

**Annual EEO Public File Report Form
WLFL AND WRDC RALEIGH, N.C.
Annual EEO Public File Report**

The purpose of the EEO Public File Report ("Report") is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): WLFL and WRDC-TV in Raleigh, N.C. and is required to be placed in the public inspection files of these stations, and posted on their web sites, if they have web sites.

The information contained in this Report covers the time period beginning August 1, 2006 to and including July 31, 2007 (the "Applicable Period").

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c) (1)(ii) of the new EEO Rule, which should be separately identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Sections 73.2080(c)(2) of the FCC rules.

Appendices 1, 2, and 3, which follow, have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitle "Full-time Positions for Which This Source Was Utilized" refer to the number of the full-time job positions listed on Appendix 1.

For the purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer, and started in the position. A person was deemed "interviewed" when he or she was interviewed in person.

Appendix 1
Annual EEO Public File Report Form
Covering the Period from August 1, 2006 to July 31, 2007
Station(s) Comprising Station Employment Unit: WLFL and WRDC
Section 1: Vacancy Information

Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All sources for This Position
1 Master Control Operator	SBGI.net (1)	5
2 Commercial Producer/Editor (1)	Internal Posting (1)	2
3 Marketing Director (1)	SBGI.net (1)	4
4 Traffic Assistant (1)	SBGI.net (1)	1
5 Promotion Writer/Producer (1)	SBGI.net (1)	1
6 Accounting Assistant (1)	Career Builder (1)	1
7 WLFL/WRDC Account Executives (5)	Employee Referral (2) Career Builder (2) SBG Website (1)	32
8 Local Sales Assistant (1)	SBG Website (1)	5

Total Number of Persons Interviewed During / Applicable Period: 51

Appendix 2
Annual EEO Public File Report Form
Covering the Period from August 1, 2006 to July 31, 2007
Station(s) Comprising Station Employment Unit: WLFL and WRDC (Raleigh)
Section 2: Recruitment Source Information

<u>Recruitment Source (Name, Address, Telephone Number, Contact Person)</u>	<u>Recruitment Source of Hiree</u>	<u>Full-time Positions for Which This Source Was Utilized</u>
1. <u>N.C. State AT & T University</u>	0	Commercial Producer/Editor
Offices of Career Services	0	Marketing Director
Murphy Hall # 101	0	Traffic Assistant
1601 East Market St.	0	Promotion Writer/Producer
Greensboro, N.C. 27411	0	Accounting Assistant
Contact: Catina Tillman	0	WLFL/WRDC Account Executives
Phone: 336-334-7900	0	Master Control Operator
	0	Local Sales Assistant
2. <u>NCAB</u>	0	Commercial Producer/Editor
Career Placement Dept.	0	Marketing Director
P.O. Box 627	0	Traffic Assistant
Raleigh, N.C. 27602	0	Promotion Writer/Producer
Attn: Joan Davis	0	Accounting Assistant
Phone: 919-821-7300	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
3. <u>Central Carolina Technical College</u>	0	Commercial Producer/Editor
Placement/HR Department	0	Marketing Director
1105 Kelly Drive	0	Traffic Assistant
Sanford, N.C. 27330	0	Promotion Writer/Producer
Contact: Holly Mohan	0	Accounting Assistant
Phone: 919-718-7389	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
4. <u>Employment Security Commission</u>	0	Commercial Producer/Editor
1105 South Briggs Avenue	0	Marketing Director
Durham, N.C. 27703	0	Traffic Assistant
Contact: esc.jobs.durham@ncmail.net	0	Promotion Writer/Producer
Phone: 919-560-6880	0	Accounting Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
5. <u>Durham Technical Community College</u>	0	Commercial Producer/Editor
Career Counseling Department	0	Marketing Director
1637 Lawson Street	0	Traffic Assistant
Durham, N.C. 27703	0	Promotion Writer/Producer
Attn: Tom Russo	0	Accounting Assistant
Phone: 919-686-3368	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
6. <u>Fayetteville State University</u>	0	Commercial Producer/Editor
Advisement and Career Service	0	Marketing Director
Center 230 SBE	0	Traffic Assistant
1200 Murchinson Road	0	Promotion Writer/Producer
Fayetteville, N.C. 28301	0	Accounting Assistant
Attn: Ms. Joan Broadus	0	WLFL/WRDC Account Executives
Phone: 910-497-9111	0	Master Control Operator
	0	Local Sales Assistant

7.	<u>Meredith College</u> Career Placement Department 3800 Hillsborough Street Raleigh, N.C. 27607 Attn: Marie Sumrell Phone: 919-760-8600	0 0 0 0 0 0 0 0	Commercial Producer/Editor Marketing Director Traffic Assistant Promotion Writer/Producer Accounting Assistant WLFL/WRDC Account Executives Master Control Operator Local Sales Assistant
8.	<u>East Carolina University</u> 2355 West Arlington Blvd. Greenville, N.C. 27858-4353 Attn: Teresa Bullock Phone: 252-329-8000	0 0 0 0 0 0 0 0	Commercial Producer/Editor Marketing Director Traffic Assistant Promotion Writer/Producer Accounting Assistant WLFL/WRDC Account Executives Master Control Operator Local Sales Assistant
9.	<u>Wake Technical College</u> Career Placement Center 9101 Fayetteville Road Raleigh, N.C. 27603 Attn: Jeanette Moss Phone: 919-662-3381	0 0 0 0 0 0 0 0	Commercial Producer/Editor Marketing Director Traffic Assistant Promotion Writer/Producer Accounting Assistant WLFL/WRDC Account Executives Master Control Operator Local Sales Assistant
10.	<u>National Urban League</u> Black Executive Exchange 120 Wall Street, 7th Floor New York, New York 10005-3902 Attn: Ms. Anhelle Lewis	0 0 0 0 0 0 0 0	Commercial Producer/Editor Marketing Director Traffic Assistant Promotion Writer/Producer Accounting Assistant WLFL/WRDC Account Executives Master Control Operator Local Sales Assistant
11.	<u>Senior Job Bank</u> 1383 Steel Bridge Road MacClenny, Florida 32063 Contact: Eric Summers	0 0 0 0 0 0 0 0	Commercial Producer/Editor Marketing Director Traffic Assistant Promotion Writer/Producer Accounting Assistant WLFL/WRDC Account Executives Master Control Operator Local Sales Assistant
12.	<u>North Carolina State University</u> University Career Center P.O. Box 7303 Raleigh, N.C. 26695-7303 Attn: Bridget Yarborough Phone: 919-833-1861	0 0 0 0 0 0 0 0	Commercial Producer/Editor Marketing Director Traffic Assistant Promotion Writer/Producer Accounting Assistant WLFL/WRDC Account Executives Master Control Operator Local Sales Assistant
13.	<u>North Carolina Central University</u> University Career Services P.O. Box 19585 Durham, N.C. 27707 Attn: Brenda Sexton Phone: 919-530-6337	0 0 0 0 0 0 0 0	Commercial Producer/Editor Marketing Director Traffic Assistant Promotion Writer/Producer Accounting Assistant WLFL/WRDC Account Executives Master Control Operator Local Sales Assistant

14. <u>Shaw University</u>	0	Commercial Producer/Editor
Career Department Development	0	Marketing Director
118 East South Street	0	Traffic Assistant
Raleigh, N.C. 27611	0	Promotion Writer/Producer
Attn: Mr. Randall Vogt	0	Accounting Assistant
Phone: 919-546-8300	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
15. <u>Employment Security Commission</u>	0	Commercial Producer/Editor
700 Wade Avenue	0	Marketing Director
Raleigh, N.C. 27605	0	Traffic Assistant
Attn: Mr. Andrew James	0	Promotion Writer/Producer
Phone: 919-733-3098	0	Accounting Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
16. <u>NAACP</u>	0	Commercial Producer/Editor
4805 Mt. Hope Drive	0	Marketing Director
Baltimore, MD 21215	0	Traffic Assistant
Attn: Ms. Roslyn Brock	0	Promotion Writer/Producer
Phone: 877-NAACP-98	0	Accounting Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
17. <u>Campbell University</u>	0	Commercial Producer/Editor
c/o Dept. of Broadcasting	0	Marketing Director
P.O. box 130	0	Traffic Assistant
Buies Creek, N.C. 27560	0	Promotion Writer/Producer
Attn: Mr. Ensley	0	Accounting Assistant
Phone: 910-893-1416	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
18. <u>Nat'l Association of Hispanic Journalists</u>	0	Commercial Producer/Editor
1000 National Press Bldg.	0	Marketing Director
529 14 th Street, N.W.	0	Traffic Assistant
Washington, DC 20045	0	Promotion Writer/Producer
Attn: Alex Nogales	0	Accounting Assistant
Phone: 202-662-7145	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
19. <u>National Association of Broadcasters</u>	0	Commercial Producer/Editor
1771 N. Street, N.W.	0	Marketing Director
Washington, D.C. 20036	0	Traffic Assistant
Attn: Mr. Edward Fritts	0	Promotion Writer/Producer
Phone: 202-429-5300	0	Accounting Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant

- National Association of Black Owned Broadcasters**
20. 1155 Connecticut Avenue, N.W.
Washington, D.C. 20036
Attn: Michael Roberts
Phone: 202-463-8970
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
21. **National Black MBA Assoc.**
P.O. Box 8513
Chicago, Illinois 60601
Attn: John Smithers
Phone: 312-236-2622
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
22. **National Hispanic Media Coalition**
1201 W. 5th Street, Ste. T-205
Los Angeles, California 90017
Attn: Alex Nogales
Phone: 213-534-3026
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
- California Chicano News Media Association**
23. **Association**
USC Annenberg School of Journalism
300 South Grand Ave., Ste. 395C
Los Angeles, California 90071-8110
Attn: Sylvia Wells
Phone: 213-437-4408
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
24. **Native American Journalists Association**
555 Dakota Street, N.W.
Al Neuharth Media Center
Vermillion, S.D. 57069
Attn: Christina Wells
Phone: 605-677-3159
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
- National Association of Black Journalists**
25. **Journalists**
c/o University of Maryland
1117 Journalism Bldg.
College Park, MD 20742-7111
Attn: Penny B. Fuchs
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant

University of North Carolina at Chapel

26. **Hill**
UNC-Chapel Hill
Chapel Hill, N.C. 27599
Attn: Marcia Harris
Phone: 919-962-6507
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
27. **Sinclair Broadcast Group, Inc.**
10706 Beaver Dam Road
Hunt Valley, MD 21030
Contact: Sharon Pickeral
Phone: 410-568-1517
www.sbgj.net
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
28. **Peace College**
153 East Peace Street
Raleigh, N.C. 27604
Attn: Barbara Efland
Phone: 1-800-PEACE47
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
29. **Bennett College**
900 East Washington Street
Greensboro, N.C. 27401
Attn: Ms. Yolanda Johnson
Phone: 336-273-4431
career@bennett.edu
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
30. **Duke University**
Career Development Center
Box 90950
Durham, N.C. 27708
Attn: Lahonda Woodard
Phone: 919-684-8111
lahonda.woodard@Duke.edu
career@duke.edu
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant
31. **Univ. of North Carolina @ Pembroke**
Career Service Center
P.O. Box 1510
Pembroke, N.C. 28372
Attn: Brenda Jacobs
Phone: 910-521-6000
brenda.jacobs@uncp.edu
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- Commercial Producer/Editor
Marketing Director
Traffic Assistant
Promotion Writer/Producer
Accounting Assistant
WLFL/WRDC Account Executives
Master Control Operator
Local Sales Assistant

News and Observer (Local)		
32. Newspaper		
215 S. McDowell Street	6	WLFL/WRDC Account Executives
Raleigh, N.C. 27603		
Attn: Classified Ad Department		
Phone: 919-829-4800		
33. TV Jobs	1	Commercial Producer/Editor
P.O. Box 4116	0	Marketing Director
Oceanside, Ca. 92052	0	Traffic Assistant
Phone: 760-754-8177	0	Promotion Writer/Producer
Contact: Mark Holloway, President	0	Accounting Assistant
www.tvjobs.com		
34. Station Commercial Announcement on WLFL and WRDC-TV	0	Commercial Producer/Editor
Contact: Kim Rivenbark	0	Marketing Director
3012 Highwoods Blvd.	0	Traffic Assistant
Raleigh, N.C. 27604	0	Promotion Writer/Producer
919-872-9535	0	Accounting Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
35. Employee Referral	0	Commercial Producer/Editor
Contact: Jo Anne Ganey	1	Marketing Director
WLFL/WRDC-TV	0	Traffic Assistant
3012 Highwoods Blvd.	0	Promotion Writer/Producer
Raleigh, N.C. 27604	0	Accounting Assistant
Phone: 919-872-9535	4	WLFL/WRDC Account Executives
	2	Master Control Operator
	0	Local Sales Assistant
36. Career Builder	0	Commercial Producer/Editor
www.Careerbuilder.com	0	Marketing Director
1750 Tyson's Blvd., 4 th floor	0	Traffic Assistant
McLean, Virginia 22102	0	Promotion Writer/Producer
Contact: Will Evans, Sales Manager.	1	Accounting Assistant
Phone: 301-801-0468	7	WLFL/WRDC Account Executives
	0	Local Sales Assistant
37. Station Websites	0	Commercial Producer/Editor
www.raleighcw.com	0	Marketing Director
www.wrdc28.com	0	Traffic Assistant
Contact: Jo Anne Ganey	0	Promotion Writer/Producer
3012 Highwoods Blvd., Ste. 101	0	Accounting Assistant
Raleigh, N.C. 27604	1	WLFL/WRDC Account Executives
919-872-9535	0	Master Control Operator
	0	Local Sales Assistant
38. St. Augustine University	0	Commercial Producer/Editor
Contact: Jerry Cooper, Career Svc. Dir.	0	Marketing Director
1315 Oakwood	0	Traffic Assistant
Raleigh, N.C. 27610	0	Promotion Writer/Producer
919-516-4396	0	Accounting Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant

39. <u>Internal Station Posting</u>		
Contact: Jo Anne Ganey	1	Commercial Producer/Editor
WLFL/WRDC-TV	2	Marketing Director
3012 Highwoods Blvd., Ste. 101	0	Traffic Assistant
Raleigh, N.C. 27604	0	Promotion Writer/Producer
	0	Accounting Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	1	Local Sales Assistant
41. <u>Bittle and Associates</u>	0	Commercial Producer/Editor
200 Lynn Ave. Suite 1	0	Marketing Director
Fayetteville, N.C. 28301	0	Traffic Assistant
Contact: Brandon K. Bittle	0	Promotion Writer/Producer
Phone: 910-764-1906	0	Accounting Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
42. <u>Bishop State Community College</u>		
351 N. Broad Street	0	Commercial Producer/Editor
Mobile, AL 36003-5898	0	Marketing Director
Phone: 251-662-5371	0	Traffic Assistant
Contact: Juliette F. Womack	0	Promotion Writer/Producer
www.bishop.edu	0	Accounting Assistant
jwomack@bishop.edu	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
43. <u>*Strayer University</u>	0	Commercial Producer/Editor
3200 Spring Forest Road, Suite 214	0	Marketing Director
Raleigh, N.C. 27616	0	Traffic Assistant
Attn: Mr. Adam King, LRC Manager	0	Promotion Writer/Producer
Phone: 919-878-9900	0	Accounting Assistant
added 5/06	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
44. <u>*Postaroo</u>		
Russell Winslow, Webmaster	0	Commercial Producer/Editor
10706 Beaver Dam Road	0	Marketing Director
Hunt Valley, MD 21030	0	Traffic Assistant
Phone: 410-568-1500	0	Promotion Writer/Producer
	0	Accounting Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
45. <u>*Christian Community in Action</u>	0	Commercial Producer/Editor
1231 Maynard Rd, NE	0	Marketing Director
Cary, N.C. 27511	0	Traffic Assistant
Attn: Jill Wising	0	Promotion Writer/Producer
ccasocialconcern@bellsouth.net	0	Accounting Assistant
Phone: 919-469-9861	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	0	Local Sales Assistant
46. <u>Monster</u>		
www.Monster.com	8	Traffic Assistant
	0	WLFL/WRDC Account Executives
	0	Master Control Operator
	3	Local Sales Assistant
47. <u>America's Job Bank</u>		
www.ajb.org	0	WLFL/WRDC Account Executives

*Note: WLFL and WRDC both broadcasts and send notices asking organizations that want to be notified of current job vacancies to contact us. During this period we had one request from Durham Technical Institute to email notices instead of mailing. Also, on January 1, 2007 we added Monster.com and on January 16, 2007 we added America's Job Bank for another means of recruitment. America's Job Bank changed to Careeronestop.org effective July 1, 2007.

With a few of the following exceptions, all open positions were posted to all sources.

- a. News and Observer (Local Newspaper) is a very expensive form of advertising so we limit what we advertise through this medium. (During this period we advertised for Account Executives)

**Appendix 3 to
Annual EEO Public File Report Form
Covering the Period from August 1, 2006 through July 31, 2007
Station(s) Comprising Station Employment Unit WLFL/WRDC (Raleigh, N.C.)**

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WLFL/WRDC-TV - Raleigh, N.C.

I. Community Events:

1. Activity: North Carolina State Fair

Date of Station Activity: October 13-22, 2006

Participating Employees: All station personnel on a volunteer basis including Neal Davis, GM, Clif Wallace, Lon Goldman, LSM, Tim Prichard, NSM, Kim Rivenbark, Promotion Mgr., and Donna-Marie Harris, Marketing Director.

Host/Sponsor of Activity: N.C. State Government—Department of Agriculture

Brief Description of Activity and Station Participation: Along with other area radio and television stations, and hundreds of vendors WLFL and WRDC had a large tent at the N.C. State Fair for the ten days. At this event, we had tables displaying our employment information and how to apply for open positions. We also videotaped attendees for an opportunity to be in some of our local commercials. We handed out freebies and had our staff members present to answer questions about our stations. It was reported that more than 200,000 people attended this event.

2. Activity: America's Next Top Model Search

Date of Station Activity: August 12, 2006

Participating Employees: Kim Rivenbark, Promotion Manager, Bethann Gailey, Promotion Assistant, Rhonda Keith, Promo Coordinator and WLFL Sales Staff

Host/Sponsor of Activity: Fayetteville State University (Fayetteville, N.C.)

Brief Description of Activity and Station Participation: We held a casting call for ladies ranging from 18-27 for our CW reality show, "America's Next Top Model" on the campus of Fayetteville State University in Fayetteville, N.C. We had tables and a booth set up to talk to potential candidates about internships and fulltime station positions. We encouraged them to check out our websites so they could get the latest information on our vacancies. After much promotion of this event, we had a large turnout for both events.

3. Activity: Teenfest

Date of Station Activity: April 7, 2007

Participating Employees: Donna Maria Harris, Marketing Manager, Neal Davis, General Manager, and Kim Rivenbark, Promotion Manager

Host/Sponsor of Activity: North Carolina Central University (Durham, N.C.)

Brief Description of Activity and Station Participation: WLFL and WRDC teamed up with "Partnership for a Drug Free North Carolina" to hold a teen talent competition on the campus of N.C. Central University. Final event "Teenfest" was open to the general public where we had tables along with other vendors and we distributed information to these teens about future internships at our stations.

4. Activity: Health Fair

Date of Station Activity: January 13, 2007

Participating Employees: Donna Maria Harris, Marketing Director Beth Ann Gailey, Promo Writer/Producer and Rhonda Keith, Promotion

Host/Sponsor of Activity: Cross Creek Mall (Fayetteville, N.C.)

Brief Description of Activity and Station Participation: WLFL and WRDC participated with a booth in the Fayetteville Cross Creek Mall to promote programming and talking to attendees about job opportunities. Games were played and prizes awarded to draw attention to our stations. The event was emceed by Donna Maria Harris, Mkt. Director for our stations.

5. Activity: Hip Hop Summit

Date of Station Participation: February 9, 2007

Participating Employees: Donna Maria Harris, Marketing Director

Host/Sponsor of Activity: North Carolina Central University (Durham, N.C.)

Brief Description of Activity and Station Participation: Donna Maria Harris hosted and facilitates two workshops entitled "So I want to be in the Media"...Attendees were students from students from NCCU and other schools that were interested in jobs in TV, radio, print and other media. Panelists included representatives from local and national media outlets.

II. **JOB FAIRS:**

1. Activity: 2007 MEAC Career Expo

Date of Station Activity: March 8, 2007

Participating Employees: Sharon Pickeral, SBG Employment Manager, and Jo Anne Ganey, WLFL/WRDC Station Admin.

Host/Sponsor of Activity: MEAC (Mid-Eastern Atlantic Conference)

Brief Description of Activity and Station Participation: Sharon Pickeral and Jo Anne Ganey represented our stations with a booth at the MEAC Career Expo at the Progress Energy Center in Raleigh on March 8, 2007 where graduating seniors from all eleven MEAC schools were invited to participate in this Career Expo.

III. **EDUCATIONAL EVENTS**

1. Activity: Speaking Events at Central Carolina Community College

Date of Station Activity: March 7, 2007

Participating Employees: Donna Maria Harris, Marketing Director and Omega Smith, Marketing Intern

Host/Sponsor of Activity: Central Carolina Community College

Brief Description of Activity and Station Participation: Central Carolina Community College hosted a Career Fair for their students. WLFL/WRDC set up a booth and spoke to interested students about available positions and qualifications for employment. We referred attendees to our websites to apply on-line. We also gave away promotional items featuring station logos.

IV. **INTERNSHIP PROGRAM**

The stations also have an internship program as defined below:

Program Goal: The goal of our internship program is to recruit candidates, primarily juniors and seniors, from colleges and prepare them for entry-level jobs within the broadcast industry

Program Objectives:

- Develop links with universities and colleges to promote WLFL & WRDC as prospective employers.
- Create a symbiotic relationship between interns and WLFL & WRDC employees.
- Provide interns with opportunities for translating classroom theories into industry applications. Interns will have the chance to develop practical skills that will improve their chances for success within the broadcast industry.

- The applicant must be attending an accredited institution. Graduate students also are eligible. Preferably applicants should be communication majors, though other majors may be considered.
- The applicant must be at least 18 years of age.
- The applicant must be in good academic standing, as defined by his or her academic institution.
- The applicant must receive academic credit for the internship experience. He or she must be registered for college credit at his or her institution during the quarter or semester in which the internship is performed. Interns are not paid.
- In addition to meeting the institution's eligibility requirements, the applicant must meet the station's eligibility requirements.

Application Requirements:

- A resume
- Two writing samples (graded class assignments or published work).
- Two writing samples (graded class assignments or published work).
- Audio-tapes and videotapes may be required for internships in editing or production.
- Required forms from applicant's institution

During the period August 1, 2006 through July 31, 2007 our stations had two interns from North Carolina Central University in Durham, N.C.

V. TRAINING

SBG Inc. and its stations WLFL & WRDC are equal opportunity employers. Equal employment opportunity has been and continues to be both the Company's policy and practice. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at SBG and its stations will be based on merit, qualifications, and abilities. We will recruit, hire, train, promote, and make all other employment decisions without regard to race, color, religion, sex, national origin, age, disability, veteran status, Acquired-Immune Deficiency Syndrome (AIDS), AIDS-Related Complex (ARC), veteran status or any other category protected by law.

Further, in keeping with this commitment to equal employment opportunity, SBG Inc. offers mandatory training for equal opportunity employment, discrimination and appropriate workplace behavior including workplace harassment to its management and employees.

1. Activity:

Recognizing and Preventing Sexual Harassment: Essentials

Recognizing and Preventing Sexual Harassment: Managers Edition

Date of Participation: August 1, 2006-On Going

Participating Employees: All employees of WLFL/WRDC including Managers

Brief Description of Activity and Station Participation: On August 9, 2005 SBG, Inc. partnered with Corpedia Education to provide web-based training on the topics of discrimination and sexual harassment for both new employees and newly hired or promoted managers. This will be an on-going training program that will be completed within the first 90-days of employment or promotion into a supervisory/managerial position. This course will increase and renew awareness, manager and supervisor development, and FCC Compliance.