

EEO Vacancy Information for 2011  
San-Dow Broadcasting, JMD Broadcasting: WWMS, WSYE, WZLQ WELO  
AKA The Mississippi Radio Group, Tupelo, Mississippi

<u>Position Vacant</u>	<u>Source of Hire</u>	<u>#Interviews</u>	<u>Recruitment</u>	<u>Responses</u>
Joyce Siddall	Competing Station	2	Attached Sources	4
Curt Hines	Employee Referral	3	Attached Sources	6
William East	Walk In - Intern	1	None - Intern	1

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

The stations of the Mississippi Radio Group continue to aggressively recruit for all open positions. Each opening is distributed to at least 4 universities in Northeast Mississippi. It is also important to us that we participate in various Job Fairs in our state to attempt to find qualified applicants from diverse backgrounds. Explanations are attached. It is also important that we recruit nationwide and we do that by advertising openings at [www.allaccess.com](http://www.allaccess.com).

***INITIATIVE 1:*** On Tuesday, February 15, 2011 Jeff Covington, Regional Sales Executive traveled to Jackson, Mississippi to participate in the Job Fair sponsored by Mississippi College. At the event Mr. Covington talked to numerous students of all ethnic backgrounds, both male and female about a career in the broadcast industry, and in particular at the Mississippi Radio Group. We gave out information about our company and 3 interested students filled out an application. Throughout the day over 75 students visited our booth and sought information.

***INITIATIVE 2:*** On February 17, 2011 the Mississippi Radio Group participated in Tupelo's Business to Business. The "B2B" is put on by the Community Development Foundation. At this event approximately 40 businesses purchased booths to be able to display information about their businesses. Many people attend this event in order to find out about other opportunities for employment. It was attended by approximately 400 people over two days and several people shared with the staff at the Mississippi Radio Group that if any openings become available that they would be very interested in talking to us.

***INITIATIVE 3:*** On March 22, 2011 the managers of the Mississippi Radio Group, Scott and Brenda Bebout, attended the Mississippi Association of Broadcasters Career Fair in Jackson, Mississippi. Scott and Brenda interviewed 12 people who were interested in jobs in the Northeast Mississippi area. This Career Fair is an excellent way to talk to people of various backgrounds about present and future opportunities in radio broadcasting.

***INITIATIVE 4:*** On August 5, 2011 in Jackson, MS and again on October 8, 2011 in Point Clear, Alabama the Mississippi Association of Broadcasters, of which Scott Bebout is President Elect, met

to discuss a broad array of ideas. One of the main topics of conversation was how the MAB could better involve young people in the broadcast industry. After meeting we decided that the MAB would become more involved on campus with the colleges and universities who wanted our expertise. There have been many good things come out of these meetings. One was the development of a Mentor program. MAB Board members would team up with a particular university to help with questions about the broadcast industry. Scott Bebout, the Regional Market Manager with the Mississippi Radio Group, was involved on November 10 with 20 students from Mississippi Valley State University. They came to the studios of the Mississippi Radio Group for a tour and question and answer period. It was very informative. After visiting MRG, the students went to WTVA television station for a tour. Upon completion of the tour at WTVA all the students and faculty members met at the BancorpSouth arena for lunch and a more involved Q&A. There was a broad representation of students who attended this event. The Mississippi Radio Group has as one of it's missions to help college students realize that the broadcasting industry is alive and well. Scott and Brenda Bebout will continue to have this as there mission for 2012 also!

### New Hire EEO Summary Report 2011

1. Joyce Siddall, full-time, hired on September 12, 2011 as the Traffic Manager for WWMS, WSYE, WZLQ, and WELO. All listed sources contacted and Joyce Siddall was hired after being contacted by management who had learned she was very educated on the Traffic System called Visual Traffic which is the system utilized at the MRG. At the time of contact she was not working for a radio station, but was wanting to get back into the business.

2. Curt Hines, full-time, hired on May 1, 2011 as a Sales Account Executive for WWMS, WSYE, WZLQ and WELO. All listed sources were contacted and Curt Hines was hired after hearing about the position from Brewster Smith, another Sales Account Executive for the MRG.
  
3. William East, full-time, hired on April 15, 2011 as Web Master and IT Specialist for WWMS, WSYE, WZLQ, and WELO. He served as an intern for a year before being hired to be a full-time employee. William had been a student at The University of Mississippi before becoming an intern. He had worked at the campus radio station in Oxford before coming on with the MRG. He was very familiar with the stations and wanted to work for a private company with major radio properties. He worked hard for a year, before being added as a full-time employee.

Annual EEO Public File Report 2011  
San-Dow Broadcasting and JMD Broadcasting (aka Mississippi Radio Group  
Attachment of Recruitment Sources

1. University of Mississippi  
1918 Briaridge Road  
Tupelo, MS 39904

Contact: Gayle Wicker - 662-690-6232

2. Itawamba Community College  
2176 South Eason Blve.  
Tupelo, MS 38804

Contact: Carla Rose - 662-620-5000

3. Mississippi State Employment Service  
3200 Adams Farm Rd. Suite 4  
Belden, MS 38826  
Contact: Leon Ainsworth - 662-842-4371
4. Mississippi University for Women  
1100 College Street MUW 1624  
Columbus, MS 39701  
Contact - T. Williams - 662-329-7355
5. Northeast MS Community College  
101 Cunningham Blvd.  
Booneville, MS 38829  
Contact - Dean Rupert - 662-720-7412
6. Mississippi State University  
P. O. Box P  
MS State University, MS 38762  
Contact - Cara Boyles - 662-325-3344
7. Mississippi State Employment Service  
P. O. Box 951  
Columbus, MS 39703  
Contact - Billy Hamilton - 662-328-6876
8. NAACP  
1008 Hilda Drive  
Tupelo, MS 38804  
Contact: Robert Jamison 662-842-7020
9. The Daily Journal  
Contact: Classifieds 662-842-2611

P. O. Box 909  
Tupelo, MS 38802

10. Daily Times Leader  
P. O. Box 1176  
West Point, MS 39773  
Contact: Classifieds 662-494-1414
11. The Daily News  
P. O. Box 1068  
Starkville, MS 39760  
Contact: Classifieds 662-323-1642
12. The Commercial Dispatch  
516 Main Street  
Columbus, MS 39703  
Contact: Classifieds 662-328-8484
13. Mississippi College Career Day, Jackson, MS February 15, 2011
14. Business to Business, Tupelo, MS February 17 - 18, 2011
15. Mississippi Association of Broadcasters Job Fair, March 22, 2011
16. Mississippi Valley State University broadcasting department station visit and Q & A.
17. The Mississippi Radio Group - WWMS, WSYE, WZLQ, WELO  
2214 South Gloster  
Tupelo, MS 38801  
Contact: Scott Bebout - 662-842-7658

18. All Access Website - [www.allaces.com](http://www.allaces.com)