

**2011/2012**

**Annual EEO Public File Report Form**

**WRLH, Richmond, Virginia**

**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: WRLH, Richmond, VA and is required to be placed in the public inspection files of this station, and posted on its website, if the station has a website.

The information contained in this Report covers the time period beginning 06/01/11 to and including 05/31/12 (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 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 Section(s) 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 entitled "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.

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Appendix 1 to

Annual EEO Public File Report Form

Covering the Period from 6/1/11 to 5/31/12

Station Comprising Station Employment Unit: WRLH, Richmond, VA

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	1 Commercial Copy Clerk	Internal Posting Station	3
2	1 Engineering Assistant	Careerbuilder.com	5
3	1 Marketing Community Outreach Director	Internal Posting Station	4
4	2 Account Executive Trainee	Referral Internal Posting Station	3
5	1 Local Sales Assistant	Sinclair website	3
6	3 Master Control Operators	(2) Referral (1) Careerbuilder.com	4
7	1 Master Control Operator	Referral	1
8	2 Account Executives	(1) Referral (1) Sinclair Website	5

Total Number of Persons Interviewed During Applicable Period: 28

**Appendix 2 to****Annual EEO Public File Report Form**Covering the Period from 06/01/11 to 05/31/12

Station Comprising Station Employment Unit: WRLH, Richmond, VA

**Section 2: Recruitment Source Information**

	<b>Recruitment Source (Name, Address, Telephone Number, Contact Person)</b>	<b>Total Number of Interviewees This Source Has Provided During This Period (If Any)</b>	<b>Full-time Positions for Which This Source Was Utilized</b>
1.	Bishop State Community 351 N. Broad Street Mobile, Alabama 36603 www.bishop.edu Phone 251-662-5371	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators
2.	Careerbuilder.com Brian Maggio 8401 Greensboro Dr, Ste 250 McLean, VA 22102	1 4 1 1	1 Commercial Copy Clerk 1 Engineering Assistant 2 Sales Account Executive Trainee 3 Master Control Operators
3.	Civilianjobs.com 1825 Barrett Lakes Blvd. Kennesaw, GA 30144 Don Johnson (Source added 5/14/12)	0 ↓	
4.	ECPI College of Technology 800 Moorefield Park Drive Richmond , VA 23236 Toll (866) 499-0338 Fax:(804) 330-5577 jdjohnson@ecpi.edu Jeremy Johnson/Mayling	0 ↓	1 Engineering Assistant 1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators 1 Master Control Operator
5.	Employerpartnership.org 2400 Army Pentagon Washington, SC 20310 Crystal Arcilla (Source added 5/14/12) CORP WILL POST FOR US	0 ↓	
6.	FOX Richmond Web-Site www.foxrichmond.com 1925 Westmoreland St. Richmond, VA 23230 804-358-3535 Contact: LayToya Mayo www.mytvrichmond.com	0 ↓	1 Commercial Copy Clerk
7.	Fresh Start Job Development 1624 Hull St Richmond, VA 23224 Sandra Sykes (804)649-8099	0 ↓	1 Local Sales Assistant 3 Master Control Operators
8.	GOODWILL OF Central	0	1 Marketing Community Outreach Director

	Virginia 6301 Midlothian Trnpg Richmond, VA 23225 Ms. Andrea Wilkinson Phone 804-521-4972	↓	1 Local Sales Assistant 3 Master Control Operators 1 Master Control Operator
9.	Hispanic Link News Service 1420 N. Street, NW Washington, D.C. 20005 Contact: Carlos Erickson Phone 202-234-0280	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators
10.	Howard University Job Placement Office 525 Bryant St., NW Washington, DC 20059 (202)806-7513 Mr. Kim Wells	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators
11.	Indeed.com	1 1 1	<b>1 Commercial Copy Clerk</b> 1 Marketing Community Outreach Director 1 Local Sales Assistant
12.	Internal Posting Station	1 1 2	<b>1 Commercial Copy Clerk</b> <b>2 Sales Account Executive Trainee</b> 1 Marketing Community Outreach Director
13.	ITT Technical Institute Career Services Office 300 Gateway Centre Pkwy Richmond, VA 23235 Attn: Mr. Allen B. Lewis Phone 804-330-4992	0 ↓	1 Engineering Assistant 1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators 1 Master Control Operator
14.	J. Sargeant Reynolds College Career Center 1651 E. Parham Road Richmond, VA 23285	0 ↓	1 Engineering Assistant 1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators
15.	Linkedin Corporate Solutions 2029 Stierlin Ct Mountain View, CA 94043 Danielle Anderson <b>(Corporate Will Post Jobs)</b> <b>Source added 1/5/12</b>	0 ↓	
16.	Media Recruiter 22102 E. Canyon Place Aurora, CO 80016	0 ↓	3 Master Control Operator
17.	Metropolitan Business League 115 East Marshall Street, Richmond, VA 23219 (804) 649-7473	0 ↓	1 Engineering Assistant 1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators 1 Master Control Operator
18.	NAACP, Job Placement P.O. Box 2112	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant

	Mechanicsville, VA 23116 (804)798-9798 <a href="http://www.hcbnaacp.org">www.hcbnaacp.org</a>		3 Master Control Operators 1 Master Control Operator
19.	National Black MBA Associates 180 N. Michigan Avenue Chicago, Illinois 60601 Contact: Debbie Tarrar Phone 312-236-2622	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators
20.	National Hispanic Media Coalition 1201 West 5 <sup>th</sup> Street #T205 Los Angeles, CA 90017 Attn: Acasia Flores Phone 213-746-6988 <b>ADDRESS NO LONGER VALID 4/30/12</b>	0 ↓	1 Local Sales Assistant 3 Master Control Operators
21.	Native American Public Telecommunications 1800 No 33 <sup>rd</sup> Street Lincoln, Nebraska 68583 Contact: Lynn Warren Phone 402-472-3522	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators 1 Master Control Operator
22.	Norfolk State Univ. 2401 Corprew Avenue Norfolk, VA 23504 (757)823-8600 Mr. Benjamin Ellis	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators
23.	Referral	1 1 2 1 1	1 Marketing Community Outreach Director 2 Sales Account Executive Trainee 3 Master Control Operators 1 Master Control Operator 2 Account Executives
24.	Richmond Technical Ctr. 2020 Westwood Ave. Richmond, VA 23227 (804)780-6237 Attn: Job Opening	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators 1 Master Control Operator
25.	Sinclair Website <a href="http://www.sbg.net">www.sbg.net</a> 10706 Beaver Dam Road Cockeysville, MD 21030 410-568-1517 Attn: Sharon Pickeral	1 0 0 0 2 1 3	1 Engineering Assistant 1 Commercial Copy Clerk 1 Marketing Community Outreach Director 2 Sales Account Executive Trainee 1 Local Sales Assistant 3 Master Control Operators 2 Account Executives
26.	Spots and Dots	1	2 Account Executives
27.	The Art Institute of Fort Lauderdale 1799 SE 17 <sup>th</sup> Street Fort Lauderdale, FL 33316 LuWin Sanchez 800-272-7603 Ext. 2615 (954) 308-2615 (954) 525-2602 Fax <a href="mailto:sanchezlw@ali.edu">sanchezlw@ali.edu</a>	0 ↓	

28.	TVJOBS.COM P.O. Box 4116 Oceanside, CA 92052	0 ↓	1 Engineering Assistant 1 Commercial Copy Clerk 1 Marketing Community Outreach Director 2 Sales Account Executive Trainee 1 Local Sales Assistant 3 Master Control Operators
29.	The Society of Broadcast Engineers 9102 North Meridian Street Suite 150 Indianapolis, IN 46260	0 ↓	1 Engineering Assistant
30	VA Dept. Of Rehabilitative Services 8004 Franklin Farms Dr. Richmond, VA 23229 804-662-7000 drs@drs.virginia.gov Jim Rothrock, Commissioner	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators
31.	VA State University Box 9410 Petersburg, VA 23806, Attn: Rodney Butler or Career Services (804)524-5211	0 ↓	1 Engineering Assistant 1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators
32.	VAB Assoc. of Broadcasters 600 Peter Jefferson Pkwy Suite 300 Charlottesville, VA 22902 (804)977-3716, Newsletter/website Ms. Laura Patterson	0 ↓	1 Engineering Assistant 1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators 1 Master Control Operator
33.	Virginia Commonwealth Univ. Job Placement, 907 Floyd Ave., RM. 143 Richmond, VA 23284 (804)828-1645 Contact: Tiara Gantt	0 ↓	1 Engineering Assistant 1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators
34.	Virginia Employment Commission HR Department/Cathy Freiburger 703 E. Main Street Richmond, VA 23218 (804)786-1485 (804)241-6106 (cell) Cahtlin.freiburger@bec.virginia.gov vawc.virginia.gov <b>POST JOB ONLINE</b>	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators 1 Master Control Operator
35.	Virginia Union University 1500 N. Lombardy Street Richmond, Virginia 23220 Attn: Mildred Maree	0 ↓	1 Marketing Community Outreach Director 1 Local Sales Assistant 3 Master Control Operators

Appendix 3 to

Annual EEO Public File Report Form

Covering the Period from 06/01/11 to 05/31/12

Stations Comprising Station Employment Unit WRLH

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WRLH.

**I. Community Event**

**1. Activity: Community Event**

Date of Station Participation: August 9, 2011

Participating Employees: Mike Dunlop, General Sales Manager

Host/Sponsor of Activity: Retail Merchants Expo

Brief Description of Activity and Station Participated: This was a paid expo booth at a show with staffing agencies, retail merchants and business service providers, including media, marketing and advertising companies. Mike spoke with interested parties about sales positions with the station and how to apply. There were approximately 1,100 attendee's,

**2. Activity: Community Event**

Date of Station Participation: October 3, 2011

Participating Employees: Steve Genett, General Manager, Jay Endicott, Production Manager, Mark Bartholmew, Promotions Manager, Tracey Taylor, Community Relations Manager

Host/Sponsor of Activity: ADA Step Out Walk

Brief Description of Activity and Station Participated: Due to the large crowd and activity multiple hiring managers were on site to interact with the 1,200 plus walkers. We talked about what types of jobs were available at WRLH and Sinclair and how to apply.

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**II. Educational Event**

**1. Activity: Educational Event**

Date of Station Participation: August 22, 2011

Participating Employees: Tracey Taylor, Community Relations Manager

Host/Sponsor of Activity: Virginia Commonwealth University

Brief Description of Activity and Station Participation: The event took place during welcome week for the students. Tracey spoke with students about careers in broadcasting and how to apply. Tracey also provided information on our Internship program.

**2. Activity: Educational Event**

Date of Station Participation: August 23, 1011

Participating Employees: Community Relations Manager

Host/Sponsor of Activity: J. Sargeant Reynold's Community College/Downtown Campus

Brief Description of Activity and Station Participated: Tracey spoke with students about careers in broadcasting and how to apply. She also talked about our Internship Program and how to apply.

**3. Activity: Educational Event**

Date of Station Participation: August 24, 2011

Participating Employees: Tracey Taylor, Community Relations Manager

Host/Sponsor of Activity: J. Sargeant Reynolds Community College/Henrico Campus

Brief Description of Activity and Station Participated: Tracey went to campus to speak with students about career opportunities in broadcasting. She provided information to the students on how to apply for jobs at WRLH and with Sinclair.

#### **4. Activity: Educational Event**

Date of Station Participation: September 19, 2011

Participating Employees: Tracey Taylor, Community Relations Manager, and Ryan Nobles, Anchor

Host/Sponsor of Activity: Lee David High School

Brief Description of Activity and Station Participated: Tracey and Ryan spoke with students about journalism and career opportunities at WHRL. This was during a station community event called "Lights Camera Take Action". Internship opportunities were also discussed. There were more than 300 students that participated.

### **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 technical schools, universities and colleges to promote WRLH as prospective employers.
- Create a symbiotic relationship between interns and WRLH 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.

#### **Eligibility Requirements:**

- 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.

During this term period of 6/1/11 to 5/31/12, WRLH had 2 interns. The intern came from; (1) Virginia Commonwealth University, (1) from Carolina School of Broadcasting. Applicants can contact the station to get information on how to apply for an internship.

### **TRAINING**

SBG Inc. is an equal opportunity employer. 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.

**Activity: Sexual Harassment Training**

**Date of Station Participation:** Ongoing

**Participating Employees:** All

**Brief Description of Activity and Station Participation:** All employees participated in web based training on Recognizing and Preventing Sexual Harassment.

**Activity: Code of Ethics**

**Date of Station Participation:** Ongoing

**Participating Employees:** All

**Brief Description of Activity and Station Participation:** All Department Heads and supervisors participating in a web-based training that covers Illegal Employment Discrimination.

SBG, Inc and its station WRLH is an equal opportunity employer. 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.

**Manager Training**

**Date of Station Participation:** April 4, 2012

**Participating Employees:** Melissa Medina, Corporate HR and all Department heads

**Brief Description of Activity and Station Participation:**

Melissa held training with all hiring managers on how to stay EEOC compliant as well as responsibilities as a manager regarding HR matters with the Company. All managers were in attendance and were reminded of the company's policies relating to things like the no harassment policy, leave policies and hiring procedures.

**EEO NARRATIVE**

WRLH-TV, Richmond, Virginia, FAC ID 412 (the "Station"), continuously strives to achieve broad and inclusive outreach and has established EEO policies and procedures which focus on the wide dissemination of information about the stations and their job opportunities to the immediate community and a variety of recruitment sources.

Among the sources targeted for recruitment are trade schools, junior colleges, colleges and universities, minority and women's groups and organizations, community organizations, area unemployment facilities, and other groups or organizations that assist in job placement. The station also participates in local Job Fairs. The Station's attendance at these events has enabled it to continue its successful recruiting efforts.

In addition to its traditional recruiting efforts, the Station 1) provides station tours to local schools and community groups, including the boy scouts, 2) has an established internship program which recruits junior and senior level student candidates from local colleges in order to prepare them for entry-level jobs within the broadcast industry and 3) undertakes internal EEO training for all management level personnel.

The Station understands the importance of its recruiting obligations, and as such, reviews its policies and procedures on an annual basis in order to make adjustments to its recruiting sources and its community activities.