</u>	<u>Date Filled</u>
1 Anchor/Reporter/Producer	1/22/2024
2 Reporter/Photographer/Sports	2/5/2024
3 Reporter/Photographer	2/5/2024
4 Producer/Web Producer	3/18/2024
5 Reporter/Photographer	5/28/2024
6 Anchor/Reporter/Producer	6/24/2024
7 Video Editor/Photographer	3/18/2024
8 Digital Sales Specialist-Event Marketing	11/16/2023
9 Digital Sales Specialist-Event Marketing	7/8/2024
10 Marketing Consultant	1/22/2024
11 Digital Sales Manager	10/1/2024
12 Digital Operations Specialist	10/1/2024

B. During the previous 12 months, the following recruitment sources were contacted as vacancies for jobs opened.

<u>Recruitment Source</u>	<u>Address</u>	<u>Contact Person</u>	<u>Telephone Number</u>
1. Wesleyan College	4760 Forsyth Road Macon, GA 31210	Tom Bates Email: tbates@weselyancollege.edu	(478) 477-1110
2. Central GA Technical College	3300 Macon Tech Drive Macon, GA 31206	Tony Turner Email: Tturner@centralgatech.edu	(478) 757-3400
3. Macon State College	1000 College State Drive Macon, GA 31206	Barbara Warren Barbara.Warren@MaconState.edu	(478) 471-2700
4. GA College & State University	Campus Box 42 Milledgeville, GA 31061	Mary Roberts Email: Mary.Roberts@gcsu.edu	(478) 445-5384
5. Ft. Valley College & State Univ.	1005 State University Drive Fort Valley, GA 31030	Romelda Simmons Email: Simmonsr@fvsu.edu	(478) 825-8801
6. Mercer University	1400 Coleman Avenue Macon, GA 31204	Dr. Steven Brown Email: brown_sr@mercer.edu	(478) 301-2700
7. GA Military College	201 E. Green Street Milledgeville, GA 31061	Career Services	(478) 387-4900

8. Middle GA Technical	80 Cohen Walker Dr. Warner Robins, GA 31088	Patrick Ivey Email: Pivey@middlegatech.edu	(478) 988-6947
9. 41NBC Web Site	301 Poplar Street Macon, GA 31201	Staff	(478) 745-4141
10. University of Georgia	Clark Howell Hall 212 Carlton St. Athens, GA 30602-3332	Scott Williams Email: Scottw@uga.edu	(706) 542-8431
11. Handshake Online Recruitment Services			https://joinhandshake.com
12. Georgia Department of Labor	3090 Mercer Univ. Drive Macon, GA 31204	Placement Service	(478) 751-4400
13. Media Line	PO Box 51909 Pacific Grove, CA 93950	Job Placement medialine@medialine.com	800-237-8073
14. Georgia Southern Univ.	PO Box 8069 Statesboro, GA 30460	Heather Scarboro Email: hscarboro@goerigasouthern.edu	(912) 478-5197
15. Clark Atlanta Univ.	223 James P. Brawley Dr. Atlanta, GA	Ernita Hemmitt Email: Ehemmitt@cau.edu	(404) 880-6127
16. TVJobs.com	P.O. Box 4116 Oceanside, CA 92052	Mark Holloway	(800) 374-0119
17. Employee Referral	301 Poplar St. Macon, GA 31201	Inhouse Staff	(478) 745-4141
18. University of Tennessee	1345 Circle Park DR Suite Knoxville, TN 37996	Placement Office	(865) 974-5435
19. Indeed.com	6433 Champion Grandview Austin, TX 78750	Online Staff/Site	(800) 475-4361
20. LinkedIN.com	Internet Sunnyvale, Ca	Online Staff/Site	(650) 687-3600
21. JazzHR.com	610 Lincoln St, #205 Waltham, MA 02451	Online Staff/Site	(888) 885-5299
22. Promotion	301 Poplar Street Macon, GA 31201	Staff	(478) 745-4141

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

	Job Title	Recruitment Source Referring Person Hired	Recruitment Source Used to Fill Vacancy
1	Anchor/Reporter/Producer	9	1, 3-22
2	Reporter/Photographer/Sports	19	1, 3-21
3	Reporter/Photographer	19	1, 3-22
4	Producer/Web Producer	22	1, 3-21
5	Reporter/Photographer	19	1, 3-21
6	Anchor/Reporter/Producer	9	1, 3-22
7	Video Editor/Photographer	22	1, 3-22
8	Digital Sales Specialist-Event Marketing	22	1-22
9	Digital Sales Specialist-Event Marketing	20	1-22
10	Marketing Consultant	20	1-22
11	Digital Sales Manager	22	1-22
12	Digital Operations Specialist	22	1-22

D. During the previous 12 months, there were a total of 38 people interviewed for vacancies. The following is a list of the total number of hired referred by each recruitment source shown in Section B above:

	Recruitment Source	Total No. of Hired	Total No. of Interviewees
1	41NBC Website	2	5
2	Indeed Web Site	3	10
3	LinkedIN Web Site	2	15
4	Promotion	5	8

Station Outreach Initiatives

	Initiative	Description	Date	Personnel Involved by Title	Scope of Station Participation
1	Intern Program	Expose eligible college students to a broadcasting news & digital news environment for college credit	On-going	News & Ops Director Chief Meteorologist	Host interns from area colleges who are majoring in communications and earn college course credit hours. Interns learn daily newsroom duties including shooting, writing and editing stories, producing newscasts and editorial decision making. The students received technical training with equipment including cameras, video editing and industry specific software assisting in the creation of both broadcasting and digital news.
2	Fellow Innovation Journalism Lab	Provided rich learning experience for digital news infrastructure strategies	4/1/2024-8/30/2024	News Director Leadership Institute Journalism Innovation Lab at UGA	The GAB Innovation Fellows program pairs a UGA journalism student with a Georgia broadcaster to accomplish specific digital goals — providing a rich learning experience for both members of the partnership for the benefit of local radio and television stations as they diversify their strategies for reaching audiences through digital. Students with digital expertise work on products or strategies for approximately four hours per week, typically remotely, during the

					fall or spring semester, under the direction of station leadership and leadership at the Institute Journalism Innovation Lab at UGA. Projects can include social media strategies, new digital products, website revisioning, audience research and growth, graphic template creation, or whatever the station needs to be successful on digital platforms.
3	Training Programs	Trained employees to expand working knowledge and enhance skills on the job	On-going	General Manager News & Ops Director Chief Engineer Local Sales Manager Digital Sales Specialist Digital Operations Specialist Traffic Manager	Employees are trained and cross trained to gain skills which enable them to experience internal or external growth to larger markets. General station training includes new hire orientation, safety training, anti-harassment seminars and industry specific skills training. Staff are encouraged to attend job related seminars for personal skills improvement. Training in Production/ Operations Department is mandated by technological advancements that require new skill acquisition in order to remain competitive in the industry.
4	Internet Job Banks	Job postings of open positions for employment on stations website – 41nbc.com and the use of viable social media pages.	On-going	General Manager News & Ops Director	All open positions are posted on station internet web site specifically to reach and recruit a broad spectrum of qualified broadcasting applicants. Any recruitment efforts (i.e. job/career fairs) by station personnel encourage the public to apply in person at the station and/or visit online at www.41nbc.com/jobs .
5	Educational Journalism and Mass Communications Career Fair	GAB/UGA Career Fair	2/7/2024	WMGT General Manager and Creative Services Producer	Station administration hiring manager and producer attended very well attended career fair sponsored by the University of Georgia Journalism and Mass Communications Career Fair. WMGT managers are on-site for the duration of the career fair and are available for question and answer sessions on all current job openings; as well as, internships at the station in different departments. Resumes are also collected on site and information on all station employment job descriptions are distributed to educate students on the many different kinds of jobs available at the television station—many of these positions are open and applications are accepted. But it is educational to many students to learn that students from many different disciplines may fit into a television broadcasting and digital marketing services career.
6	EXPO Booth Recruitment/ Health Fair	41NBC EXPO at local area mall in DMA southern region.	06/8/24	General Manager Local Sales Manager	Station administration and hiring managers hosted successful EXPO on site at local area mall. EXPO was well attended. 41NBC Booth was a cornerstone host presence available to meet and greet with public attendees for Q & A on all station career openings which were also available on station website. Internship seekers were also greeted and met with timely information as they requested at the EXPO.

7	Career School Event	Skyview Elementary	11/22/24	Main News Anchor	School fair event taking place at the Skyview Elementary School for 3 graders with the goal of showcasing broadcasting careers including technology and on-air performances. There was time for Q & A from the students and other components were displayed to encourage healthy and inquisitive discussions on the spot to provide information about options in the field of study.
8	Educational Weather Talk	Heard Elementary	9/10/2024	41 NBC Meteorologist	School Weather Talk at Heard Elementary School. Teaching basic weather warnings and on-air systems to deliver daily weather forecasts. There was time for Q & A from the students to encourage open ended questions for learning about being a weather anchor on TV.
9	EXPO-Job Fair Hosted by 41NBC		10/24/24	General Manager Local Sales Manager Event Marketing Coordinator	Station administration and hiring managers hosted a Job Fair created, promoted and executed by the television station to provide a free and locally accessible location for job seekers to learn about and meet local businesses with job opportunities. Held in a widely known indoor retail shopping mall in Houston County, the television station provided information on job opportunities at the station too and offered the opportunity for job seekers to have a studio quality free photo head shot photograph for use on their resumes & social media profiles. The professional head shots were emailed to the job seekers for use by them after the job fair.
10	41NBC Station Tour	41NBC Studios— Hosted Jack & Jill of America sponsored by Mothers for their Children	11/02/24	News Director Production Director	Ages ranging from elementary to high school gathered on site for a 41NBC Hosted Station Tour. Our News Director and Production Director guided them through many of our different broadcasting workflows to excite and entertain questions that the group developed during the tour.