

Annual EEO Public File Report Form  
**WXLV & WMYV**  
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 stations: WXLV & WMYV, Winston-Salem, NC 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 8/1/08 to and including 7/31/09 (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 Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources 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 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 applicant accepted the job offer and started in the position. A person was deemed "interviewed" when he or she was interviewed in person or on the phone.

Appendix 1 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/08 to 7/31/09

Stations Comprising Station Employment Unit: WXLV & WMYV

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	Account Executive-wxlv (2)	Station website and referral	10
2	Account Executive-wxlv(2)	Station referrals	3
3	Account Executive-wxlv	Station referral	1
4	Account Executive-wmyv	Station referral	1
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8			
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10			

Total Number of Persons Interviewed During Applicable Period: 15

Appendix 2 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/08 to 7/31/09

Stations Comprising Station Employment Unit: WXLV & WMYV

Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized
1	Asian American Journalists Assoc. Francis Achondoa 1182 Market St. Suite 320 San Francisco, CA 94102 (415)346-2051 <a href="http://www.aaja.org">www.aaja.org</a>	0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
2	Barber-Scotia College Ms. Carolyn Bost 145 Cabarrus Ave., West Concord, NC 28025 (704)789-2900	0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
3	Bennett College Career Services Ms. Yolanda Johnson 900 E. Washington St. Greensboro, NC 27401 (336)273-4431	0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
4	Bishop State Community College Juliette F. Womack Coordinator Career Planning & Placement 351 N. Broad Street Mobile, AL 36603-5898	0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv

	(251)662-5371 <a href="http://www.bishop.edu">www.bishop.edu</a> <a href="mailto:jwomack@bishop.edu">jwomack@bishop.edu</a>	0 0 0 0	
5	Broadcasting & Cable Jon Kemp 225 Wyman Street Waltham, MA 02451 (646)746-6949 *source ended on 1/1/09	0 0	
6	Brookstone College Ms. Bridget Handley 7815 National Service Rd. Greensboro, NC 27409 (336)668-2627	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
7	Careerbuilder.com Allison Weitzman 8401 Greensboro Dr, Ste 250 McLean, VA 22102	7 1 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
8	Carolina School of Broadcasting Ms. Alyson Young 3435 Performance Rd. F Charlotte, NC 28217 (704)395-9272	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
9	Elizabeth City State University Ms. Sandra Gibson Director of Career Services 1704 Weeksville Rd. Campus Box #804 Elizabeth City, NC 27909 (252)335-3400	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
10	Elon University Ms. Debbie Wall 2700 Campus Box Elon College, NC 27244-2010 (336)278-3566	0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv

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11	Employment Security Commission of NC ATTN: Job Bank 630 W. 6 <sup>th</sup> St. Winston-Salem, NC 27101 (336)761-1700	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
12	Fayetteville State University Ms. Daisy Osborn Advisement & Career Services Center 1200 Murchison Rd. Fayetteville, NC 28301 (910)672-1111	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
13	Forsyth Technical Comm. College Career Services Ms. Darlene Jarrett 2100 Silas Creek Parkway Winston-Salem, NC 27103 (336)734-7343	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
14	Greensboro College Career Services Kellie McLeod 815 W. Market St. Greensboro, NC 27401 (336)272-7102	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
15	Guilford College Career Development Ms. Emily Fitch 5800 W. Friendly Ave. Greensboro, NC 27410 (336)316-2187 Fax #: (336)316-2464	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
16	Guilford Technical Comm. College Ms. Arimental Moseley	0 0	Account Executive – wxlv (2) Account Executive – wxlv (2)

	Job Placement Center P.O. Box 309 Jamestown, NC 27282 (336)334-4822	0 0 0 0 0 0 0 0	Account Executive – wxlv Account Executive - wmyv
17	Hispanic Link News Service Hector Erickson-Mendoza 1420 N St. NW Washington, DC 20005 (202)234-0280 <a href="http://www.hispaniclink.org">www.hispaniclink.org</a>	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
18	Internal Applicants Belinda Reid 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	0 0 0 0 0 0 0 0	
19	Job/Career Fairs Belinda Reid WXLV-TV/WUPN-TV 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
20	Johnson C. Smith University Mr. Theadore Stowe <a href="mailto:tstowe@jcsu.edu">tstowe@jcsu.edu</a> 100 Beatties Ford Rd. Charlotte, NC 28216 (704)378-1000	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
21	Livingstone College Vicki Gray Director of Career Services 701 W. Monroe St. Salisbury, NC 28144 704-216-6222	0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
22	NAACP Lashunda Booker OR Steve Hairston 4130 Oak Ridge Dr. Winston-Salem, NC 27105 (336)767-3470 Fax #: (336)767-3440	0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv

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23	Native American Journalists Assoc. Christina Wells 555 Dakota St. Al Neuharth Media Center Vermillion, SD 57069 (605)677-5282 <a href="http://www.naja.com">www.naja.com</a>	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
24	Native American Public Telecommunications Rosebud Sioux 1800 No. 33 <sup>rd</sup> St. Lincoln, NE 68583 (402)472-3522 <a href="http://www.nativetelecom.org">www.nativetelecom.org</a>	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
25	Nat'l Assoc. of Black Journalists Lisa Goodnight 8701-A Adelphi Rd. Adelphi, MD 20783 (301)445-7100 <a href="http://www.nabj.org">www.nabj.org</a>	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
26	National Assoc. of Hispanic Journalists Kevin Olivas 1000 National Press Building 529 14 <sup>th</sup> St. NW Washington, DC 20045 (202)662-7145 <a href="http://www.nahj.org">www.nahj.org</a>	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
27	National Black MBA Assoc. Jetaun Mallett 180 N. Michigan Ave., Suite 1515 Chicago, IL 60601 (312)236-2622 <a href="http://www.nbmbaa.org">www.nbmbaa.org</a>	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
28	National Hispanic Media Coalition Alex Nogales 2514 S. Grand Ave. Los Angeles, CA 90007	0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv

	(213)746-6988 <a href="http://www.nhmc.org">www.nhmc.org</a>	0 0 0 0 0 0	
29	NC A&T State University Ms. Cynthia Downing NC A&T State University Office of Career Services Murphy Hall Room 101 Greensboro, NC 27411 (336)334-7755	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
30	North Carolina Central University Brenda Sexton 1801 Fayetteville St. Durham, NC 27707 (919)560-6100	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
31	NC School of the Arts Dept. of Human Resources Mr. Bob Roberts 1533 S. Main St. Winston-Salem, NC 27127 (336)770-1451	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
32	Referral	1 1 1 1 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive- wmyv
33	Salem College Career Development Ms. Katie Bawden bawden@salem.edu P.O. Box 10548 Winston-Salem, NC 27108 (336)721-2625	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv



34	Shaw University Career Development Ms. Thai Marc-Charles 118 E. South St. Raleigh, NC 27601 (919)546-8200	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
35	Sinclair Website 10706 Beaver Dam Rd. Cockeysville, MD 21030 Ms. Sharon Pickeral (410)568-1517 <a href="http://www.sbgnet.net">www.sbgnet.net</a>	1 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
36	Spots ‘N Dots Patrick Kelley 167 Oakdale Rd. Johnson City, NY 13790 (888)884-2630 <a href="mailto:spotsndots@stny.rr.com">spotsndots@stny.rr.com</a>	1 0	Account Executive – wxlv (2)
37	St. Augustine’s College Sandra Clemons White Career Services 1315 Oakwood Avenue Raleigh, NC 27610 (919)516-4242	0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
38	Station Website <a href="http://www.abc45.com">www.abc45.com</a> <a href="http://www.upn48.com">www.upn48.com</a> Belinda Reid 3500 Myer Lee Dr. Winston-Salem, NC 27101 (336)722-4545	1 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
39	The Chronicle Amanda Miller 617 N. Liberty St. Winston-Salem, NC 27101 (336)722-8628 Fax #: (336)723-9173 <a href="mailto:admin@wschronicle.com">admin@wschronicle.com</a>	0 0 0 0 0 0	
40	<a href="http://www.tvjobs.com">www.tvjobs.com</a> Broadcast Employment Services	0 0	Account Executive – wxlv (2) Account Executive – wxlv (2)

	Mark Holloway P.O. Box 4116 Oceanside, CA 92052 (877)988-9808	0 0 0	Account Executive – wxlv Account Executive - wmyv
41	UNC-Chapel Hill Ms. Julie Pendergraph University Career Services The Wendy P. & Dean E. Painter, Jr. Career Center CB #5140, Hanes Hall Chapel Hill, NC 27599-5140	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
42	UNC-Greensboro Gretchen Pugh Career Services 1000 Spring Garden St. Greensboro, NC 27412 uncg.edu\csc (336)334-5454	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
43	Wake Forest University Dana Hutchens 1834 Wake Forest Rd. Winston-Salem, NC 27106 (336)758-5246 Fax #: (336)758-1971 hutchens@wfu.edu	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
44	Winston-Salem Journal Charlene Williams 418 N. Marshall St. Winston-Salem, NC 27101 (336)727-7425 <a href="mailto:cawilliams@wsjournal.com">cawilliams@wsjournal.com</a>	0 0	
45	Winston-Salem State University Carmen Berrier berriect@wssu.edu 601 Martin Luther King Jr. Dr. Winston-Salem, NC 27110 (336)750-2000	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
46	Winston-Salem Urban League Mr. Steve Jones 201 W. 5 <sup>th</sup> St. Winston-Salem, NC 27101 (336)725-5614	0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv

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47	Averett University Ms. Katlin Hecox Director of Career Services 420 W. Main Street Danville, VA 24541 434-791-5629 (began 12/12/2007)	0 0 0 0 0 0 0 0 0 0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv
48	<a href="http://www.jobnuggets.com">www.jobnuggets.com</a>	0	
49	Job ad ran on WXLV/WMYV for Account Executives	0	
50	LuWin Sanchez Career Services Advisor The Art Institute of Fort Lauderdale 1799 SE 17th Street Fort Lauderdale, FL 33316 800-275-7603 ext. 2615 Began 3/31/09	0	
51	North Carolina Broadcast.com	0	Account Executive – wxlv (2) Account Executive – wxlv (2) Account Executive – wxlv Account Executive - wmyv

\* WXLV and WMYV broadcasts and publishes notices asking organizations that would like to be notified of job vacancies to contact us.

Appendix 3 to

Sample Annual EEO Public File Report Form

Covering the Period from 8/1/08to 7/31/09

Stations Comprising Station Employment Unit WXLV & WMYV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WXLV & WMYV

**EDUCATIONAL EVENT**

Date of Station Participation: November 24, 2008

Participating Employee: Francis McRae, General Sales Manager

Host of Activity: NC A&T State University

Brief Description: Fran McRae, General Sales Manager, conducted mock-interviews with NC A&T University students to discuss their career futures and possible opportunities within Sinclair Broadcast Group and WXLV/WMYV.

**CAREER FAIR CO- SPONSORSHIP**

Date of Participation: September 12, 2008; 9:30am-4pm

Participating Employees: Ron Inman, General Manager; Fran McRae, General Sales Manager; Belinda Reid Accounting/Human Resources Manager

Sponsors of Career Fair: Winston-Salem Urban League and WXLV/WMYV

Brief Description: As co-sponsor of the Urban League Career Fair, the Station Employment Unit provided an on-air promotional schedule to encourage public attendance at this event. The Career Fair was open to the public to allow them to meet with area companies. Approximately 400 job seekers attended. Each manager spoke to job seekers about career opportunities in the broadcast industry, specifically with the Station Employment Unit and Sinclair Broadcast Group. Our open position was Account Executives for WXLV/WMYV in Sales .

**JOB FAIR**

Date of Participation: February 19, 2009; 9am-2pm

Participating Employees: Belinda Reid, Accounting Manager/Human Resources Coordinator; Dave Farshing, National Sales Manager

Sponsor of Job Fair: North Carolina A&T State University

Brief Description: This Job Fair was held for students to allow them the opportunity to meet with area companies to discuss available full-time and part-time positions. Resumes were collected and we spoke

with students about career opportunities and internships, not only at our local stations, but within Sinclair Broadcast Group. . Our open positions were Account Executives for WXLV/WMYV in Sales

### **JOB FAIR**

Date of Participation: February 11, 2009; 9a-2p

Participating Employees: Belinda Reid, Accounting Mgr/HRC and Ron Inman, General Manager

Sponsor of Job Fair: University of North Carolina at Greensboro

Brief Description: This Job Fair was held for students to allow them the opportunity to meet with area companies to discuss available full-time and part-time positions. Resumes were collected and we spoke with students about career opportunities and internships, not only at our local stations, but within Sinclair Broadcast Group. Our open positions were Account Executives for WXLV/WMYV in Sales.

### **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.

### **INTERNSHIP PROGRAM**

WXLV & WMYV have an internship program as defined below. From 9/23/08 to 6/01/09, we have utilized the talents of four local college students in our production and sales departments. One student attended NC A&T State University and two from Wake Forest University interned in the Sales Department and one attended Winston-Salem State University and interned in the Production Department.

#### **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 WXLV & WMYV as prospective employers.
- Create a symbiotic relationship between interns and station 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.

Any person interested in internship opportunities should contact the station for more details.