

## EEO Vacancy Information 2017

San-Dow Broadcasting, JMD Broadcasting: WWMS, WSYE, WZLQ, WELO  
DBA, Mississippi Radio Group, Tupelo, Mississippi

### ***THERE WERE NO NEW HIRES IN 2017***

San-Dow Broadcasting and JMD Broadcasting Outreach Statement  
(aka, Mississippi Radio Group: WWMW, WSYE, WZLQ, WELO)

Every year the Mississippi Radio Group strives to aggressively recruit for all open positions. Although there were no vacancies in 2017 the MRG still recruited for positions that may become available, if not in 2017, maybe later on. The information about our openings is distributed to several outreach locations including 5 universities in North Mississippi. It is also important to us that we participate in various Job Fairs across the state hosted by various colleges and communities in order to find qualified applicants from diverse backgrounds. We often recruit nationwide utilizing [www.allaccess.com](http://www.allaccess.com) when it is necessary.

### **2017 Recruitment Initiatives**

**Initiative 1:** On Tuesday, February 14, 2017 the Mississippi Radio Group participated in the Mississippi College Career Day. Jeff Covington represented our company. The event was held from 10am to 2pm in Anderson Hall on the schools campus in Clinton, Mississippi. This event is an effort to match current senior and graduate students along with recent alumni with potential employers. There were 76 companies represented from a broad range of industries. During the event the Mississippi Radio Group had several students (15) visit our location inquiring about job possibilities. Nine students requested information about possible intern programs and others about On Air jobs. None were interested in Broadcast Sales. The majority of the students did not want to relocate to North Mississippi.

**Initiative 2:** On March 7, 2017 the stations of the Mississippi Radio Group participated in the “Mississippi Association of Broadcasters on Campus” at the University of Mississippi in Oxford, Mississippi. The event was from 10am – 2pm. The media was represented by 4 television stations and 2 radio groups. Jeff Covington represented the Mississippi Radio Group. The purpose of the event is to allow students majoring in broadcasting and/or broadcast journalism to meet with prospective employers and share samples of their work, as well as, being critiqued by broadcast professionals. Students would visit each media representative they were interested in and discuss their interests and projected plans for their future. There were 25 students participating. Of those, 10 visited with us and 3 left resumes. After the interviews and discussions were over

members of the faculty and the broadcasters participated in a question and answer session together to give input into potential academic courses that would be helpful in preparing these students for a career in broadcasting. This Q & A was very informative for all.

**Initiative 3:** On September 19, 2017 the Mississippi Radio Group participated in the Tupelo Daily Journal Job Fair at the Tupelo Furniture Market. This was a general employment job fair open to all adults to attend and meet with various employers from a cross section of industries. Attendance was impressive with 250+ attending. While attendance was good, the typical participant was not interested in sales or programming at a radio station. They were more interested in factory jobs and/or other non technical positions (truck drivers, assembly line workers, etc). Our primary goal for this job fair was finding a radio sales person. None of the attendees were interested in outside sales. 15 people did complete a job application and left their resume. Regional Manager, Scott Bebout and Sales Manager, Jeff Covington attended this event.

**Initiative 4:** On Tuesday, October 25, 2017, the stations of the Mississippi Radio Group participated in the “Mississippi Association of Broadcasters on Campus” day at Mississippi State University in Starkville, Mississippi. The event allowed students majoring in Broadcasting or Broadcast Journalism to meet with perspective employers and have examples of their work to be critiqued. Students could visit as many or as few

of the media representatives as they desired. Each critique was limited to 10 minutes. Students were encouraged to ask questions about careers in broadcasting and the outlook for the industry. There were approximately 50 students participating. Of those 15 visited with us and 8 left resumes. After the student portion of the event concluded, faculty members and participating members of the broadcast community exchanged ideas concerning course content at the university, what needs should be addressed, and possible improvements.

### **Attachment of Recruitment Sources**

- |   |                               |
|---|-------------------------------|
| 1. University of Mississippi<br>1918 Briaridge Road<br>Tupelo, MS 39904         | Angela Palmer - 662-690-6232  |
| 2. Itawamba Community College   | Carla Rose – 662-620-5000     |
| 3. MS State Employment Office<br>3200 Adams Farm Rd. Ste. 4<br>Belden, MS 38826 | Leon Ainsworth – 662-842-4371 |

4. MS University for Women  
1100 College St. MUW 1624  
Columbus, MS 39701  
Towanda Williams – 662-329-7619
5. Northeast MS Community College  
110 Cunningham Blvd.  
Booneville, MS 38829  
Lewis Sacran – 662-692-1512
6. Mississippi State University  
P. O. Box P  
MS State University, MS 38762  
Cara Boyles – 662-325-3344
7. NAACP  
P. O. Box 1061  
Tupelo, MS 38802  
Harold Arrington – 662-844-4166
8. The Daily Journal  
P. O. Box 909  
Tupelo, MS 38802  
662-328-8484
9. Mississippi College Career Day, Clinton, MS, February 14, 2017.

10. Mississippi Association of Broadcasters Career Day, University of Mississippi, Oxford, MS. March 17, 2017
11. Tupelo Daily Journal Job Fair, Tupelo, MS, September 19, 2017.
12. Mississippi Association of Broadcasters Career Day, Mississippi State University, MS State Mississippi, October 25, 2017.
13. Mississippi Radio Group – WWMS, WSYE, WZLQ, WELO  
2214 South Gloster                      Contact Scott Bebout  
Tupelo, MS 38801
14. All Access Website                      [www.allaccess.com](http://www.allaccess.com)